NHS Blue



NHS blue RGB: 0/94/184 #005EB8

NHS blue / 50% white RGB: 118/173/218 #76ADDA

NHS blue / 10% white RGB: 230/239/248 #E6EFF8



NHS link hover RGB: 210/65/85 #4C92D9



NHS bright blue RGB: 0/114/206 #0072CE

NHS dark blue RGB: 0/48/135 #003087

NHS greyscale



NHS grey 01 (NHS dark grey) RGB: 66/85/99 #425563



NHS grey 02 (NHS mid grey) RGB: 118/134/146 #768692



NHS grey 03 RGB: 174/183/189 #AEB7BD



NHS grey 04 (~ NHS pale grey) RGB: 216/221/224 #D8DDE0



NHS grey 05 RGB: 240/243/245 #F0F4F5

Existing brand greys

Existing brand greys are weighted too much towards the darker hues. The gap between mid and pale is too great. For onscreen usage, pale grey is too dark and the contrast too small for for use as a background colour with type.



NHS dark grey RGB: 205/33/39 #425563



NHS mid grey **NHS Pale grey** RGB: 206/19/57 RGB: 232/237/238 #7FB8E2 #E8EDEE



NHS black RGB: 35/31/32 #231F20

NHS white RGB: 255/255/255 #FFFFFF

Secondary colour



NHS dark green RGB: 0/103/71 #006747



NHS green (modified) RGB: 0/127/59 #007F3B



NHS light green RGB: 120/190/32 #78BE20

Existing brand green



NHS green RGB: 0/150/57 #009639

Secondary colour



RGB: 255/184/28 #FFB81C



/ 50% white RGB: 250/218/139 #FADA8B



NHS warm yellow NHS warm yellow / ~10% white RGB: 253/242/213 #fdf2d5

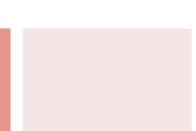
Secondary colour



Emergency red RGB: 41/89/100 #FFB81C



Emergency red / ~ 50% white RGB: 227/150/138 #E3968A



Emergency red / ~10% white RGB: 245/229/228 #F5E6E4