

# Branding Guidelines for Health Literacy Month

In order to ensure a consistent approach to all branding and identity development this guide displays the recommended use of colors, typography, logo application for Health Literacy Month.

## Health Literacy Month Logo Usage

Please be sure the logo is always placed against a white background. Be sure to use the logo in its entirety with the tagline “Building Awareness Through Action”



**HEALTH LITERACY MONTH**

*Building Awareness Through Action*

## FONTS (Print/Digital)

### Headlines:

Agenda Semibold

### Subhead:

Agenda Regular

### Body:

Source Sans Variable Regular

## FONTS (web/html/css)

### H1:

Agenda

Weight: 600

### H2 and below:

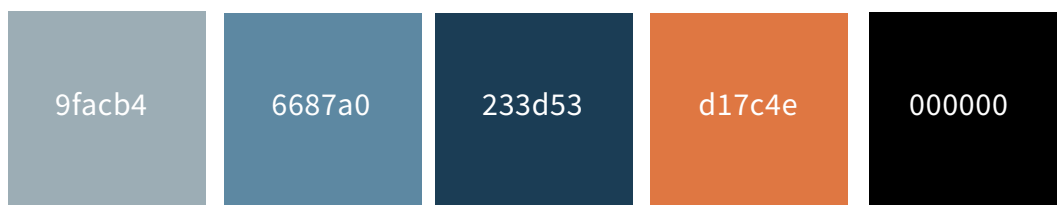
Source-sans-pro, sans-serif

Weight: 600

### Body:

Source-sans-pro, sans-serif

## Colors (Hexadecimal)



9facb4

6687a0

233d53

d17c4e

000000

MAIN COLORS

ACCENT/FOR BUTTONS