BRAND COLOUR PALETTE

SOUCK COLOURS

Six named brand colours and two gradient stops. Use the hex values on screens and the CMYK values as a starting point for print; ask your printer to proof them.

JAGUAR

HEX #040216 · RGB 4, 2, 22 · CMYK 82, 91, 0, 91

Near-black. Dark surfaces and display type on light grounds.

ZAFFRE

HEX #02189E · RGB 2, 24, 158 · CMYK 99, 85, 0, 38

Deep blue. Secondary buttons, eyebrow labels and the depth end of gradients.

BLUEBERRY

HEX #053EDD · RGB 5, 62, 221 · CMYK 98, 72, 0, 13

The primary brand blue. Links, primary actions and accents.

AZURE

HEX #01A2F8 · RGB 1, 162, 248 · CMYK 100, 35, 0, 3

Mid blue. Accents on dark grounds and the gradient midpoint.

SAFFRON

HEX #FE9134 · RGB 254, 145, 52 · CMYK 0, 43, 80, 0

Orange. Accent marks (the eyebrow dash, rules) and fills. Text on dark grounds only.

VISTA

HEX #F8FAFF · RGB 248, 250, 255 · CMYK 3, 2, 0, 0

Off-white. The default page ground.

MINT

HEX #78DA9F · RGB 120, 218, 159 · CMYK 45, 0, 27, 15

Green. A gradient stop only, never a fill or text colour.

MERCURY

HEX #CDDCE0 · RGB 205, 220, 224 · CMYK 8, 2, 0, 12

Cool grey. Gradient stop and hairlines.

BRAND GRADIENTS



Primary gradient: Blueberry to Azure to Saffron. Used as a thin signal line and on buttons.



Dark gradient: Jaguar to Zaffre. Used for heroes, covers and dark panels.

TEXT COLOUR RULES

Body text is near-black on light grounds and 80% white on dark grounds. Saffron is never used for text on white.