Colours

03

Primary Colour Scheme

EXPLANATION

Fleet Service GB's colour scheme is centred around purple as the primary colour, complemented by white and grey as accent tones. Purple represents trust, and innovation, as well as maintaining a professional and grounded image. The different shades of purple are used to create a dynamic and visually striking identity.

White and grey are used strategically as supporting colours, providing balance and sophistication to the overall design. White serves as a clean, neutral backdrop that enhances the visibility of purple elements. Grey, as a versatile accent, adds depth and subtlety to the design, helping to ground the colour scheme without overpowering the boldness of purple.

WHITE

#FFFFFF
R 255, G 255, B 255
C=0 M=0 Y=0 K=0
Pantone

GREY

8F9090
R 142, G 144, B 144
C=46 M=34 Y=35 K=14
Pantone 877 C

PURPLE DARK

5B2F83
R 91, G 45, B 130
C=78 M=93 Y=2 K=5
Pantone 268 C

PURPLE LIGHT

693C90
R 104, G 58, B 143
C=72 M=86 Y=0 K=0
Pantone 266 C

Core Products Colour Scheme

EXPLANATION

Fleet Service GB's core product colours—blue, orange, red, purple, and green—are carefully chosen to be bright and distinct, ensuring each product is easily recognisable and stands out on its own. These vibrant colours not only provide clarity but also help create a strong visual association between each product and its corresponding colour.

Together, these colours create a vibrant and diverse product range, with each product being easily distinguishable and memorable, allowing Fleet Service GB's customers to quickly associate the right colour with the right product.

FSGB DRIVER MANAGEMENT

BLUE DARK

#465DA3
R 70, G 93, B 163
C=81 M=64 Y=4 K=0
Pantone 7684 C

BLUE LIGHT

#1A8FCF
R 26, G 143, B 207
C=78 M=31 Y=0 K=0
Pantone 7689 C

BLUE GRADIENT

#1A8FCF – #1A8FCF

FSGB MAINTENANCE MANAGEMENT

ORANGE DARK

#E94F1C
R 233, G 79, B 28
C=0 M=79 Y=94 K=0
Pantone 166 C

ORANGE LIGHT

#EF7D09
R 239, G 125, B 9
C=0 M=60 Y=97 K=0
Pantone 716 C

ORANGE GRADIENT

#E94F1C – #EF7D09

FSGB ACCIDENT MANAGEMENT

RED DARK

#CD232D
R 205, G 35, B 45
C=13 M=96 Y=84 K=3
Pantone 1795 C

RED LIGHT

#E84343
R 232, G 67, B 67
C=0 M=85 Y=70 K=0
Pantone 179 C

RED GRADIENT

#CD232D – #E84343

FSGB FLEET ADMINISTRATION

PURPLE DARK

#80558B
R 128, G 85, B 139
C=59 M=73 Y=18 K=3
Pantone 7677 C

PURPLE LIGHT

#9977A2
R 153, G 119, B 162
C=47 M=58 Y=15 K=1
Pantone 7661 C

PURPLE GRADIENT

#80558B – #9977A2

FSGB GARAGE NETWORK

GREEN DARK

#3B844B
R 59, G 132, B 75
C=78 M=25 Y=84 K=10
Pantone 555 C

GREEN LIGHT

#1AA038
R 26, G 160, B 56
C=80 M=5 Y=100 K=0
Pantone 7739 C

GREEN GRADIENT

#3B844B – #1AA038

Accessible Colour Chart

	# FFFFFF	#8F9090	#5B2F83	#693C90	#80558B	#9977A2
White	No	Yes	Yes	Yes	Yes	No
Black	Yes	No	No	No	No	Yes

Large text and headings only

	#3B844B	#465DA3	#CD232D	#E84343	#1A8FCF	#1AA038	#E94F1C	#EF7D09
White	Yes	Yes	Yes	No	No	No	No	No
Black	No	No	No	Yes	Yes	Yes	Yes	Yes

Tint Chart

	# FFFFFF	#8F9090	#5B2F83	#693C90	#80558B	#9977A2	#3B844B	#465DA3	#CD232D	#E84343	#1A8FCF	#1AA038	#E94F1C	#EF7D09
100%														
90%														
80%														
70%														
60%														
50%														
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