

The new Saville Assessment brand uses Green as our main colour with the Navy as a supporting colour. The Yellow, Wisteria, Red and Blue in the Secondary Palette are used sparingly within infographics, data and brand imagery. A Saville Visual and Verbal Guidelines document will be produced to give further details on the colour theory of these colours, how to use the colour palette and the story of why we choose them.

Primary Palette

Green #55D2B1



Shades

Tints

Navy #1A244A



Shades

Tints

Black #020202



Shades

Tints

Secondary Palette

Dark Green #409E85



Shades

Tints

Yellow #FEFCC4



Shades

Tints

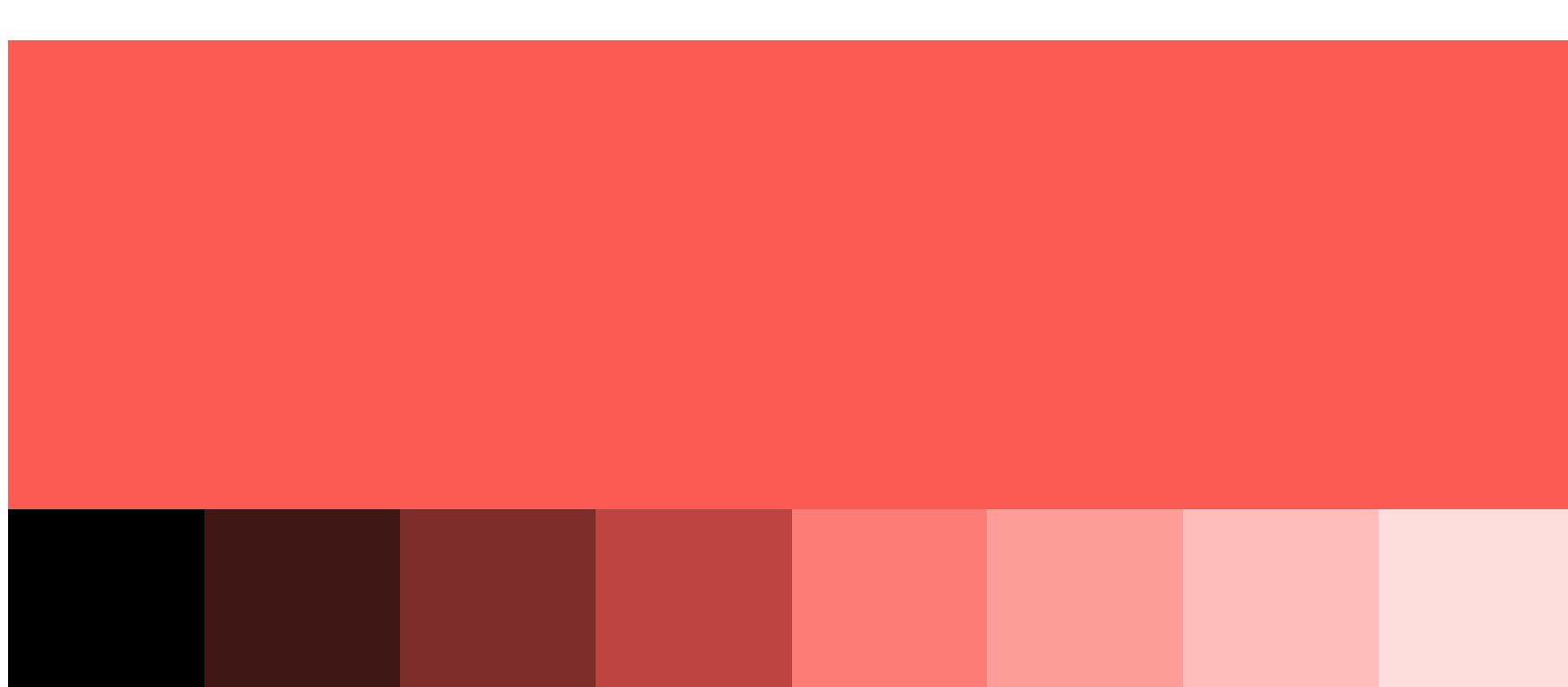
Wisteria #AF78B3



Shades

Tints

Red #FC5B54



Shades

Tints

Blue #4F9CC9



Shades

Tints

Accessibility Guidelines



Green #55D2B1

When using this Green on copy use only with a navy background.



