BRAND STANDARDS

Visually Expressing The Commonwealth Fund Brand

The Commonwealth Fund

FOREWORD

About Our Brand Standards

Long-term brand consistency is essential to The Commonwealth Fund's success; helping us project a cohesive image to audiences that is aligned with our organizational goals and which speaks to their interests with a clear and distinctive point-of-view. Creating a consistent and cohesive brand experience for our audiences is the responsibility of everyone representing The Commonwealth Fund, and the quality of our visual communication plays a critical part in achieving this goal. Therefore, it is essential that staff and partners understand the The Commonwealth Fund's visual language and design system used to visually represent who we are.

Our Brand Standards are designed to help create this necessary consistency in the application of design across the designed experiences audiences have with our organization when they interact with us. They include specifications and guidelines for using Commonwealth's logo and our broader design system of brand typography, colors, graphic elements, and communications assets.

While our Brand Standards are a critical tool for creating cohesive, effective communications that strengthen our brand, they alone cannot ensure success. Success is only possible if each of us appreciates the importance of, and value in, The Commonwealth Fund brand. Please refer to these Brand Standards to familiarize yourself with our visual language. They provide a frame of reference and a jumping-off point for combining our brand colors, typefaces, and imagery to design cohesive, "on-brand" communications.

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.

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
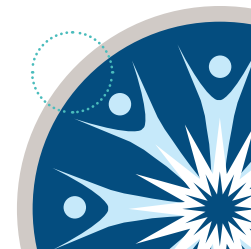

HOW TO RECOGNIZE THE OLD LOGO

All Capital Letters

Thin, Dark Tan Separated Stroke

HOW TO RECOGNIZE THE NEW LOGO

Mixed-case Letters

Thick, Light Tan Stroke

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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

Logotype

Logomark

The Commonwealth Fund

COMMONWEALTH FUND PRIMARY LOGO

The Commonwealth Fund

COMMONWEALTH FUND LOGOMARK

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

LOGO, REVERSE ("KNOCKOUT")

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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
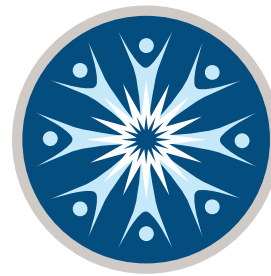
The Commonwealth Fund

Affordable, quality health care. For everyone.

LOGO & URL LOCK-UP

The Commonwealth Fund

commonwealthfund.org

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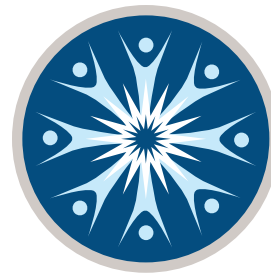
Clear Space & Legibility

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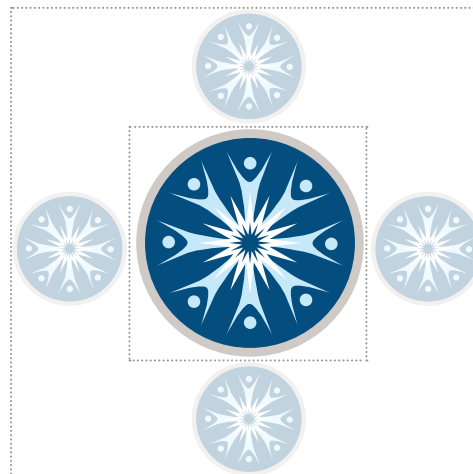
It is also important to maintain distance between Commonwealth's logo and the edges of the page or screen. While it is preferred that this space be the same as the clear space from foreground design elements, it is understandable that in certain instances, such as the masthead of a web page or the footer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

The Commonwealth Fund

LOGOMARK CLEAR SPACE

LOGO LEGIBILITY

The Commonwealth Fund — Acceptible Legibility

The Commonwealth Fund — Unacceptible Legibility

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DESIGN SYSTEM

The Commonwealth Fund's visual identity is built with a system of colors, typefaces, and graphic elements that, when joined together, help project the personality and passion of our organization. By using this flexible framework to create cohesive visual communications, we can more effectively communicate our mission and embody the spirit and purpose of The Commonwealth Fund brand.

Communicating With Color

The Commonwealth Fund color palette expresses the tradition and history of our organization by leading with out logo's classic blue; then moves it forward with a diversity of hues that balance vibrancy and sophistication.

