



UK Government



2025 brand guidelines

August 2025 | Version 1

Overview

What is Best Start in Life?

‘Giving every child the best start in life’ is the government’s strategy for improving child health and development and meeting the ambition that 75% of 5-year-olds in England have a good level of development by 2028, as set out in the Plan for Change. This will be achieved by:

- improving family services, providing high quality support to parents and children from pregnancy to age 5 and beyond
- making it easier and cheaper for families to access early education, childcare, health advice and support on the journey of being a parent
- improving the quality of education and care that children receive in early years settings, with childminders and when they start school

‘Best Start in Life’ not only encapsulates the strategy, but is also a new cross-government and cross-sector brand that will act as

a wrapper and be used to frame all services, offers and support that aim to break down barriers to opportunity, improve health outcomes and drive up the numbers of children reaching a good level of development. While many of these will be focused on the early years, this new brand will bring together wider offers for children and parents to deliver on the ambition in its broadest sense, supporting families on their journey from pregnancy through to their child starting school and beyond.

About this guide

This guide introduces the new Best Start in Life visual identity: the logo, colour palette and typography, with advice on how it should be used, including with your own organisation’s brand.

If you have any questions about the new brand, please email: beststart.inlife@education.gov.uk

Introducing the Best Start in Life brand

The new Best Start in Life brand will bring together all services, offers and support available to help guide and support parents from pregnancy, through their child's journey to starting school and beyond.

We want to encourage as many people, companies and organisations as possible - across the early years, childcare, parenting and healthcare sectors - who are contributing to the Best Start in Life ambition to use the new brand as soon as they can to help bring together all the offers that will support parents and help their children to get the best start.

The logo and its variants can be used on a range of different materials, including:

- internal / external signage
- leaflets, email newsletters and comms
- other advertising and marketing
- promotional materials
- email signatures

Why is it important?

Parents tell us that they don't always know what they are entitled to or how to find out what help and support is available. By using the new brand, which will launch at the start of September 2025, it demonstrates the cross-sector collaboration and commitment to giving children the best start in life. Furthermore, by linking to the new website - beststartinlife.gov.uk - parents will be more able to find out about and take up the different offers that will make a difference to them and their child.



Which offers are considered part of Best Start in Life?

Childcare and early learning

Under 5s:

- School-based nurseries
- Best Start Family Hubs (current and new)
- Settings providing government funded childcare offers and BSIL branded services (including PVLs and childminders)
- Schools with reception year who are participating in RISE and other BSIL activities
- Childcare entitlements, including 30 hours childcare for working parents of 9-month-olds to school age, 15 hours for 2-year-olds in families receiving additional support and the universal 15 hours for 3- and 4-year-olds, Universal Credit Childcare and Tax-Free Childcare
- Home learning environment support

Including over 5s:

- Breakfast Clubs
- Wraparound childcare
- Holiday Activities and Food programme (HAF)
- Universal Infant Free School Meals
- Help with the cost of school uniforms

Services to support Healthy Babies (previously known as Start for Life)

- Maternity support
- Health visiting services
- Perinatal mental health and parent-infant relationship support
- Infant feeding advice (with specialist breastfeeding support)
- Safeguarding (shaped by statutory requirements)
- Health services related to Special Education Needs and Disabilities (SEND) (shaped by statutory requirements)

From October 2025, the government will launch a new campaign to raise awareness and drive take up of all Best Start in Life services, policy offers and settings.

Bringing together previous campaign activity under Childcare Choices and Better Health Start for Life under the new joined up brand, the campaign will signpost parents to a new website (beststartinlife.gov.uk) that will bring together all relevant information and advice to make it easier for them to get the most out of what is on offer and be signposted to relevant support. We will develop a fuller toolkit of campaign assets nearer the time to enable stakeholders to use the creative locally.

What will this mean for existing campaign brands?

The new brand is launching at start of September 2025 and will start to be used in all relevant government communications, where it will replace existing campaigns, brands and logos. The Best Start in Life brand will replace logos for:

- Childcare Choices
- Start for Life
- Better Health Start for Life
- Previous Breakfast Clubs logos
- Little Moments Together and its predecessor, Hungry Little Minds

Wherever possible, partners and stakeholders should start using the new brand in their own communications as soon as possible and phase out the legacy brands.

We understand that updates to communications materials and signage may take time, so this should be done as and when updates are being made to reduce additional costs.

Colour ways

There is flexibility with how you use the logo on a background colour. Designers are free to choose a background colour that best suits their creative.

Dark Backgrounds

We have designed a logo variant specifically for darker backgrounds. When designing using a dark background, do not recolour the light background logo. Use the dark background variant logo shown here.

