Our colours

Our colours

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What's new?

Scouts Teal
Now darker so text can be used on the colour and meet accessibility guidelines. Teal fails one category in AAA rating, but passes all AA. This replaces the lighter teal.

Colour values
RGB r6 g132 b134
CMYK c85 m30 y47 k6
Pantone 7716 C
HEX #088486

Scouts Orange
A vibrant addition to our youthful, bold and optimistic colour palette.

Colour values
RGB r255 g145 b42
CMYK c0 m52 y91 k0
Pantone 715 C
HEX #ff912a

Scouts Forest Green
To reflect our Cubs uniform, our King's Scout Award badge and our close connection to nature.

Colour values
RGB r32 g91 b65
CMYK c85 m40 y79 k35
Pantone 554 C
HEX #205b41

Where they fit in

Core colours
We use ten colours, plus black and white. The familiar purple is our core colour.

The colours are best used alone, or in the pairs shown over the next four pages. They are vibrant, engaging and help bring our brand to life.

When using colour with an image, choose a colour from the palette that complements the image. Always use the correct colour breakdowns: CMYK and Pantone® for print and RGB or Hex # for digital.

Our core colour is purple, anchoring our brand in a familiar world.

Scouts Purple
RGB r116 g20 b220
CMYK c72 m80 y0 k0
Pantone Violet C
HEX #7413dc
Thread YJB506

Scouts Teal
RGB r6 g132 b134
CMYK c85 m30 y47 k6
Pantone 7716 C
HEX #088486
Thread YHG725

White
RGB r255 g255 b255
CMYK c0 m0 y0 k0
Pantone n/a
HEX #ffffff
Thread White

Black
RGB r0 g0 b0
CMYK c0 m0 y0 k100
Pantone Process Black C
HEX #000000
Thread Black

20%
40%
60%
80%

Colour pairings

Use them together to create great visual impact in your communications.

Scouts Red
RGB r237 g64 b36
CMYK c0 m90 y100 k0
Pantone Red 032 C
HEX #ed3f23
Thread YHG125

Scouts Green
RGB r38 g183 b86
CMYK c75 m0 y91 k0
Pantone 347 C
HEX #25b755
Thread YHG741

Scouts Blue
RGB r0 g110 b224
CMYK c95 m35 y0 k0
Pantone 285 C
HEX #006ddf
Thread YHG334

Scouts Orange
RGB r255 g145 b42
CMYK c0 m52 y91 k0
Pantone 715 C
HEX #ff912a

Scouts Pink
RGB r255 g180 b229
CMYK c2 m30 y0 k0
Pantone 183 C
HEX #ffb4e5
Thread YHG113

Scouts Navy
RGB r0 g58 b130
CMYK c100 m88 y12 k0
Pantone 294 C
HEX #003982
Thread YHG328

Scouts Yellow
RGB r255 g230 b39
CMYK c0 m6 y90 k0
Pantone 108 C
HEX #ffe627
Thread YHG207

Scouts Forest Green
RGB r32 g91 b65
CMYK c85 m40 y79 k35
Pantone 554 C
HEX #205b41

Colour tones

Use them together to create depth and structure to your page designs or illustrations.

Scouts Red

Scouts Pink

Scouts Navy

Scouts Blue

Scouts Forest Green

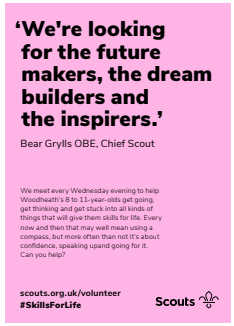
Scouts Green

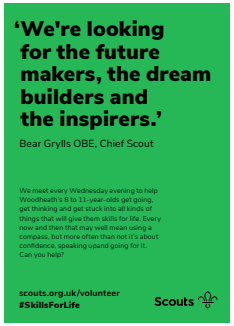
Scouts Orange

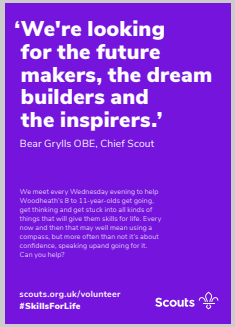
Scouts Yellow

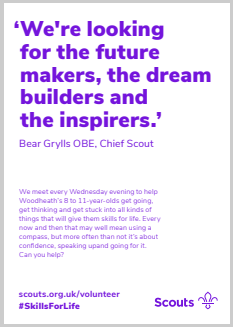
What works well

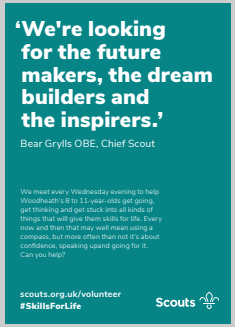
Recommended combinations
The following colour combinations have been tested for accessibility. Always use high contrast combinations for maximum readability.

