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

Our ribbon

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