You should not use any of the colours from the blocks in the logo as a background colour with the dark background logo variant.



Light background logo



Dark background logo



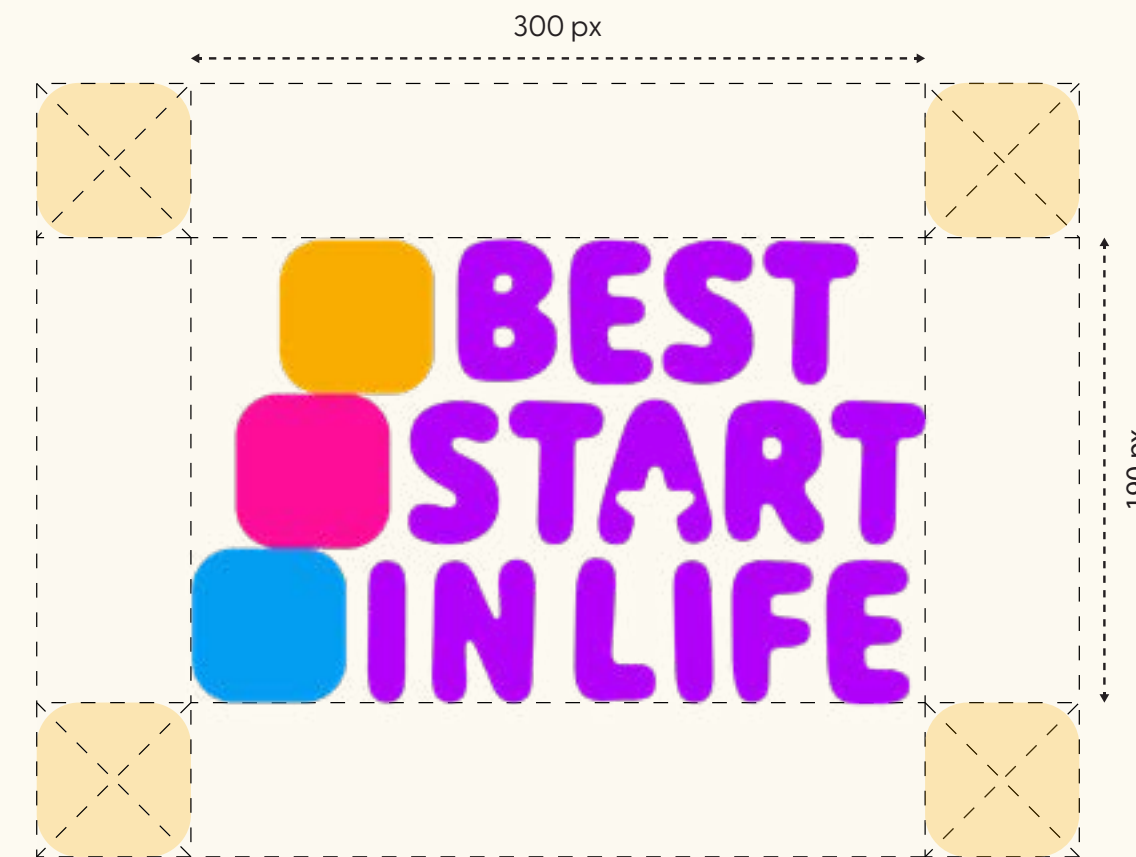
Alternative dark background logo

Exclusion zones

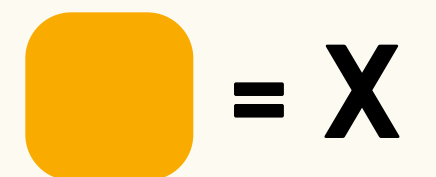
The following example is based off of a logo size of 300px x 190px. To calculate the minimum digital exclusion zones of a logo at any size, place one of the coloured blocks (x) at each of the four corners of the logo's bounding box. The resulting bounding box for the full shape selection is the minimum digital exclusion area.

To calculate the minimum print exclusion zones, perform the same process above, multiplying the scale value of the coloured blocks by 2 (2x).

Digital Exclusion Zone_1:1 Scale



Print Exclusion Zone_1:1 Scale



Logo variants

There will be a limited number of logo variants created to promote specific services, for use on physical signage and in communications about what these settings offer. Logo variants have been created for:

- Breakfast Clubs
- School-based nurseries
- Family Hubs
- Healthy Babies

The logo variants for Breakfast Clubs, School-based nurseries and Family Hubs should appear with the Funded by UK Government logo. When using Best Start in Life: Healthy Babies, the NHS logo should be used instead of UK Government. See the UK Government Brand portal and NHS identity guidelines for more information and guidance.

