

Version 1

Print Release

Brand Guidelines



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Introduction



Brand ambition

Since our launch in 2012, GOV.UK has become one of the most recognisable and trusted online destinations in the UK.

As we increase the number of places that people meet GOV.UK, such as in people's social feeds, and launch more personalised services like the GOV.UK app, we need our brand identity to do more. It needs to be able to compete for attention in busy environments like social media, be equipped to come to life when used in formats including video, while remaining approachable and welcoming for all the people we serve.

The updated GOV.UK identity has been designed with this in mind. It builds on our recognisable and trusted foundations while introducing new elements so we can thrive in the broader range of channels that people expect from us today and tomorrow.



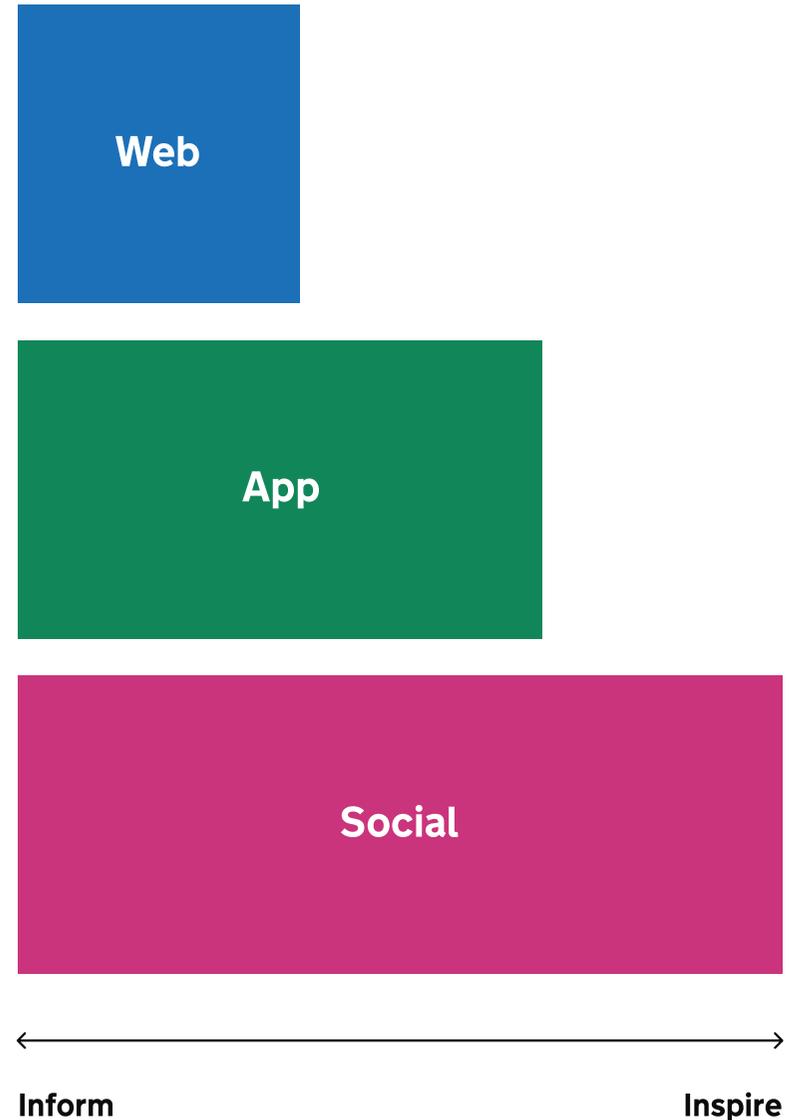
A brand that can inform and inspire

The evolved brand is designed to adapt its tone, visuals and motion for different channels, formats and audiences. We call this the 'inform to inspire' scale.

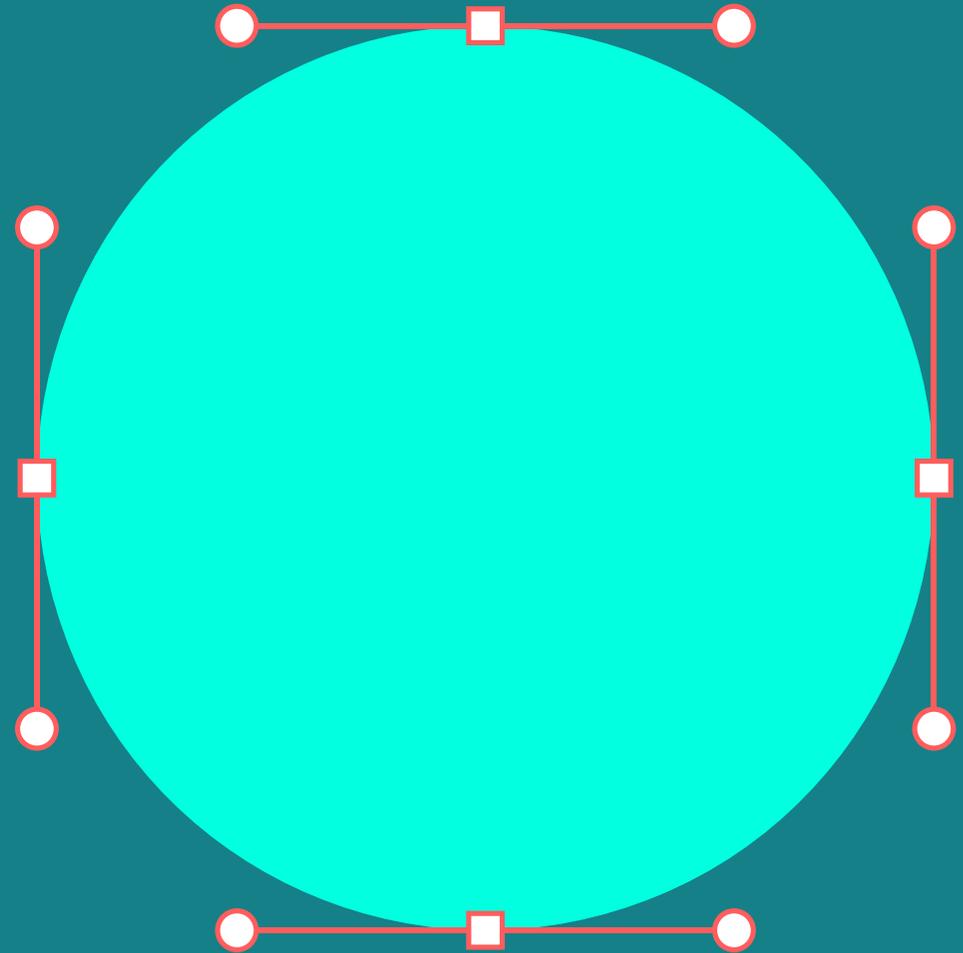
On social media, we aim to capture attention and prompt action. On the web, the focus is on helping people find what they need from government services and complete tasks.

The brand can also shift depending on what we're saying. For sensitive topics, we use a more muted and reserved style. For positive content, we can look brighter and bolder.

This flexibility comes from how we use key brand elements – the wider colour palette, the dot and our motion language. What follows shows how to apply the brand in different contexts to meet the needs of people using GOV.UK every day.



Graphic device



2.1 Concept

2.2 Expression

2.3 Dot use examples

2.4 Incorrect usage

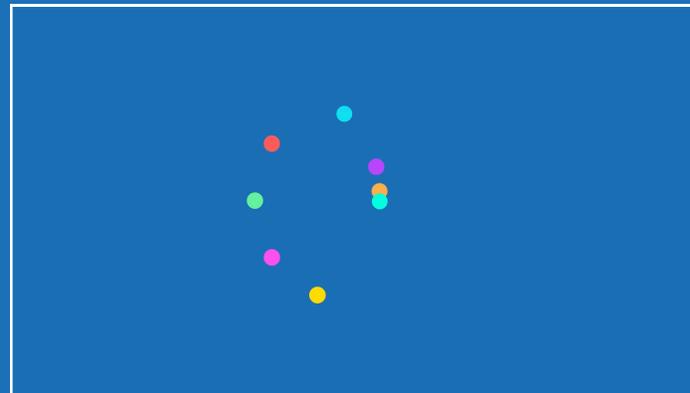
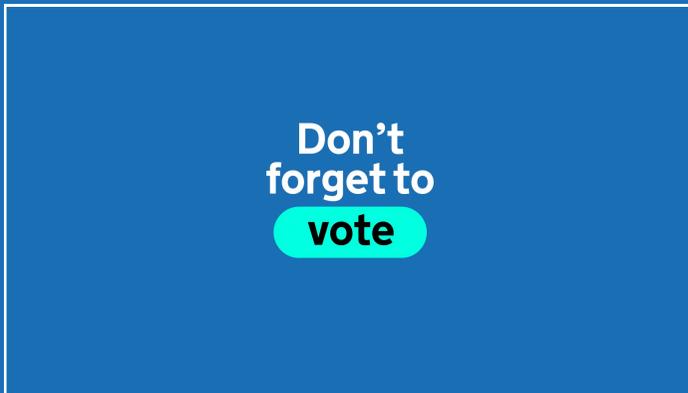


The Dot

Our dot is the bridge between government and the UK, by the side of users to help make information and services easier and more useful.

Used within our wordmark and as a graphic device across all GOV.UK channels, the dot is a guiding hand, for life.





2.1 Concept

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2.4 Incorrect usage



The dot is a guide and companion

The dot can take on different roles – guiding users through content, journeys and experiences across GOV.UK channels.

It should always serve a clear purpose.

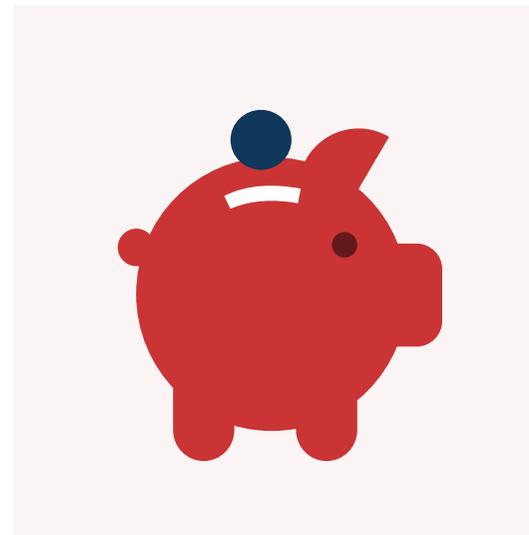
Guides



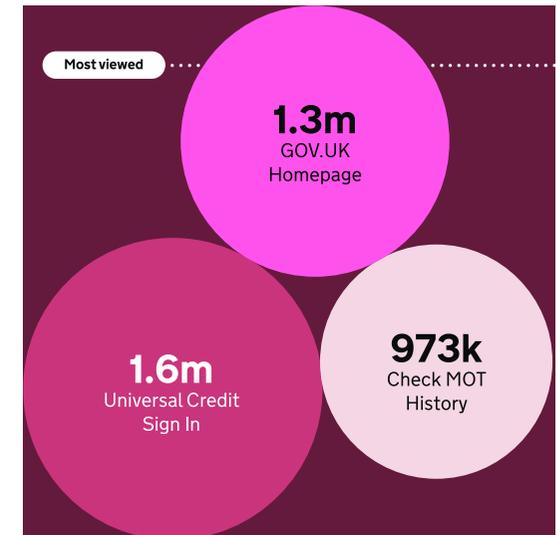
Highlights



Illustrates



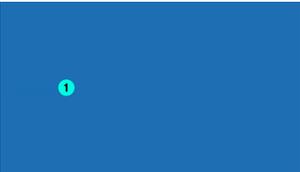
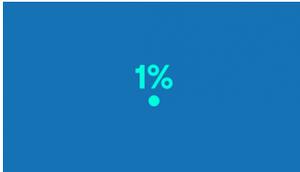
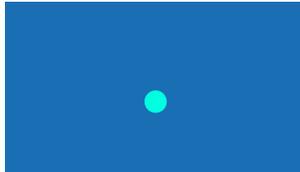
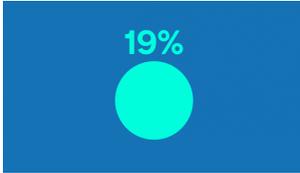
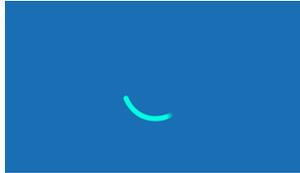
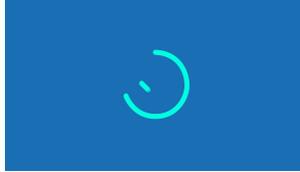
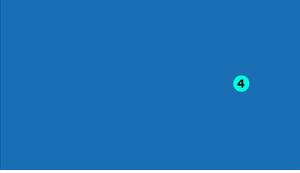
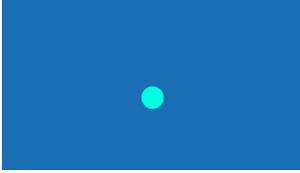
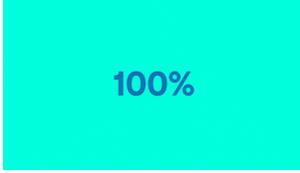
Informs



Dot motion behaviours

Motion adds energy to our brand, especially when we need to capture attention or guide the user.

The examples below show how the dot takes on different roles through motion.

Guides 	Navigates 	Highlights 	Informs 	Transitions 	Illustrates 
					
					
					
					



2.1 Concept

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Dot motion examples: App splash screen

The app splash screen utilises the dot in motion to represent GOV.UK bringing together government services and departments, all in one place.

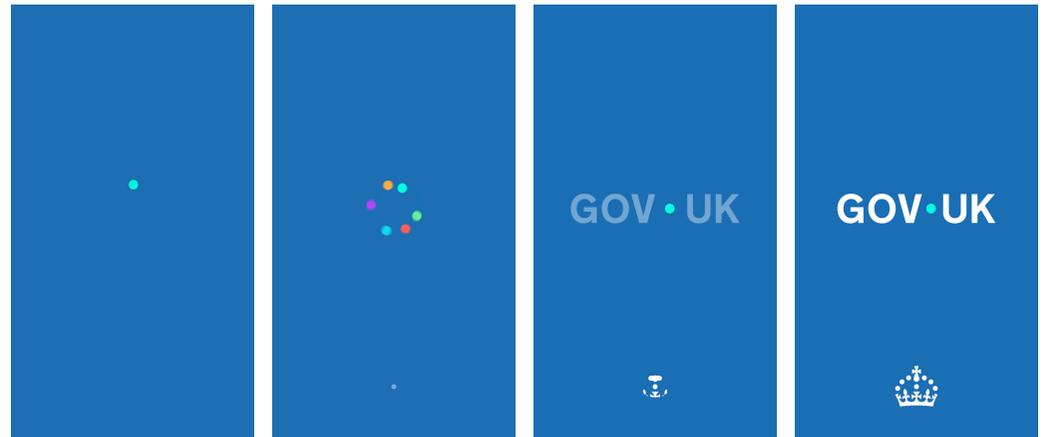
App splash screen (long version)

▶ Storyboard



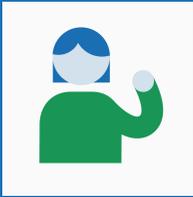
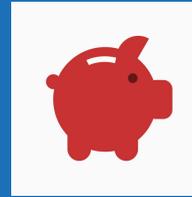
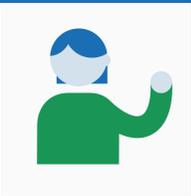
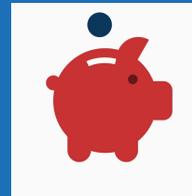
App splash screen (short version)

▶ Storyboard



Dot motion examples: Illustration

The dot can be brought to life through animation in illustrations, adding personality and expression to moments such as app onboarding, or to tell visual stories within social.

Person		Travel		Lock		Onboarding		Piggy bank	
									
									
 Storyboard		 Storyboard		 Storyboard		 Storyboard		 Storyboard	

Using the dot within social

Within the context of social media, strong brand expression and impact are essential for capturing attention and driving engagement. With content competing for visibility, our brand needs to stand out through more impactful visuals and dynamic motion.

To ensure consistency across all content, our dot graphic language should serve as a unifying anchor, reinforcing brand recognition and cohesion.

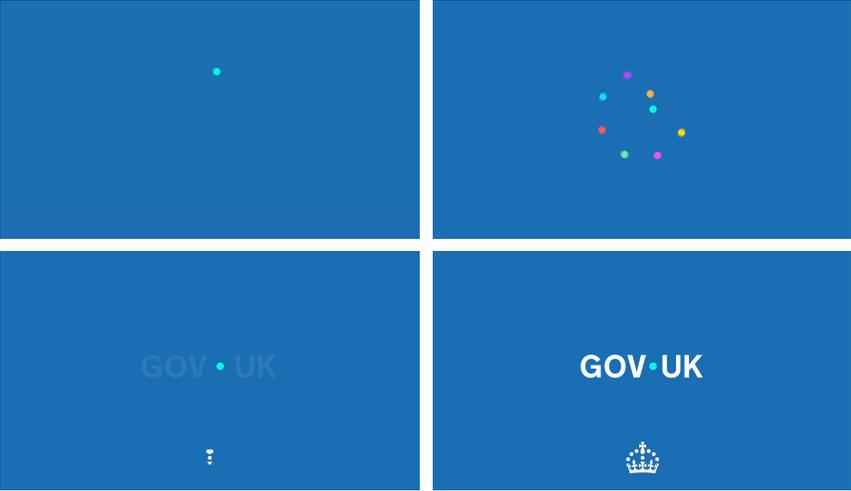
The dot provides a distinctive, flexible visual thread that ties together different content types, ensuring our brand remains instantly recognisable across content, thumbnails and profiles.



Dot motion examples: Social end frames

To build coherence across channels, our social end frames follow the same motion behaviour as the app splash screen.

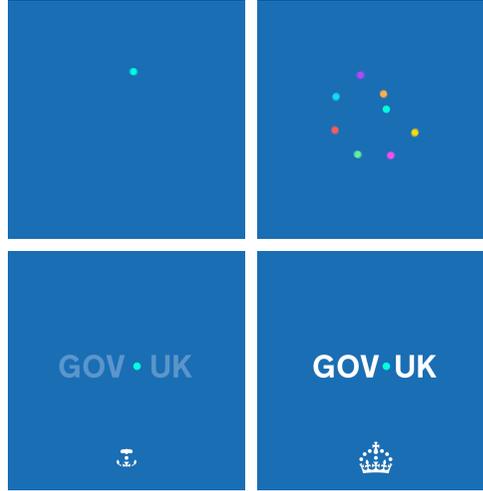
Video end frame 16:9



Video end frame 9:16



Video end frame 1:1



Video thumbnails

We can build on our dot graphic language to create engaging thumbnails that encourage user interaction.

Dot behaviours provide flexibility in how thumbnails can be created for a variety of content types, across a scale from informing to inspiring.

Thumbnails should always use the dot in a purposeful way. See examples of dot use within indicative thumbnails below.



Get help with...



60s guides



Step by step guides

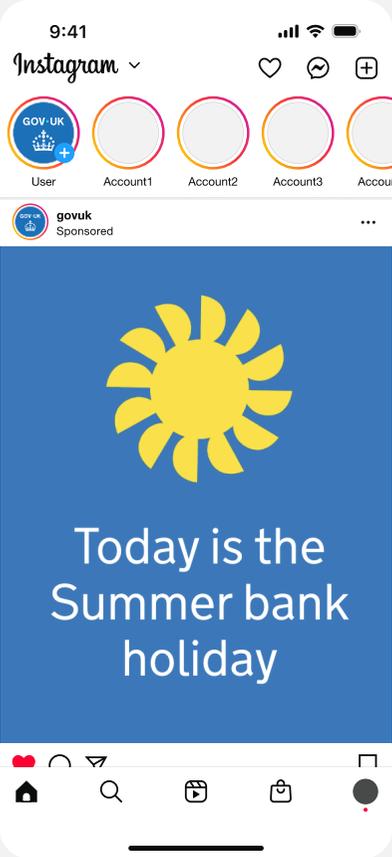


Influencer/presenter



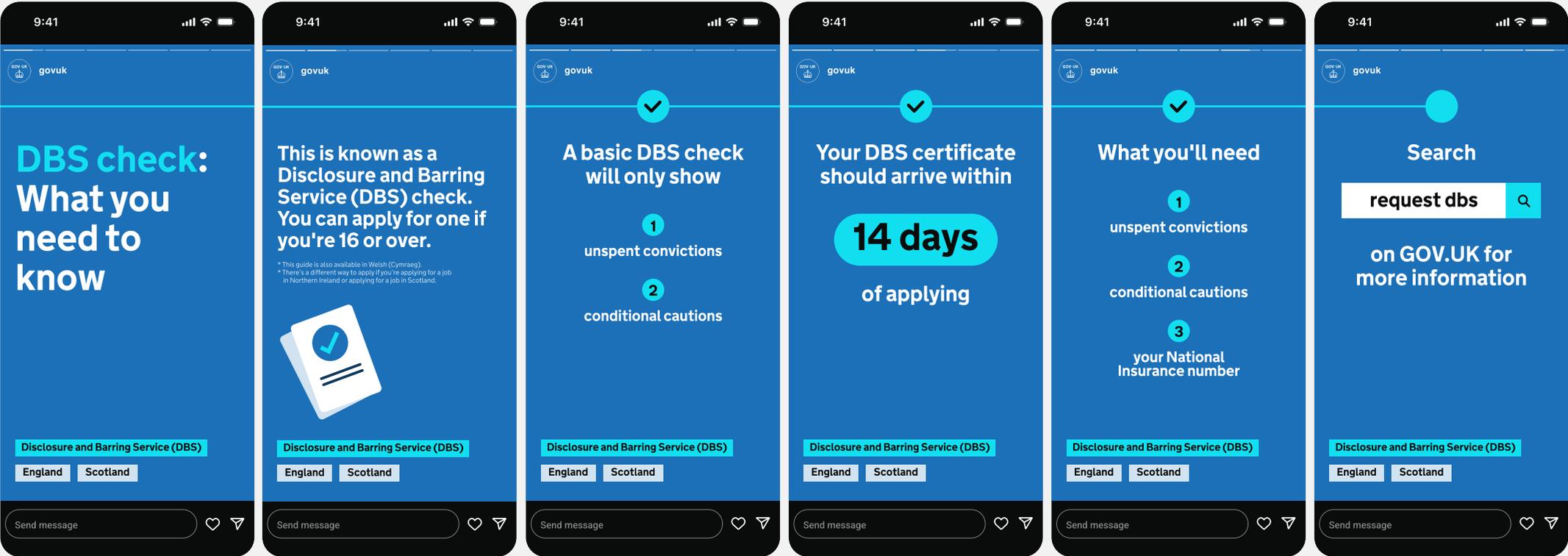
Static dot examples

The dot can also be used as a static graphic, adding emphasis and helping guide users through content.



Static dot storyboard

The dot can effectively guide user attention and break down information to enhance the overall experience.