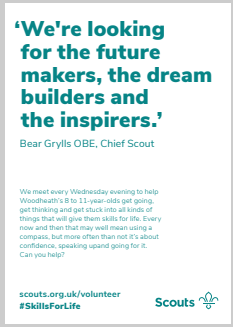




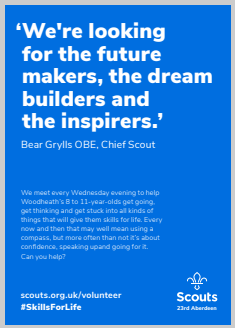


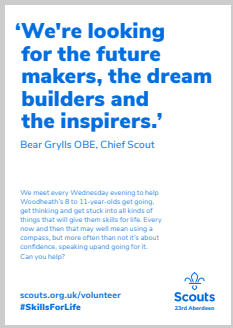




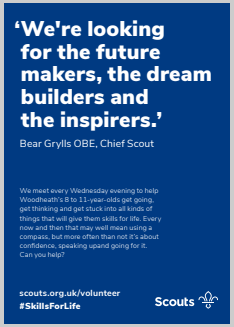


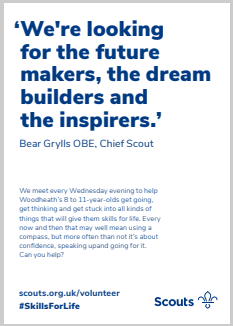
Use large text only where possible

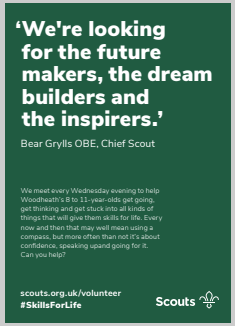


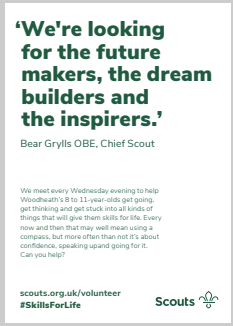


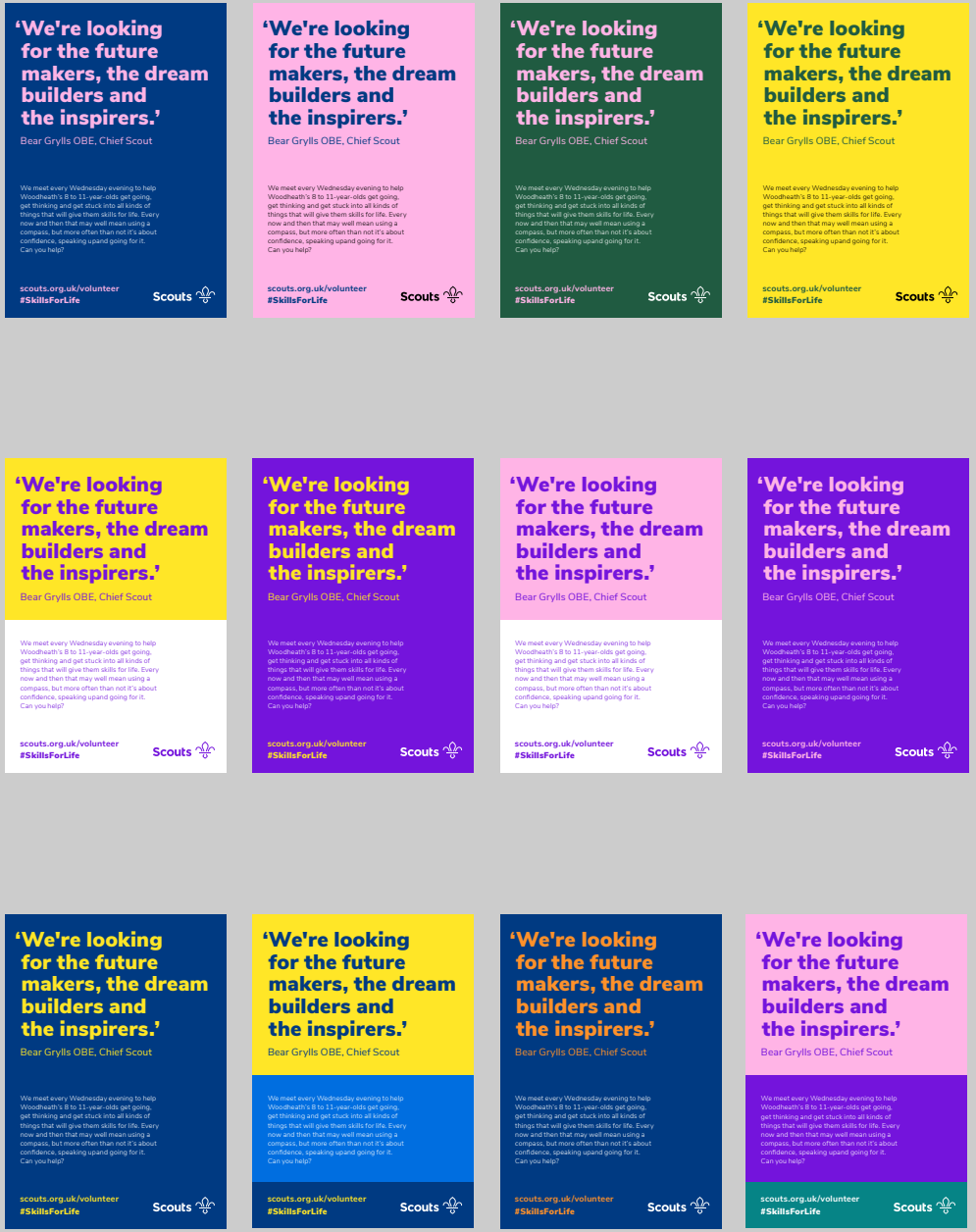
Please always use the correct Nation colour for your logo (or black or white). The correct colours are Scouts Red for Scouts Cymru, Scouts Blue for Scouts Scotland, Scouts Purple for UK wide usage (including in England and islands) and Scouts Purple or Scouts Green in NI. The Sea Scouts logos may appear in Scouts Navy or black, or white. The Air Scouts logo may appear in Scouts Blue, black or white. Logos in other palette colours are reserved for national campaigns.