To help simplify the offer for parents and reduce confusion over which specific policy offer they should ask for, we want partners to focus awareness on the core Best Start in Life brand. No variants of the logo should be created for any other service or policy.

Partners can use the main Best Start in Life logo alongside the policy name or offer description to show how they fit in with the wider ambition, for example:

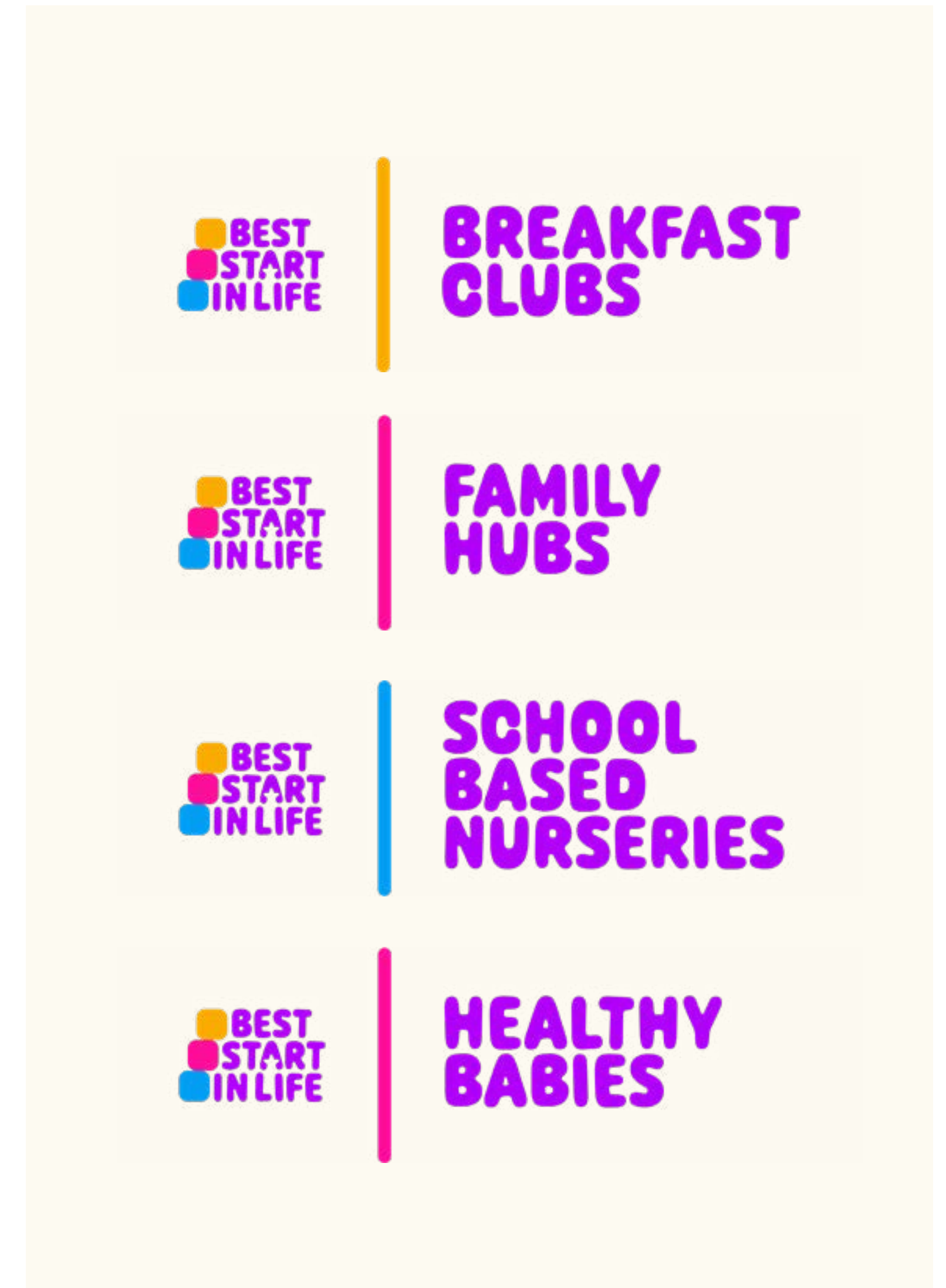
- *We provide government funded [support/service name/*

childcare etc] as part of Best Start in Life

- *This is a government funded Best Start school-based nursery / Family Hub / Breakfast Club / etc*
- *This nursery provides government funded childcare as part of Best Start in Life*
- *Government funded as part of Best Start in Life - supporting families on their journey from pregnancy through to their child starting school and beyond*
- *Services to support Healthy Babies are delivered as part of Best Start in Life*