2.1 Concept

2.2 Expression

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Incorrect dot usage

The dot has defined roles and behaviours, set out earlier in this guidance. To keep things consistent, avoid the following:



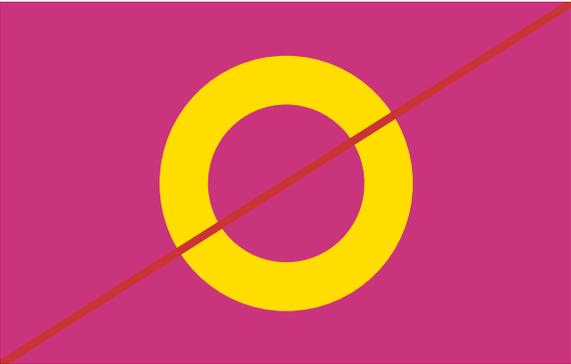
Overuse
Do not overuse the dot



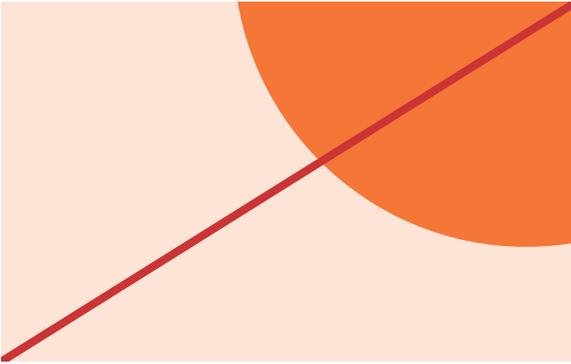
Decorative elements
Do not use the dot in a decorative way



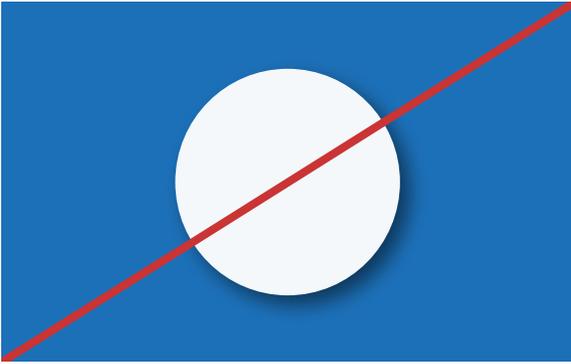
Distortions
Do not distort or skew the dot



Stroke
Do not use stroke versions of the dot



Crops
Do not use abstract crops of the dot

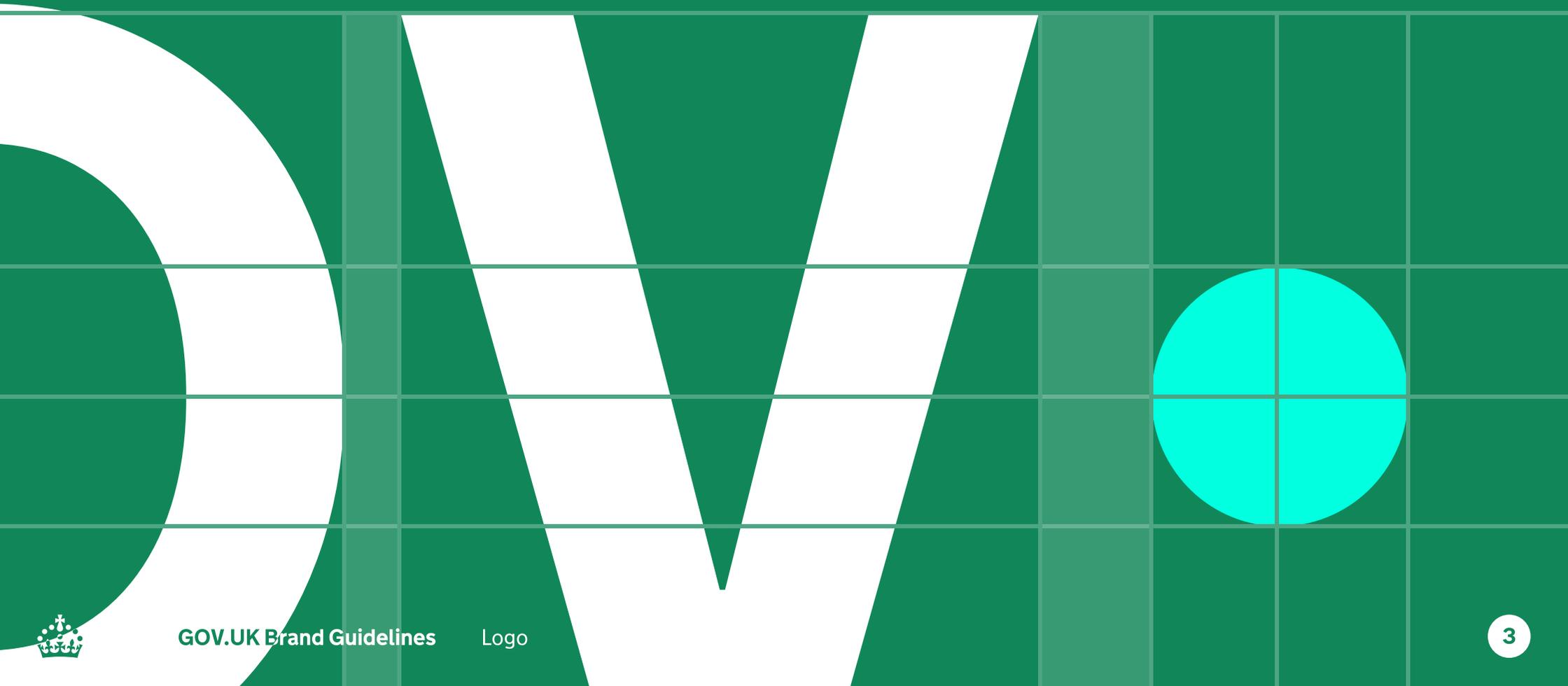


Unapproved filters and effects
Do not apply shadows or gradients

Need help?

If you've got a question about the dot graphic device guidelines and how to apply them, contact the team on govuk-brand-team@dsit.gov.uk

Logo



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The GOV.UK logo system

Our logo represents our visual identity at the very highest level and is vitally important to our brand. This guidance will give you the confidence and knowledge you need to use it correctly.



Logo elements

There are two elements to the GOV.UK logo system; the wordmark and crown. The wordmark is our primary GOV.UK identifier, with the crown being used as a supporting element to indicate trust.

Wordmark

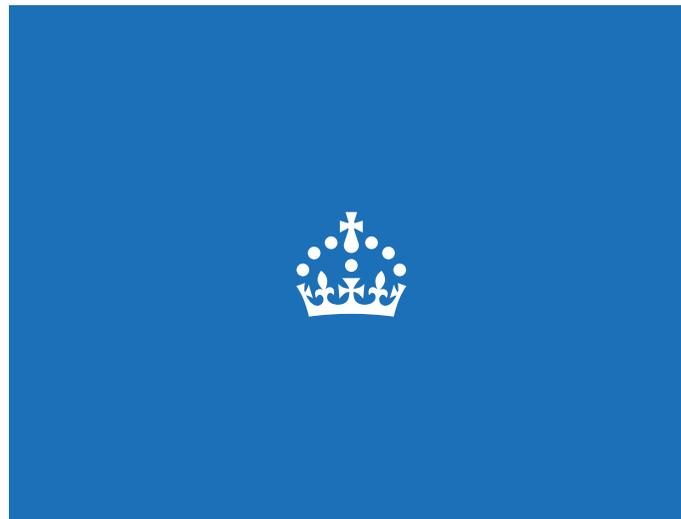
Our wordmark is our primary identifier and should be used as the lead asset on touchpoints such as the app splash screen and video end frames.

Crown

The crown must always be present but is used as a supporting asset within close proximity to the wordmark.

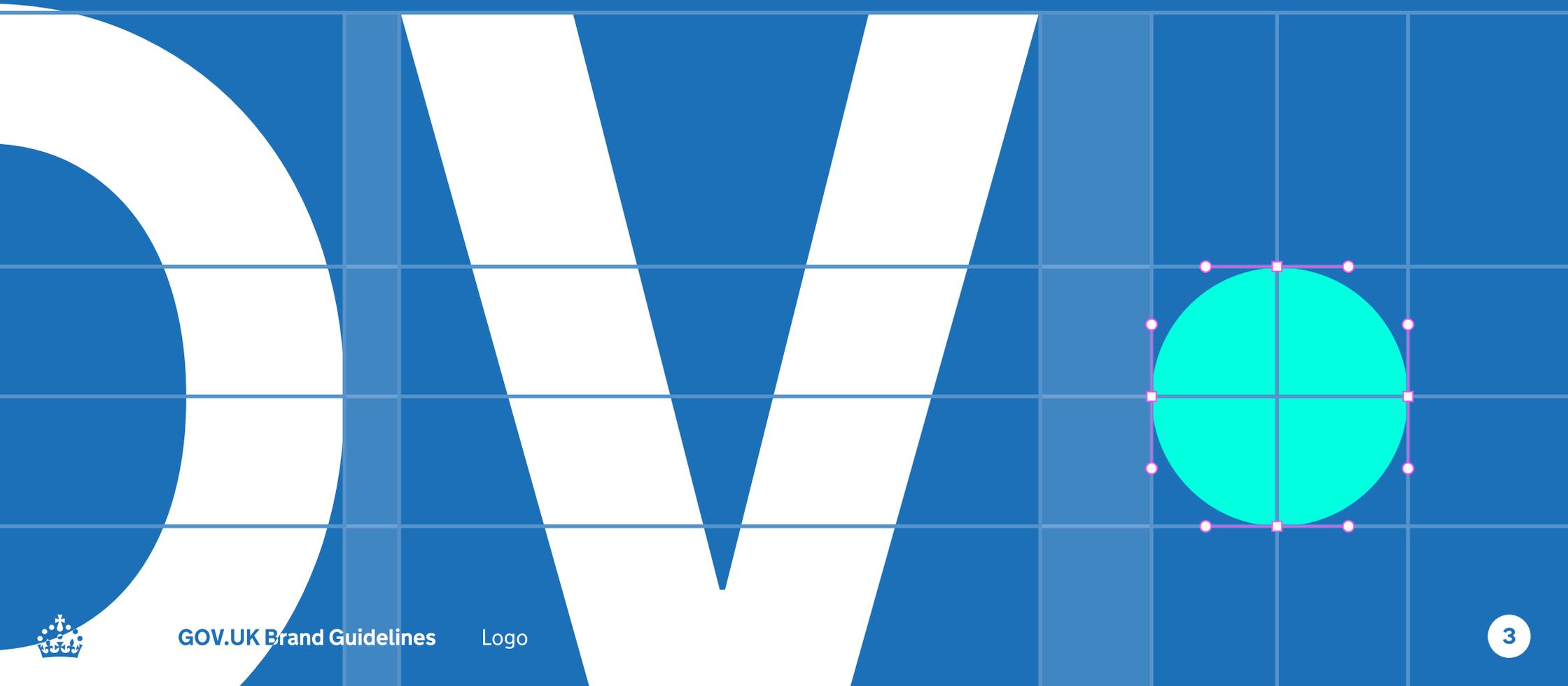
Lock-up

To aid recognition the lock-up combines the crown and wordmark and is used primarily within the web channel.



Wordmark

Our wordmark has been redrawn, elevating the dot into a position that signifies the connection between government and the UK.



Wordmark

As our primary identifier, the GOV.UK wordmark should be used in all applications of the logo.

The exception to this rule is the GOV.UK website. See the Web Logo section (3.3) for more details.

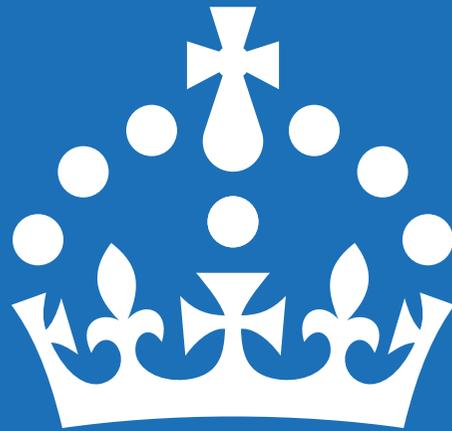
GOV • UK



Crown

The crown should be used as a supporting element that indicates trust and reassurance. It should always appear in close proximity to the wordmark.

The exception to this rule is the GOV.UK website. See the Web Logo section (3.3) for more details.



Using the crown as a supporting element

A lock-up system where we can position the crown in close proximity to the GOV.UK wordmark to offer greater flexibility when designing in a wider range of formats and channels.



Lock-up

The elements that make up our logo lock-up are all scaled using the dot from within the crown.

The spacing between the crown and the wordmark is 3 dots, and the dot within the wordmark is 2 dots in width.

Pixel size displayed here is indicative and will vary across devices. Please refer to platform teams for exact pixel sizes.

This ensures visual balance and harmony between the elements.



Proportional scaling of the crown

In order to maintain visual hierarchy, consistency and balance between the two elements, scaling of the crown should be proportional to the wordmark.

The size of the crown can be adjusted depending on context. For example, when being used at smaller sizes such as within the app icon, the enlarged crown should be used to aid accessibility and legibility.

Standard crown size

Scaling should follow this rule;
Wordmark dot = 2x crown dot



Enlarged crown size

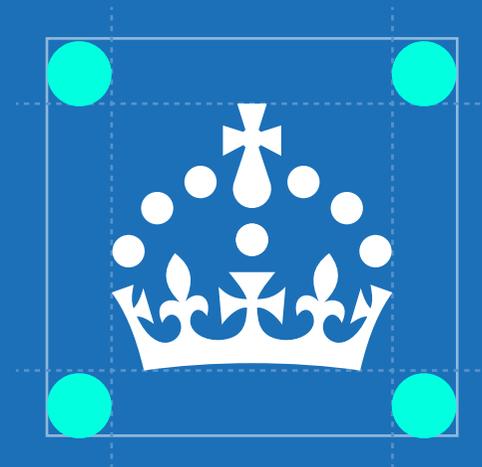
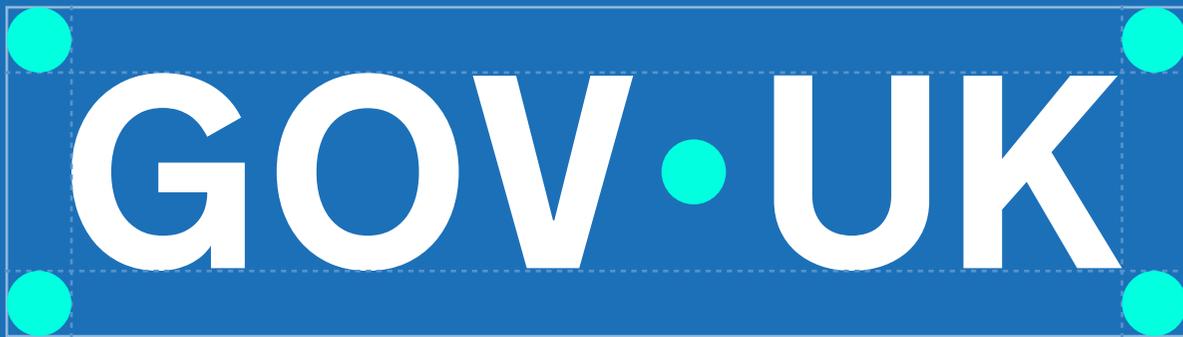
Scaling should follow this rule;
Wordmark dot = 1x crown dot



Clear space around logo elements

Maintaining clear space around the logo is essential to ensure its visibility, impact, and legibility. By respecting clear space guidelines, we preserve the logo's integrity and ensure it remains a strong and recognisable brand asset.

The clear space area is defined by the dot size within our wordmark.



Minimum sizing

Keeping the logo at its minimum size helps ensure it stays legible and accessible. If it's too small, it can lose detail and be harder for some users to read or recognise.



Minimum size:
50px



Minimum size:
10px



Use the small crown version for anything below the crown's minimum size, such as web favicons.



Logo colour

Primary Blue background

When using on a Primary Blue background, the wordmark colour should use White and Accent Teal.



Light background

When using against a light background, the wordmark colour should use Black and Primary Blue.



Special use

When using against a busy background or in print situations where colour isn't possible, white or black versions of the wordmark can be used.



Motion

Both logo elements have a standalone animation that can be used to add dynamism to the brand.

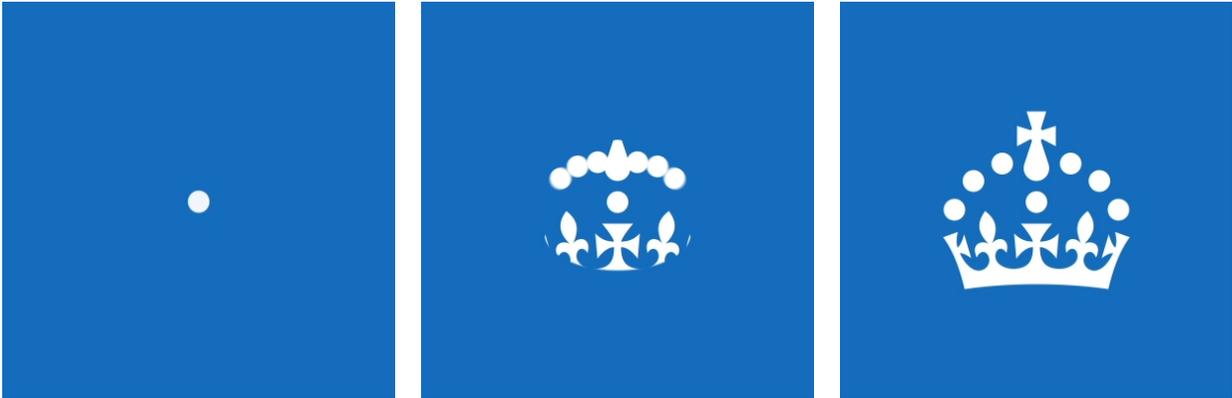
Wordmark

▶ Storyboard



Crown

▶ Storyboard



Incorrect logo usage

To maintain consistency across channels the logo elements should never be changed or altered.



Do not alter colour balance within the wordmark



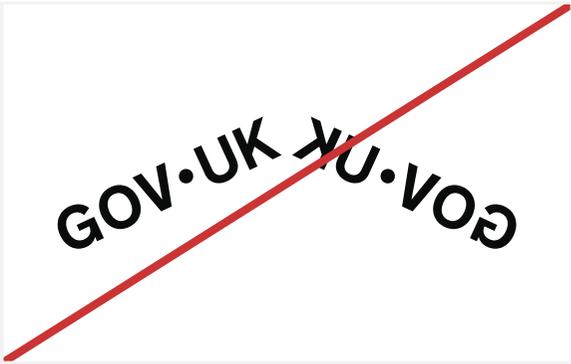
Do not distort, stretch or skew the wordmark



Do not apply drop shadows or effects to the wordmark



Do not use the wordmark on overly busy or low-contrast backgrounds



Do not flip, mirror, or rotate the wordmark



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Brand hierarchy lock-up

A lock-up is a fixed layout that combines GOV.UK brand elements – the crown or wordmark – with text. In most cases, the text names an ingredient brand, channel or service (you can find more on this in the brand hierarchy diagram in the introduction). Lock-ups help show the relationship between GOV.UK and the service, channel or department they support.

We have five versions:

1. Horizontal
2. Horizontal with crown
3. Stacked (web)
4. Stacked (apps)
5. Stacked with crown

To keep the brand consistent, use each version exactly as shown – don't resize, reposition or remove any part.

The diagrams show how to space the wordmark and text in a lock-up. Use the width of the dot in the GOV.UK wordmark to set the spacing.



GOV•UK•Pay

A diagram showing the horizontal lock-up of the GOV.UK brand with the word 'Pay'. The 'GOV' part of the wordmark is faded and positioned to the left of the main 'GOV•UK' text. The word 'Pay' is positioned to the right of 'GOV•UK'. Dashed lines indicate the alignment and spacing between the elements.

GOV•UK Pay



GOV•UK
Pay

A diagram showing the stacked lock-up of the GOV.UK brand with the word 'Pay'. The 'GOV' part of the wordmark is faded and positioned above the main 'GOV•UK' text. The word 'Pay' is positioned below 'GOV•UK'. Dashed lines indicate the alignment and spacing between the elements.

GOV•UK
Pay



Lock-up system

Horizontal

Product name spacing on horizontal and stacked lock-ups should be proportionate to the type size. On 14.2pt type should be -0.21 pixel letter spacing.



Horizontal with crown

Spacing between wordmark and crown on horizontal lock-up should be 3 crown dots or 7px spacing on web.



Stacked for web

Product name on stacked lock-ups should be aligned left to GOV.UK wordmark. Spacing between wordmark and product name should be 1 large dot or 7 pixels from the bottom of the logo to the top of the product name on web.



Stacked for app

Product name on stacked lock-ups should be centre to GOV.UK wordmark. Spacing between wordmark and product name should be 1 large dot or 7 pixels from the bottom of the logo to the top of the product name on web.



Stacked with crown

Product name on stacked lock-ups should be aligned left to crown.



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Web use lock-up

To aid recognition and trust we retain the locked-up version of the crown and wordmark.



GOV•UK



Web header

The lock-up combining the crown and wordmark is for use throughout the web experience, in moments such as the web header and footer.



GOV•UK

∨ Menu



The screenshot shows a GOV.UK page with a blue header. The main content area is white. At the top left is the GOV.UK logo. At the top right are 'Menu' and a search icon. Below the header is a breadcrumb trail: 'Home > Business and self-employed > Business tax'. The main heading is 'Pay your Corporation Tax bill'. Below it is a 'Contents' section with a list of links. To the right is a 'Related content' section with several links. At the bottom left, there is an 'Overview' section with a paragraph and a note about a Welsh version. At the bottom right, there is a section for 'Taxable profits of up to £1.5 million'.

Home > Business and self-employed > Business tax

Pay your Corporation Tax bill

Contents

- Overview
- [Direct Debit](#)
- [Approve a payment through your online bank account](#)
- [Make an online or telephone bank transfer](#)
- [By debit or corporate credit card online](#)
- [At your bank or building society](#)
- [Payments for a group of companies](#)
- [Tell HMRC no payment is due](#)
- [Check your payment has been received](#)

Overview

The deadline for your payment will depend on your taxable profits.

This guide is also available [in Welsh \(Cymraeg\)](#).

Taxable profits of up to £1.5 million

Related content

- [Corporation Tax](#)
- [Corporation Tax rates and reliefs](#)
- [File your accounts and Company Tax Return](#)
- [Get a refund or interest on your Corporation Tax](#)





Services and information

[Benefits](#)

[Births, death, marriages and care](#)

[Business and self-employed](#)

[Childcare and parenting](#)

[Citizenship and living in the UK](#)

[Crime, justice and the law](#)

[Disabled people](#)

[Driving and transport](#)

[Education and learning](#)

[Employing people](#)

[Environment and countryside](#)

[Housing and local services](#)

[Money and tax](#)

[Passports, travel and living abroad](#)

[Visas and immigration](#)

[Working, jobs and pensions](#)

Government activity

[Departments](#)

[News](#)

[Guidance and regulation](#)

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[Rhestr o Wasanaethau Cymraeg](#) [Government Digital Service](#)

OGL

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Favicon

In line with minimum size guidance, within web favicons we use the simplified crown. This is to retain legibility and brand recognition and small sizes.



Welcome to



gov.uk

Indicative examples for illustrative purposes only.