Dark Green #409E85

Use this Dark Green on copy with a white background.



Yellow #FEFCC4

Do not use this Yellow colour on copy, data, infographics etc on a white background. Only use this on top of another colour and as a background colour for brand imagery.



White #FFFFFF

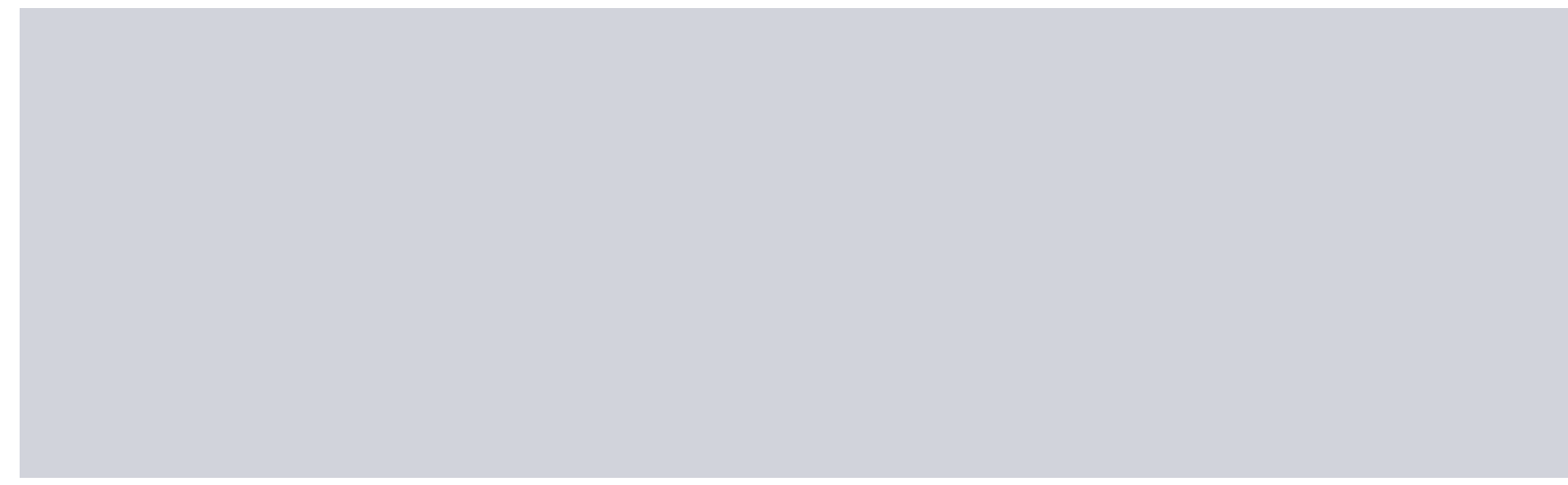
Do not use white on copy that is on a green background in the Primary Palette or on any of the colours in the Secondary Palette.