Our color palette is organized into primary and secondary colors—designed to establish a predominant brand color theme that allows allow for multiple color combinations. In most cases, communications should be designed with the primary colors as the lead, and secondary colors used as accents.

Each color can be used in a range of tints to further extend the flexibility of our color palette. When using multiple tints of a single color (for example, in data visualizations) it's recommended to maintain an even progression whenever possible (so, 25%, 50%, 75%, 100% or 10%, 20%, 30%, etc).

Color specifications are provided for print and screen use. Please reference the following pages for proper color breakdowns of Commonwealth Fund's Pantone colors when used in CMYK, RGB, and Hexadecimal specifications.

PRIMARY COLORS

SECONDARY COLORS
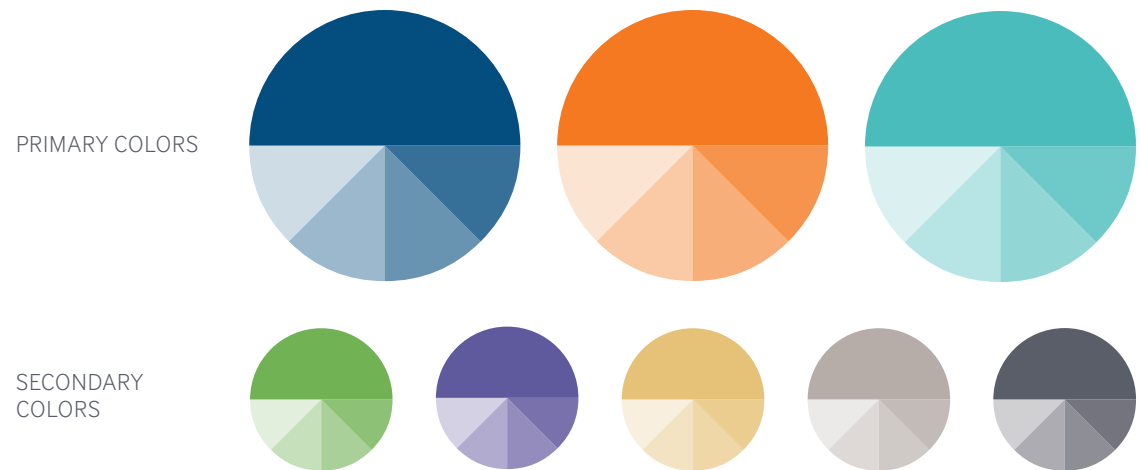
	PANTONE	CMYK	RGB	HEX
CMW BLUE	PMS 2945	100, 75, 25, 10	4, 76, 127	044C7F
CMW ORANGE	PMS 144	0, 65, 100, 0	244, 121, 32	F47920
CMW TEAL	PMS 3115	65, 2, 30, 0	74, 189, 188	4ABDBC
CMW GREEN	PMS 368	45, 0, 100, 24	113, 178, 84	71B254
CMW PURPLE	PMS 2736	72, 72, 5, 2	95, 90, 157	5F5A9D
CMW GOLD	PMS 458	10, 22, 65, 0	230, 194, 120	E6C278
CMW TAN	PMS Warm Grey 4	30, 28, 30, 0	182, 173, 168	B6ADA8
CMW CHARCOAL	PMS 431	60, 50, 40, 30	87, 91, 100	5A5E68

Primary Serif: Berlingske Serif Text

The written word is essential to advancing our mission, and Commonwealth's brand typefaces are the ambassadors of our ideas. Commonwealth Fund's core serif typeface, Berlingske Serif Text has been selected for its combination of aesthetic and functional qualities that make it exceptionally well suited to accomplish both.

Designed by [PlayType](), Berlinske is a transitional serif typeface—designed for the modern age with classic design elements rooted in publishing. It's a sophisticated type family that has a wide variety of weights, allowing for subtle or significant differences in content that help establish strong type hierarchies.

Ideally suited for typesetting large volumes of text, where longer reads and comprehension are critical, Berlingske should be used as the primary typeface for the body copy of long-form content such as Issue Briefs, Reports, and web pages. At larger sizes, particularly in the heavier weights, it also makes
an effective display typeface.

[Berlingske]() is highly extensible, also offers a wide variety of additional types beyond the Serif Text typeface, including Display, Condensed, Compressed, Slab Serif, and more.