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App primary logo system

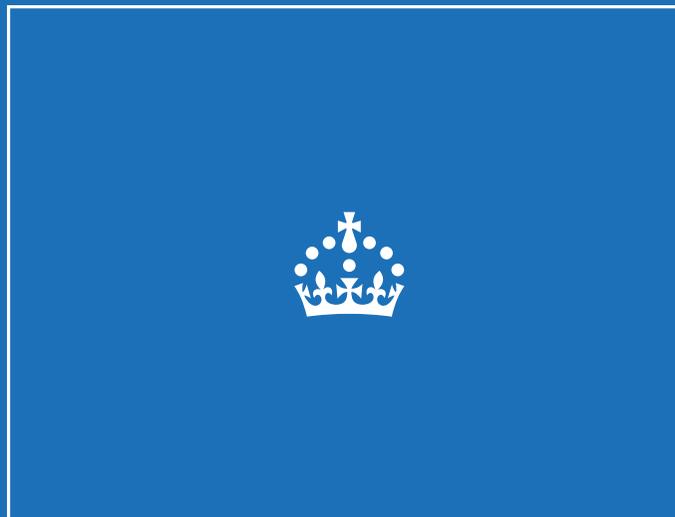
In GOV.UK apps we follow the primary logo system, using the wordmark as the main identifier whilst incorporating the crown as a supporting element to aid trust and recognition.

An exception to this principle includes other GOV.UK apps, where the symbol or identifier may be used instead of the crown within the app icon. For more guidance on this see the 'App icon suite' page within section 3.4.

Wordmark



Crown



App icon

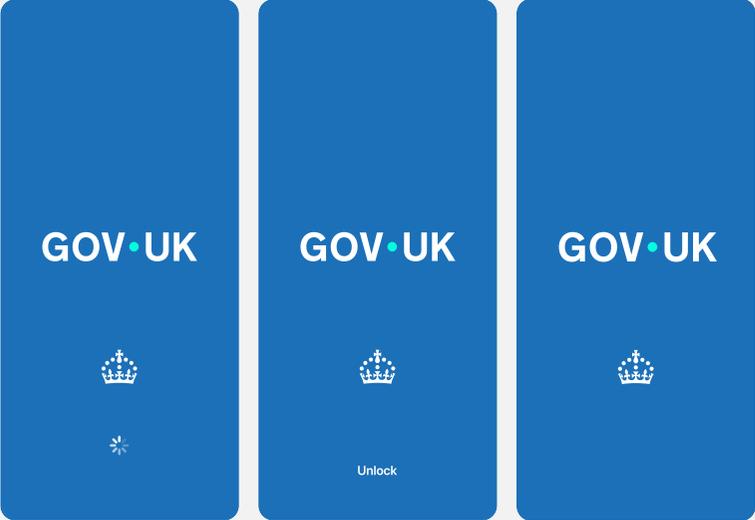


Logo elements within the app

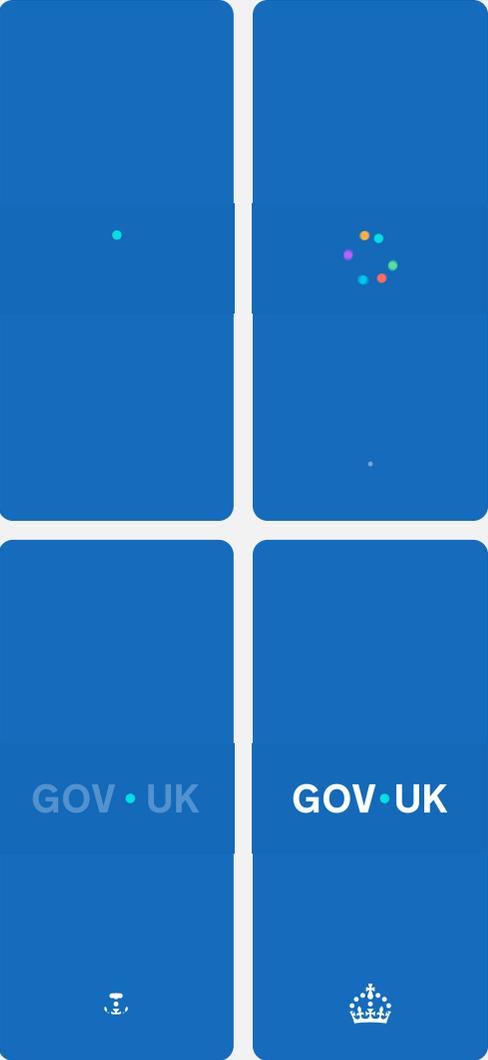
We always lead with the wordmark as our primary brand identifier, placed in a prominent position.

We use the crown as a supporting element that sits below or at the end of content.

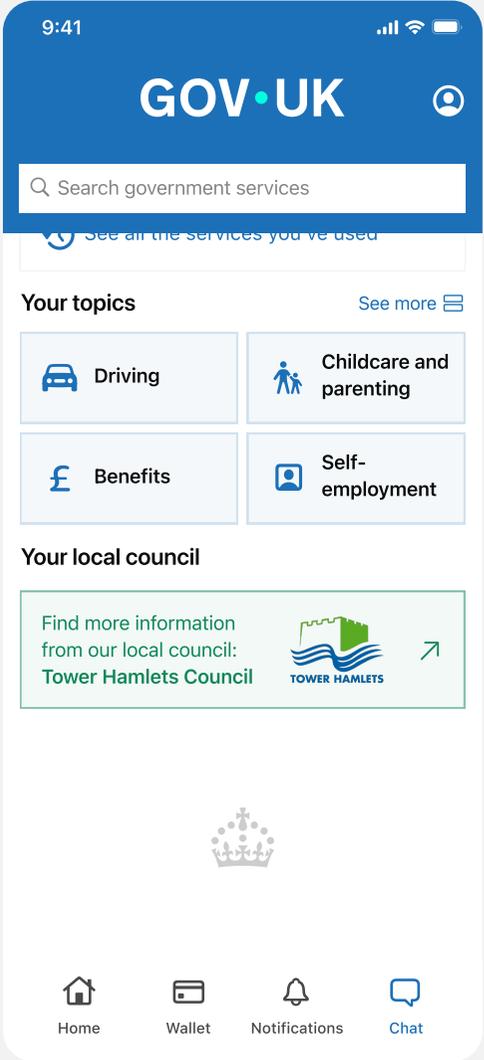
App splash screen with biometric unlock



App splash screen



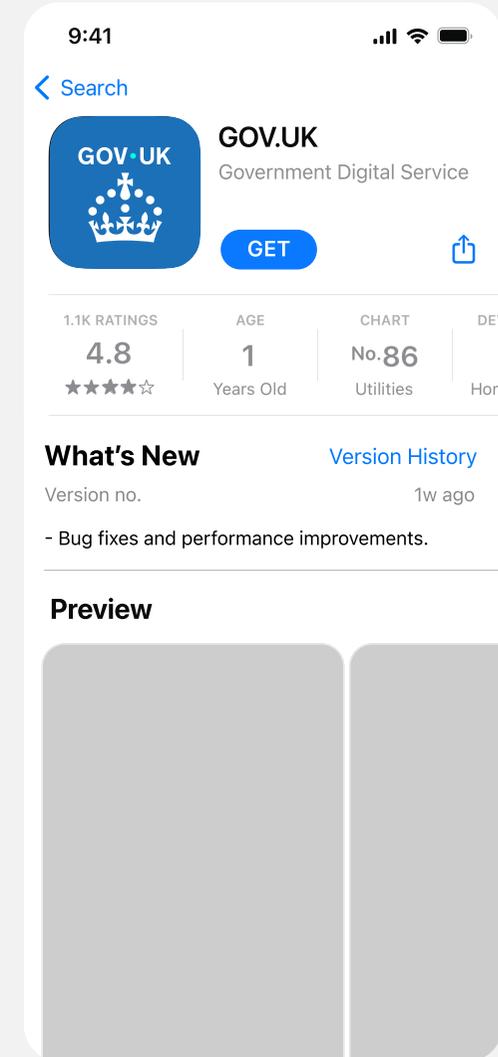
Crown watermark



App icon

The GOV.UK app icon should follow the same principle, leading with the wordmark and using the crown as a supporting element.

As this is a small use application of the logo elements, we use the enlarged crown size to maximise legibility and recognition.



App icon suite

As the family of GOV.UK applications grows, the need for a consistent approach to app icon design is necessary.

The suite of icons should follow the same principles, leading with the GOV.UK wordmark for recognition, with the symbol below, replacing the crown.

Example of the GOV.UK One Login app as shown here.



Framework



Example 1:
GOV.UK app



Example 2:
GOV.UK One Login



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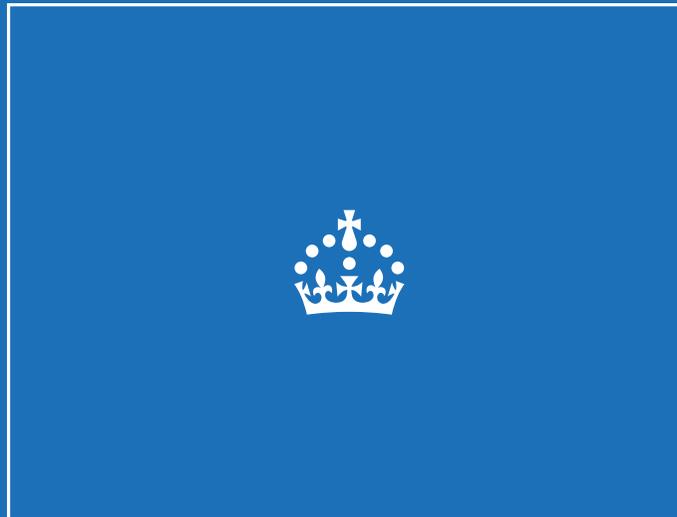
Social logo system

Within GOV.UK social channels we follow the primary logo system, using the wordmark as the main identifier whilst incorporating the crown as a supporting element to aid trust and recognition.

Wordmark



Crown



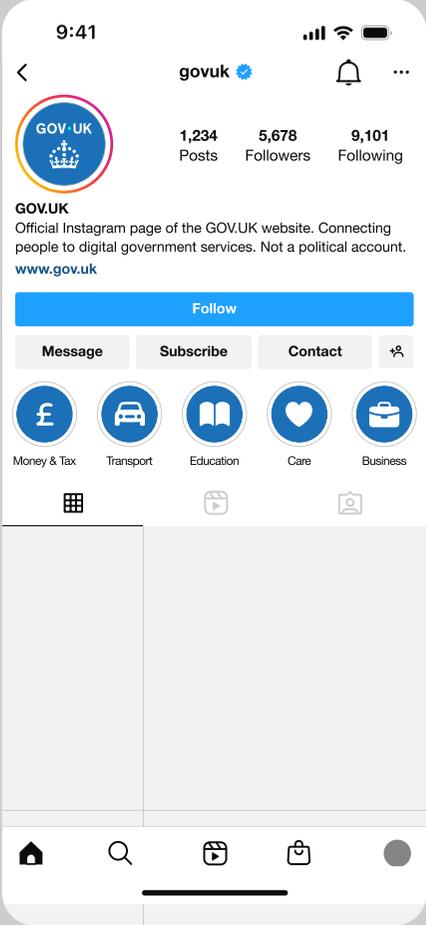
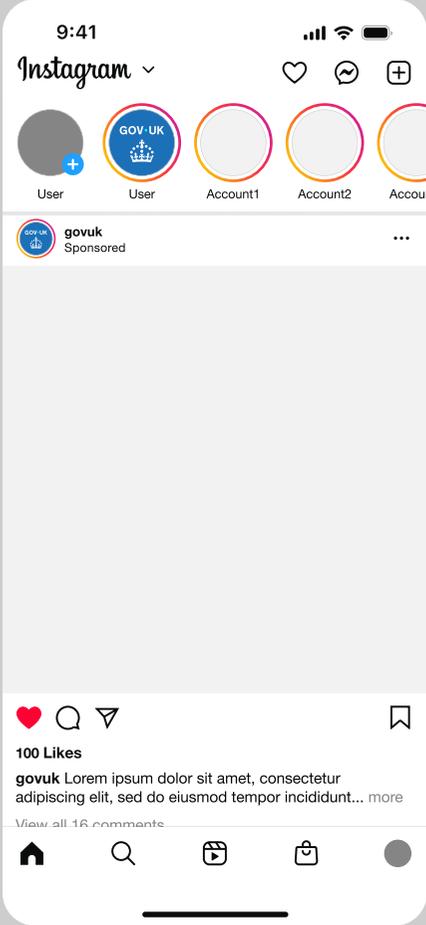
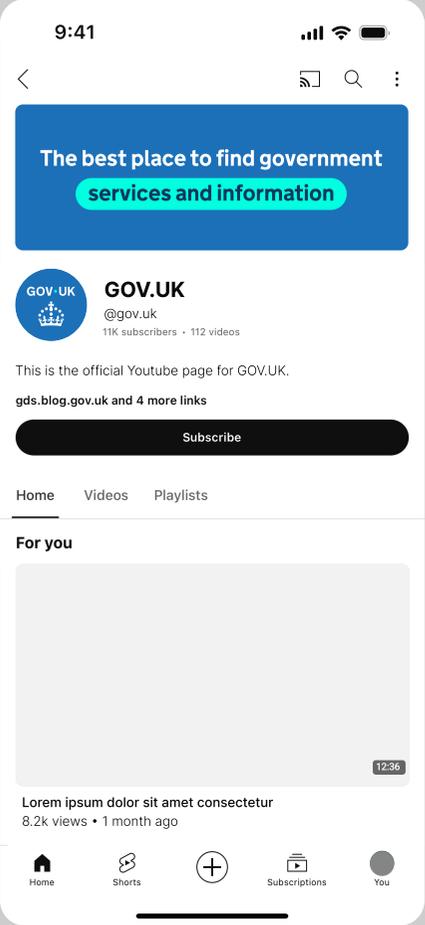
Profile icons



Logo elements within social

We always lead with the wordmark as our primary brand identifier – positioning it in a prominent position.

We use the crown as a supporting element that sits below or to the right of the wordmark, or at the end of content.

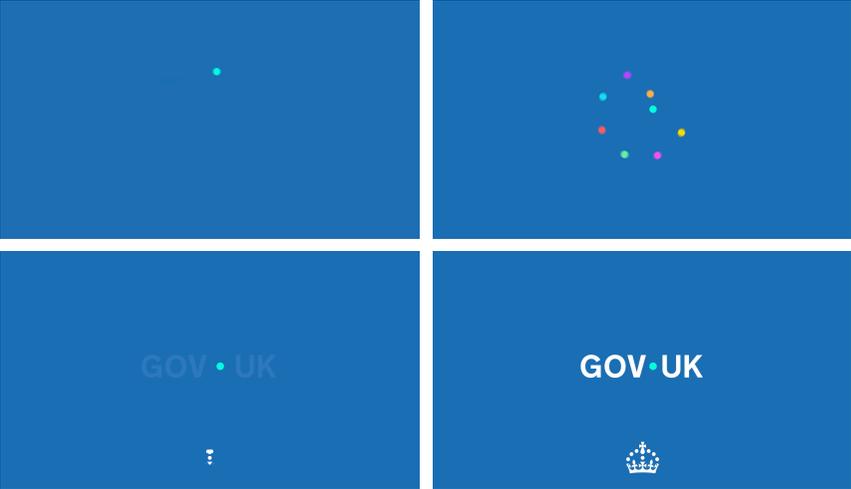


Social end frames

Social end frames can be used at the end of animated or filmed content.

They incorporate both the wordmark and crown and act as a branded sign off.

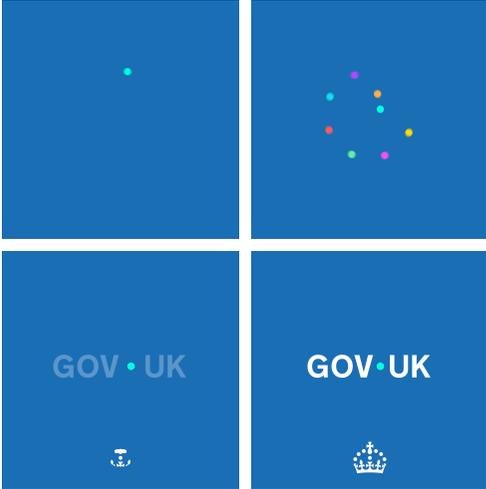
Video end frame 16:9



Video end frame 9:16



Video end frame 1:1



Adaptive dot colour

At times, our social content will need greater impact. One of the ways this can be achieved is through the use of colour. Our logo follows the adaptive dot colour principle, which allows the dot to change colour depending on the background. This must always follow the tonal range of a colour.

The adaptive dot colour should be reserved for moments where the brand requires more expression, and should not be used in communications that require a more sombre or serious tone.

For example, if using **Purple Shade 50%** as a background, the dot colour would become the **Accent Purple**.

This can be applied within the live artwork files using the relevant swatches. Always consider accessibility when making these changes.

To aid brand recognition and coherency, adaptive dot colour should not be used within video end frames.



Incorrect adaptive dot colour usage

Do not use colour combinations that are not accessible.



Do not use colour combinations that lack contrast between the wordmark and dot.



Do not use colour combinations that are not from the same tonal range.



Need help?

If you've got a question about the GOV.UK logo guidelines, contact the team on govuk-brand-team@dsit.gov.uk

Colour



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Introduction

Our colour palette is designed with accessibility in mind. It's flexible enough to work across all GOV.UK channels.

This section explains how to apply colour so it meets accessibility standards and helps everyone understand information clearly.

Always use the GOV.UK colour palette alongside other accessibility principles. This includes using accessible colour combinations and ensuring meaning is never conveyed by colour alone.



Master palette overview

Our palette consists of 4 tiers;
Primary, Tints, Shades and Accents.

Primary

Primary colours form the foundation of the brand palette, with blue as the core colour that anchors the visual identity. The additional primary colours are complementary and can be used to express tone, emphasis, or differentiation while maintaining brand cohesion. These colours should be applied thoughtfully to reinforce consistency and clarity across all communications.

Tints

Tints are lighter variations of the primary colours, created by adding white. These are useful for backgrounds, highlights, and creating a sense of space while maintaining brand coherence.

Shades

Shades are darker variations of the primary colours, created by adding black. They provide depth, contrast, and are ideal for text or design elements requiring emphasis.

Accents

Accents are supplementary colours used sparingly to highlight important content, inject energy, or signal specific actions or statuses within a design. They should complement the primary palette without overwhelming it.



GOV.UK is a blue brand

Our core brand colours are Primary Blue and Accent Teal.

We're building on the primary blue already in place to support recognition and trust. Using it more consistently will make it a clear visual signature of GOV.UK.

Accent teal also sits alongside to add impact and help the brand feel more modern.



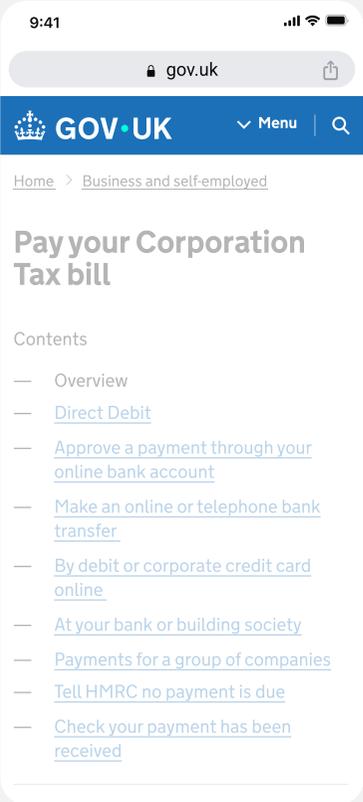
GOV • UK



Coherence across channels

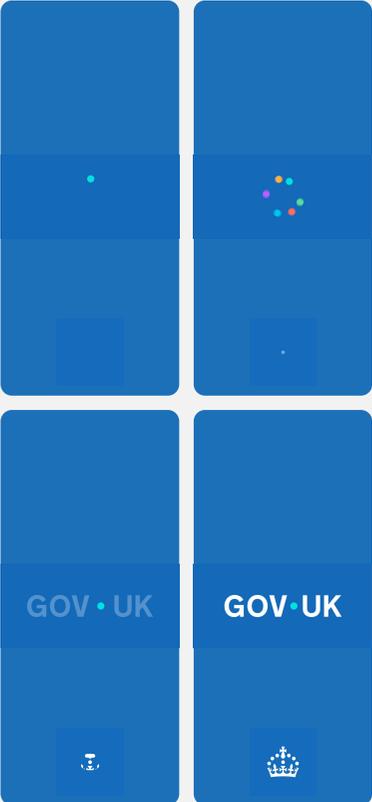
We lead with the Primary Blue and Accent Teal across all GOV.UK channels. From the blue header on web and app, to branded banners within social platforms, this aids brand recognition and establishes trust.

Mobile web header

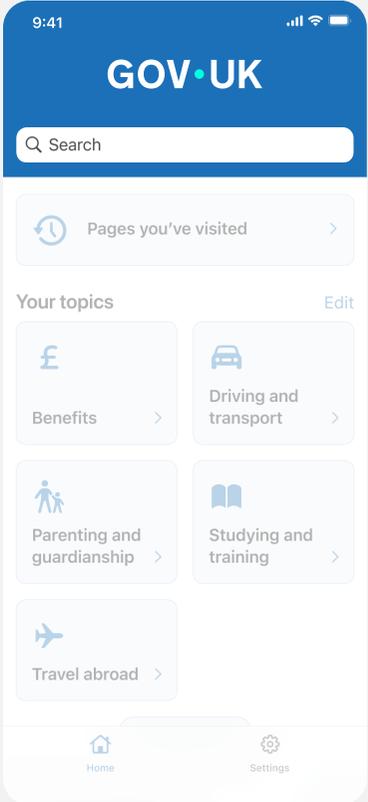


App splash screen

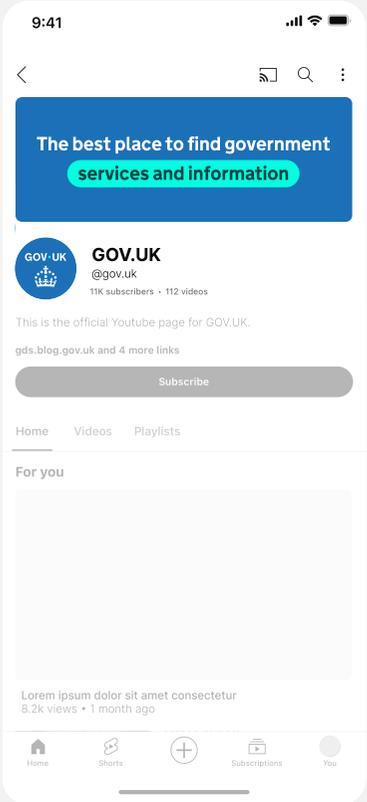
Storyboard



App header



YouTube profile

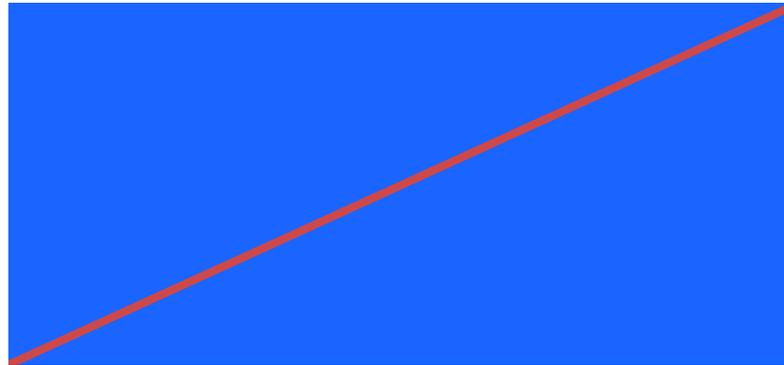


Colour usage recommendations

To maintain consistency across channels the colours within our palette should never be changed or altered. Exceptions to the recommendations below must be approved by the brand team.