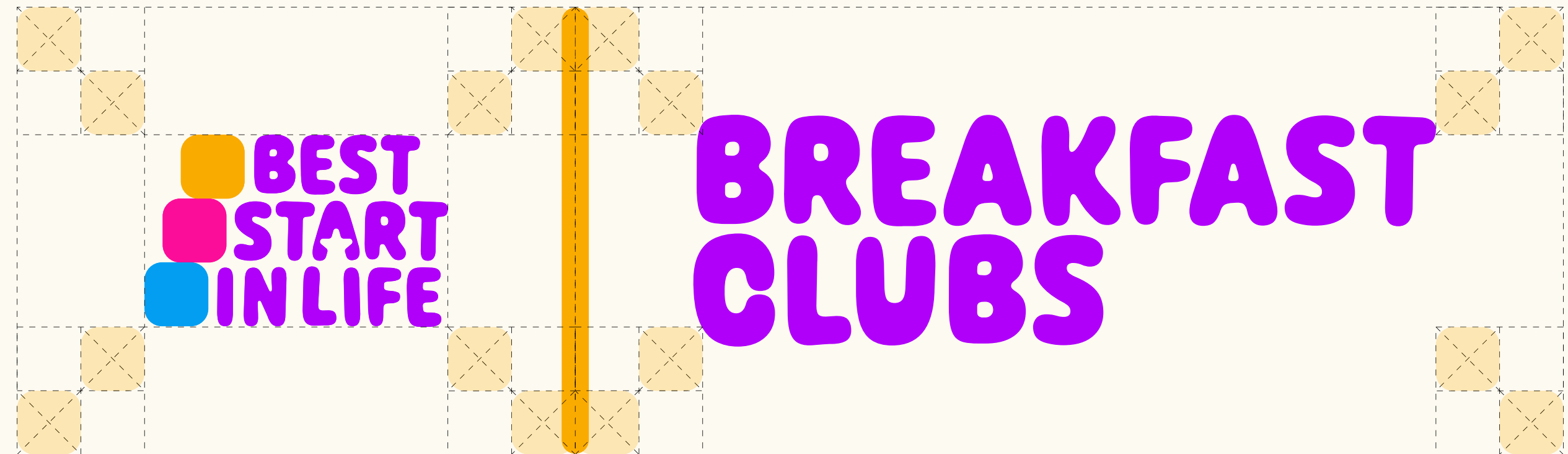
Schools and other partners delivering more than one offer should not combine these logo variants. If both offers are being promoted, use the main Best Start in Life logo with a descriptor such as: *We provide a government funded Breakfast club and school based nursery as part of Best Start in Life*. If just one of the offers is being promoted, the relevant logo variant should be used. For signage, either the relevant logo variant can be used to direct to particular parts of a building, or the main logo can be used with the descriptor.

While we will welcome early use of the Best Start Family Hubs brand by local authorities, there is some flexibility to adopt the brand at a pace that suits local planning, funding timelines and engagement with families. We will issue guidance around the expectations for Best Start Family Hubs in autumn 2025.



Logo variant exclusion zones and formation rules

Logo variants should follow the print exclusion zone guidance from the primary Best Start in Life logo. With a vertical line on the right-hand side, which runs from top to bottom of the exclusion zone, the exclusion zone extends to the right from the end of the logo variant title copy.



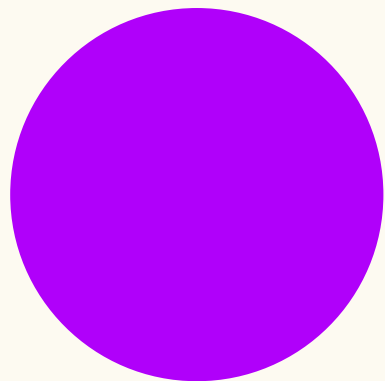
Colour palette

This colour palette has been formed from the colours in the primary logo. The bright colours are playful and youthful and work together to bring a friendly and positive energy to the ‘Best Start in Life’ brand world.

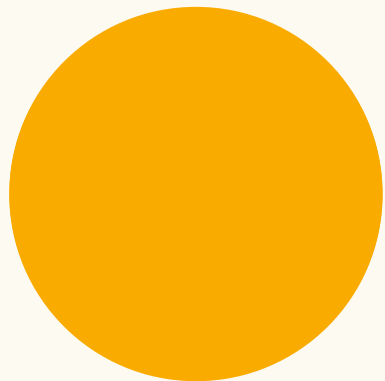
Lighter tints of these colours can be used as a secondary palette (e.g. for website and social).

Black and white are included as standard.

