



OUR LOGO

The Commonwealth Fund logo is the foundation of our visual identity and the most memorable visual representation of our brand. It stands as the marker for our organization's credibility and expertise, and is the single most important visual cue for what we stand for. Given our logo's unique importance represents, it is essential that we understand its design and how to apply it effectively.

LOGO OVERVIEW

Our Redesigned Logo

The Commonwealth Fund logo has evolved to carry forward much of its design to maintain a connection to our history, while presenting a more contemporary, forward-facing side of our organization. Along with aesthetic considerations, our logo has also been redesigned with a strong focus on functional considerations that make it a more effective graphic element for reproducing at different sizes across screen and print media.

At first glance, there may not seem to be much difference between our old and new logo. This is intentional, as visual continuity was a priority.

The primary change to our logo is the logotype, which uses a heavier, more contemporary typeface to stand up to the significance of our logomark. Typeset in upper- and lowercase letters, our new logotype presents a brand that is stronger and more accessible. Minor adjustments to our logomark make it more contemporary and improve its ability to reproduce effectively at small sizes.

To make sure you are always using the correct artwork, please take a moment to become familiar with the differences between our old and new logo.

PREVIOUS LOGO



CURRENT LOGO



HOW TO RECOGNIZE THE OLD LOGO



All Capital Letters

HOW TO RECOGNIZE THE NEW LOGO



Mixed-case Letters



Thin, Dark Tan Separated Stroke



Thick, Light Tan Stroke

LOGO OVERVIEW

Logo Elements

The Commonwealth Fund logo is the most concise representation of our organization. It certifies the authenticity of every brand experience with which it is associated. The Commonwealth Fund logo consists of two visual elements: the logomark and the logotype. These two elements have been carefully sized, aligned, and spaced to work together as a cohesive unit. Our logo may only be used in two ways, either as a whole, or as the logomark on its own. The logotype should not be displayed without the logomark.

COMMONWEALTH FUND LOGO ELEMENTS



COMMONWEALTH FUND PRIMARY LOGO



COMMONWEALTH FUND LOGOMARK



LOGO OVERVIEW

Logo Versions

To provide for flexibility when applying our logo in different environments, there are two variants of The Commonwealth Fund logo. They have been designed to reproduce effectively in different contexts:

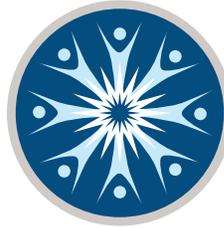
Commonwealth Fund Primary Logo

This logo is the first choice for most designed communications, and should primarily be used on light backgrounds.

Commonwealth Fund Reverse Logo

Our reverse logo is used on dark backgrounds where the primary logo will not have enough contrast to be visible.

PRIMARY LOGO



The
Commonwealth
Fund

LOGO, REVERSE ("KNOCKOUT")



LOGO OVERVIEW

Logo With Tagline And URL

The Commonwealth Fund's tagline is 'Affordable, quality healthcare. For Everyone.' It is an essential brand asset, and the declarative statement of Commonwealth's mission and why it matters.

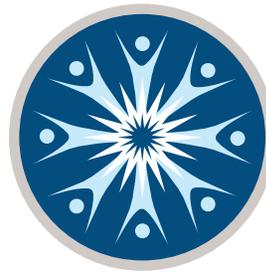
While our tagline may be typeset on its own to stand apart from Commonwealth's logo, when "locking up" our logo and tagline, please use the official artwork. It has been carefully designed to typeset our tagline using our brand typography, and positions the two elements together so that they are unified.

Following the same guidelines as our logo/tagline lockup, an official logo/URL lockup artwork has also been created for when it is necessary to display our website address and logo together.

COMMONWEALTH FUND TAGLINE

Affordable, quality health care. For everyone.

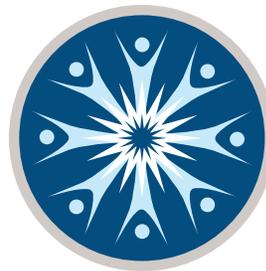
LOGO & TAGLINE LOCK-UP



**The
Commonwealth
Fund**

Affordable, quality health care. For everyone.

LOGO & URL LOCK-UP



**The
Commonwealth
Fund**

commonwealthfund.org

OUR LOGO USAGE

Clear Space & Legibility

To maintain the integrity of our logo, an area of clear space from all other foreground design elements should be maintained on all sides.

The preferred clear space is equal to the 50% of the diameter of our logomark, as shown on the right. By using the size of the logomark for reference, the clear space area will always be proportional to the logo at whatever size you are using it, and not a fixed measurement.

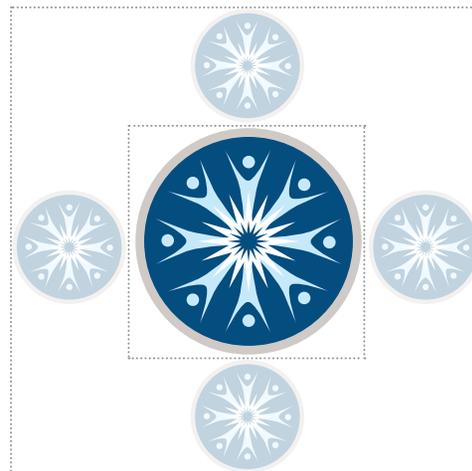
It is also important to maintain distance between Commonwealth's logo and the edges of the page or screen. While it is preferred that this space be the same as the clear space from foreground design elements, it is understandable that in certain instances, such as the masthead of a web page or the footer of a presentation slide, this distance may need to be less.

When using our logo at small sizes when space is at a premium, please ensure that you maintain legibility of both our logomark and logotype. There is no official minimum size (given the differences in screen resolutions and quality), so use your best judgement when reducing The Commonwealth Fund logo to extremes.

LOGO CLEAR SPACE



LOGOMARK CLEAR SPACE



LOGO LEGIBILITY

