

# Colour palette

The UKHSA colour palette supports the identity. Our primary colour is UKHSA Teal Pantone 2231.

Designs can be enhanced with the use of other colours or tints from the palette in graphics, charts, tables, graphs, illustrations and photography. Ensure you always use the correct Pantone colour reference, or the CMYK or RGB breakdown\*.

The secondary colour palette should be used sparingly as these colours are not strongly associated with UKHSA.

Use colour schemes that provide good contrast, including enough contrast between content and the background, so that text and non-decorative images are legible for anyone with low vision or colour deficiencies.

## UKHSA Primary identity colour

This colour is used to represent our organisation

### UKHSA teal

Pantone **2231**

CMYK **100 0 23 25**

RGB **0 124 145**

HEX/HTML **007C91**

## Secondary Colours

These 6 colours pass WCAG AA standard for accessibility and can be used for text

### Midnight

Pantone **302**

CMYK **100 32 0 68**

RGB **0 59 92**

HEX/HTML **003B5C**

### Plum

Pantone **268**

CMYK **79 100 0 0**

RGB **88 44 131**

HEX/HTML **582C83**

### Moonlight

Pantone **2133**

CMYK **94 67 0 0**

RGB **29 87 165**

HEX/HTML **1D57A5**

### Wine

Pantone **7649**

CMYK **27 100 0 25**

RGB **138 27 97**

HEX/HTML **8A1B61**

### Cherry

Pantone **192**

CMYK **0 100 62 0**

RGB **228 0 70**

HEX/HTML **E40046**

## Secondary Colours

These 6 colours are appropriate for non-text applications

### DHSC green

Pantone **3268**

CMYK **86 0 55 0**

RGB **0 171 142**

HEX/HTML **00AB8E**

### Ocean

Pantone **2202**

CMYK **91 0 0 0**

RGB **0 165 223**

HEX/HTML **00A5DF**

### Grass

Pantone **376**

CMYK **48 0 100 1**

RGB **132 189 0**

HEX/HTML **84BD00**

### Tangerine

Pantone **1575**

CMYK **0 59 90 0**

RGB **255 127 50**

HEX/HTML **FF7F32**

### Sunny

Pantone **1235**

CMYK **0 25 94 0**

RGB **255 184 28**

HEX/HTML **FFB81C**

### Sand

Pantone **4545**

CMYK **12 11 36 0**

RGB **213 203 159**

HEX/HTML **D5CB9F**

\*(All numbers derived from Pantone website February 2021)

