



Brand Style

CHEAT SHEET

About the Initiative

The Meadowlark Initiative® integrates behavioral health screening and services, care coordination, and navigation to community resources into prenatal and postpartum care to keep moms and babies healthy and families together.

The Meadowlark Initiative® has a registered trademark. Please use the registered trademark symbol when using the initiative's full name, "The Meadowlark Initiative®." The symbol does not need to be used when using the abbreviation "Meadowlark."

Logos



Colors



MTHF Blue
HEX# 6aa0d3



Dark Blue
HEX# 1d4f91



MTHF Yellow
HEX# fbb040



MTHF Green
HEX# 7c883c



MTHF Grey
HEX# 58585a

Fonts

This brand's fonts are Avenir for body text and Georgia for headers.

This is an example of Avenir font in bold and regular.
Use a 10/14 "line-height" ratio.

This is an example of Georgia font in bold and regular.
Use a 10/14 "line-height" ratio.