



Scott Silver

A Resource for Creative Diversity

Color Style Guide 2012

Color Guidelines

Introduction

Color provides a strong visual link to our brand identity across a wide range of applications. The Scott Silver (SS) colors represent our main color identifiers. SS Orange is identified within the signature. SS Orange and Gray are used throughout our visual identity system for text, rules and color fields. The color chips for the Orange and Gray provided with these standards are the color standards that all printed materials should match. The values provided here should be referenced to ensure the principle colors are always reproduced as accurately as possible.

Primary Color Pallet



Orange	Light Gray	Gray
Pantone 152C	Cool Gray 5C	Gray 88.7%
C1, M52, Y100, K0	C15, M9, Y8, K22	C0, M0, Y0, K88.7
R145, G245, B130	R178, G180, B179	R65, G64, B66
Hex #f4911e	Hex #b1b3b6	Hex #414042

Secondary Color Pallet

The secondary color palette has been created for use in presentations and other corporate materials. To find colors that are consistent with the business needs of consumer, enterprise, and online applications, please refer to the relevant styleguides.



White	Medium Gray	Dark Gray	Black	Yellow
White	Pantone Cool Gray 9C	Pantone Black 7C	Black	Pantone 123
C0, M0, Y0, K0	C29, M23, Y16, K51	C51, M44, Y36, K84	C0, M0, Y0, K100	C0, M21, Y100, K0
R255, G255, B255	R116, G118, B120	R54, G53, B52	R0, G0, B0	R253, G200, B47
Hex #ffff	Hex #727979	Hex # 333132	Hex #0000	Hex #ffc629

To ensure consistent representation of our brand identity always use high-quality vendors and reproduction methods.