The Primary Logo consists of the de Beaumont wordmark, supported by the “bold solutions for healthier communities” tagline.

It must be visible on every communication.

Always use the supplied artwork, and do not alter in any way.

The “bold solutions for healthier communities” tagline may only appear in this configuration, as part of the complete Primary Logo. The tagline may not be used on its own.
**LOGO**

**Minimum size and clear space**

**PRIMARY LOGO**

The Primary Logo can appear at sizes down to 1.5 inches.

**SMALL LOGO**

The Small Logo is provided for applications that require a display size less than 1.5 inches.

The minimum size for the small logo is .5 inches.

**CLEAR SPACE**

To ensure clarity and legibility, clear space must be maintained around the logo. No other text, graphic, or margin should impede this area.
LOGO
Color variations

COLOR
Should be used in all instances, unless a specific technical constraint requires otherwise.

MONOCHROME
Color is Black at 76% tint. Use only in cases where 4-color printing is not possible or feasible.

WHITE
Use in cases where a dark background is unavoidable.
COLOR

Palettes

PRIMARY PALETTE
The Primary Palette consists of Dark Blue, Dark Gray, White, and Medium Blue. RGB, CMYK, PMS, and HEX codes are provided.

SECONDARY PALETTE
The Secondary Palette can be drawn from for accent and additional colors. They should only be used to support the Primary Palette.
The color proportion of any given communication should reflect this graphic. The Primary Palette dominates, and is only augmented by the secondary palette as needed.

The proportion is achieved by using the Primary Logo on a white background, with Dark Blue Headings and Dark Gray Body text, as illustrated in Typography.
TYPOGRAPHY

HEADING
The Heading font is Oswald Bold, and should only appear in all caps. Dark Blue is the preferred color.

BODY
The Body font is Open Sans Light, and should appear in Dark Gray (not 100% black).

Additional weights can be used for callouts, hyperlinks, web menu items, etc.

OSWALD BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Open Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Open Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Open Sans Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Oswald and Open Sans are available from Google Fonts for both desktop and web use.

SkyFonts is recommended for desktop Google Fonts use:
https://www.fonts.com/web-fonts/google

ABOUT US
The de Beaumont Foundation advances policy, builds partnerships, and strengthens public health to create communities where people can achieve their best possible health.

Our strategic priorities are to:

• Advance policies that make communities healthier.
• Support partnerships across sectors that impact the health of communities.
• Support and strengthen the public health system and workforce.
• Shift the national conversation from healthcare to health, to build awareness of and support for the drivers that improve health.

Usage example