‘We're looking for the future makers, the dream builders and the inspirers.’

Bear Grylls OBE, Chief Scout

We meet every Wednesday evening to help Woodheath’s 8 to 11-year-olds get going, get thinking and get stuck into all kinds of things that will give them skills for life. Every now and then that may well mean using a compass, but more often than not it’s about confidence, speaking up and going for it. Can you help?

scouts.org.uk/volunteer
#SkillsForLife

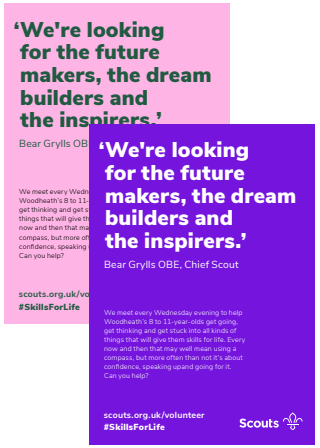
Scouts

Be colour smart

Purple is strongly associated with Scouts, so should be used as our core colour where possible at a UK level.

Our palette should feel youthful, vibrant and optimistic, so use colour combinations that reflect that.

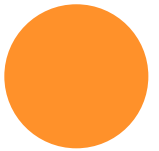
Always use strong contrasting colour combinations that pass accessibility standards and are easy to read. Use an online colour contrast checker that follows Web Content Accessibility Guidelines, such as WebAIM: Contrast Checker



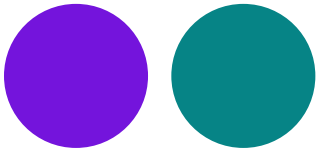
Think carefully about your choice of colour when using it for a particular age range. For example, using Scouts Red for materials for Beavers Scouts may be confusing.

Remember, some colours are also strongly associated with a Nation, for example Scouts Red for Wales and Scouts Blue for Scotland.

Please be sensitive if using orange in Northern Ireland as certain parts of the community have historical ties to the colour.



When using the colours, ask 'does it still feel like Scouts?' If it's for an external audience, you may wish to consider using the core palette colours (purple and teal instead).



Don't be tempted to use all the colours at once as this can be overwhelming (although there are some important exceptions, such as for the Pride Flag).

Use black sparingly, as it can rob our brand of its vibrancy and optimism.

Black text on a yellow background is strongly associated with safeguarding in Scouts, and should be reserved for that where possible. A key exception is when we use it for high accessibility name badges.

Get in touch
We're always happy to help.
Contact us at
member.support@scouts.org.uk

Facebook.com/scoutassociation
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Twitter.com/scouts

scoutsbrand.org.uk

#SkillsForLife

Scouts

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