Brand Color Scheme: Primary Colors

Cinnabar Hex: #E34234 RGB: (227, 66, 52) CMYK: (0, 71, 77, 11)	**Pink Salt** Hex: #F8EEEC RGB: (248, 238, 236) CMYK: (0, 4, 5, 3)
Black Hex: #000000 RGB: (0, 0, 0) CMYK: (0, 0, 0, 100)	**Cinderella** Hex: #FEDDDC RGB: (254, 221, 220) CMYK: (0, 13, 13, 0)
White Hex: #FFFFFF RGB: (255, 255, 255) CMYK: (0, 0, 0, 0)	**Copper Rust** Hex: #9E4244 RGB: (158, 68, 68) CMYK: (0, 58, 57, 38)

The main properties of the primary color scheme for Dollar General would focus around a warm tone, with some uses of white and black.

Mostly focusing with a set of monochromatic shades or red–orange, this color scheme is meant to display a warm, friendly tone to the brand, giving the buyers a welcoming feel to the stores.