

Consistent, not uniform

GOV.UK Design Patterns

Typography specifications

Sizes are appropriate for wider (desktop or tablet) viewports you might want to reduce the sizes for smaller screens, although you should try to retain hierarchies.

80px/80 Regular

48px/50 Regular

36px/40 Regular

27px/30 Regular

24px/30 Regular

19px/25 Regular

16px 20 Regular

14px 20 Regular

80px/80 Bold

48px/50 Bold

36px/40 Bold

27px/30 Bold

24px/30 Bold

19px/25 Bold

16px 20 Bold

14px 20 Bold

Page titles

Titling on list pages

36px section name

48px provocation to explore this section...

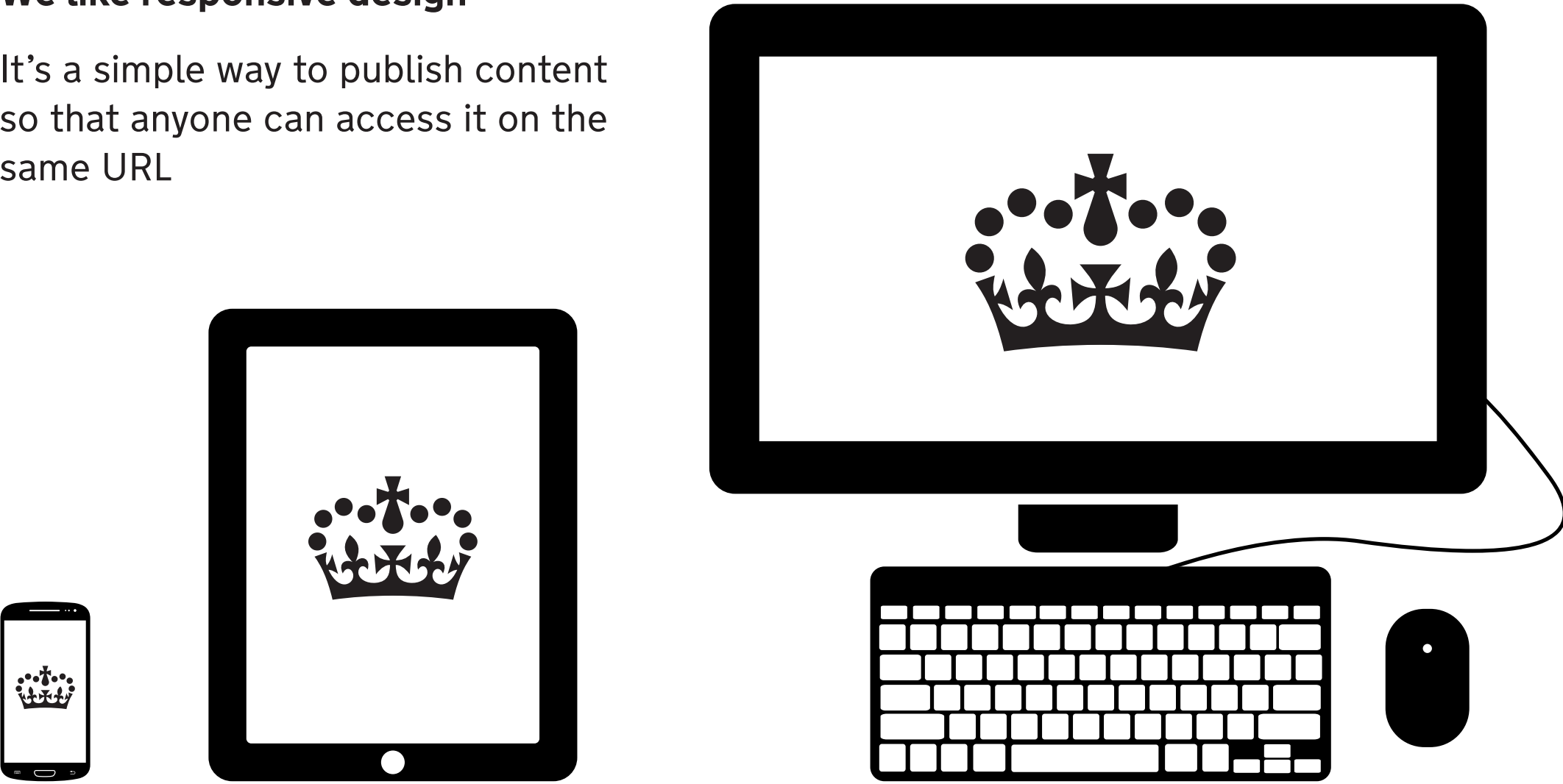
Titling on content pages

27px section name

36px the title of this document

We like responsive design

It's a simple way to publish content so that anyone can access it on the same URL



Hierarchy and spacing

Sizing your body copy appropriately for the column with should be your starting point

33.3%

27px regular

30PX

Heading 19px bold

30PX

Subheading 14px bold

Body 14px regular. Departments and their agencies are responsible for putting government policy into practice.

50%

36px regular

30PX

Heading 24px bold

30PX

Subheading 16px bold

Body 16px regular. Departments and their agencies are responsible for putting government policy into practice.

66.6%

48px regular

30PX

Heading 27px bold

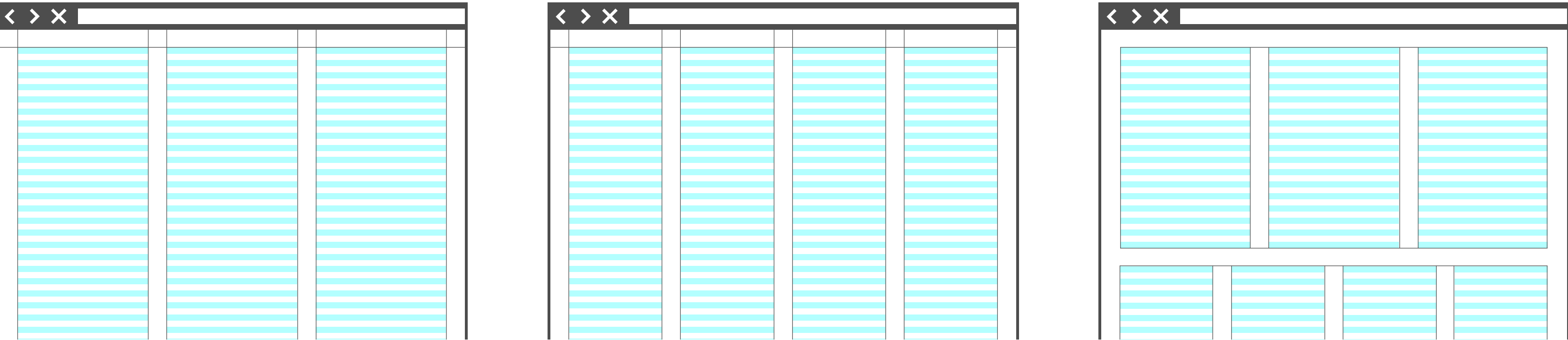
30PX

Subheading 19px bold

Body 19px regular. Departments and their agencies are responsible for putting government policy into practice.

Grid

Tablet or desktop layouts use either a three or four column fluid grid. Both grids can be present on a single page. Narrower layouts intended for mobile devices or older web-browsers might find it simple to use a single column.



Images

Avoid using images, GOV.UK is for services and information, not photographs. If images cannot be avoided they should be landscape, 3:2 aspect ratio



Data

Pulling out interesting figures from data sets is a good way to make them more approachable without resorting to photography

80PX

16px description