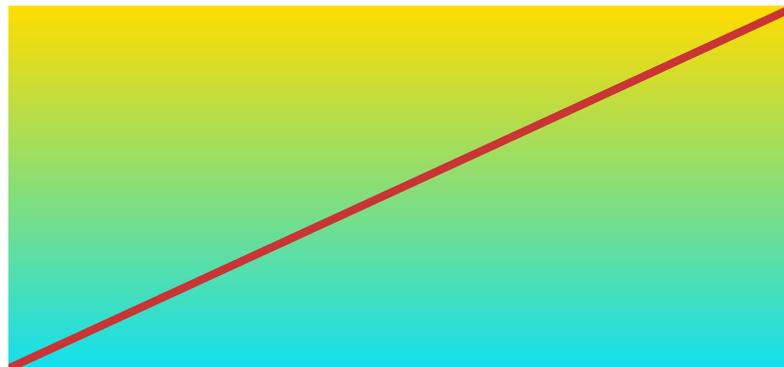
Do not use colour combinations that do not meet WCAG2.2 guidelines



Do not create new colours



Do not use too many colours within an application



Do not mix colours to create gradients (single colour gradients are permitted for use over imagery)



Tailoring our palette to GOV.UK channels

Each GOV.UK channel requires a different level of function and expression and therefore the palette has been tailored accordingly.

The following guidance details which palette can be used across web, app and social.



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Web palette

Use these colours for supporting materials like illustrations, or in custom components where appropriate.

To reference colours from the palette directly you should use the ‘govuk-colour’ function. For example, colour: ‘govuk-colour("blue")’.

Avoid using the palette colours if there is a Sass variable that is designed for your context. For example, if you are styling the error state of a component you should use the ‘\$govuk-error-colour’ Sass variable rather than ‘govuk-colour("red")’.

 Primary Blue RGB 29 112 184 #1D70B8	 Primary Green RGB 17 135 90 #11875A	 Primary Teal RGB 186 74 255 #158187	 Primary Purple RGB 84 49 159 #54319F	 Primary Magenta RGB 202 53 124 #CA357C	 Primary Red RGB 202 53 53 #CA3535	 Primary Orange RGB 244 119 56 #F47738	 Primary Yellow RGB 255 221 0 #FFDD00	 Primary Brown RGB 153 112 74 #99704A	 Black RGB 11 12 12 #0B0C0C
 Blue Tint 25% RGB 86 148 202 #5694CA	 Green Tint 25% RGB 77 165 131 #4DA583	 Teal Tint 25% RGB 80 161 165 #50A1A5	 Purple Tint 25% RGB 127 101 183 #7F65B7	 Magenta Tint 25% RGB 215 104 157 #D7689D	 Red Tint 25% RGB 215 104 104 #D76868	 Orange Tint 25% RGB 247 153 106 #F7996A	 Yellow Tint 25% RGB 255 230 64 #FFE640	 Brown Tint 25% RGB 179 148 119 #B39477	 Black Tint 25% RGB 72 73 73 #484949
 Blue Tint 50% RGB 142 184 220 #8EB8DC	 Green Tint 50% RGB 136 195 173 #88C3AD	 Teal Tint 50% RGB 138 192 195 #8AC0C3	 Purple Tint 50% RGB 170 152 207 #AA98CF	 Magenta Tint 50% RGB 229 154 190 #E59ABE	 Red Tint 50% RGB 229 154 154 #E59A9A	 Orange Tint 50% RGB 250 187 156 #FABB9C	 Yellow Tint 50% RGB 255 238 128 #FFEE80	 Brown Tint 50% RGB 204 184 165 #CCB8A5	 Black Tint 50% RGB 133 134 134 #858686
 Blue Tint 80% RGB 210 226 241 #D2E2F1	 Green Tint 80% RGB 231 243 238 #CFE7DE	 Teal Tint 80% RGB 208 230 231 #D0E6E7	 Purple Tint 80% RGB 221 214 236 #DDD6EC	 Magenta Tint 80% RGB 244 215 229 #F4D7E5	 Red Tint 80% RGB 244 215 215 #F4D7D7	 Orange Tint 80% RGB 253 228 215 #FDE4D7	 Yellow Tint 80% RGB 255 248 204 #FFF8CC	 Brown Tint 95% RGB 250 248 246 #FAF8F6	 Black Tint 80% RGB 206 206 206 #CECECE
 Blue Tint 95% RGB 244 248 251 #F4F8FB	 Green Tint 95% RGB 243 249 247 #F3F9F7	 Teal Tint 95% RGB 243 249 249 #F3F9F9	 Purple Tint 95% RGB 246 245 250 #F6F5FA	 Magenta Tint 95% RGB 252 245 248 #FCF5F8	 Red Tint 95% RGB 252 245 245 #FCF5F5	 Orange Tint 95% RGB 254 248 245 #FEF8F5	 Yellow Tint 95% RGB 255 253 242 #FFFDF2		 Black Tint 95% RGB 243 243 243 #F3F3F3
 Blue Shade 50% RGB 15 56 92 #0F385C		 Accent Teal RGB 0 255 224 #00FFE0							 White RGB 255 255 255 #FFFFFF



Web functional colours

If you are using GOV.UK Frontend or the GOV.UK Prototype Kit, use the [Sass variables](#) provided rather than copying the hexadecimal (hex) colour values. For example, use `$govuk-brand-colour` rather than `#1d70b8`.

This means that your service will always use the most recent colour palette whenever you update.

Only use the variables in the context they're designed for. In all other cases, you should reference the web primary directly. For example, if you wanted to use primary red, you should use `govuk-colour("primary-red")` rather than `$govuk-error-colour`.

Text

	<code>\$govuk-text-colour</code> Black RGB 11 12 12 #0B0C0C
	<code>\$govuk-secondary-text-colour</code> Black Tint 25% RGB 72 73 73 #484949

Links

	<code>\$govuk-link-colour</code> Primary Blue RGB 29 112 184 #1D70B8		<code>\$govuk-link-visited-colour</code> Primary Purple RGB 84 49 159 #54319F
	<code>\$govuk-link-hover-colour</code> Blue Shade 50% RGB 15 56 92 #0F385C		<code>\$govuk-link-active-colour</code> Black RGB 11 12 12 #0B0C0C

Border

	<code>\$govuk-border-colour</code> Black Tint 80% RGB 206 206 206 #CECECE
	<code>\$govuk-input-border-colour</code> Black RGB 11 12 12 #0B0C0C

Focus state

	<code>\$govuk-focus-colour</code> Primary Yellow RGB 255 221 0 #FFDD00	Only use this colour to indicate which element is focused on. For example, when a user tabs to an element with their keyboard.
	<code>\$govuk-focus-text-colour</code> Black RGB 11 12 12 #0B0C0C	

Error state

	<code>\$govuk-error-colour</code> Primary Red RGB 202 53 53 #CA3535	Use for error messages
---	---	------------------------

Success state

	<code>\$govuk-success-colour</code> Primary Green RGB 17 135 90 #11875A	Use for success messages
---	---	--------------------------

Brand colour

	<code>\$govuk-brand-colour</code> Primary Blue RGB 29 112 184 #1D70B8
---	---



Web palette example

Indicative examples for illustrative purposes only.

GOV.UK Menu Q

The best place to find government services and information

Search

→ [Get support with the cost of living](#) → [Find out about help you can get with your energy bills](#) → [Find a job](#)

→ [Universal Credit account: sign in](#) → [Check your National Insurance record](#) → [HMRC services: sign in](#)

Services and information

[Benefits](#) >
Includes eligibility, appeals, tax credits and Universal Credit

[Births, deaths, marriages and care](#) >
Parenting, civil partnerships, divorce and Lasting Power of Attorney

Featured

 [Cost of Living Payment](#)
Find out payment dates and how to report a payment is missing.

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App palette

The app palette contains all primary colours, tints, shades and accents. Guidance outlined within the overview section should be followed to ensure brand coherence across channels.

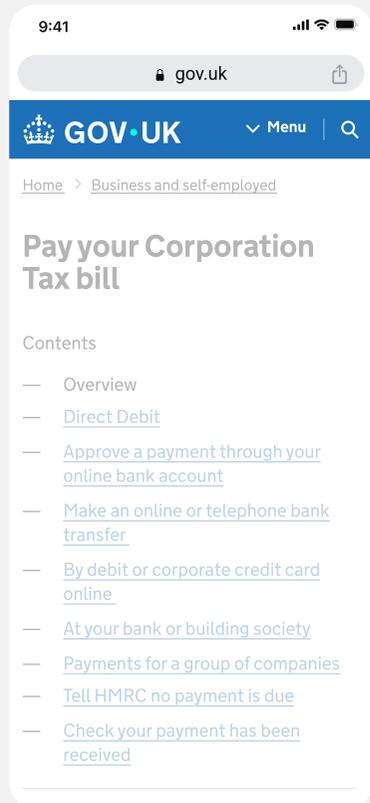
 Primary Blue RGB 29 112 184 #1D70B8	 Primary Green RGB 17 135 90 #11875A	 Primary Teal RGB 186 74 255 #158187	 Primary Purple RGB 84 49 159 #54319F	 Primary Magenta RGB 202 53 124 #CA357C	 Primary Red RGB 202 53 53 #CA3535	 Primary Orange RGB 244 119 56 #F47738	 Primary Yellow RGB 255 221 0 #FFDD00	 Black RGB 11 12 12 #0B0C0C
 Blue Tint 25% RGB 86 148 202 #5694CA	 Green Tint 25% RGB 77 165 131 #4DA583	 Teal Tint 25% RGB 80 161 165 #50A1A5	 Purple Tint 25% RGB 127 101 183 #7F65B7	 Magenta Tint 25% RGB 215 104 157 #D7689D	 Red Tint 25% RGB 215 104 104 #D76868	 Orange Tint 25% RGB 247 153 106 #F7996A	 Yellow Tint 25% RGB 255 230 64 #FFE640	 Black Tint 25% RGB 72 73 73 #484949
 Blue Tint 50% RGB 142 184 220 #8EB8DC	 Green Tint 50% RGB 136 195 173 #88C3AD	 Teal Tint 50% RGB 138 192 195 #8AC0C3	 Purple Tint 50% RGB 170 152 207 #AA98CF	 Magenta Tint 50% RGB 229 154 190 #E59ABE	 Red Tint 50% RGB 229 154 154 #E59A9A	 Orange Tint 50% RGB 250 187 156 #FABB9C	 Yellow Tint 50% RGB 255 238 128 #FFEE80	 Black Tint 50% RGB 133 134 134 #858686
 Blue Tint 80% RGB 210 226 241 #D2E2F1	 Green Tint 80% RGB 231 243 238 #CFE7DE	 Teal Tint 80% RGB 208 230 231 #D0E6E7	 Purple Tint 80% RGB 221 214 236 #DDD6EC	 Magenta Tint 80% RGB 244 215 229 #F4D7E5	 Red Tint 80% RGB 244 215 215 #F4D7D7	 Orange Tint 80% RGB 253 228 215 #FDE4D7	 Yellow Tint 80% RGB 255 248 204 #FFF8CC	 Black Tint 80% RGB 206 206 206 #CECECE
 Blue Tint 95% RGB 244 248 251 #F4F8FB	 Green Tint 95% RGB 243 249 247 #F3F9F7	 Teal Tint 95% RGB 243 249 249 #F3F9F9	 Purple Tint 95% RGB 246 245 250 #F6F5FA	 Magenta Tint 95% RGB 252 245 248 #FCF5F8	 Red Tint 95% RGB 252 245 245 #FCF5F5	 Orange Tint 95% RGB 254 248 245 #FEF8F5	 Yellow Tint 95% RGB 255 253 242 #FFFDF2	 Black Tint 95% RGB 243 243 243 #F3F3F3
 Blue Shade 25% RGB 22 84 138 #16548A	 Green Shade 25% RGB 13 101 68 #0D6544	 Teal Shade 25% RGB 16 97 101 #106165	 Purple Shade 25% RGB 63 37 119 #3F2577	 Magenta Shade 25% RGB 152 40 93 #98285D	 Red Shade 25% RGB 152 40 40 #982828	 Orange Shade 25% RGB 183 89 42 #B7592A	 Yellow Shade 25% RGB 191 166 0 #BFA600	 White RGB 255 255 255 #FFFFFF
 Blue Shade 50% RGB 15 56 92 #0F385C	 Green Shade 50% RGB 9 68 45 #09442D	 Teal Shade 50% RGB 11 65 68 #0B4144	 Purple Shade 50% RGB 42 25 80 #2A1950	 Magenta Shade 50% RGB 101 27 62 #651B3E	 Red Shade 50% RGB 101 27 27 #651B1B	 Orange Shade 50% RGB 122 60 28 #7A3C1C	 Yellow Shade 50% RGB 128 111 0 #806F00	 Dark Mode Primary Blue RGB 55 163 255 #37A3FF
 Accent Blue RGB 17 224 241 #11E0F1	 Accent Green RGB 102 243 158 #66F39E	 Accent Teal RGB 0 255 224 #00FFE0	 Accent Purple RGB 186 74 255 #BA4AFF	 Accent Magenta RGB 255 82 238 #FF52EE	 Accent Red RGB 255 94 94 #FF5E5E	 Accent Orange RGB 255 175 74 #FFAF4A	 Accent Yellow RGB 252 255 82 #FCFF52	 Dark Mode Dark Blue RGB 6 22 37 #061625



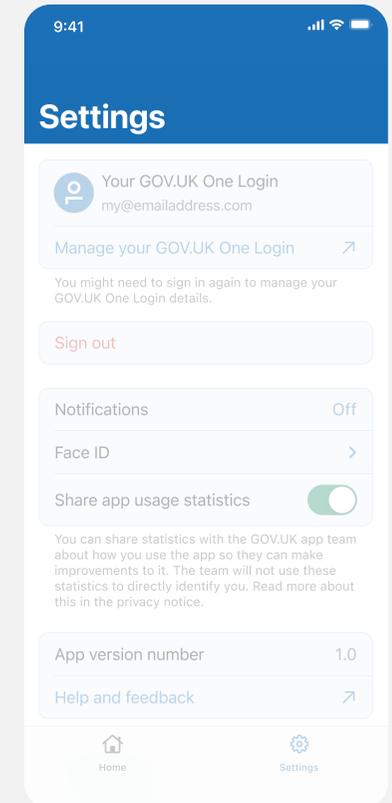
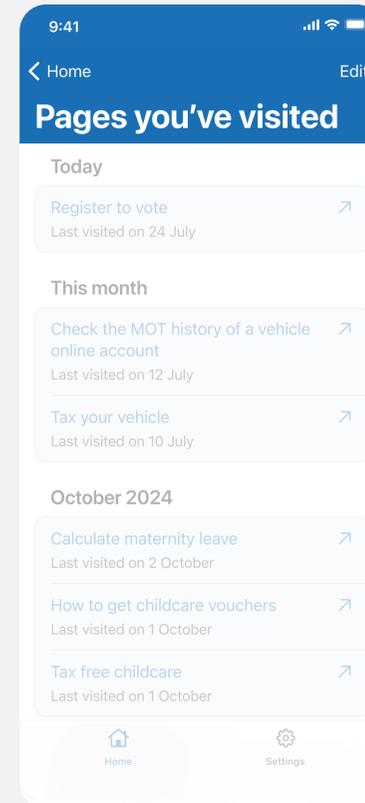
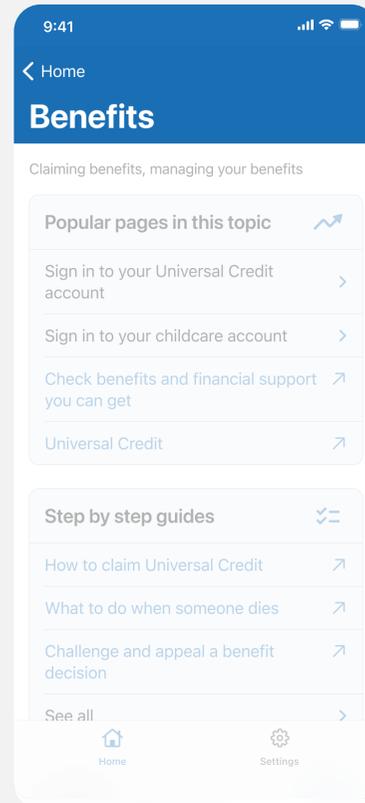
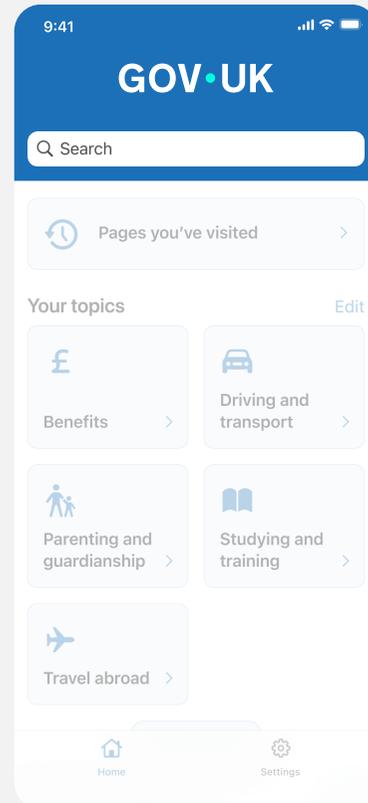
App header

For coherence with web, the app also uses the blue header throughout key screens. This also adds visual hierarchy and aids brand recognition.

Mobile web header



App header

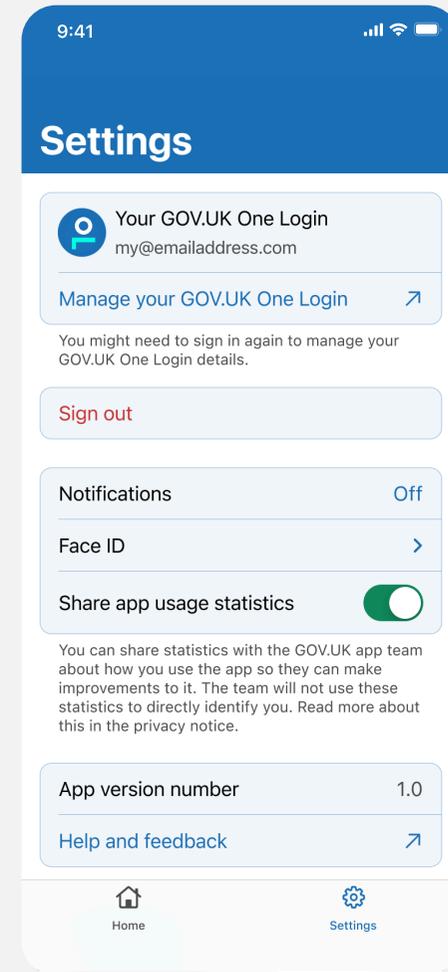
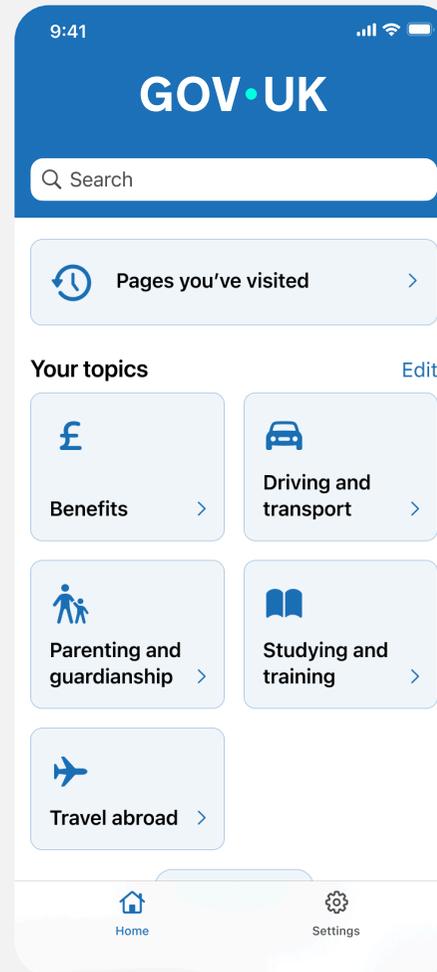


App palette examples

Within app we lead with the Primary Blue and Accent Teal, from splash screen to core components.

Where appropriate we can introduce harmonious colours to aid with structure and hierarchy of content – such as tints within cards or contextual colours that enhance navigation.

Colour should be applied in a way that does not add visual complexity or reduce accessibility.



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Social palette

The social palette requires moments of increased brand expression and flex and therefore contains all primary colours, tints, shades and accents. Guidance outlined within the overview section should be followed to ensure brand coherence across channels.