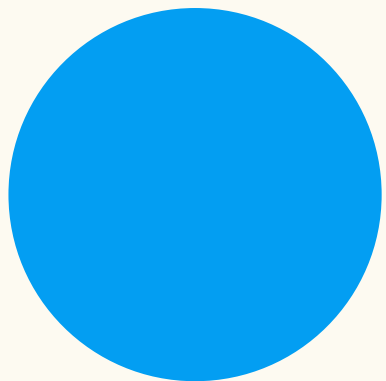
Primary palette



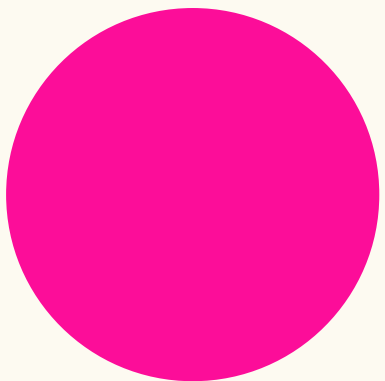
Hex: #B000F9
RGB: R176 G0 B249
CMYK: C54 M82 Y0 K0
Ink type: Process



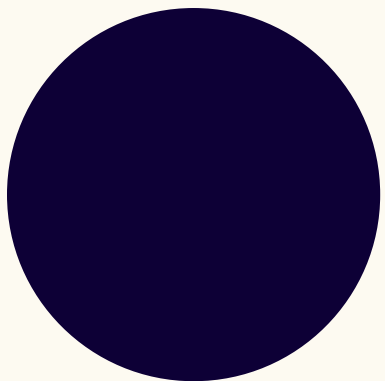
Hex: #F9AC00
RGB: R249 G172 B0
CMYK: C1 M36 Y100 K0
Ink type: Process



Hex: #039DF2
RGB: R3 G157 B242
CMYK: C71 M28 Y0 K0
Ink type: Process

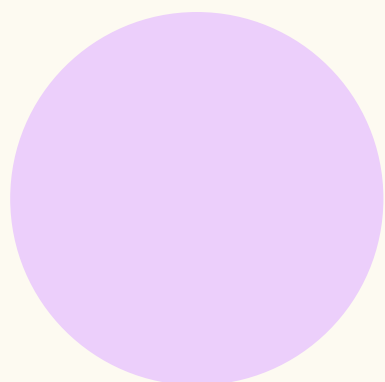


Hex: #FC0D99
RGB: R252 G13 B153
CMYK: C0 M95 Y0 K0
Ink type: Process



Hex: #0D0035
RGB: R13 G0 B53
CMYK: C93 M92 Y42 K62
Ink type: Process

Secondary palette



Colours are 20% tint of the primary palette (top).

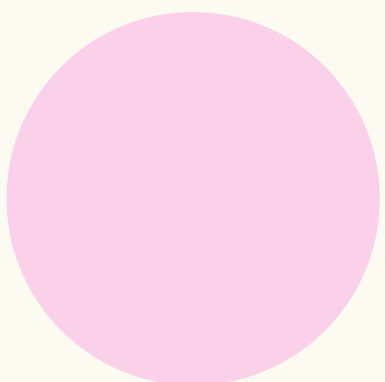
Hex: #ECCFFB
RGB: R236 G207 B251
CMYK: C0 M18 Y0 K2
Ink type: Process



