



Defra-UKRI One Health VBD Hub

Style & Brand Guidelines

Purpose

This document is primarily designed to aid hub members in implementing consistent styling across a wide array of media.

These guidelines are not rules, and there will be places where hewing to these will result in a worse document. It's always best to use your judgement.

Logo



This is the logo of the hub.

It is typically presented with a **Hub Teal** theme, however it can be rethemed according to need.

Theming

The hub logo tolerates many single- and multi-colour variations, though tends to look the best with **darker colours**.

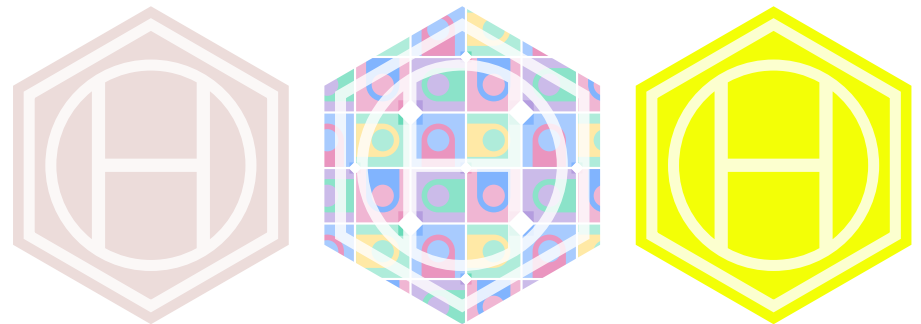
Try to make sure the internal lines are easy to perceive even at small sizes.

Patterns do work, but make sure they are not overcomplicated or confusing.

Good



Bad



Spacing & Rotation

The hub logo ***must*** be presented in its original rotation.

Try to provide appropriate "breathing room" for the logo when near other content.

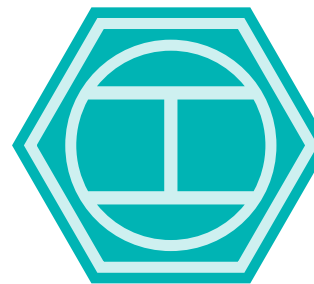
A good amount of space is often the same as the distance between the right bar of the H and the side of the logo.

Good



The Defra-UKRI One Health VBD Hub is a new resource created by Imperial College London

Bad



The Defra-UKRI One Health VBD Hub is a new resource created by Imperial College London

Font

For most usecases, the hub uses **IBM Plex Sans** for all text.

If this is technically unavailable, **Arial** or **Helvetica** are sensible alternatives.

IBM Plex Sans has multiple styles which should be used to add emphasis and guide the viewer's eye to important details.

IBM Plex Sans

AaBbCc

Semi-Bold

AaBbCc

Ultra-Light

AaBbCc

Arial

AaBbCc

Colours

The hub only has **three** set colours alongside white and black.

The intention here is to allow the hub branding to seamlessly integrate into most other design systems without hassle.

If you are theming from scratch, *consider* building around these three colours, but you are not bound to them if others make sense.

Hub Teal

#00b4b4

C100 M0 Y0 K29

Pantone P121-7C

Hub Light Teal

#bfebeb

C19 M0 Y0 K8

Pantone P121-2C

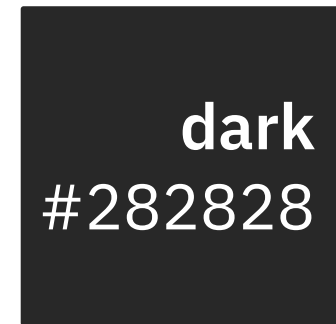
Hub Grey

#d5d5d5

C0 M0 Y0 K16

Pantone P175-1C

Other Colours



Logo Alternative



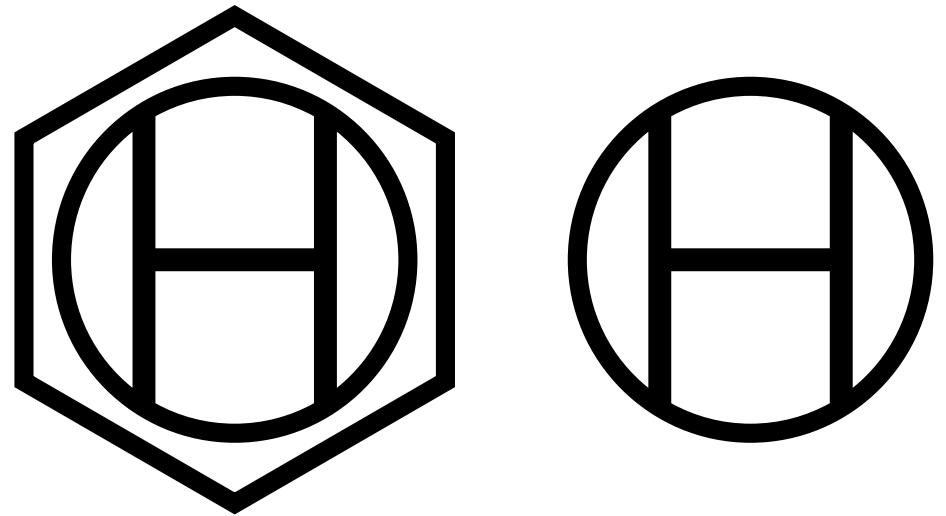
An alternative hub logo is available should the usual one be too polygonal for a particular usecase.

It is again usually presented in **Hub Teal**.

Black & White

If a piece of media must be in black & white only, the logo can also be themed entirely in monochrome.

