



School-Based
Health Initiative

Brand Style

CHEAT SHEET

About the Initiative

The School-Based Health Initiative supports quality, convenient health care for students and their families in a safe, familiar place. We support partnerships between schools and health care providers to create school-based health centers in communities that need them most.

Logos



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Colors



Dark Blue
HEX# 1d4f91



MTHF Orange
HEX# e07525



MTHF Blue
HEX# 6aa0d3



MTHF Yellow
HEX #fbb040



MTHF Gray
HEX# 58585a

Fonts

This brand's fonts are Calibri for body text and Cambria for headers.

NOTE: If you have access to design fonts, please use Adelle for headers instead of Cambria.

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

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

This is an example of Adelle.
Use a 10/14 "line-height" ratio.