

GREAT Britain

Our destination brand guidelines:
Colours

VERSION 1.0



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Primary palette

Colour is at the heart of the GREAT brand.

The combination and balance of red, white and blue instantly bring Britain to mind. This is why GREAT Red, GREAT White, and GREAT Blue make up our Primary Palette.

Navy

R 4
G 4
B 63

HEX #04043F

C 100
M 76
Y 0
K 64

PANTONE 2768C

Red

R 235
G 0
B 0

HEX #EB0000

C 0
M 92
Y 100
K 0

PANTONE 485

White

R 255
G 255
B 255

HEX #FFFFFF

C 0
M 0
Y 0
K 0

All colours confirm to UK standard WCAG 2.1 AA accessibility testing.

Secondary palette

The secondary colours bring energy and help expand the primary colour palette. These should be used within the GREAT brand to create more expression on supporting applications.

These include applications such as social media where viewers know they are looking at the GREAT brand. The secondary colours should be used as accents to support the primary colour palette.

<div>Light Grey</div> <div>HEX #DDE5ED R221 G229 B237 C10 M2 Y0 K0 PMS 656C</div>	<div>Light Green</div> <div>HEX #8CE2D0 R140 G226 B208 C35 M0 Y21 K0 PMS 332C</div>	<div>Light Blue</div> <div>HEX #59CBE8 R89 G203 B232 C55 M0 Y1 K0 PMS 305C</div>	<div>Light Red</div> <div>HEX #FF6D6A R255 G109 B106 C0 M67 Y52 K0 PMS 2345C</div>
<div>Mid Grey</div> <div>HEX #D6E0E5 R214 G224 B229 C21 M5 Y8 K0 PMS 7543C</div>	<div>Dark Green</div> <div>HEX #004F59 R0 G79 B89 C100 M0 Y29 K64 PMS 3165C</div>	<div>Vibrant Blue</div> <div>HEX #0545D6 R5 G69 B214 C93 M66Y0 K0 PMS 2132C</div>	<div>Dark Red</div> <div>HEX #B50000 R181 G0 B0 C19 M100 Y100 K13 PMS 1805C</div>

Colour contrast

AA and AAA are measures of **accessibility compliance** that apply to all content. The goal is to achieve AAA compliance, especially with colour, but AA compliance is the expected minimum requirement for all content.

Ensure sufficient contrast between foreground and background colours.

- Use the [WebAIM colour checker](#) to verify contrast ratios
- AAA compliance requires a 7:1 contrast ratio. Aim to achieve this for informative text when possible
- AA compliance requires a 4.5:1 contrast ratio for text smaller than 18pt (or 14pt bold), and 3:1 for larger text and interface components.

Colour combinations

**On white backgrounds,
use navy text for the
best accessibility.**

Including body copy in navy.

Small text: AAA
Large text: AAA

Colour Combinations

**On white backgrounds,
use red text for the
best accessibility.**

Including body copy in red.

Small text: AA
Large text: AAA

Colour Combinations

**On navy backgrounds, use
mid grey text for the best
accessibility.**

Including body copy in mid grey.

Small text: AAA
Large text: AAA

Colour Combinations

**On mid grey backgrounds,
use navy text for the best
accessibility.**

Including body copy in navy.

Small text: AAA
Large text: AAA

Colour Combinations

**On navy backgrounds,
use white text for the
best accessibility.**

Including body copy in white.

Small text: AAA
Large text: AAA

Colour Combinations

**On white backgrounds,
use navy text for the best
accessibility.**

Including body copy in navy.

Small text: AAA
Large text: AAA

Colour Combinations

**On red backgrounds, use
white text for the best
accessibility.**

Including body copy in red.

Small text: AA
Large text: AAA

Colour Combinations

**On light blue backgrounds,
use navy text for the best
accessibility.**

Including body copy in navy.

Small text: AAA
Large text: AAA

Colour Combinations

**On navy backgrounds,
use light grey text for
the best accessibility.**

Including body copy in light grey.

Small text: AAA
Large text: AAA

Colour Combinations

**On light green backgrounds,
use navy text for the best
accessibility.**

Including body copy in navy.

Small text: AAA
Large text: AAA

Colour Combinations

**On navy backgrounds,
use light green text for
the best accessibility.**

Including body copy in light green.

Small text: AAA
Large text: AAA

Colour Combinations

**On light red backgrounds,
use navy text for the best
accessibility.**

Including body copy in navy.

Small text: AA
Large text: AAA

Colour Combinations

**On navy backgrounds,
use light red text for the
best accessibility.**

Including body copy in light red.

Small text: AA
Large text: AAA

Golden rules for colour use



Use the correct colour breakdowns.



Secondary colours can be introduced when the audience has already had a first point of interaction with the brand e.g. subsequent web pages, social.



Lead with a good balance of primary colours first (GREAT Blue, GREAT Red and White) e.g. in advertising, or on the website home page.



Secondary colours have been designed to work in pairs. Limit the use of secondary colours to either one or two pairs.



Secondary colours can be used as a highlight or a way to break text sections up.



The two greys are included to be used for background tone only, and should not be used for copy, infographics etc.



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