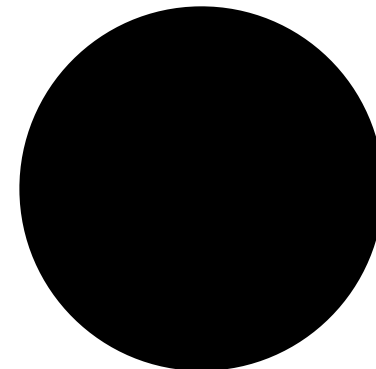
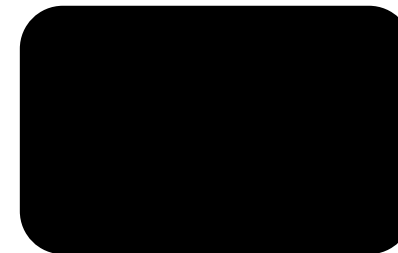
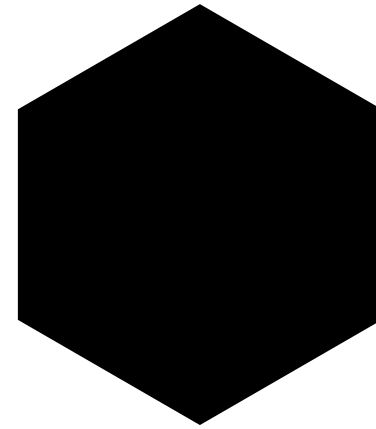
If colour is allowed, *it is still best to use a coloured version* of the main logo rather than a mono-colour B&W variant.

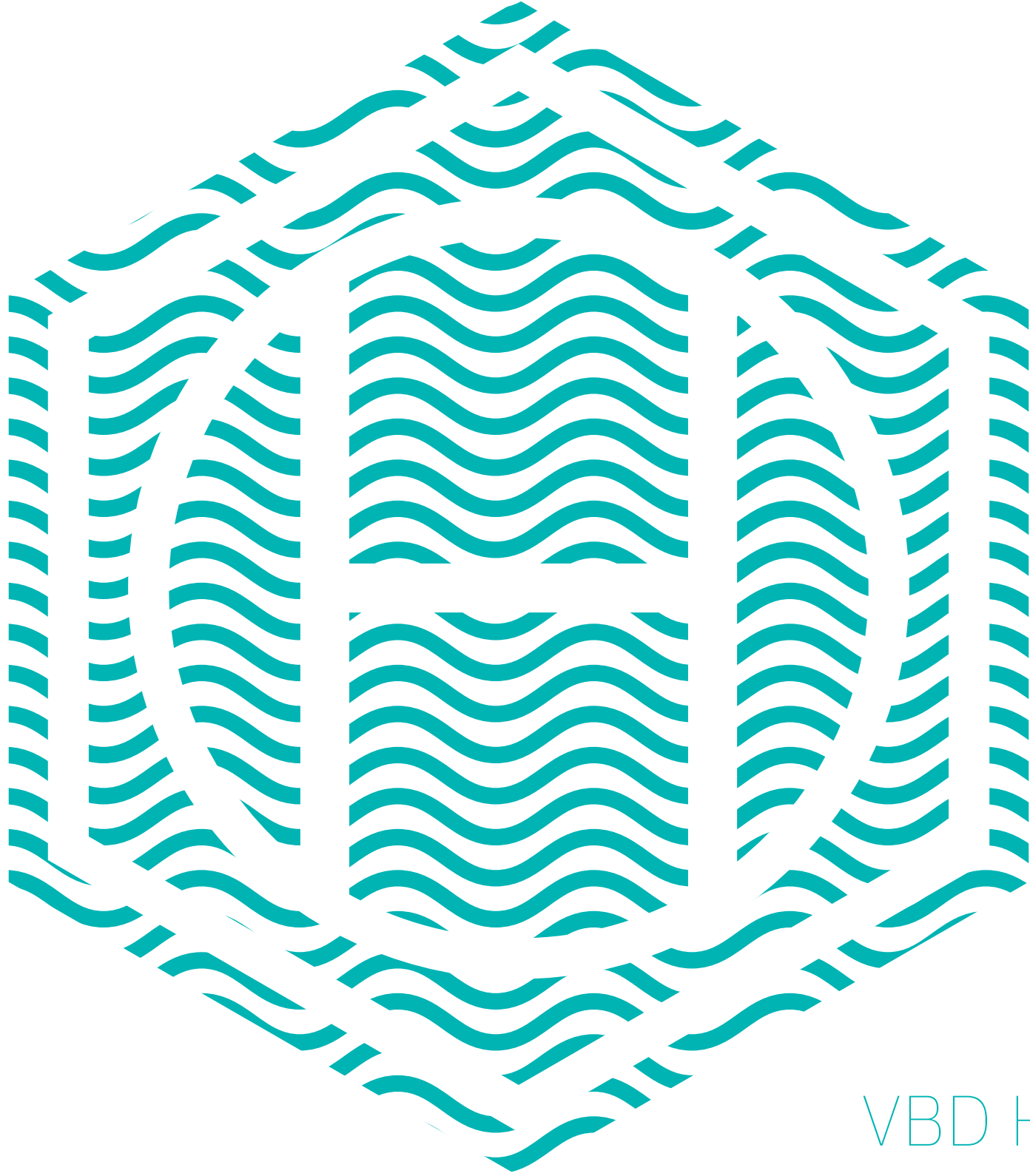


Shapes

Generally hub media is composed of some standard shape elements.

When you are designing powerpoints or diagrams, these are good bases to start from.





VBD Hub 2025