

COLOURS

# Our colour palette

NHS Blue and white are the dominant colours in the NHS colour palette. They help signpost people to NHS organisations and services, by ensuring that materials are instantly recognisable as originating from the NHS.

The secondary colours can only be used to colour the shapes and the illustrations.

**Primary colour palette**

**NHS Blue**  
 Pantone: 300  
 CMYK: 99/50/0/0  
 RGB: 0/94/184  
 #005EB8

**White**  
 CMYK: 0/0/0/0  
 RGB: 255/255/255  
 #FFFFFF

**Secondary colour palette**

- Shapes – any colour
- Illustration (any colour – but ensure they are complimentary)

**NHS Dark Blue**  
 Pantone: 287  
 CMYK: 100/75/2/18  
 RGB: 0/48/135  
 #003087

**NHS Light Blue**  
 Pantone: 298  
 CMYK: 67/2/0/0  
 RGB: 65/182/230  
 #41B6E6

**NHS Aqua Blue**  
 Pantone: 312  
 CMYK: 88/0/11/0  
 RGB: 0/169/206  
 #00A9CE

**NHS Dark Green**  
 Pantone: 342  
 CMYK: 93/10/75/43  
 RGB: 0/103/71  
 #006747

**NHS Green**  
 Pantone: 355  
 CMYK: 91/0/100/0  
 RGB: 0/150/57  
 #009639

**NHS Light Green**  
 Pantone: 368  
 CMYK: 65/0/100/0  
 RGB: 120/190/32  
 #78BE20

**NHS Aqua Green**  
 Pantone: 3272  
 CMYK: 94/0/48/0  
 RGB: 0/164/153  
 #00A499

**NHS Purple**  
 Pantone: 2685  
 CMYK: 90/99/0/8  
 RGB: 51/0/114  
 #330072

**NHS Pink**  
 Pantone: 675  
 CMYK: 18/100/0/8  
 RGB: 174/37/115  
 #AE2573

**Promise Pink**  
 CMYK: 3/45/1/0  
 RGB: 239/168/201  
 #EFA8C9  
**USE WITH PROMISE ONLY**

**Dark Pink**  
 Pantone: 683  
 CMYK: 26/99/12/50  
 RGB: 124/40/85  
 #7C2855

**NHS Dark Red**  
 Pantone: 1955  
 CMYK: 9/100/54/43  
 RGB: 138/21/56  
 #8A1538

**NHS Orange**  
 Pantone: 144  
 CMYK: 0/51/100/0  
 RGB: 237/139/0  
 #ED8B00

**NHS Warm Yellow**  
 Pantone: 1235  
 CMYK: 0/31/98/0  
 RGB: 255/184/28  
 #FFB81C

**NHS Yellow**  
 Pantone: Process Yellow  
 CMYK: 0/0/100/0  
 RGB: 250/225/0  
 #FAE100

**NHS Dark Grey**  
 Pantone: 7545  
 CMYK: 58/32/18/54  
 RGB: 66/85/99  
 #425563

**NHS Mid Grey**  
 Pantone: 7544  
 CMYK: 35/14/11/34  
 RGB: 118/134/146  
 #768692

**NHS Pale grey**  
 Pantone: 7541  
 CMYK: 7/1/3/2  
 RGB: 232/237/238  
 #E8EDEC

**NHS Black**  
 Pantone: Black 6  
 CMYK: 100k  
 RGB: 35/31/32  
 #231f20