

Brand guidelines



Primary logo



Dark version for light backgrounds



Light version for dark or coloured backgrounds

Secondary logo

Use these variations when you have limited space, especially on printed materials.

The secondary logo in a dark, bold, sans-serif font, consisting of the word "Genomics" on the top line and "England" on the bottom line, centered on a white background.

Dark version for light backgrounds

The secondary logo in a light, bold, sans-serif font, consisting of the word "Genomics" on the top line and "England" on the bottom line, centered on a dark blue background.

Light version for dark or coloured backgrounds

Colour pallet

8 colours, with the Hex codes and RGB breakdown.

Why are the greens/blues different for RGB vs CMYK?

The bright green seen in RGB cannot be replicated in CMYK printed material. This is because the range of colours in the RGB colour system is greater than that of CMYK system. The RGB colour system has been designed for use on screens and other self-lit systems.

Dark blue
RGB
Hex: 2b2f3b
R43 G47 B59

CMYK
Hex: 2b2f3b
C81 M70 Y50 K58

Light green
RGB
RGB Hex: 7ef541
R126 G245 B65

CMYK
Hex: a2c617
C45 M0 Y100 K0

Dark green
RGB
Hex: 26913d
R38 G145 B61

CMYK
Hex: 3fa535
C75 M5 Y100 K0

Pink
RGB
Hex: df007d
R223 G0 B125

CMYK
Hex: e6007e
C0 M100 Y0 K0

NHS blue
RGB
Hex: 005eb8
R0 G94 B184

CMYK
Hex: 1f5ea9
C90 M62 Y0 K0

Light blue
RGB
Hex: 07c5f5
R7 G197 B245

CMYK
Hex: 009fe3
C100 M0 Y0 K0




Yellow
RGB
Hex: feeb18
R254 G235 B24

CMYK
Hex: ffed00
C0 M0 Y100 K0

Grey
RGB
Hex: c3c4bf
R195 G196 B191

CMYK
Hex: c6c6c6
C0 M0 Y0 K30

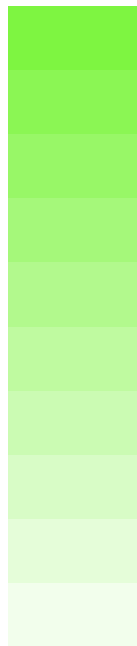
RGB colour tints

6 colours with 10 shades. For more contrast between shades use every other shade. E.g. (light green) f2feec with d8fcc6  
 For more tint variations go here: maketintsandshades.com and enter the hex code using the brand colour e.g. (light green) 7ef541 

Light green

Hex code

- 7ef541
- 8bf654
- 98f767
- a5f87a
- b2f98d
- bffaa0
- cbfbb3
- d8fcc6
- e5 added9
- f2feec



Dark green

Hex code

- 26913d
- 3c9c50
- 51a764
- 67b277
- 7dbd8b
- 93c89e
- a8d3b1
- bedec5
- d4e9d8
- e9f4ec



Pink

Hex code

- df007d
- e21a8a
- e53397
- e94da4
- ec66b1
- ef80be
- f299cb
- f5b3d8
- f9cce5
- fce6f2



Light blue

Hex code

- 07c5f5
- 20cbf6
- 39d1f7
- 51d6f8
- 6adcf9
- 83e2fa
- 9ce8fb
- b5eefc
- cdf3fd
- e6f9fe



NHS blue

Hex code

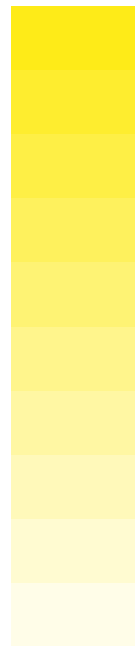
- 005eb8
- 1a6ebf
- 337ec6
- 4d8ecd
- 669ed4
- 80afdc
- 99bfe3
- b3cfea
- ccdff1
- e6eff8



Yellow

Hex code

- feeb18
- feed2f
- feef46
- fef15d
- fef374
- fff58c
- fff7a3
- fff9ba
- fffb1
- ffde8



Default typeface

Avenir

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 * ! ? @ £ \$ &

Avenir book

Avenir book is used for body copy and large headings

Avenir medium

Avenir medium is used when you need something to stand out and for sub headings

Some of our icons