 Primary Blue RGB 29 112 184 #1D70B8	 Primary Green RGB 17 135 90 #11875A	 Primary Teal RGB 186 74 255 #158187	 Primary Purple RGB 84 49 159 #54319F	 Primary Magenta RGB 202 53 124 #CA357C	 Primary Red RGB 202 53 53 #CA3535	 Primary Orange RGB 244 119 56 #F47738	 Primary Yellow RGB 255 221 0 #FFDD00	 Black RGB 11 12 12 #0B0C0C
 Blue Tint 25% RGB 86 148 202 #5694CA	 Green Tint 25% RGB 77 165 131 #4DA583	 Teal Tint 25% RGB 80 161 165 #50A1A5	 Purple Tint 25% RGB 127 101 183 #7F65B7	 Magenta Tint 25% RGB 215 104 157 #D7689D	 Red Tint 25% RGB 215 104 104 #D76868	 Orange Tint 25% RGB 247 153 106 #F7996A	 Yellow Tint 25% RGB 255 230 64 #FFE640	 Black Tint 25% RGB 72 73 73 #484949
 Blue Tint 50% RGB 142 184 220 #8EB8DC	 Green Tint 50% RGB 136 195 173 #88C3AD	 Teal Tint 50% RGB 138 192 195 #8AC0C3	 Purple Tint 50% RGB 170 152 207 #AA98CF	 Magenta Tint 50% RGB 229 154 190 #E59ABE	 Red Tint 50% RGB 229 154 154 #E59A9A	 Orange Tint 50% RGB 250 187 156 #FABB9C	 Yellow Tint 50% RGB 255 238 128 #FFEE80	 Black Tint 50% RGB 133 134 134 #858686
 Blue Tint 80% RGB 210 226 241 #D2E2F1	 Green Tint 80% RGB 231 243 238 #CFE7DE	 Teal Tint 80% RGB 208 230 231 #D0E6E7	 Purple Tint 80% RGB 221 214 236 #DDD6EC	 Magenta Tint 80% RGB 244 215 229 #F4D7E5	 Red Tint 80% RGB 244 215 215 #F4D7D7	 Orange Tint 80% RGB 253 228 215 #FDE4D7	 Yellow Tint 80% RGB 255 248 204 #FFF8CC	 Black Tint 80% RGB 206 206 206 #CECECE
 Blue Tint 95% RGB 244 248 251 #F4F8FB	 Green Tint 95% RGB 243 249 247 #F3F9F7	 Teal Tint 95% RGB 243 249 249 #F3F9F9	 Purple Tint 95% RGB 246 245 250 #F6F5FA	 Magenta Tint 95% RGB 252 245 248 #FCF5F8	 Red Tint 95% RGB 252 245 245 #FCF5F5	 Orange Tint 95% RGB 254 248 245 #FEF8F5	 Yellow Tint 95% RGB 255 253 242 #FFFDF2	 Black Tint 95% RGB 243 243 243 #F3F3F3
 Blue Shade 25% RGB 22 84 138 #16548A	 Green Shade 25% RGB 13 101 68 #0D6544	 Teal Shade 25% RGB 16 97 101 #106165	 Purple Shade 25% RGB 63 37 119 #3F2577	 Magenta Shade 25% RGB 152 40 93 #98285D	 Red Shade 25% RGB 152 40 40 #982828	 Orange Shade 25% RGB 183 89 42 #B7592A	 Yellow Shade 25% RGB 191 166 0 #BFA600	 White RGB 255 255 255 #FFFFFF
 Blue Shade 50% RGB 15 56 92 #0F385C	 Green Shade 50% RGB 9 68 45 #09442D	 Teal Shade 50% RGB 11 65 68 #0B4144	 Purple Shade 50% RGB 42 25 80 #2A1950	 Magenta Shade 50% RGB 101 27 62 #651B3E	 Red Shade 50% RGB 101 27 27 #651B1B	 Orange Shade 50% RGB 122 60 28 #7A3C1C	 Yellow Shade 50% RGB 128 111 0 #806F00	
 Accent Blue RGB 17 224 241 #11E0F1	 Accent Green RGB 102 243 158 #66F39E	 Accent Teal RGB 0 255 224 #00FFEO	 Accent Purple RGB 186 74 255 #BA4AFF	 Accent Magenta RGB 255 82 238 #FF52EE	 Accent Red RGB 255 94 94 #FF5E5E	 Accent Orange RGB 255 175 74 #FFAF4A	 Accent Yellow RGB 252 255 82 #FCFF52	



Tonal colour examples

Colour can be used to reflect tone of a message. For more sensitive messaging, colours from within the same tonal range are used to feel more serious, informative and functional.



- Green Tint 95%
RGB 243 249 247
#F3F9F7
- Green Shade 50%
RGB 9 68 45
#09442D



- Primary Red
RGB 202 53 53
#CA3535
- Red Shade 50%
RGB 101 27 27
#651B1B
- Accent Red
RGB 255 94 94
#FF5E5E



- Purple Tint 95%
RGB 246 245 250
#F6F5FA
- Primary Blue
RGB 29 112 184
#1D70B8
- Blue Shade 50%
RGB 15 56 92
#0F385C
- Accent Blue
RGB 17 224 241
#11E0F1



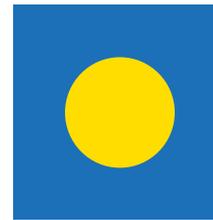
Companion colour set

Use companion colours when you need to emphasise something, like prompting action or sharing something positive. We've kept the set to nine combinations to make sure they stay accessible.

Some pairings may be harder to see for people with visual impairments or colour blindness. Choose combinations carefully and use a tool like [WhoCanUse.com](https://www.whocanuse.com) to check they meet WCAG 2.2 Contrast (Minimum) Level AA.

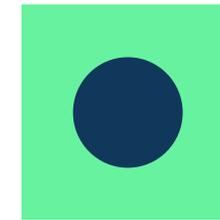
Don't rely on colour alone to show meaning, signal an action or prompt a response. For more detail, see WCAG 2.2: Use of Colour (Level A).

Remember, some users browse with high-contrast settings or dark mode. Colours may need to be adjusted to work in those contexts.



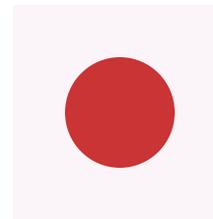
Primary Blue
RGB 29 112 184
#1D70B8

Primary Yellow
RGB 255 221 0
#FFDD00



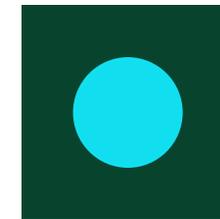
Accent Green
RGB 102 243 158
#66F39E

Blue Shade 50%
RGB 15 56 92
#0F385C



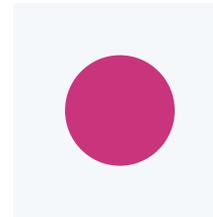
Magenta Tint 95%
RGB 252 245 248
#FCF5F8

Primary Red
RGB 202 53 53
#CA3535



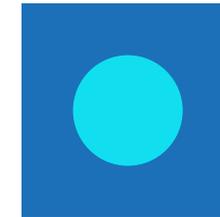
Green Shade 50%
RGB 9 68 45
#09442D

Accent Blue
RGB 17 224 241
#11E0F1



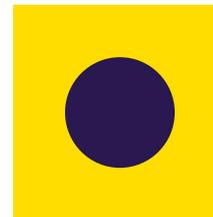
Blue Tint 95%
RGB 244 248 251
#F4F8FB

Primary Magenta
RGB 202 53 124
#CA357C



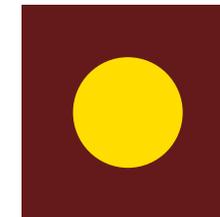
Primary Blue
RGB 29 112 184
#1D70B8

Accent Blue
RGB 17 224 241
#11E0F1



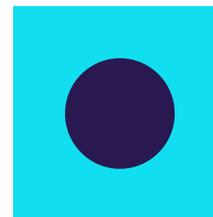
Primary Yellow
RGB 255 221 0
#FFDD00

Purple Shade 50%
RGB 42 25 80
#2A1950



Red Shade 50%
RGB 101 27 27
#651B1B

Primary Yellow
RGB 255 221 0
#FFDD00



Accent Blue
RGB 17 224 241
#11E0F1

Purple Shade 25%
RGB 63 37 119
#3F2577



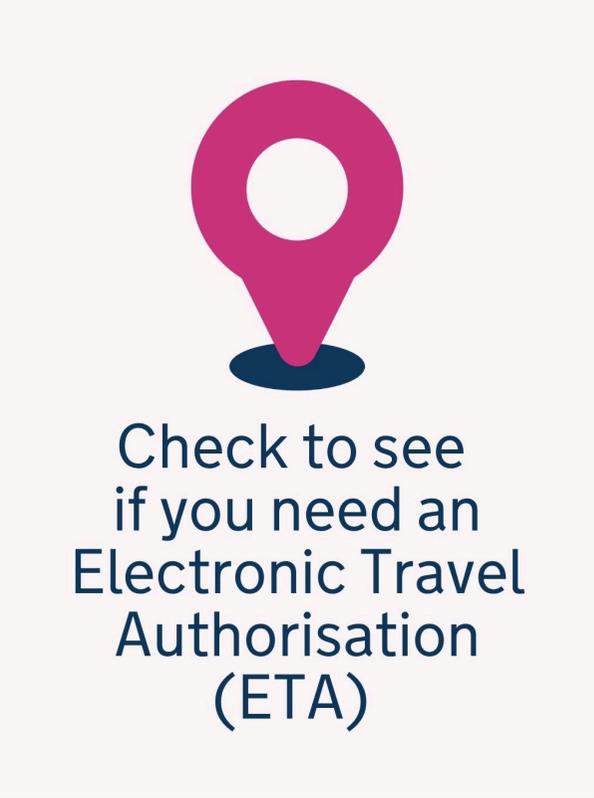
Companion colour examples

Colour can be used to reflect tone of a message.
For more sensitive messaging, colours from within the same tonal range are used to feel more serious, informative and functional.



Primary Blue
RGB 29 112 184
#1D70B8

Primary Yellow
RGB 255 221 0
#FFDD00



Primary Magenta
RGB 202 53 124
#CA357C

Blue Shade 50%
RGB 15 56 92
#0F385C

Magenta Tint 95%
RGB 252 245 248
#FCF5F8



Accent Green
RGB 102 243 158
#66F39E

Blue Shade 50%
RGB 15 56 92
#0F385C



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Print palette

Use these colours for printed materials like documents, or in custom formats where appropriate.

 <p>Primary Blue CMYK 84 39 0 28 #1D70B8 7461 C</p>	 <p>Primary Green CMYK 87 0 33 47 #11875A 7725 C</p>	 <p>Primary Teal CMYK 84 4 0 47 #158187 7716 C</p>	 <p>Primary Purple CMYK 47 69 0 38 #54319F 2103 C</p>	 <p>Primary Magenta CMYK 0 74 39 21 #CA357C 213 C</p>	 <p>Primary Red CMYK 0 74 74 21 #CA3535 1795 C</p>	 <p>Primary Orange CMYK 0 51 77 4 #F47738 2026 C</p>	 <p>Primary Yellow CMYK 0 13 100 0 #FFDD00 Yellow C</p>	 <p>Black CMYK 8 0 0 95 #0B0C0C Black 3 C</p>
 <p>Blue Tint 25% CMYK 57 27 0 21 #5694CA 7688 C</p>	 <p>Green Tint 25% CMYK 53 0 21 35 #4DA583 7723 C</p>	 <p>Teal Tint 25% CMYK 52 2 0 35 #50A1A5 2235 C</p>	 <p>Purple Tint 25% CMYK 31 45 0 28 #7F65B7 2101 C</p>	 <p>Magenta Tint 25% CMYK 0 52 27 16 #D7689D 2038 C</p>	 <p>Red Tint 25% CMYK 0 52 52 16 #D76868 2032 C</p>	 <p>Orange Tint 25% CMYK 0 38 57 3 #F7996A 2023 C</p>	 <p>Yellow Tint 25% RGB 255 230 64 #FFE640 100 C</p>	 <p>Black Tint 25% CMYK 1 0 0 71 #484949 418 C</p>
 <p>Blue Tint 50% CMYK 35 16 0 14 #8EB8DC 278 C</p>	 <p>Green Tint 50% CMYK 30 0 11 24 #88C3AD 564 C</p>	 <p>Teal Tint 50% CMYK 29 2 0 24 #8AC0C3 7472 C</p>	 <p>Purple Tint 50% CMYK 18 27 0 19 #AA98CF 2100 C</p>	 <p>Magenta Tint 50% CMYK 0 33 17 10 #E59ABE 2037 C</p>	 <p>Red Tint 50% CMYK 0 33 33 10 #E59A9A 2029 C</p>	 <p>Orange Tint 50% CMYK 0 25 38 2 #FABB9C 162 C</p>	 <p>Yellow Tint 50% CMYK 0 10 75 0 #FFEE80 2003 C</p>	 <p>Black Tint 50% CMYK 1 0 0 47 #858686 415 C</p>
 <p>Blue Tint 80% CMYK 13 6 0 5 #D2E2F1 545 C</p>	 <p>Green Tint 80% CMYK 5 0 2 5 #CFE7DE 621 C</p>	 <p>Teal Tint 80% CMYK 10 0 0 9 #D0E6E7 7464 C</p>	 <p>Purple Tint 80% CMYK 6 9 0 7 #DDD6EC 7444 C</p>	 <p>Magenta Tint 80% CMYK 0 12 6 4 #F4D7E5 217 C</p>	 <p>Red Tint 80% CMYK 0 12 12 4 #F4D7D7 4064 C</p>	 <p>Orange Tint 80% CMYK 0 10 15 1 #FDE4D7 2015 C</p>	 <p>Yellow Tint 80% CMYK 0 3 20 0 #FFF8CC 2001 C</p>	 <p>Black Tint 80% CMYK 0 0 0 19 #CECECE 413 C</p>
 <p>Blue Shade 50% CMYK 84 39 0 64 #0F385C 7694 C</p>		 <p>Accent Teal CMYK 100 0 12 0 #00FFE0 3255 C</p>						 <p>White CMYK #FFFFFF</p>



Need help?

If you've got a question about the GOV.UK colour guidelines and how to apply it, contact the team on govuk-brand-team@dsit.gov.uk

Typography

Aa



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Introduction

Typography is a core element to our identity, shaping how our brand is perceived across all GOV.UK channels.

This section outlines the correct application of typography throughout our channels. Providing guidance on weight, scale, hierarchy and alternatives for when our primary typeface isn't available.



GDS Transport

We use GDS Transport as the typeface for GOV.UK.

It's based on the typeface designed in the 1960s by Jock Kinnear and Margaret Calvert for UK road signs. That design was made to be clear and readable for drivers travelling at high speeds.

The Government Digital Service adapted it in 2012 for digital use, bringing the same clarity and people-first approach to government websites. Using GDS Transport makes GOV.UK easier to recognise and information easier to read on any device.

GDS Transport

GDS Transport



Weights

GDS transport consists of two weights;
Light and **Bold**.

Light

Bold



Glyphs

GDS Transport offers a wide range of glyph support. It includes a comprehensive selection of letters, numerals, punctuation, and special symbols, making it suitable for various levels of communications.

GDS Transport Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@£%&*?()”:;,.

GDS Transport Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@£%&*?()”:;,.**



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Design System guidelines

If your service is on the service.gov.uk subdomain you must use the GDS Transport font.

For in depth guidance on how to correctly apply typography within the web channel, refer to the [Design System Guidelines](#).

The screenshot shows the GOV.UK Design System website. The header is blue with the GOV.UK logo and the text 'GOV.UK Design System'. Below the header is a navigation bar with links: 'Get started', 'Styles', 'Components', 'Patterns', 'Community', and 'Accessibility'. The 'Styles' link is underlined. On the left side, there is a sidebar menu with links: 'Page structure', 'Page template', 'Layout', 'Spacing', 'Section break', 'Typography', 'Typeface', 'Type scale', 'Headings', 'Paragraphs', 'Links', and 'Lists'. The 'Typeface' link is highlighted with a blue bar. The main content area has the heading 'Typography' and 'Typeface' in a large, bold font. Below the heading, there is a paragraph: 'If your service is on the service.gov.uk subdomain you must use the GDS Transport font.' This is followed by a section titled 'When not to use the GDS Transport font' in a large, bold font. Below this section, there is a paragraph: 'If your service is publicly available on a subdomain other than service.gov.uk, use an alternative typeface like Helvetica or Arial.' This is followed by another paragraph: 'If you're not sure whether you should use GDS Transport, do one of the following:'. Below this paragraph, there is a list of two items: '• read the service manual section [‘If your service is not on GOV.UK’ section on ‘Making your service look like GOV.UK’](#)' and '• contact the [Design System team](#)'.

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GDS Transport within app

GDS Transport is our primary brand typeface.

Using it within our apps can provide significant advantages, particularly in strengthening brand recognition and creating a cohesive user experience across platforms and channels.

Whilst there may be cases where it is not possible, we should always try to use GDS Transport where possible.

GDS Transport



OS native fonts

It may not always be possible to use GDS Transport, such as within native operating system environments. In such cases, it is recommended to use the platform's default system typeface to ensure consistency, performance, and accessibility.

For example:

- **Apple (iOS, macOS):** Use SF Pro, the system font designed for optimal legibility and integration with Apple's UI

Using the system typeface ensures better performance, scalability, and adherence to platform conventions, resulting in a more polished and user-friendly app. It does, however, affect brand recognition and consistency.

SF Pro



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GDS Transport within social

GDS Transport is our primary brand typeface.

Using it within our social channels can provide significant advantages, particularly in strengthening brand recognition and creating a cohesive user experience across platforms and channels.

While there may be cases where it is not possible, we should always try to use GDS Transport where possible.

GDS Transport



Type hierarchy

Type hierarchy is key to creating content that is readable and easy to follow.

Whilst there are many ways to build visual hierarchy, mixing weight and scale across tags, headlines and body copy is a simple yet effective approach.

Tag style

Headline style

Body copy style

Money & Tax

Find out how
you can make
the most of
your **pension**

Maximising your pension ensures financial security in retirement and helps you make the most of your savings.



Type styles

Consistent use of type styles aids clarity and hierarchy. Headings should be attention-grabbing, while body text should prioritize readability with appropriate line spacing and contrast.

Headline styles

**Bold, over
a maximum
5 lines**

Light, over
a maximum
5 lines

Any content over 5 lines should be formatted as a body style.

Body copy styles

Body copy styles should always be set in Light and should be used for all longer form content.

Tags styles

Tags should be set in Bold, but to aid hierarchy should be a smaller type size than body copy.

Type justification



Left aligned text

Where possible we should lead with left-aligned text. It improves readability by keeping spacing consistent and reducing eye strain. It prevents uneven gaps (rivers of white space) found in fully justified text, making it easier to follow, especially for users with dyslexia or visual impairments.

**This is left
aligned
text**



Centre aligned text

Centred text should be used sparingly for shorter headlines, predominantly within social channels. While it grabs attention, it reduces readability in longer text, making it harder for the eye to track.

**This is
centre
aligned
text**

Type settings

Type settings are essential for both accessibility and brand consistency. Well structured typography improves readability, ensuring that content is clear and easy to understand for all users.

Consistent application of font sizes, line height, and letter spacing creates a cohesive visual experience across all content types.

Depending on the size of type, different settings should be applied, as illustrated here.

Do use consistent and clear line and letter spacing.

This is easy
to follow
and read

Don't use line and letter spacing that is too wide or tight.

This is too
widely
tracked with
wide line
spacing

This is too
tightly
tracked with
tight line
spacing

Fallback fonts

There will be occasions where GDS Transport is not available for use, such as within certain apps or platforms.

Where standard system fonts are available, Helvetica Neue or Arial should be used.

In cases where system fonts are unavailable, the closest replacement should be used. This should always be a sans serif, low contrast typeface with a focus on accessibility.

Helvetica Neue

Arial



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Document element sizes

The recommended sizes for common document formats are illustrated here.

Minimum size:
10mm

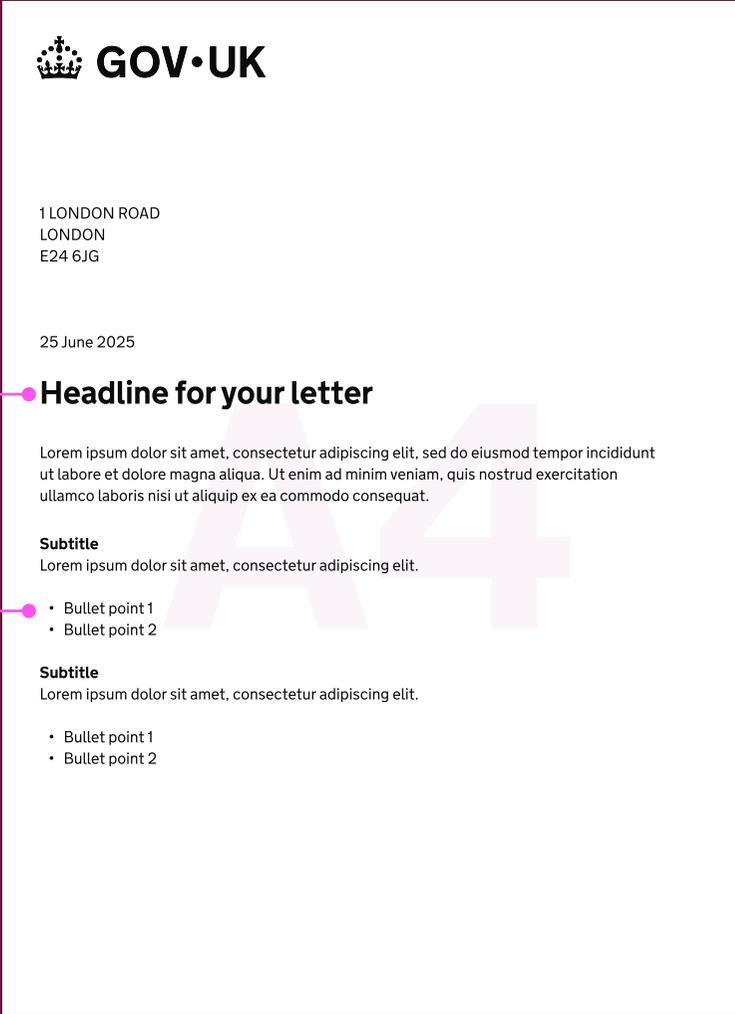


Header text
Minimum size:

16pt

Body text
Minimum size:

12pt



Need help?

If you've got a question about the GOV.UK typography guidelines and how to apply it, contact the team on govuk-brand-team@dsit.gov.uk

Visualising data



6.1 Overview

6.2 Charts

6.3 Maps

6.4 Examples



Introduction

Data visualisation refers to the graphic representation of data. Visual elements, like lines, shapes and colours, are used to convey information to users.

Visualising data can help to communicate information that may otherwise be lost due to its complexity.

Surfacing these details in a clear and easy to understand way allows users to make sense of complex information quickly and confidently. Users become more informed and equipped to make relevant decisions.



Principles

When creating visualisations for GOV.UK, we ensure they are:

1. Clear

By understanding user needs, we provide only the relevant information and reduce unnecessary complexity. We leverage a visual hierarchy, consistent labelling and align with the core brand to maintain clarity.

2. Accessible

We are committed to providing everyone access to the same content. We avoid using colour alone to convey information, use appropriate text contrast ratios and provide alternative versions of the same data.

3. Accurate

We take great care in ensuring our visualisations are true and accurate representations of the underlying data. This includes consistent intervals, starting at zero where appropriate, citing sources and providing supporting information.

4. Consistent

A consistent approach to data visualisation enhances clarity, accessibility, and accuracy. Consistency allows users to gain familiarity and improve their understanding.

5. Engaging

Our principles works alongside our brand to enable us to create visualisations that are relevant, engaging and memorable. So users are become better informed when they need it most.



Conveying a clear narrative to users

When creating visualisations for GOV.UK, we ensure:

1. We know its purpose

Before you begin visualising data, take the time to clearly define the purpose of the visualisation.

Understanding your user needs and their level of expertise on the subject will guide your design decisions. It will also help ensure your data story is both meaningful and effective with your users.

2. We know the story

Effective data visualisation is about storytelling and communicating insight. Structure your visuals to tell a story and support the overarching narrative.

3. We know what is important

Avoid overwhelming your users with too much information. Strip away unnecessary distractions and prioritise your information with a focus on clarity and accessibility.



Selecting a visualisation type

Different visualisation techniques are better suited for different types of data and messages. Choosing which one to use will depend on the:

- message conveyed
- statistical relationships within the data
- target audience

The table below, originally produced by ONS Analysis Function, provides examples of different statistical relationships. It also suggests the type of chart that would work best for a specific example.

