

NatBIP Identity essentials

Logos



Primary logo - with full name/wording, preferably used on white



Background - All PNG and PDF logo files include a white circle behind to allow for placing over colour or image backgrounds. (JPEG has solid white background)

On white this will be invisible, but acts as a useful clear space around the logo.



Regional - used locally as required.

Brand Colours

Black

CMYK 0 / 0 / 0 / 100
RGB 0 / 0 / 0
HEX # 000000
Pantone Black

Brown

CMYK 55 / 60 / 65 / 33
RGB 106 / 84 / 71
HEX # 6A5447
Pantone 7505

England

CMYK 80 / 50 / 0 / 0
RGB 57 / 115 / 185
HEX # 3973B9
Pantone 2383

Wales

CMYK 0 / 100 / 100 / 0
RGB 227 / 06 / 19
HEX # E30613
Pantone 485

Scotland

CMYK 55 / 65 / 0 / 0
RGB 137 / 104 / 170
HEX # 8968AA
Pantone 2080

Ireland

CMYK 80 / 0 / 100 / 0
RGB 19 / 165 / 56
HEX # 13A538
Pantone 2423

Fonts

Helvetica

Helvetica Bold for headings and sub-headings.

Body copy in Helvetica Roman. Timeless, easy reading multi-weight font family with good clarity and visual impact.

Arial - alternative

For use where Helvetica is unavailable, Arial offers a similar look and feel, and is readily installed on most computers.

(do not use this to recreate the logo)