

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

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

Secondary colour

NHS warm yellow
RGB: 255/184/28
#FFB81C

NHS warm yellow / 50% white
RGB: 250/218/139
#FADA8B

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

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
RGB: 206/19/57
#7FB8E2

NHS Pale grey
RGB: 232/237/238
#E8EDEE

Existing brand green

NHS green
RGB: 0/150/57
#009639