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Berlingske Serif Text, ExtraLight, 10/13
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abcdefghijklmnopqrstuvwxyz · 0123456789

Berlingske Serif Text, ExtraLight Italic, 10/13
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz · 0123456789

Berlingske Serif Text, Regular, 10/13
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz · 0123456789

Berlingske Serif Text, Regular Italic, 10/13
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abcdefghijklmnopqrstuvwxyz · 0123456789

Berlingske Serif Text, Bold, 10/13
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Berlingske Serif Text, Bold Italic, 10/13
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Berlingske Serif Text Black Italic, 10/13
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abcdefghijklmnopqrstuvwxyz · 0123456789

Primary Sans-Serif: Interface

The Commonwealth's type system includes a sans serif typeface to pair with Berlingske, Interface. Designed by [Dalton Maag](#). Interface is a contemporary humanist typeface with clean lines that takes its cues from sans serif fonts of the 19th Century—giving it a softer look than pure Grotesques.

Interface offers a wide range of weights that allow it to be set effectively at both large and small sizes. It's boldness, precision, and personality make it highly effective as a primary display typeface. With a slightly higher x-height than usual, Interface's narrow design makes it ideal for legibility at small sizes and in places where space is tight, such as data visualizations, data tables, captions, and footnotes.

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a b c d e f g h i j k l m n o p q r s t
u v w x y z · 0 1 2 3 4 5 6 7 8 9 &

¼ ½ ¾ { " + ¡ ! ¿ ? % © § ® ∞ @ Ω ≈ √ " } ($ $ ¢ £ £ € ¥) [fi fl ffbffiffjffkffflff] Æ Á À Â Ä Ã Å Ç É È Ê Ë Í Ì Î Ï Ñ Ø Œ Ó Ò Ô Ö Õ Ú Ù Û Ü Ÿ · æ á à â ä ã å ç é è ê ë í ì î ï ñ ø œ ó ò ô ö õ ú ù û ü ÿ æ á à â ä ã å ç ş ş é è ê ë í ì î ï ñ ø œ ó ò ô ö õ ú ù û ü ÿ ă ĕ ğ ĭ Ŏ ŭ Č Ď Ě Ň ř š ť Ž

Interface Light, 10/13
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Interface Light Italic, 10/13
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Interface Regular, 10/13
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Interface Regular Italic, 10/13
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Interface Bold, 10/13
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Interface Bold Italic, 10/13
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Interface ExtraBold, 10/13
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Interface ExtraBold Italic, 10/13
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz · 0123456789

Alternative Serif

For situations where using our primary typefaces is not practical or possible, such as in presentations and business communications, The Commonwealth Fund has chosen alternate serif and sans-serif typefaces that are widely available on standard PC and Mac computers.

In such cases, please use Georgia in place of Berlingske. Please note that as with most mass-system typefaces, Georgia has a limited number of weights and styles.

Georgia Regular, 18/22

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz · 0123456789

Georgia Italic, 18/22

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz · 0123456789

Georgia Bold, 18/22

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz · 0123456789

Georgia Bold Italic, 18/22

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz · 0123456789

Alternative Sans-Serif

In place of Interface, Trebuchet should be used when a sans-serif typeface is needed. Less widely available, but more effective, is News Gothic MT, which is available on some, but not all PC and Mac operating systems.

Trebuchet Regular, 16/20

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz · 0123456789

Trebuchet Italic, 16/20

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz · 0123456789

Trebuchet Bold, 16/20

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz · 0123456789

Trebuchet Bold Italic, 18/22

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz · 0123456789

News Gothic, 16/20

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News Gothic, 16/20

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News Gothic Bold, 16/20

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News Gothic, 16/20

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz · 0123456789

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Flat Color Icons

Commonwealth's collection of more than 150 flat icons is our primary illustrated graphic element for infographics and data visualizations. Our flat color icons are minimalist in their design—contained within circular enclosures that reference the shape of our logomark and use the colors of our brand color palette.

Flat color icons are ideal for strengthening comprehension of data-heavy communications and to help organize digital interfaces and publications. They are designed with clean, universal symbols that maintain the sophistication necessary for our brand, while adding personality to visual communications to make serious, complex content more accessible.

Depending on the needs of your design, background colors for Commonwealth's full-color icons can be changed to any within our color palette; and icon illustrations may be removed from their enclosures and colorized with Commonwealth brand colors to be integrated into designs more flexibly.

Should additional icons be needed than those in our core set, there are many additional themes designed by artist Paul Simpson to choose from.