Hex: #FDEECF
RGB: R249 G172 B0
CMYK: C0 M6 Y18 K1
Ink type: Process



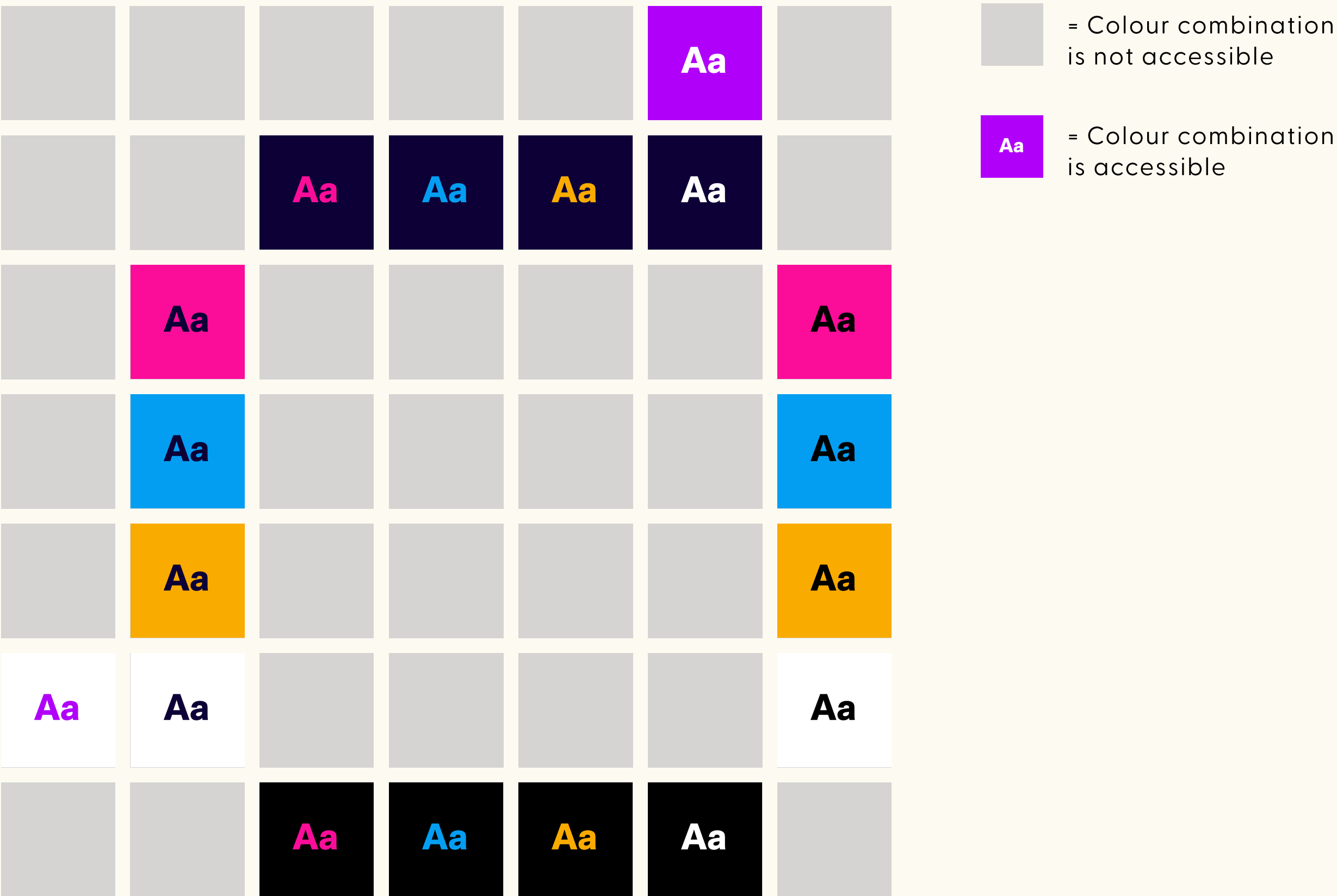
Hex: #CEEFBF
RGB: R206 G235 B251
CMYK: C18 M6 Y0 K2
Ink type: Process



Hex: #FBD1E9
RGB: R251 G209 B233
CMYK: C0 M17 Y7 K2
Ink type: Process

Palette accessibility

The following grid details accessible colour combinations available within our palette when used to communicate key information. This is to ensure our communications are accessible to the widest audience possible. If you are unsure about whether your communication is accessible, please refer to this grid.



Typefaces

The typeface used in the Best Start in Life logo is an Adobe font called Greycliff CF. It has a wide range of weights which will be essential for creating the brand assets required. Kerning must be set to optical. Partners will need to ensure they have the appropriate licenses to use this font.

An open-source version of Greycliffe CF is Poppins.

Primary logo font

Greycliff CF Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
YZ 123456789abcdefghijklm-
nopqrstuvwxyz

Primary logo font

Greycliff CF Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
YZ 123456789abcdefghijklmnopqrstu-
vwxyz

Ope-source font

Poppins Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ 123456789abcdefghi-
jklmnopqrstuvwxyz

Ope-source font

Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ 123456789abcdefghijklm-
nopqrstuvwxyz

Branding: UK Government

Government departments should use the Best Start in Life brand with the UK Government logo. This page of guidance is dictated by the application rules surrounding the UK Government logo.

Placement

Wherever possible, the logo should be placed in the top-left corner of the page.

Sizing

The Royal Coat of Arms within the UK Government logo should never appear smaller than 20mm width in print or under 55px width in digital. The Best Start in Life logo should be the same height of the UK Government logo.

Spacing

The space around the UK Government logo, and between the Best Start in Life and UK Government logo, should be equivalent to at least the width of the Royal Coat of Arms.

For more guidance on how to use this with the UKG brand please click [here](#)



Branding: NHS

The NHS and organisations delivering NHS services can use it with the NHS logo. This page of guidance is dictated by the application rules surrounding the NHS logo.

Placement

Wherever possible, the logo should be placed in the top-right corner of the page.

Sizing

The NHS logo should never appear smaller than 22mm height in print or under 30px height in digital.

The Best Start in Life logo should be 2 x the height of the NHS logo.