Colour Palette for Brand Imagery

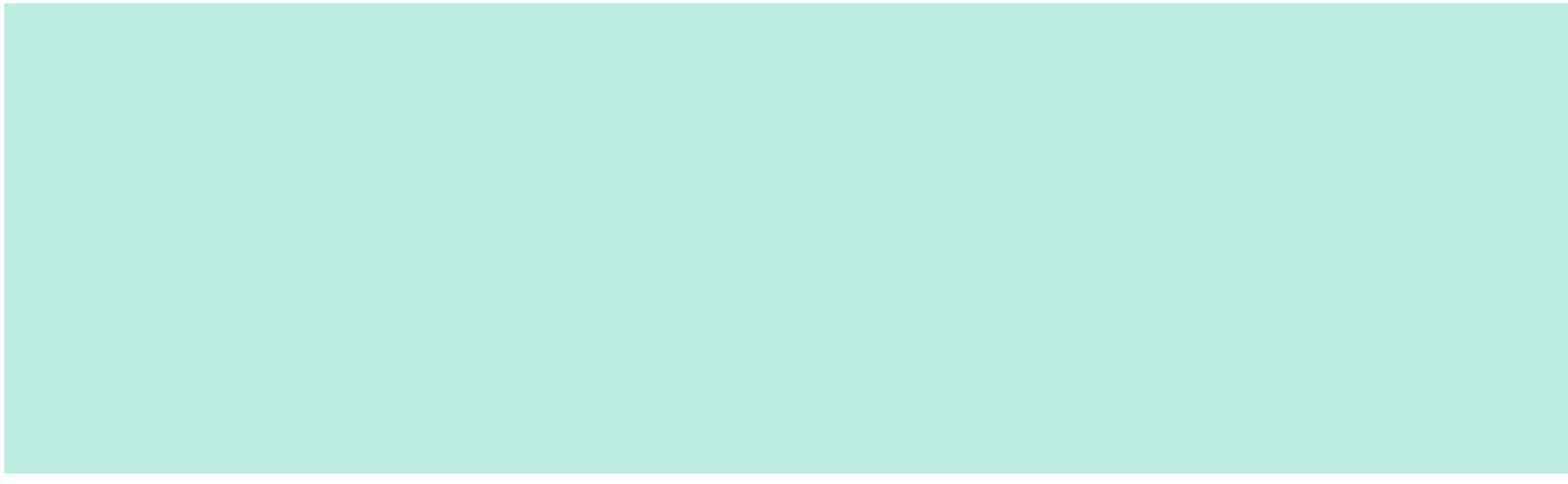
Navy #767c92



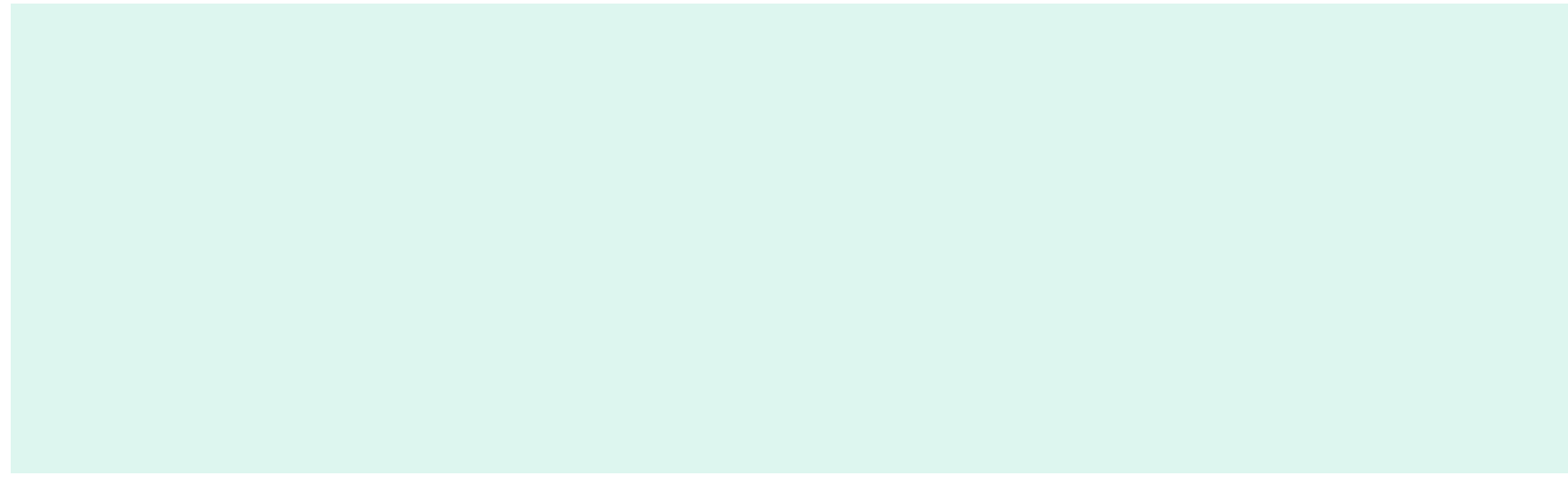
Navy #d1d3db



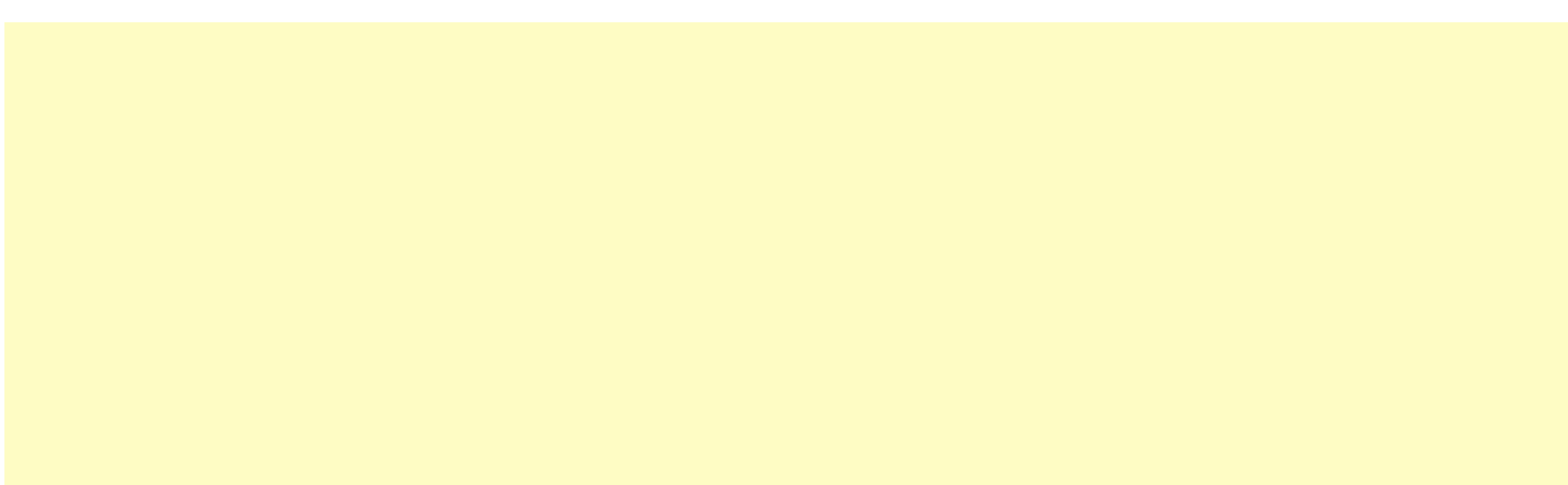
Green #bbede0



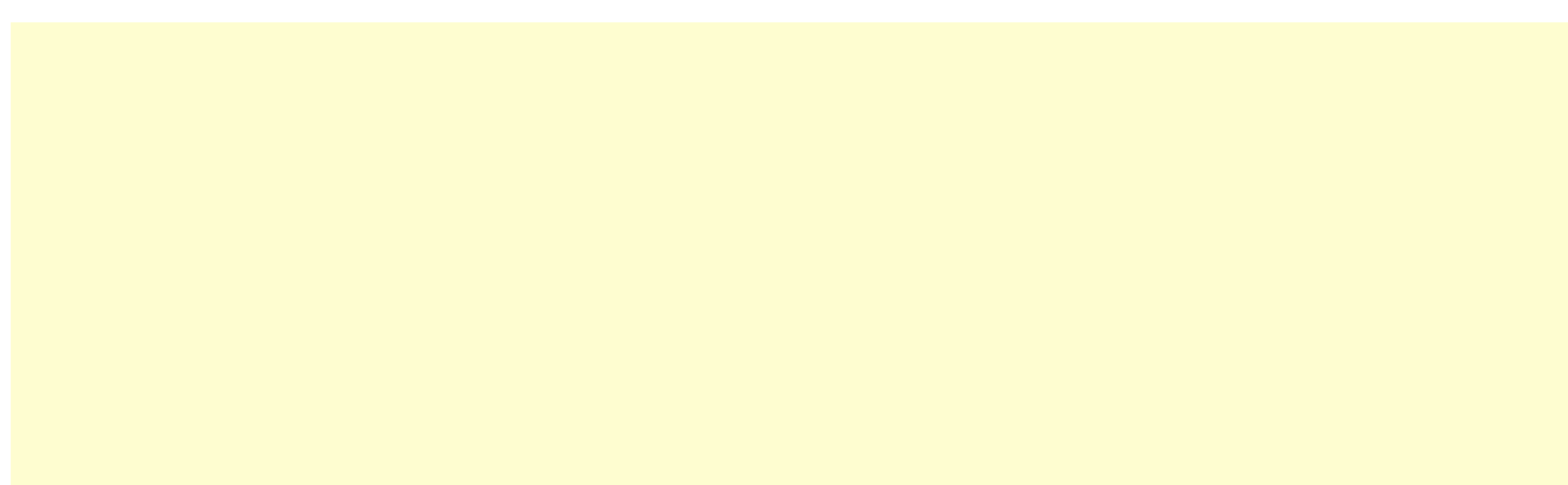
Green #ddf6ef



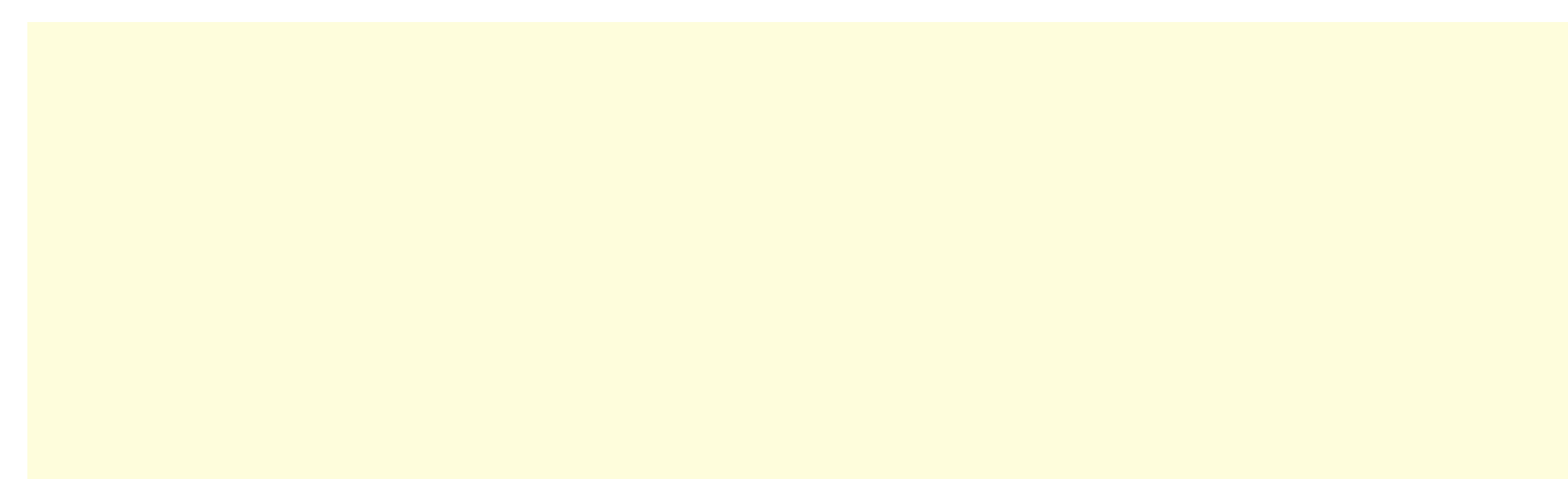
Yellow #fefcc4



Yellow #fefdd0



Yellow #fefddc



