PRIMARY COLOUR SCHEME CORE PRODUCTS COLOUR SCHEMES ACCESSIBLE COLOUR CHART **TINT CHART** 

# **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

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## **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 BLUE LIGHT** 

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

#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**













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

#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 - #F84343

#### **FSGB FLEET ADMINISTRATION**









PURPLE DARK

#80558B R 128, G 85, B 139 Pantone 7677 C

PURPLE LIGHT

#9977A2 R 153, G 119, B 162 Pantone 7661 C

**PURPLE GRADIENT** 

#80558B - #9977A2

#### **FSGB GARAGE NETWORK**









GREEN DARK **GREEN LIGHT** 

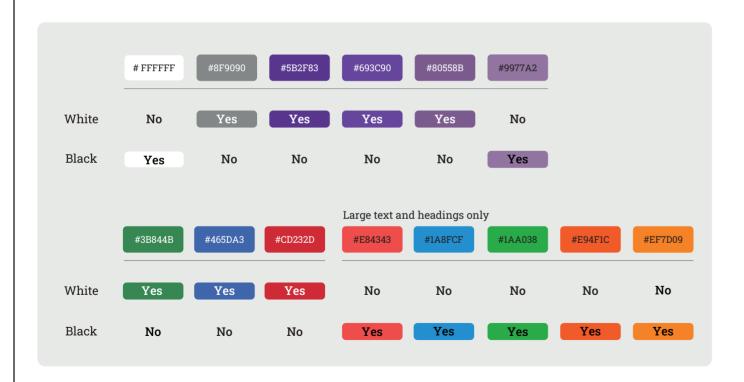
#3B844B R 59, G 132, B 75 Pantone 555 C

#1AA038 R 26, G 160, B 56 Pantone 7739 C

GREEN GRADIENT

#3B844B - #1AA038

## **Accessible Colour Chart**



### **Tint Chart**