Full-Color Icons

For communications that benefit from a more casual aesthetic, such as those directed to the general public or for use on social media, Commonwealth's design system has over 150 full-color, illustrated icons. Icons are primarily healthcare and medicine related, and also include business and financial themes. Full-color icons add personality to can make communications more accessible—particularly for use outside of the professional healthcare and policy arenas.

Depending on the needs of your design, background colors for Commonwealth's full-color icons can be used in their existing color schemes, or preferably, changed to any within our color palette; colors of icon illustrations can be adjusted as needed, and illustrations may be removed from their enclosures to be integrated into designs more flexibly.

Should additional illustrations be needed than those in our core set, there are additional icons are available at Iconfinder and FlatIcon.

Infographics & Charts

A core element of Commonwealth Fund communications is visualizing complex data and concepts through the use of infographics and charts. Depending on the situation, they may be created as standalone items or as supporting elements within communications such as Issue Briefs and presentations. Commonwealth charts and infographics should be designed for legibility and clarity, with Interface being used for labeling data. Stylistically, there are two types of infographics or charts, and the design approach for each is catered to speak to specific audience types.

Industry-Focused: Most frequently, Commonwealth Fund charts and infographics are used within communications targeting expert audiences such as policymakers and the healthcare industry. The design of these graphics should be rational and typically avoid being cluttered with unnecessary ornamentation.

Public-Facing: When speaking directly to the general public, such as through social media, public-facing infographics and charts should be designed to be more accessible to a wider audience. Incorporating design elements such as Commonwealth's iconography and additional illustration can attract attention and make complex concepts more approachable.

INDUSTRY-FOCUSED CHART

Thinking about what you have to pay when you visit the doctor or fill a prescription, in the past 12 months, was there any time when you did any of the following because of your copayments or coinsurance?

Had at least one cost-related access problem
39%
19%

Had a medical problem but did not go to a doctor or clinic
27%
10%

Did not get a preventitive care test
23%
11%

Skipped a medical test, treatment, ot follow-up recommended by a doctor
25%
12%

Did not see a specialist when you or your doctor thought you needed to see one
17%
8%
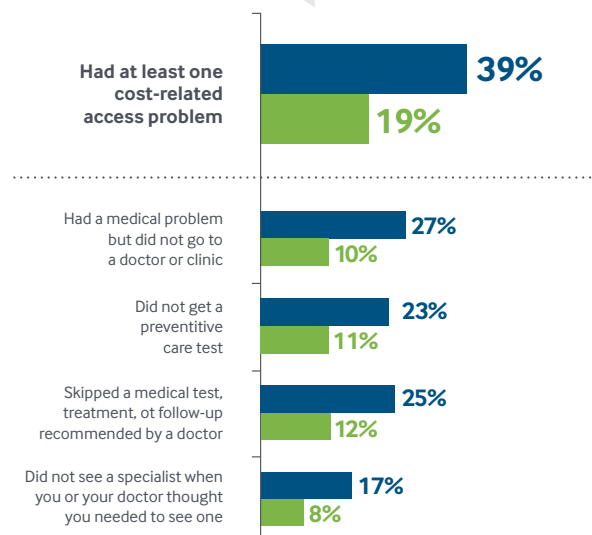
Percent of privately insured adults ages 19–64 who were insured all year, pay a copayment or coinsurance and reponded "yes"

Note: FPL refers to federal poverty level. 200% FPL is $23,340 for an individual or $47,700 for a family of four; 400% FPL is $46,680 for an individual and $95,400 for a family of four.

Source: The Commonwealth Fund Health Care Affordability Tracking Survey, July–August 2015.

PUBLIC-FACING INFOGRAPHIC

COMMUNITY HEALTH

Hold the (Cell) Phone: Communicating with Community Health Center Patients

Digital technologies like cell phones can improve care for underserved populations. But a new survey of community health centers finds that they aren't widely used in patient care.

27% of the health centers surveyed said they were engaging patients in their care through their cell phones.

66% of centers surveyed said the most common use was sending patients reminders about apointments and screenings.

Ideas for Engagement

Community health centers could use cell phones to **manage chronic diseases like diabetes** and to **help patients quit smoking** or **take their medications properly**, but doing so will require more resources and better reimbursement policies.

Learn more at **commonwealthfund.org**

Source: J. Ryan, P. Riley, M. Abrams, and R. Nocon. *How Strong is the Primary Care Safety Net? Assessing the Ability of Federally Qualified Health Centers to Serve as Patient Centered Medical Homes*, September 2015.