Wisteria #af78b3



Wisteria #bf93c2



Wisteria #dfc9e1



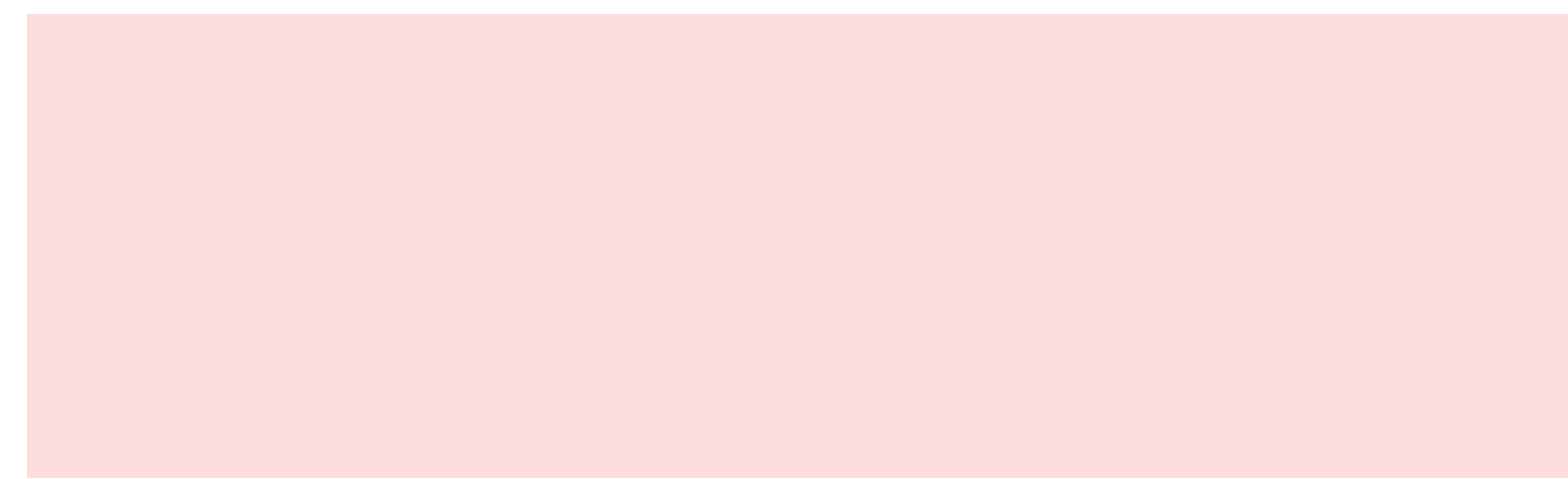
Red #fd7c76



Red #febdbb



Red #fededd



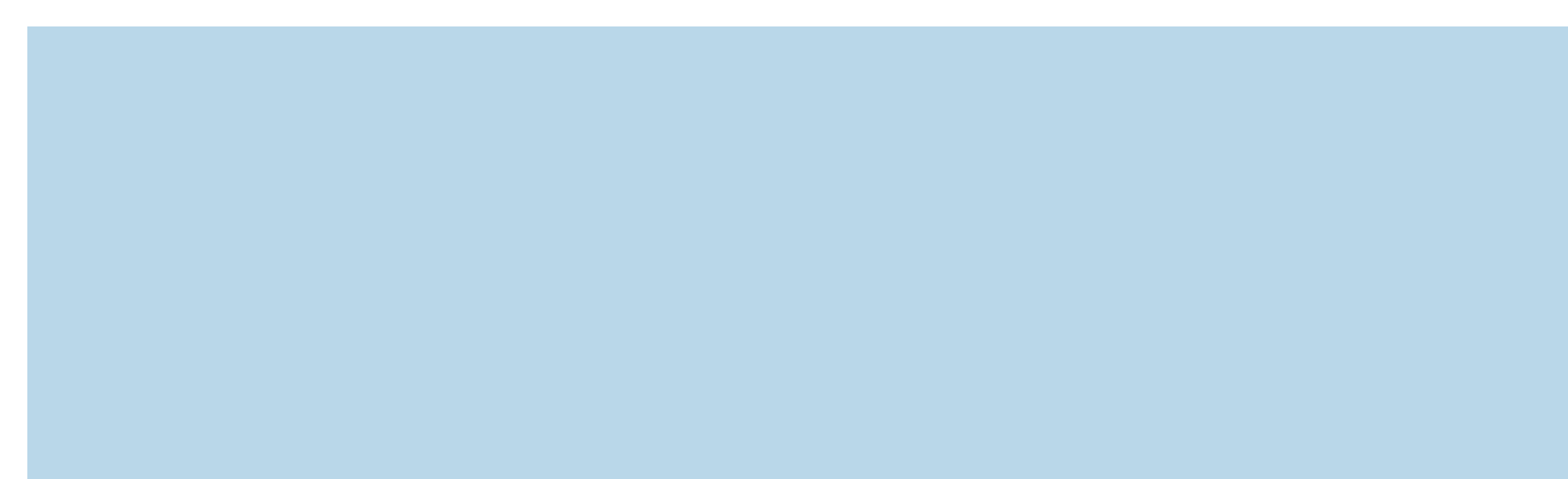
Blue #4f9cc9



Blue #72b0d4



Blue #b9d7e9



Use the above colours behind any people imagery as shown on the right. Shapes and pattern around the image should be in colours from the Primary Palette.



Below is a rough guide to colours for typography within template materials and on our website. Please refer to our templates and website for application of these styles. These styles are subject to change as we redesign the website and update our templates.

Typography in Templates

On White/Light Background

H1 - Navy

H2 - Dark Green

H3 - Navy

Body Copy - Black

On Navy/Dark Background

H1 - Green

H2 - White

H3 - White

Body Copy - White

Typography on Website

On White/Light Background

H1 - Dark Green

H2 - Dark Green

H3 - Navy

H4 - Navy

H5 - Black

H6 - Black

Body Copy - Black

On Navy/Dark Background

H1 - Green

H2 - Green

H3 - White

H4 - White

H5 - White

H6 - White

Body Copy - White