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”

Font Usage

**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)

- **Main Colors:**
  - 9facb4
  - 6687a0
  - 233d53

- **Accent/For Buttons:**
  - d17c4e
  - 000000