Spacing

The space around the NHS logo, and between the Best Start in Life and NHS logo, should be equivalent to at least the width of the NHS logo.

For more information on guidance around using the NHS logo, visit: NHS Identity Guidelines | [NHS logo](#)



Branding: Partner logos

External, public funded organisations (such as schools and local authorities) can use the Best Start in Life brand alongside their own logo.

PVI childcare providers offering government funded childcare hours, can use the logo with the phrase:

This nursery/childminder provides government funded childcare as part of Best Start in Life.

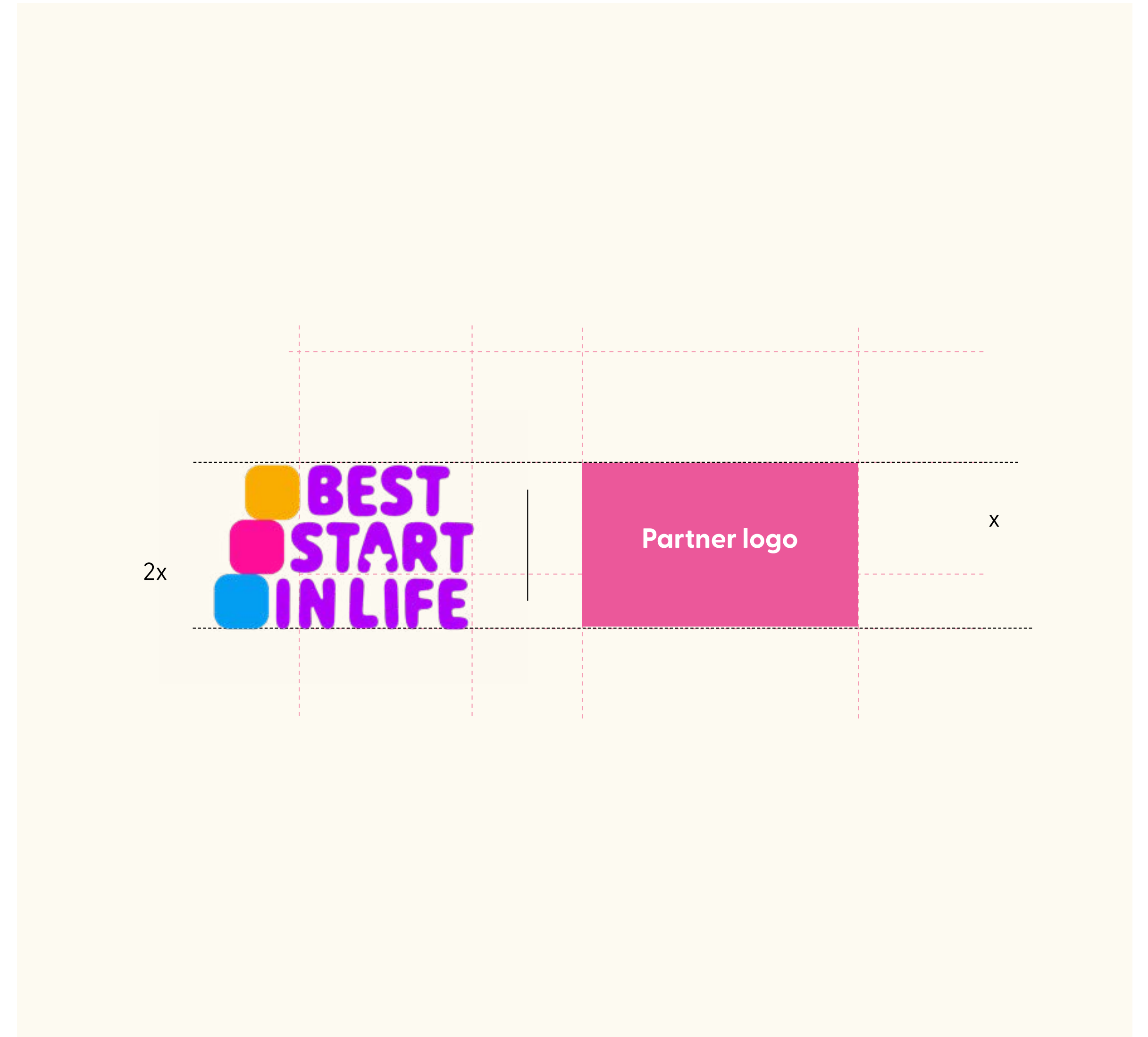
Placement

Wherever possible, the logo should be placed in the top-right corner of the page.

Sizing

Partner logos should never appear smaller than 22mm height in print or under 30px height in digital.

The Best Start in Life logo should be same the height of the partner logo.