Relationship	Example	Recommended chart types
Distribution	Population by age	Bar chart, population pyramid, box plot, dot plot
Time	Price inflation over time	Line chart, calendar heat map
Rank	Schools ranked by performance	Bar chart, lollipop chart, slope chart
Deviation	Rail company performance compared with target	Bar chart, dot plot
Correlation	Relationship between weight and height	Scatterplot, line graph
Magnitude	Average income by region	Bar chart
Spatial	Geographical clusters of notifiable diseases	Map
Part-to-whole	Total economic production by industrial sector	Pie chart, donut chart, tree map, bubble chart
Flow	Trade between countries	Sankey graph

Creating dashboards

A dashboard is a visual tool that shows different views of data to provide an overview of a specific topic. A dashboard will normally be a combination of several charts or important values. It is typically updated regularly or automatically, so a user can monitor it over time.

Use a dashboard when:	Disadvantages of dashboards:	Tips
<ul style="list-style-type: none">• communicating high-level indicators, not detailed insights• the topic is high priority with users likely to have prior knowledge• the data updates frequently and users revisit often• data can be updated automatically with minimal maintenance <p>Ensure you have clear justification based on your users' needs.</p>	<p>Dashboards have drawbacks and are best used for high-level data. They often:</p> <ul style="list-style-type: none">• don't highlight key findings, leaving interpretation to users• struggle with data needing extensive explanation• can quickly become outdated as user needs change• require frequent maintenance for updates• are challenging to make accessible on different devices <p>For complex insights, use multiple charts in a single publication or try scrollytelling to change focus as users scroll.</p>	<p>A careful hierarchy and structure can limit overwhelming users with information.</p> <p>Support both learning and exploration with guidance and concise explanations.</p> <p>Avoid using third-party packages for more control over the user experience (including accessibility and responsive design).</p>



Creating interactive visualisations

An interactive chart allows the user to change what the chart shows by taking an action.

Use an interactive visualisation when:

Only consider using an interactive visualisation where the most important information for the user cannot be clearly shown through a non-interactive chart.

Use interactive visualisations when:

- users are likely to be most interested in personalising their data such as seeing data about their local authority
- there is not a clear way of displaying data without interactivity
- there is several interests or narratives across different locations or categories

Disadvantages of interactive charts:

Interactive visualisation need the user to make a selection to see information. This may:

- make it more difficult for users to get messages
- hide the main messages from users

Interactive visualisations are also more complex and time consuming to produce; there may not always be enough resource to create an interactive chart.

If an interactive visual is not suitable, use charts that highlight the main points of interest or findings without needing user input. Consider using several small charts, known as small multiples, to avoid using too many categories in a single visualisation.

Tips

Some platforms may only accept certain image sizes or file formats.

If you're publishing on a platform or using a content management system, check for any existing recommendations.

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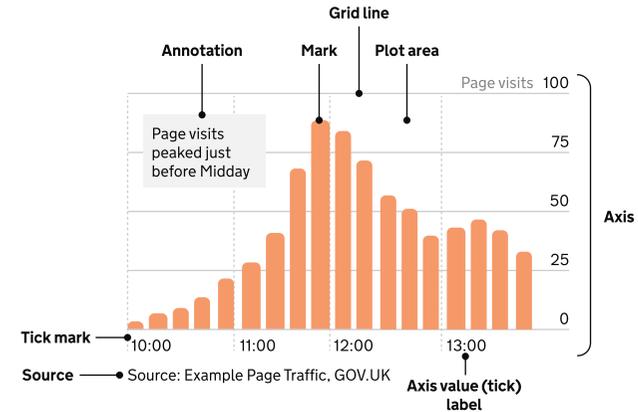
6.3 Maps

6.4 Examples



Elements of a chart

Charts come in a variety of forms, but most share the same anatomy. Understanding the basic building blocks behind a chart can help when creating one.



Titles	Axis	Annotations	Sources/Footnotes
<p>All charts need at least one title, but it is considered best practice to give them two. These should be: a headline title and a formal statistical subtitle.</p> <p>Titles should be:</p> <ul style="list-style-type: none"> • front-loaded • in the active voice • in sentence case • describing the main trend • as concise as possible <p>Subtitles should include the:</p> <ul style="list-style-type: none"> • statistical measure • geographic coverage • time period 	<p>Axes show what’s being measured in a chart like time, quantity, or categories. Clear labels help users understand the data quickly.</p> <p>Use axis titles to show units, but avoid repeating details from the chart title, subtitle, or annotations.</p> <p>For percentages or money, include symbols like % or £ in the axis labels. For other units, place them in the axis title or subtitle—not the labels.</p> <p>Category names should be short and clear. Simplify long labels to make charts easier to read and more accessible.</p>	<p>Keep annotations concise. Limit them to around 50 characters (10 to 12 words) and a single sentence.</p> <p>Place annotations as close as possible to the part of the chart they relate to.</p> <p>There should be white space between your annotation text and other text or parts of your chart. Make sure your annotation text does not overlap with other chart elements.</p> <p>Make sure any essential information you include in annotations is also included in the main text or footnotes.</p>	<p>You should give the specific data source for each chart and link directly to it if you can.</p> <p>It is best practice to provide source information in the following format: [publication, survey or other source of data] from the [organisation]</p> <p>Footnotes should only be used to provide essential contextual information for a specific chart or table. They should be as clear and concise as possible.</p> <p>Using too many footnotes can interrupt the flow of the publication.</p>

Chart palette

In some charts, colours help differentiate between categories of data, such as in line charts or stacked bar charts. Some types of visualisations use colour to represent numerical values, such as heatmaps.

Categorical palette

Avoid using colour alone to visualise insights. Try to limit the number of colours you use to maximise simplicity and accessibility.

 Primary Blue RGB 29 112 184 #1D70B8	 Blue Shade 50% RGB 15 56 92 #0F385C	 Primary Magenta RGB 202 53 124 #CA357C	 Purple Tint 25% RGB 127 101 183 #7F65B7	 Teal Tint 25% RGB 80 161 165 #50A1A5	 Orange Tint 25% RGB 247 153 106 #F7996A
--	---	--	---	---	---

Axes & lines

Labels

 Black Tint 80% RGB 206 206 206 #CECECE	 Black RGB 11 12 12 CMYK 8 0 0 95 #0B0C0C
--	---

Sequential and divergent scale palette

Avoid using colour alone to visualise insights. Use a maximum of two scales in a single chart.

 Blue Shade 50% RGB 15 56 92 #0F385C	 Magenta Shade 50% RGB 101 27 62 #651B3E	 Red Shade 50% RGB 101 27 27 #651B1B	 Green Shade 50% RGB 9 68 45 #09442D	 Purple Shade 50% RGB 42 25 80 #2A1950	 Teal Shade 50% RGB 11 65 68 #0B4144	 Orange Shade 50% RGB 122 60 28 #7A3C1C	 Black RGB 11 12 12 #0B0C0C
 Blue Shade 25% RGB 22 84 138 #16548A	 Magenta Shade 25% RGB 152 40 93 #98285D	 Red Shade 25% RGB 152 40 40 #982828	 Green Shade 25% RGB 13 101 68 #0D6544	 Purple Shade 25% RGB 63 37 119 #3F2577	 Teal Shade 25% RGB 16 97 101 #106165	 Orange Shade 25% RGB 183 89 42 #B7592A	 Black Tint 25% RGB 72 73 73 #484949
 Primary Blue RGB 29 112 184 #1D70B8	 Primary Magenta RGB 202 53 124 #CA357C	 Primary Red RGB 202 53 53 #CA3535	 Primary Green RGB 17 135 90 #11875A	 Primary Purple RGB 84 49 159 #54319F	 Primary Teal RGB 186 74 255 #158187	 Primary Orange RGB 244 119 56 #F47738	 Black Tint 50% RGB 133 134 134 #858686
 Blue Tint 25% RGB 86 148 202 #5694CA	 Magenta Tint 25% RGB 215 104 157 #D7689D	 Red Tint 25% RGB 215 104 104 #D76868	 Green Tint 25% RGB 77 165 131 #4DA583	 Purple Tint 25% RGB 127 101 183 #7F65B7	 Teal Tint 25% RGB 80 161 165 #50A1A5	 Orange Tint 25% RGB 247 153 106 #F7996A	 Black Tint 80% RGB 206 206 206 #CECECE
 Blue Tint 50% RGB 142 184 220 #8EB8DC	 Magenta Tint 50% RGB 229 154 190 #E59ABE	 Red Tint 50% RGB 229 154 154 #E59A9A	 Green Tint 50% RGB 136 195 173 #88C3AD	 Purple Tint 50% RGB 170 152 207 #AA98CF	 Teal Tint 50% RGB 138 192 195 #8AC0C3	 Orange Tint 50% RGB 250 187 156 #FABB9C	 Black Tint 95% RGB 243 243 243 #F3F3F3
 Blue Tint 80% RGB 210 226 241 #D2E2F1	 Magenta Tint 80% RGB 244 215 229 #F4D7E5	 Red Tint 80% RGB 244 215 215 #F4D7D7	 Green Tint 80% RGB 231 243 238 #CFE7DE	 Purple Tint 80% RGB 221 214 236 #DDD6EC	 Teal Tint 80% RGB 208 230 231 #D0E6E7	 Orange Tint 80% RGB 253 228 215 #FDE4D7	 White RGB 255 255 255 #FFFFFF

Additional palette for illustrative infographics

Must only be used in conjunction with backgrounds using 25% and 50% shades.

 Blue Tint 95% RGB 244 248 251 #F4F8FB	 Magenta Tint 95% RGB 252 245 248 #FCF5F8	 Red Tint 95% RGB 252 245 245 #FCF5F5	 Green Tint 95% RGB 243 249 247 #F3F9F7	 Purple Tint 95% RGB 246 245 250 #F6F5FA	 Teal Tint 95% RGB 243 249 249 #F3F9F9	 Orange Tint 95% RGB 254 248 245 #FEF8F5
 Accent Blue RGB 17 224 241 #11E0F1	 Accent Magenta RGB 255 82 238 #FF52EE	 Accent Red RGB 255 94 94 #FF5E5E	 Accent Green RGB 102 243 158 #66F39E	 Accent Purple RGB 186 74 255 #BA4AFF	 Accent Teal RGB 0 255 224 #00FFE0	 Accent Orange RGB 255 175 74 #FFAF4A



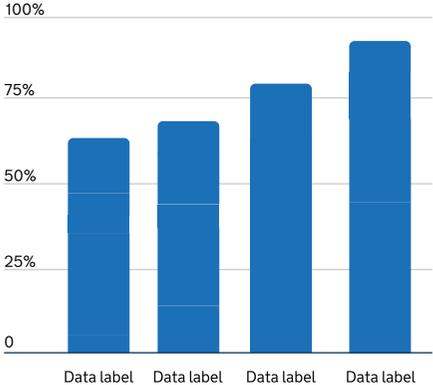
Using colour in charts

When choosing colours for your data visualisation:

- ensure sufficient contrast with the background and overlapping text
- avoid using colour as the only visual means of conveying information
- focus on applying colour that enhances the clarity of the data
- limit colours to avoid confusion

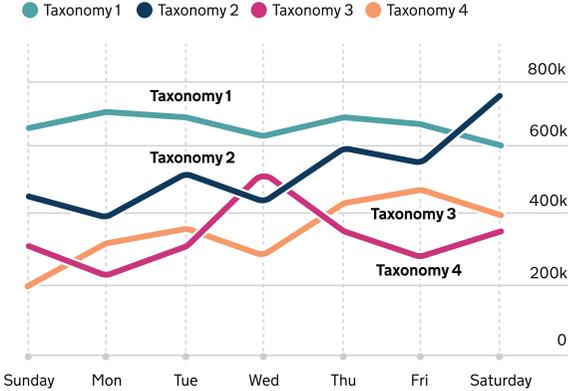
Single category

- Primary Blue
RGB 29 112 184
#1D70B8
- Black Tint 80%
RGB 206 206 206
#CECECE
- Black
RGB 11 12 12
#0B0C0C



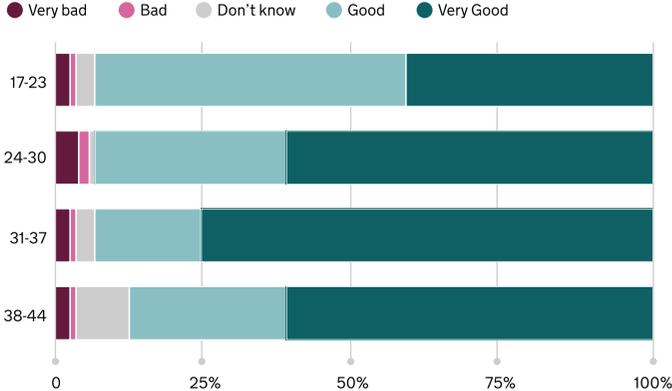
Multiple categories

- Blue Shade 50%
RGB 15 56 92
#0F385C
- Teal Tint 25%
RGB 80 161 165
#50A1A5
- Primary Magenta
RGB 202 53 124
#CA357C
- Orange Tint 25%
RGB 247 153 106
#F7996A
- Black Tint 80%
RGB 206 206 206
#CECECE
- Black
RGB 11 12 12
#0B0C0C



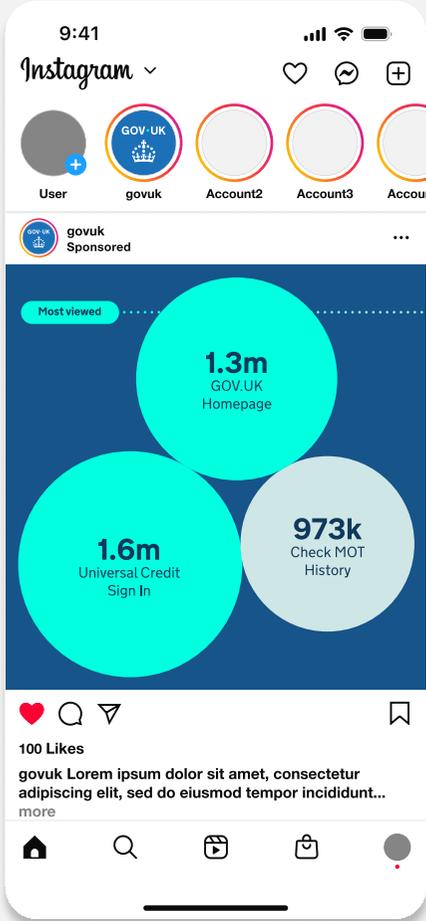
Divergent categories

- Magenta Shade 50%
RGB 101 27 62
#651B3E
- Magenta Tint 50%
RGB 229 154 190
#E59ABE
- Black Tint 80%
RGB 206 206 206
#CECECE
- Teal Tint 50%
RGB 138 192 195
#8AC0C3
- Teal Shade 25%
RGB 16 97 101
#106165
- Black
RGB 11 12 12
#0B0C0C



Using charts within social media

On social, charts can leverage the full colour palette. For example, accent colours can be used to highlight key data points and positive messages. We also use larger and bolder graphical elements to help engage and inform audiences.



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Elements of a map

A well designed map can bring data to life.
They can show geographical trends and patterns.

Titles	Labels	Geographical features	Source and Legend
<p>All charts need at least one title, but it is considered best practice to give them two – a headline title and a formal statistical subtitle.</p>	<p>If showing administrative boundaries, annotate them directly on the map or identify the boundary in the legend.</p>	<p>Map features are the elements of a map that provide geographic context for the main data you’re showing. From bodies of water, terrain or boundaries, they help users understand where things are and how they relate to each other.</p>	<p>You should give the specific data source for each chart and link directly to it if you can.</p>
<p>Titles should be:</p> <ul style="list-style-type: none">• front-loaded• in the active voice• in sentence case• describing the main trend• as concise as possible	<p>If only showing one or two features, we recommend labelling directly on the map.</p> <p>This approach enables you to forgo the legend and free up space for other features.</p>	<p>Keep your map simple. Remove any features that aren’t essential to the map’s message, like towns, roads, rivers, railways, pipelines or regional and country labels. If they don't add to the story or provide context to a user’s experience, feel free to leave them out.</p>	<p>It is best practice to provide source information in the following format: [publication, survey or other source of data] from the [organisation]</p> <p>Create a legend to help make the map clearer and reduce clutter. Place it in the top left corner, where people typically look first, and avoid overlapping features. Organise the legend from the most important data to the least important for easy understanding.</p>
<p>Subtitles should include the:</p> <ul style="list-style-type: none">• statistical measure• geographic coverage• time period			

Map considerations

A well designed map is a result of taking account of the considerations.

Hierarchy	Remove extraneous features	Projections	Visualising scale
<p>Ensure the story pops to the foreground. The main story elements should be hierarchically prominent. Use bold colours and larger font/ symbol size on these elements.</p> <p>Secondary features should fall to the background and not be as immediately present. Ensure there is enough contrast between background elements and other features.</p>	<p>Less is more. If features are not part of a story, feel free to remove (ex. roads, rivers, rails, pipelines, and even country labels). Feel free to thin out networks of line work or remove features that are not part of a story, such as roads, rivers, rails, pipelines, and even country labels.</p>	<p>Map projection parameters should strive to centre the focus area without bringing it too close to the neatline (the edge of the map).</p> <p>Ask yourself: What is the map's purpose and what is the best type of projection to depict it? What geographic extent will sufficiently support the spatial distribution of the story at the appropriate scale?</p>	<p>Scale bars are not always needed on a map, but are often helpful. If a map has anything to do with distance or shows features that a consumer would be curious how far apart they are, add a scale bar. If measuring distance is not helpful for the reader to understand the story, do not include one.</p> <p>Scale are not always appropriate on all map projections (eg, Orthographic and Robinson). At global map extents for instance, scale bars are not as useful as the scale may vary significantly from one part of the map to another.</p>



Map palette

Use colour thoughtfully in maps. Choose a clear palette, limit colours, and ensure a 3:1 contrast ratio. Check for colour-blind accessibility and include a legend. Combine colour with shapes, patterns, and labels to improve clarity.

Be aware that users may interpret colours differently, influenced by cultural or political backgrounds and associations.

 Primary Blue RGB 29 112 184 #1D70B8	 Primary Green RGB 17 135 90 #11875A	 Primary Teal RGB 186 74 255 #158187	 Primary Purple RGB 84 49 159 #54319F	 Primary Magenta RGB 202 53 124 #CA357C	 Primary Red RGB 202 53 53 #CA3535	 Primary Orange RGB 244 119 56 #F47738	 Primary Yellow RGB 255 221 0 #FFDD00	 Black RGB 11 12 12 #0B0C0C
 Blue Tint 25% RGB 86 148 202 #5694CA	 Green Tint 25% RGB 77 165 131 #4DA583	 Teal Tint 25% RGB 80 161 165 #50A1A5	 Purple Tint 25% RGB 127 101 183 #7F65B7	 Magenta Tint 25% RGB 215 104 157 #D7689D	 Red Tint 25% RGB 215 104 104 #D76868	 Orange Tint 25% RGB 247 153 106 #F7996A	 Yellow Tint 25% RGB 255 230 64 #FFE640	 Black Tint 25% RGB 255 230 64 #484949
 Blue Tint 50% RGB 142 184 220 #8EB8DC	 Green Tint 50% RGB 136 195 173 #88C3AD	 Teal Tint 50% RGB 138 192 195 #8AC0C3	 Purple Tint 50% RGB 170 152 207 #AA98CF	 Magenta Tint 50% RGB 229 154 190 #E59ABE	 Red Tint 50% RGB 229 154 154 #E59A9A	 Orange Tint 50% RGB 250 187 156 #FABB9C	 Yellow Tint 50% RGB 255 238 128 #FFEE80	 Black Tint 50% RGB 255 238 128 #858686
 Blue Tint 80% RGB 210 226 241 #D2E2F1	 Green Tint 80% RGB 231 243 238 #CFE7DE	 Teal Tint 80% RGB 208 230 231 #D0E6E7	 Purple Tint 80% RGB 221 214 236 #DDD6EC	 Magenta Tint 80% RGB 244 215 229 #F4D7E5	 Red Tint 80% RGB 244 215 215 #F4D7D7	 Orange Tint 80% RGB 253 228 215 #FDE4D7	 Yellow Tint 80% RGB 255 248 204 #FFF8CC	 Black Tint 80% RGB 206 206 206 #CECECE
 Blue Tint 95% RGB 244 248 251 #F4F8FB	 Green Tint 95% RGB 243 249 247 #F3F9F7	 Teal Tint 95% RGB 243 249 249 #F3F9F9	 Purple Tint 95% RGB 246 245 250 #F6F5FA	 Magenta Tint 95% RGB 252 245 248 #FCF5F8	 Red Tint 95% RGB 252 245 245 #FCF5F5	 Orange Tint 95% RGB 254 248 245 #FEF8F5	 Yellow Tint 95% RGB 255 253 242 #FFFDF2	 Black Tint 95% RGB 243 243 243 #F3F3F3
 Blue Shade 25% RGB 22 84 138 #16548A	 Green Shade 25% RGB 13 101 68 #0D6544	 Teal Shade 25% RGB 16 97 101 #106165	 Purple Shade 25% RGB 63 37 119 #3F2577	 Magenta Shade 25% RGB 152 40 93 #98285D	 Red Shade 25% RGB 152 40 40 #982828	 Orange Shade 25% RGB 183 89 42 #B7592A	 Yellow Shade 25% RGB 191 166 0 #BFA600	 White RGB 255 255 255 #FFFFFF
 Blue Shade 50% RGB 15 56 92 #0F385C	 Green Shade 50% RGB 9 68 45 #09442D	 Teal Shade 50% RGB 11 65 68 #0B4144	 Purple Shade 50% RGB 42 25 80 #2A1950	 Magenta Shade 50% RGB 101 27 62 #651B3E	 Red Shade 50% RGB 101 27 27 #651B1B	 Orange Shade 50% RGB 122 60 28 #7A3C1C	 Yellow Shade 50% RGB 128 111 0 #806F00	
 Accent Blue RGB 17 224 241 #11E0F1	 Accent Green RGB 102 243 158 #66F39E	 Accent Teal RGB 0 255 224 #00FFE0	 Accent Purple RGB 186 74 255 #BA4AFF	 Accent Magenta RGB 255 82 238 #FF52EE	 Accent Red RGB 255 94 94 #FF5E5E	 Accent Orange RGB 255 175 74 #FFAF4A	 Accent Yellow RGB 252 255 82 #FCFF52	

Using colour combinations on maps

Avoid using colour alone to convey information in a map. Instead, use colour in combination with:

- using different shapes and symbols
- differentiating size and thickness of lines or shapes
- using labels
- creating a legend (‘key’) to explain what colours, tints and patterns mean

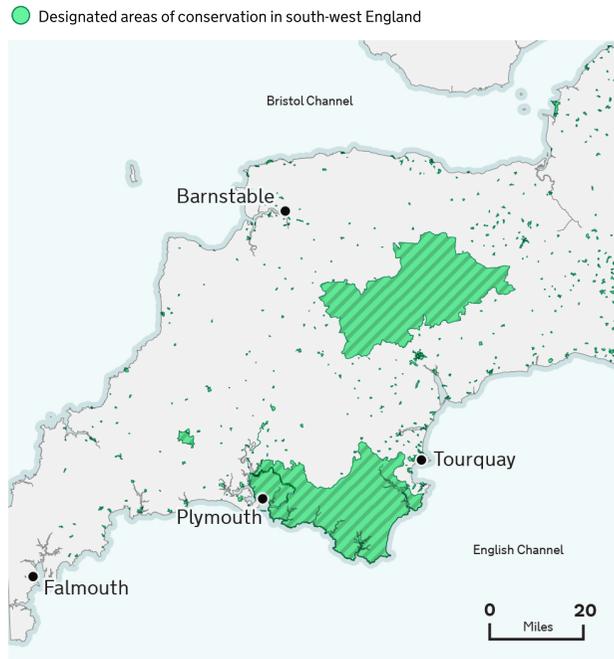
When you choose colours for a map, think about how they help users understand the information. The colours need to be clear, logical, and accessible.

