

Blood donation design style summary

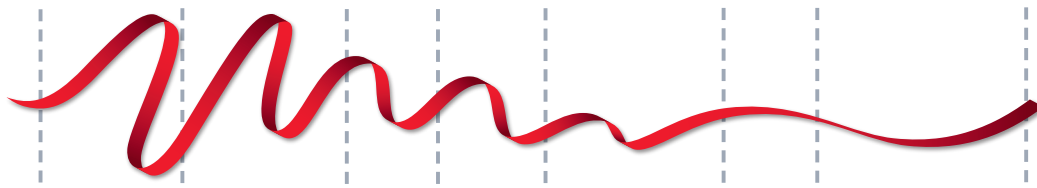
Our blood donation design style colours

- Identity colour NHS red – Pantone 485
(RGB: 218/41/28 - HTML: DA291C)
- Plenty of white space
- Accent colour NHS dark red – Pantone 1955
(RGB: 138/21/56 - HTML: 8A1538)

485

1955

Our ribbon



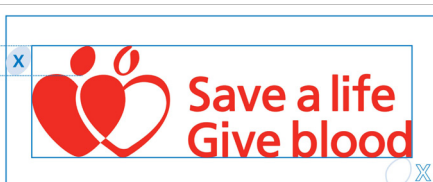
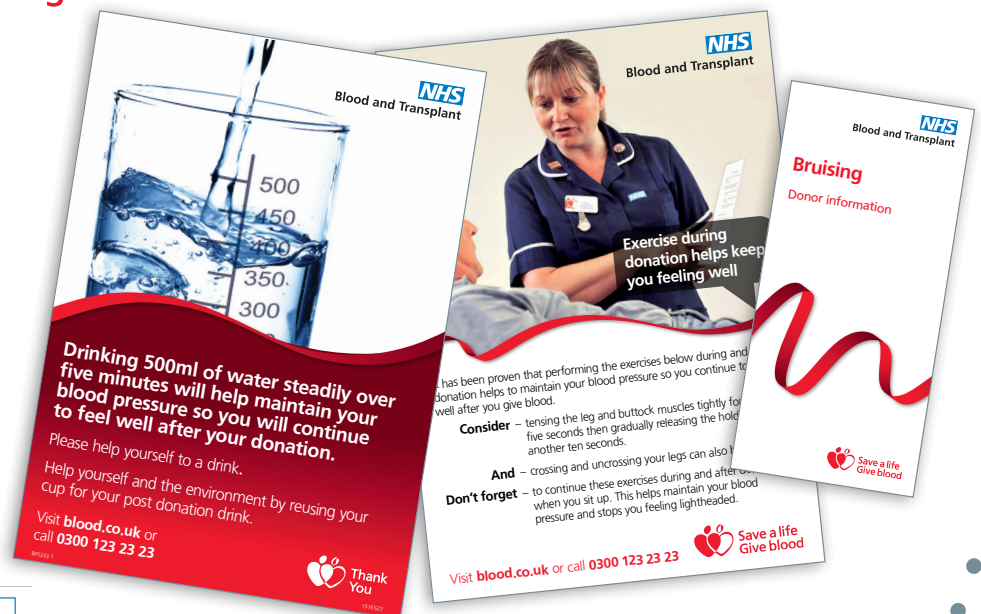
◀ Dotted lines indicate ribbon cropping options if used

Hearts graphic

- Bottom right of the page - only use one
- Not distorted or altered in any way
- Clear zone equal to height of the solid oval above the heart
- Can be reversed out of solid colour
- Four versions - do not create new messages - use only one



Example publications ▶



▲ Heart graphic clear zone