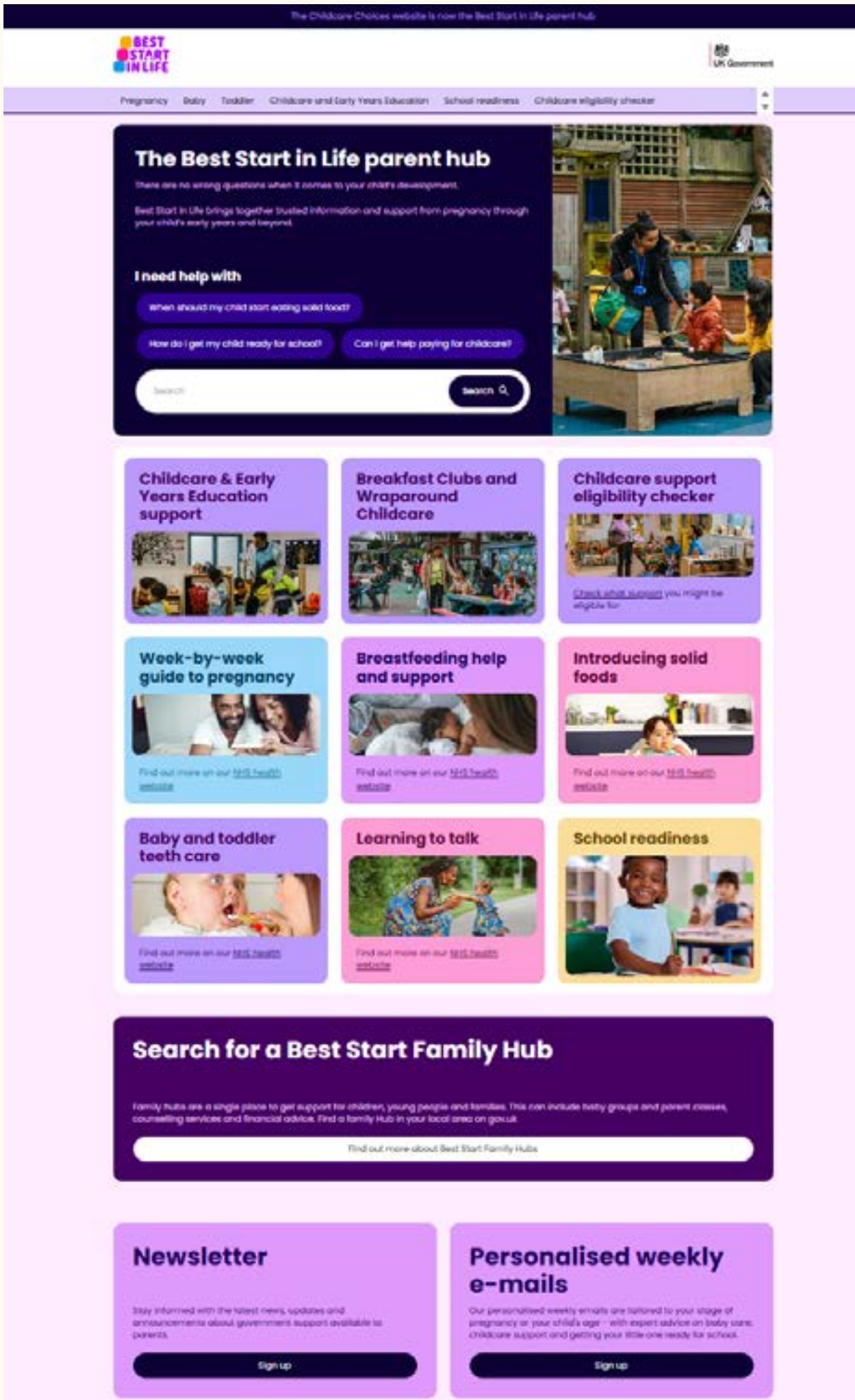


The new Best Start in Life parent hub

The new Best Start in Life parent hub brings together information, trusted advice and guidance for parents on everything from pregnancy, early education and childcare, right through to starting school and beyond.

Parents can also access a variety of helpful features on the hub, including an eligibility checker to determine what childcare support they might qualify for, a link to the Breakfast Clubs map checker to find if their child’s school offers free Breakfast Clubs, and a link to the Family Hubs checker to find their local Family Hub.

The hub will be live from 1st September. We encourage you to actively signpost parents to the hub as part of your communications and engagement with them. By doing so, you will help ensure that as many families as possible can easily access the support and guidance they need, giving their children the best start in life: www.beststartinlife.gov.uk



If you have any questions about how to apply
the Best Start in Life brand, please email:
beststart.inlife@education.gov.uk