

Colour Palette

The SHS colour palette is made up of six distinct, bright colours—three of which make up the star icon—and four greyscale values.

The three icon colours of the primary palette (blue, gold and coral) are used most frequently in outward communications and are the brand’s most recognizable colours. Black and white are also primary colours as they are used for all text applications.

The secondary palette contains three complementary colours, which are used to add variety and longevity to the SHS brand communications. The two additional grey colours can be used for secondary text applications, and are used in the greyscale logo and greyscale applications.

Note

For printing on newsprint or similar stock, use the same CMYK values shown here. All print values have been optimized for four-colour printing.

Primary Colour Palette



Pantone 305 U
Pantone 305 C
C60 M0 K0 K0
R74 G199 B233



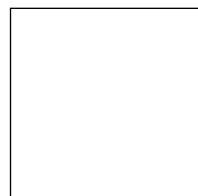
Pantone 129 U
Pantone 1235 C
C0 M30 Y80 K0
R255 G190 B0



Pantone 185 U
Pantone 032 C
C0 M85 Y50 K0
R255 G35 B60



C0 M0 Y0 K100
R0 G0 B0



C0 M0 Y0 K0
R255 G255 B255

Secondary Colour Palette



Pantone 351 U
Pantone 351 C
C30 M0 Y35 K0
R140 G230 B160



Pantone 2582 U
Pantone 2572 C
C35 M50 Y0 K0
R135 G100 B175



Pantone 107 U
Pantone 107 C
C0 M5 Y70 K0
R255 G223 B75



C0 M0 Y0 K55
R138 G140 B142



C0 M0 Y0 K25
R199 G200 B202