Use colours that make sense to your users, and make sure there’s enough contrast between them. Text should also have strong contrast against the background so it’s easy to read.

Don’t assume everyone sees colours the same way. Colour meanings can change depending on culture or context. For example, some colours are linked to political parties in the UK. Always test your map with users to check how they understand the colours.

If you can’t get enough contrast, try breaking the map into simpler versions, adding outlines to separate areas, or giving the same information in a different format, like written content or a postcode tool.

Example



A map of south west England displaying the areas of conservation designated by Historic England

Colours used in example

Points of interest to the user

 Data Accent Green RGB 102 243 158 #66F39E	 Labels Black RGB 11 12 12 #0B0C0C
 Data outline Primary Green RGB 17 135 90 #11875A	

Base map

 Land Outline Black Tint 80% RGB 206 206 206 #CECECE	 Coastal areas Teal Tint 80% RGB 208 230 231 #D0E6E7
 Land Black Tint 95% RGB 243 243 243 #F3F3F3	 Sea Teal Tint 95% RGB 243 249 249 #F3F9F9

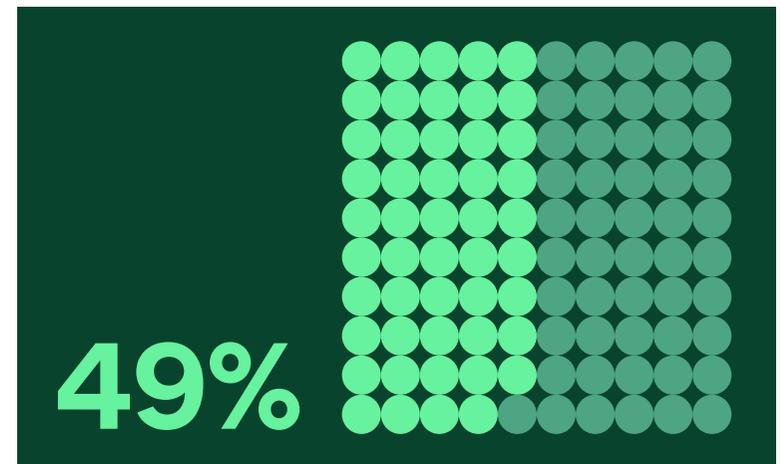
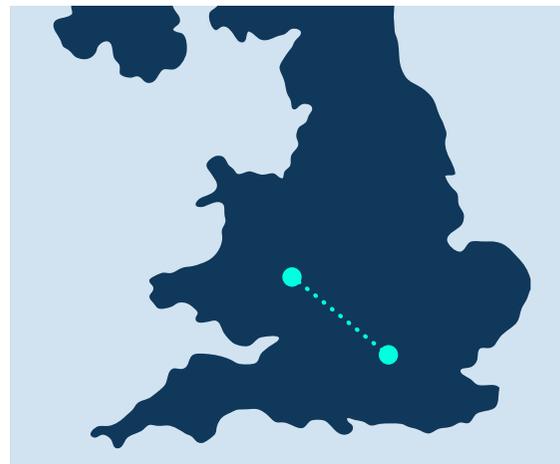
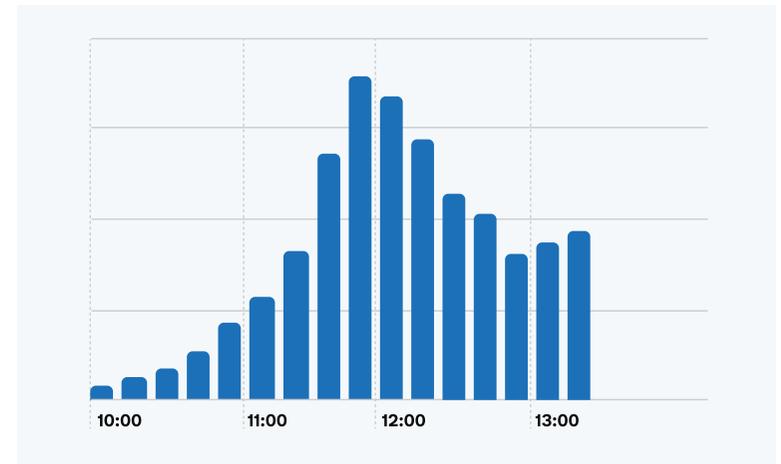
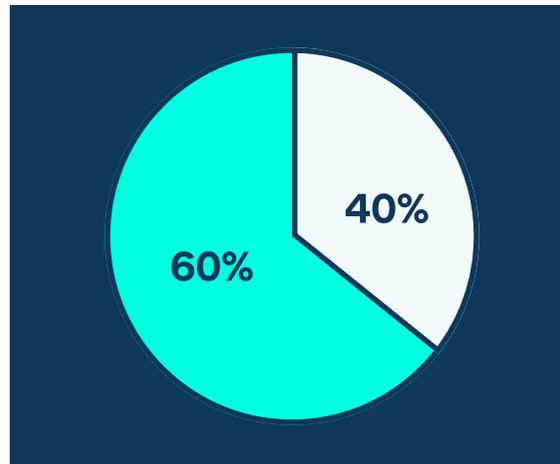
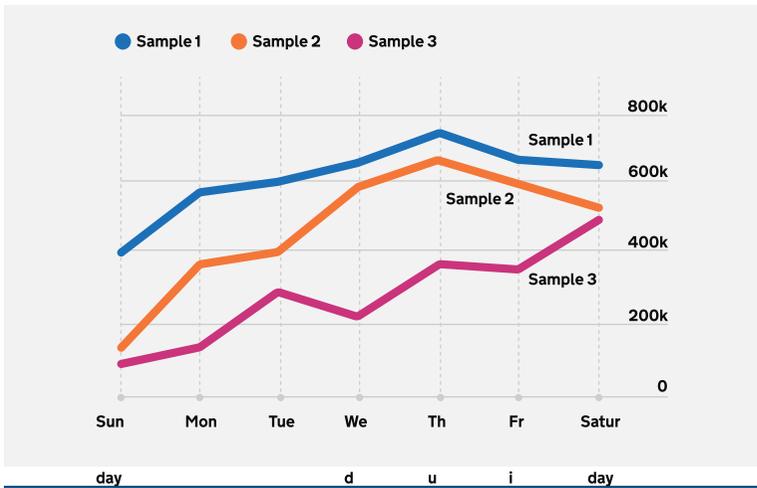
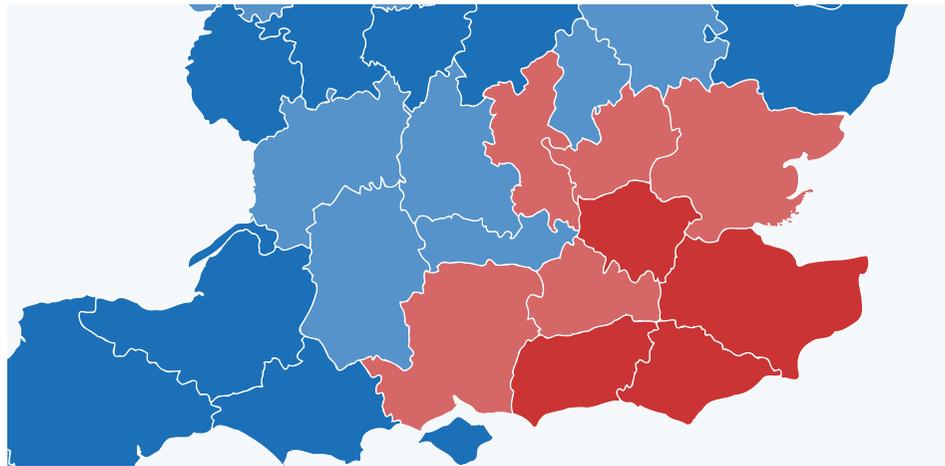
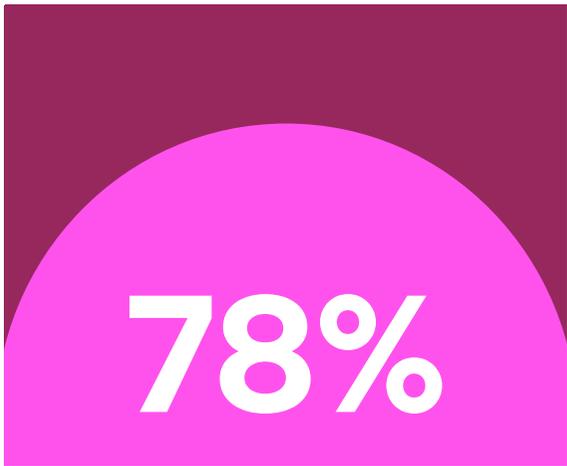
6.1 Overview

6.2 Charts

6.3 Maps

6.4 Examples





Need help?

The data visualisation guidance was originally developed by Analysis Function but adapted for GOV.UK by the Government Digital Service.

If you've got a question about the GOV.UK data visualisation guidelines, contact the team on govuk-brand-team@dsit.gov.uk

Brand in use



One brand. Many places.

Brand consistency and coherence are both important, but they do different jobs.

Consistency means applying core brand elements in the same way wherever the brand appears. It helps people recognise GOV.UK and trust that they're in the right place.

Coherence means those elements can flex to suit the context. It lets GOV.UK work across different formats, services and audiences without losing its identity.

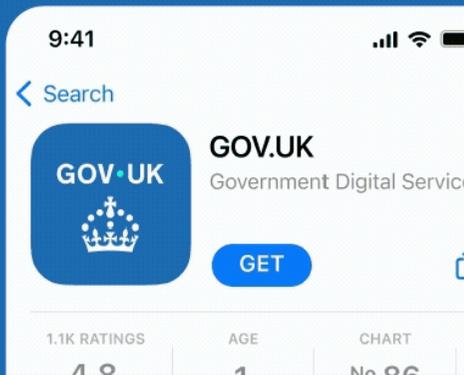
This section shows how GOV.UK stays consistent and coherent across web, app and social – from clear, functional content to more expressive and inspiring moments.





Don't
forget to
vote

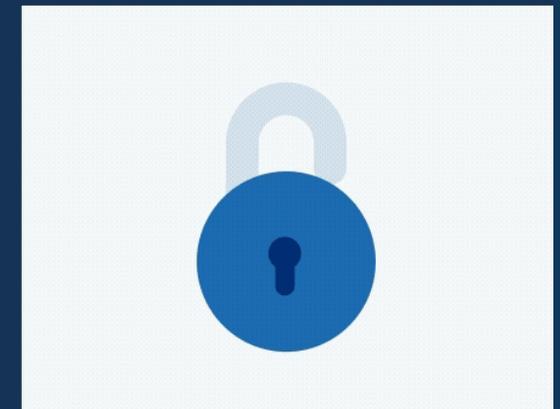
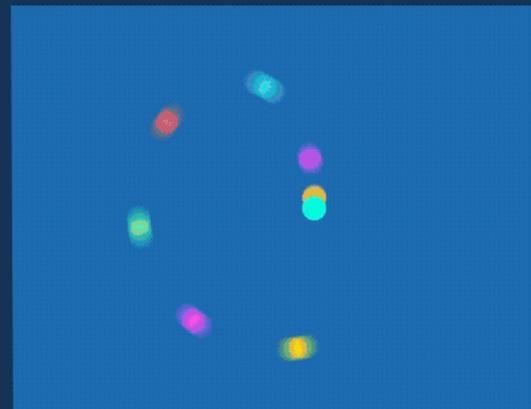
85%



GOV·UK

GDS Transport

Aa



▶ Motion



7.1 Web

7.2 App

7.3 Social



Indicative examples for illustrative purposes only.

The screenshot shows the top portion of the GOV.UK website. At the top left is the GOV.UK logo, which includes a crown icon. To the right of the logo are the words "Menu" and a search icon. The main heading is "The best place to find government services and information" in large white text on a blue background. Below the heading is a white search bar with a magnifying glass icon on the right side.

Popular on GOV.UK

- [Get support with the cost of living](#)
- [Find out about help you can get with your energy bills](#)
- [Find a job](#)
- [Universal Credit account: sign in](#)
- [Check your National Insurance record](#)
- [HMRC services: sign in](#)

Services and information

[Benefits](#) >
Includes eligibility, appeals, tax credits and Universal Credit

[Births, deaths, marriages and care](#) >
Parenting, civil partnerships, divorce and Lasting Power of Attorney

Featured

 [Cost of Living Payment](#)
Find out payment dates and how to report a payment is missing.

The screenshot shows a GOV.UK page with a blue header containing the logo, a 'Menu' dropdown, and a search icon. Below the header is a breadcrumb trail: 'Home > Business and self-employed > Business tax'. The main heading is 'Pay your Corporation Tax bill'. A 'Contents' section lists several links: Overview, Direct Debit, Approve a payment through your online bank account, Make an online or telephone bank transfer, By debit or corporate credit card online, At your bank or building society, Payments for a group of companies, Tell HMRC no payment is due, and Check your payment has been received. The 'Overview' section begins with the text 'The deadline for your payment will depend on your taxable profits.' and a note that the guide is also available in Welsh. A partial heading 'Taxable profits of up to £1.5 million' is visible at the bottom. On the right, a 'Related content' section lists links for Corporation Tax, Corporation Tax rates and reliefs, File your accounts and Company Tax Return, and Get a refund or interest on your Corporation Tax.





Services and information

[Benefits](#)

[Births, death, marriages and care](#)

[Business and self-employed](#)

[Childcare and parenting](#)

[Citizenship and living in the UK](#)

[Crime, justice and the law](#)

[Disabled people](#)

[Driving and transport](#)

[Education and learning](#)

[Employing people](#)

[Environment and countryside](#)

[Housing and local services](#)

[Money and tax](#)

[Passports, travel and living abroad](#)

[Visas and immigration](#)

[Working, jobs and pensions](#)

Government activity

[Departments](#)

[News](#)

[Guidance and regulation](#)

[Research and statistics](#)

[Policy papers and consultations](#)

[Transparency](#)

[How government works](#)

[Get involved](#)

[Help](#) [Privacy](#) [Cookies](#) [Accessibility statement](#) [Contact](#) [Terms and conditions](#)

[Rhestr o Wasanaethau Cymraeg](#) [Government Digital Service](#)

OGL

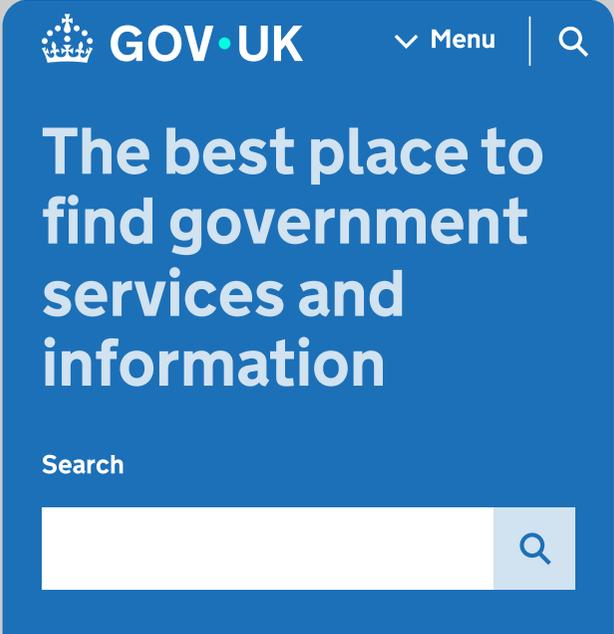
All content is available under the [Open Government Licence v3.0](#), except where otherwise stated



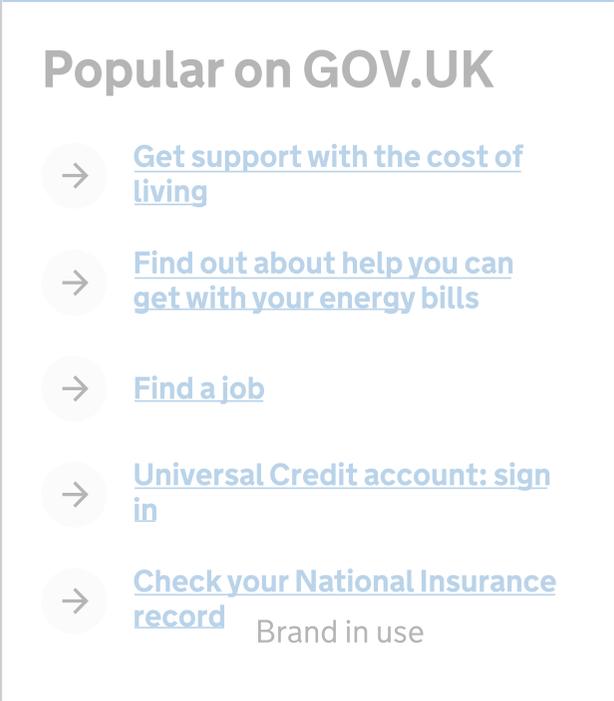
© Crown copyright



Mobile web header



The GOV.UK mobile web header features a blue background. At the top left is the GOV.UK logo with a crown icon. To its right is a 'Menu' dropdown and a search icon. The main text reads 'The best place to find government services and information'. Below this is a search bar with the label 'Search' and a search icon on the right.

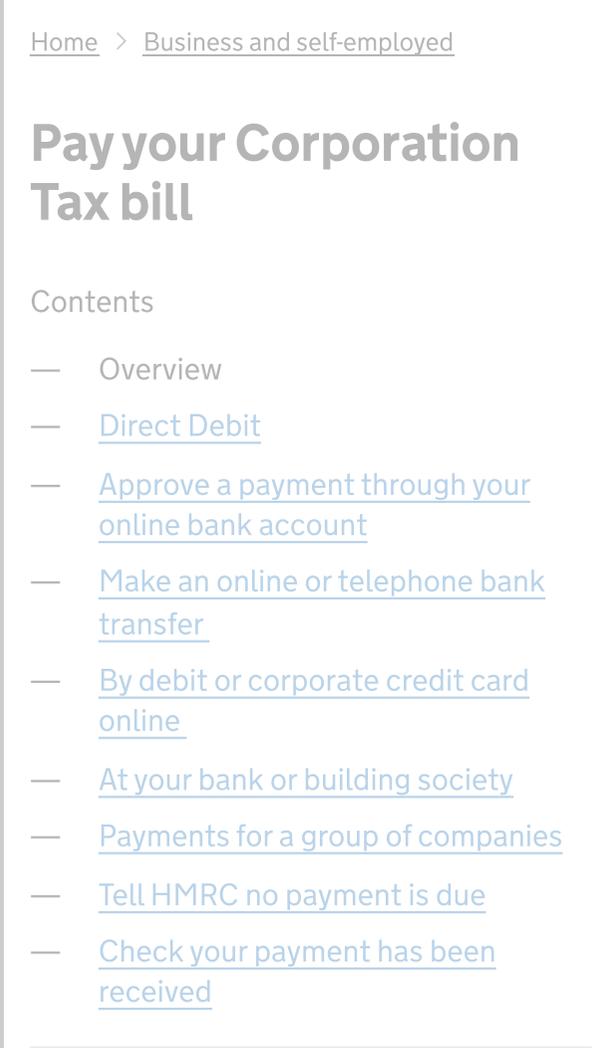


The 'Popular on GOV.UK' section has a white background. It features a title 'Popular on GOV.UK' followed by five items, each with a right-pointing arrow icon and a blue link:

- [Get support with the cost of living](#)
- [Find out about help you can get with your energy bills](#)
- [Find a job](#)
- [Universal Credit account: sign in](#)
- [Check your National Insurance record](#) Brand in use

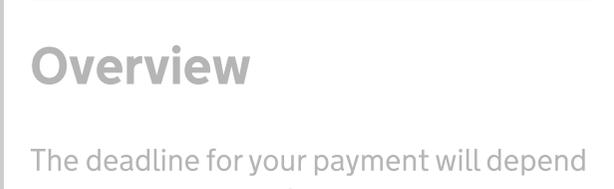


The GOV.UK mobile web header features a blue background. At the top left is the GOV.UK logo with a crown icon. To its right is a 'Menu' dropdown and a search icon.



The page content is on a white background. It starts with a breadcrumb trail: 'Home > Business and self-employed'. The main title is 'Pay your Corporation Tax bill'. Below this is a 'Contents' section with a list of links:

- [Overview](#)
- [Direct Debit](#)
- [Approve a payment through your online bank account](#)
- [Make an online or telephone bank transfer](#)
- [By debit or corporate credit card online](#)
- [At your bank or building society](#)
- [Payments for a group of companies](#)
- [Tell HMRC no payment is due](#)
- [Check your payment has been received](#)



The 'Overview' section has a white background. It features a title 'Overview' followed by the text: 'The deadline for your payment will depend'.

Indicative examples for illustrative purposes only.

Favicon



Welcome to



gov.uk

Indicative examples for illustrative purposes only.

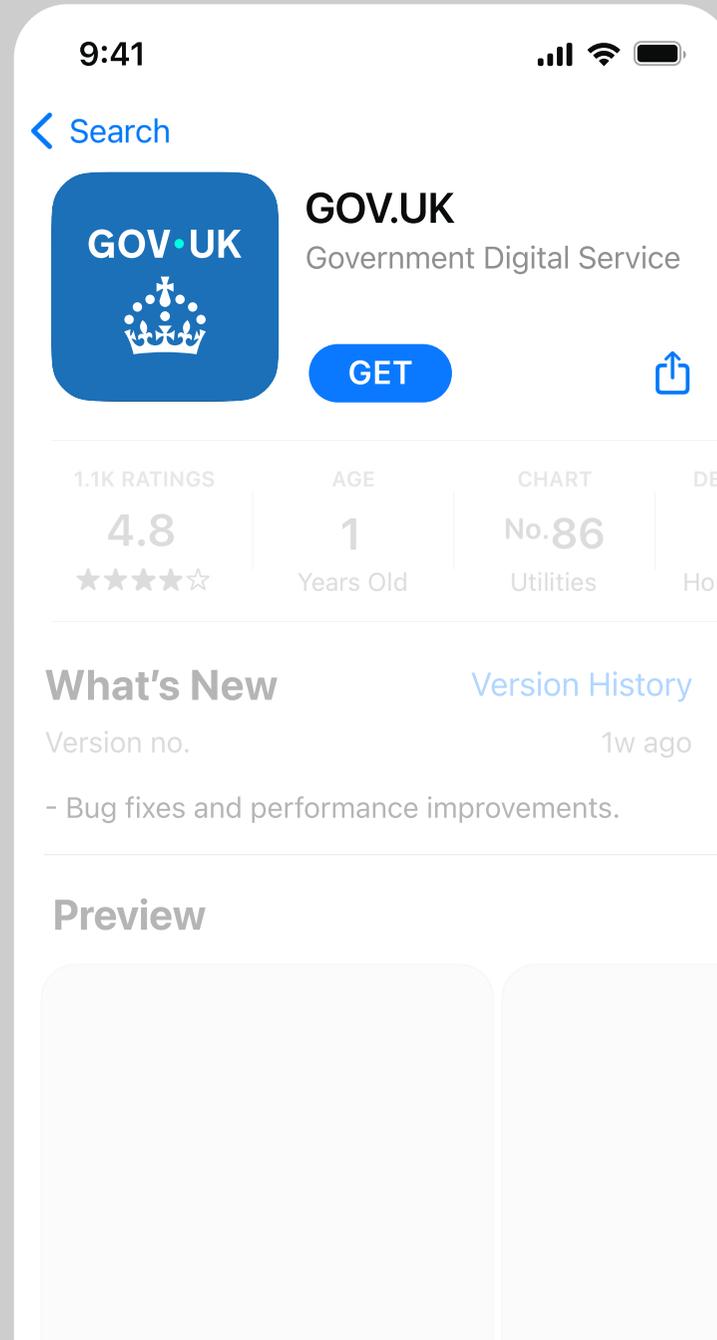
7.1 Web

7.2 App

7.3 Social



App icon



Indicative examples
for illustrative
purposes only.



