

# Colours

## **Primary colours**

We use eight colours, plus black and white. The familiar purple will continue to be our primary colour.

The colours are best used alone, or in the pairs shown over the next three pages. They are vibrant, engaging and help bring our brand to life.

When using colour with an image, choose a colour from the palette that complements the image. Limit the number of colours used at a time and always use the correct colour breakdowns: CMYK and Pantone® for print and Hex # for digital.

Our primary colour is purple, anchoring our brand in a familiar Scouting world.

**Scout Purple**

RGB r116 g20 b220

CMYK c72 m80 y0 k0

Pantone Violet C

HEX #7413dc

Thread YJB506

**Scout Teal**

RGB r0 g167 b148

CMYK c74 m0 y45 k0

Pantone 3275 C

HEX #00a794

Thread YHG725

**White**

RGB r255 g255 b255

CMYK c0 m0 y0 k0

Pantone n/a

HEX #ffffff

Thread White

**Black**

RGB r0 g0 b0

CMYK c0 m0 y0 k100

Pantone Process Black C

HEX #000000

Thread Black

5%

20%

40%

60%

80%

**Scout Red**

RGB r226 g46 b18

CMYK c0 m90 y100 k0

Pantone Red 032 C

HEX #e22e12

Thread YHG125

**Scout Green**

RGB r35 g169 b80

CMYK c75 m0 y91 k0

Pantone 347 C

HEX #23a950

Thread YHG741

**Colour pairings**

These are our colour pairings. Use them to add vibrancy to your communications.

**Scout Blue**

RGB r0 g110 b224

CMYK c95 m35 y0 k0

Pantone 285 C

HEX #006ddf

Thread YHG334

**Scout Pink**

RGB r255 g180 b229

CMYK c2 m30 y0 k0

Pantone 183 C

HEX #ffb4e5

Thread YHG113

**Scout Navy**

RGB r0 g58 b130

CMYK c100 m88 y12 k0

Pantone 294 C

HEX #003982

Thread YHG328

**Scout Yellow**

RGB r255 g230 b39

CMYK c0 m6 y90 k0

Pantone 108 C

HEX #ffe627

Thread YHG207