GREAT Britain

Our destination brand guidelines:
Colours

GREAT BRITAIN

VERSION 1.0

VisitBritain/Pinzutu

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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.

See examples of how the secondary palette colour combinations are applied in our B2B Leisure Trade Events toolkit.

Light Grey

HEX #DDE5ED
R221 G229 B237
C10 M2 Y0 K0
PMS 656C

Light Green

HEX #8CE2D0
R140 G226 B208
C35 M0 Y21 K0
PMS 332C

Light Blue

HEX #59CBE8
R89 G203 B232
C55 M0 Y1 K0
PMS 305C

Light Red

HEX #FF6D6A
R255 G109 B106
C0 M67 Y52 K0
PMS 2345C

Mid Grey

HEX #D6E0E5
R214 G224 B229
C21 M5 Y8 K0
PMS 7543C

Dark Green

HEX #004F59
R0 G79 B89
C100 M0 Y29 K64
PMS 3165C

Vibrant Blue

HEX #0545D6
R5 G69 B214
C93 M66Y0 K0
PMS 2132C

Dark Red

HEX #B50000
R181 G0 B0
C19 M100 Y100 K13
PMS 1805C

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.

Visit our GREAT brand intranet hub to read the accessibility guide.

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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