App splash screen

▶ Storyboard

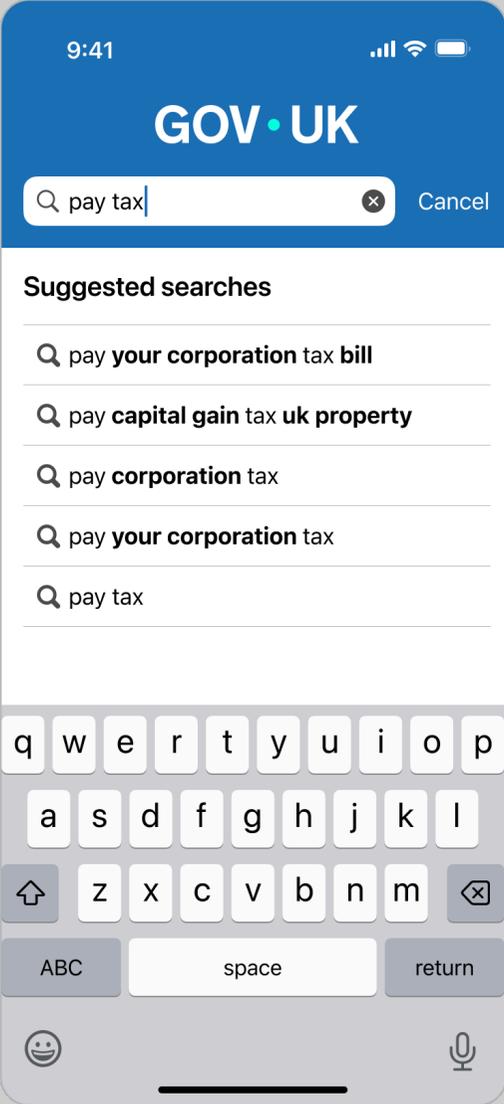
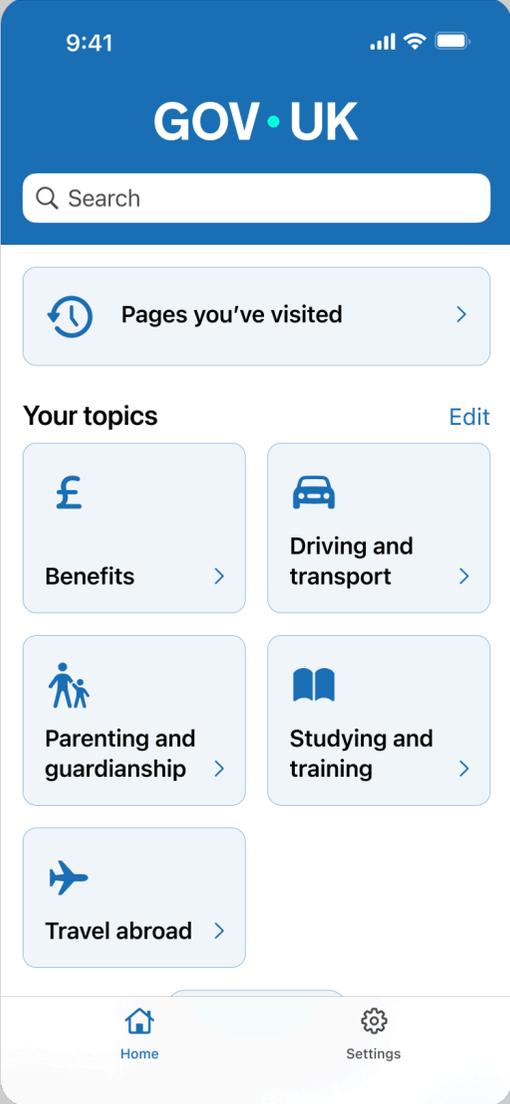


App splash screen with biometric unlock

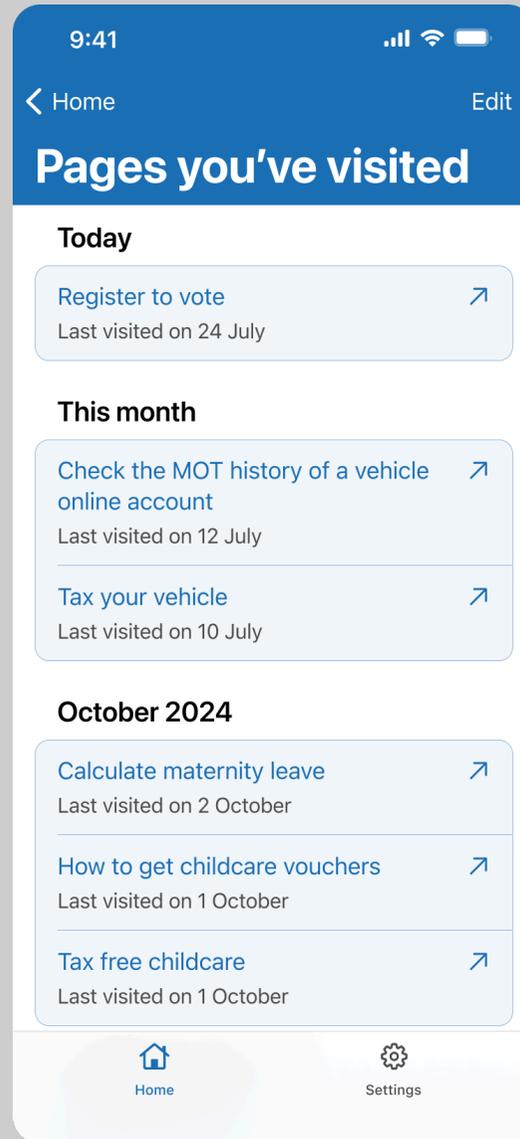
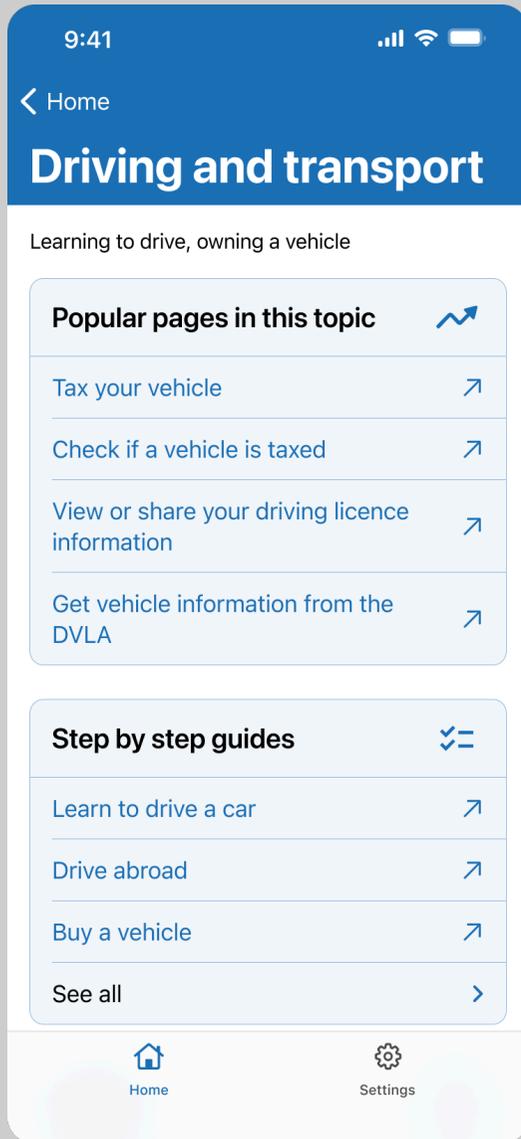


App homepage

App header



App screens



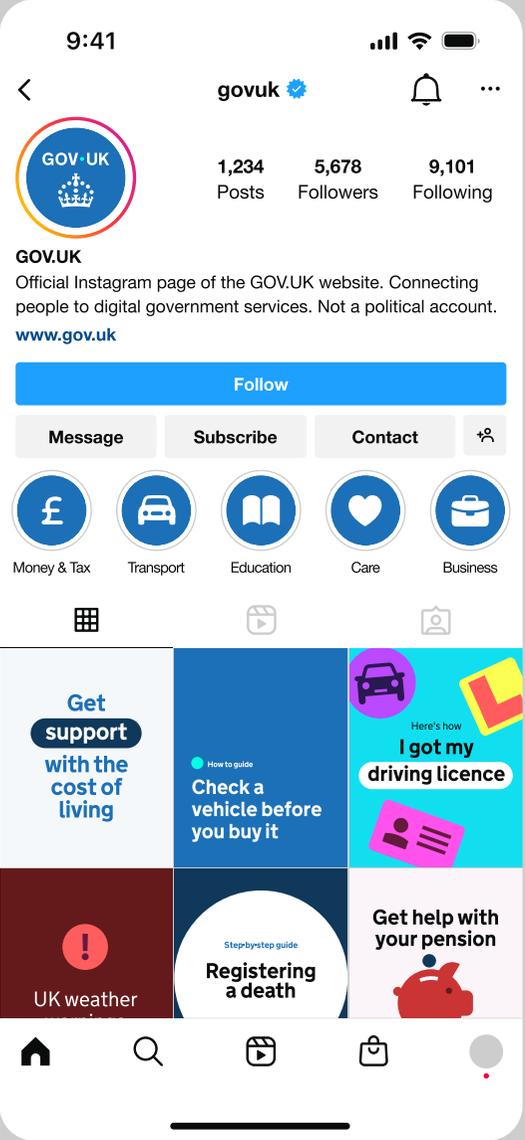
7.1 Web

7.2 App

7.3 Social



Social - instagram



Social - Instagram



Today is the Summer bank holiday

Step 2

Get your pet microchipped

Get support with the cost of living



Here's how I got my driving licence



Most viewed

- 1.3m GOV.UK Homepage
- 973k Check MOT History
- 1.6m Universal Credit Sign In



UK weather warnings

How to guide

Check a vehicle before you buy it

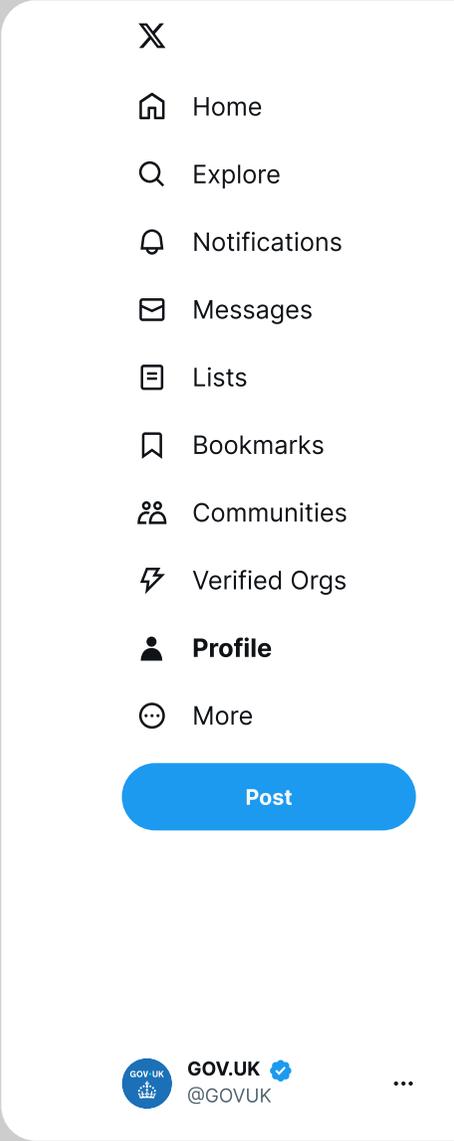
Step-by-step guide

Registering a death

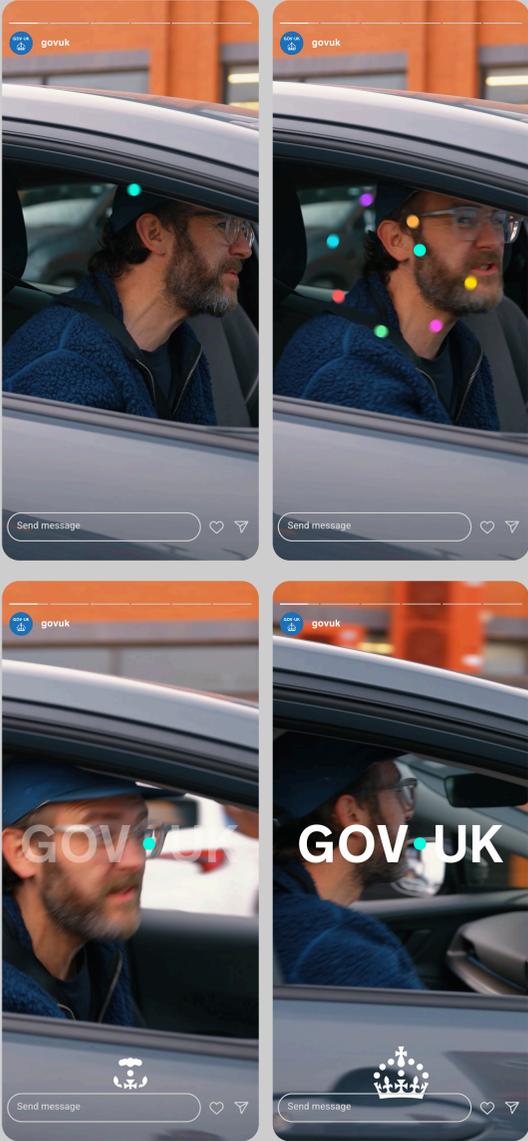
Get help with your pension



Social - X



Social - Instagram story

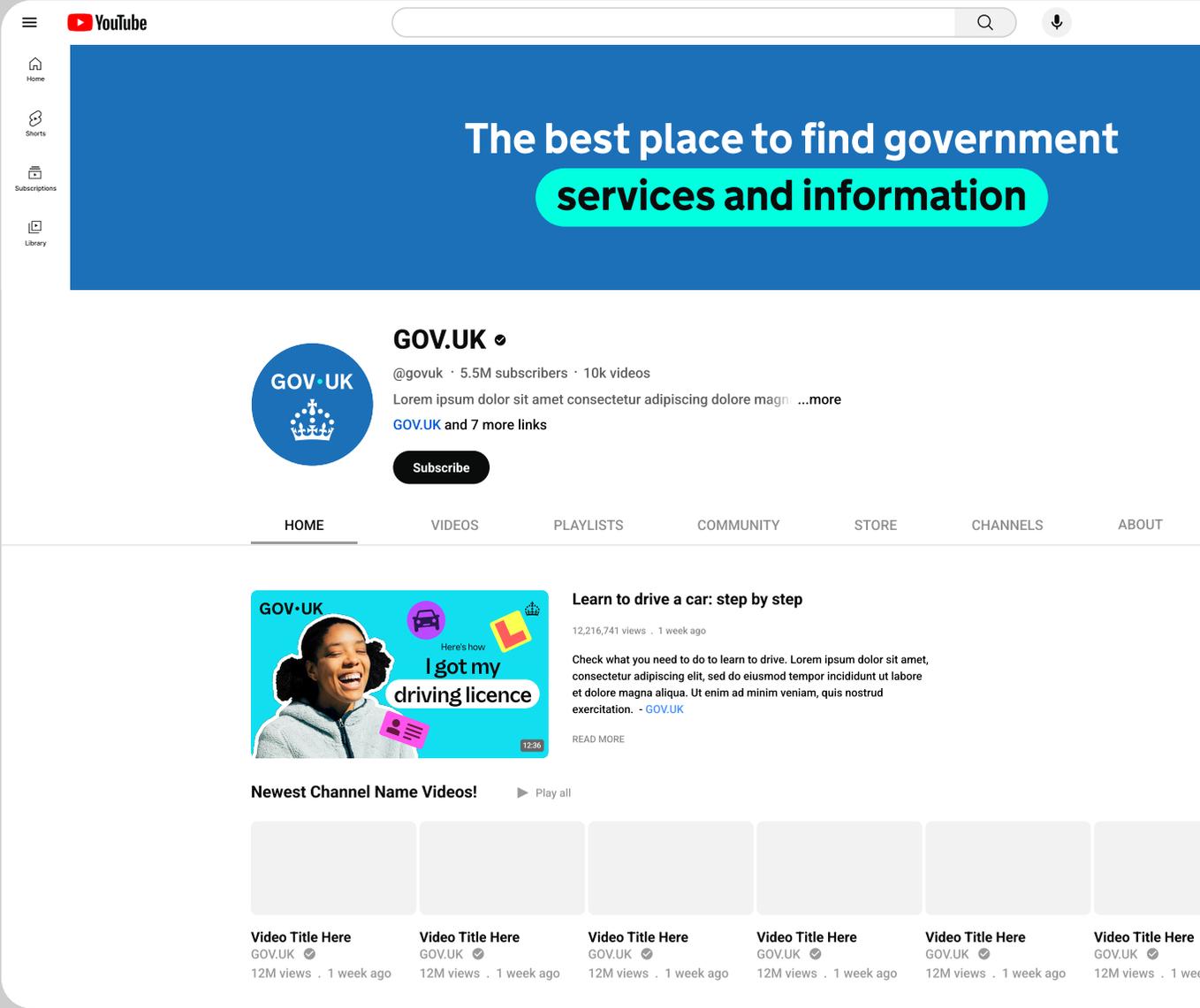
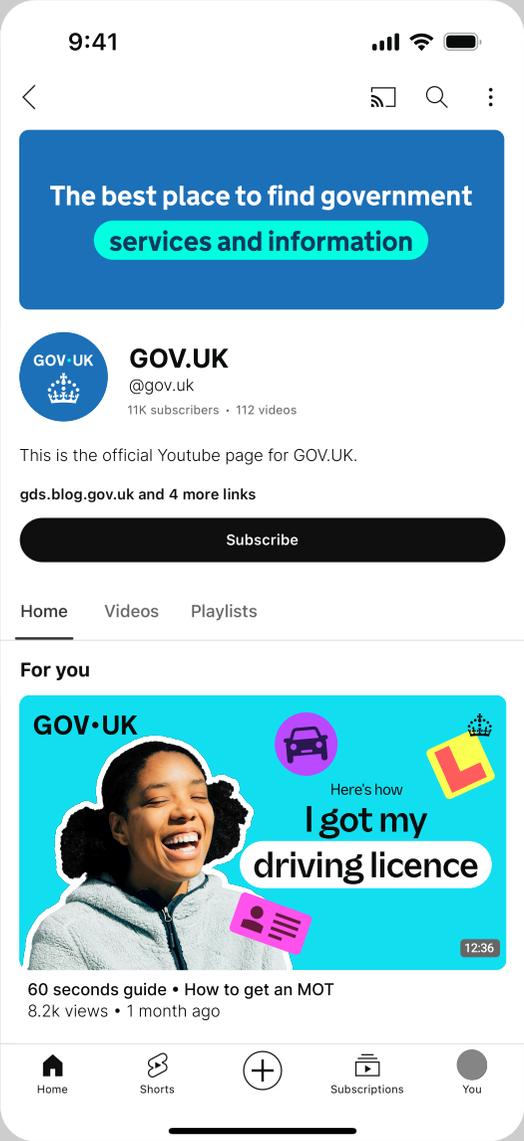


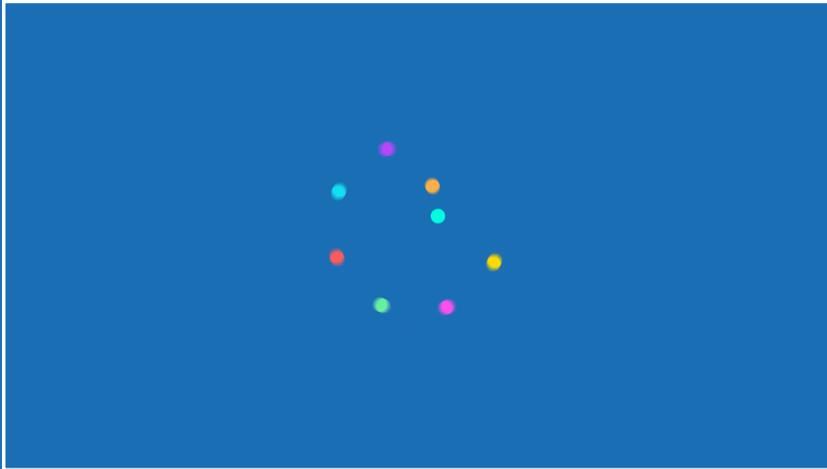
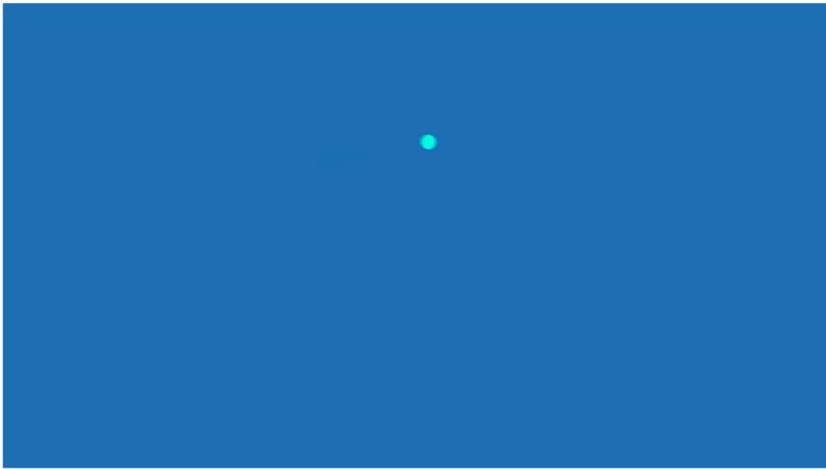
Indicative example for end frame transition

Storyboard



Social - YouTube





Need help?

If you've got a question about the GOV.UK brand guidelines, contact the team on govuk-brand-team@dsit.gov.uk