

COLOUR PALETTE

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The Suttons brand colour is a deep navy blue. It was chosen to convey the principles of professionalism, dependence and excellence.

The colour pairs well with the diverse palette of the manufacturers yet is able to uniquely promote the Suttons brand when used on its own.

The Pre-Owned Blue is exclusively reserved for used car campaigns. It must not be used in any other applications.

Suttons Blue



PMS 2965 C
CMYK 100, 47, 22, 82
RGB 0, 38, 62
HEX #00263E

Suttons Black



PMS 426 C
CMYK 75, 60, 60, 80
RGB 37, 40, 42
HEX #25282A

Suttons Pre-Owned Blue



PMS 279 C
CMYK 86, 38, 0, 5
RGB 33, 150, 243
HEX #2196F3

White



PMS —
CMYK —
RGB 255, 255, 255
HEX #FFFFFF