The Commonwealth Fund

MEDICARE

Medicare's Numbers Game

For 50 years, Medicare has helped ensure access to health care for elderly and disabled Americans and protected them against steep health costs. But Medicare is under financial pressure as millions of baby boomers retire.

In a trend that began in 2011, roughly **10,000** Americans turn 65 every day and enroll in Medicare.

39.7 MILLION
55.7 MILLION
81 MILLION

2000   2015   2030

Rising Medicare enrollment

2.3%   3.6%   3.9%   5.1%

2000   2010   2020   2030

Medicare spending as a share of GDP

As the pace of enrollment accelerates, Medicare spending is projected to **rise faster** than growth in the U.S. economy.

A Call for Better Strategies

The aging of the population and rising prevalence of chronic disease call for better strategies to address older adults' health care needs while controlling costs.

Read more in our new series *Medicare at 50 Years* on commonwealthfund.org

Source: K. Davis, C. Schoen, and F. Bandeali. Medicare: 50 Years of Ensuring Coverage and Care. The Commonwealth Fund, April 2015.
Data: Centers for Disease Control and Prevention, The State of Aging & Health in America 2013 Medicare Payment Advisory Committee, A Data Book, 2014.

The Commonwealth Fund

AT A GLANCE

The 2016 Medicaid Managed Care Rule

Sets Minimum Standards
To ensure plans have adequate health care provider networks

Promotes State Innovation
To improve access, quality, efficiency, and value

Requires plans spend at least 85% of revenues on medical care
While strengthening soundness rules to ensure payment can cover the costs of enrollee care

Encourages Participation in Marketplace Plan Subsidy Program
To promote stable enrollment and care when enrollees' income changes

Improves Consumer Rights and Protections

Source: S. Rosenbaum, The Medicaid Managed Care Rule: The Major Challenges States Face, The Commonwealth Fund Blog, May 2016.*

The Commonwealth Fund

MEDICAL HOME CAPABILITY

More Community Health Centers Are Becoming Patient-Centered Medical Homes

They are a critical source of care for low-income and minority populations.

Percentage of community health centers exhibiting high or medium levels of medical home capability

32% IN 2009

62% IN 2013

What is a Community Health Center?

Community health centers provide **essential health services** to all patients, even if they are uninsured or unable to pay. When these centers operate as medical homes—by, for instance, using **information technology tools**, a **team-based approach**, or providing **24/7** access to health professionals—they can care for patients more effectively and efficiently.

Find out more on commonwealthfund.org

Source: J. Ryan, P. Riley, M. Abrams, and R. Nocon, How Strong is the Primary Care Safety Net? Assessing the Ability of Federally Qualified Health Centers to Serve as Patient Centered Medical Homes, September 2015.

The Commonwealth Fund

HEALTH INSURANCE

Prescription Drug Coverage: How Employer & ACA Marketplace Health Plans Stack Up

When it comes to prescription drug costs, health insurance plans sold through the ACA's marketplaces lack the financial protection of employer-based plans.

Percentage of Plans Requiring Enrollees to Meet a Deductible Before Prescription Drug Coverage Kicks In

89% — Average — Employer Plans
83% — Platinum
63% — Gold
48% — Silver
9% — Bronze
3% — Catastrophic

Marketplace Plans

Source: J. Gabel, H. Whitmore, M. Green et al. Consumer Cost-Sharing in Marketplace vs. Employer Health Insurance Plans 2015. The Commonwealth Fund, December 2015.

The Commonwealth Fund

The Commonwealth Fund Health Care Affordability Index Explained

A composite measure that assesses the percent of adults ages 19–64 who were insured all year with either employer, individual, or marketplace coverage and had:

High Premium Costs
Premium costs were 10% or more of income or 7% or more of low income*

or

High Deductible Costs
Deductible equals 5% or more of income

or

High Out-of-Pocket Costs
Deductible equals 5% or more of income

In the past 12 months, how easy or difficult was it for you to afford your copays or coinsurance when you visited a doctor or clinic, or when you filled a prescription?

	VERY DIFFICULT OR IMPOSSIBLE	SOMEWHAT DIFFICULT	SOMEWHAT EASY	VERY EASY	
All Income Groups	17% 3	13	32	50	82%
<200% FPL	34% 9	25	23	42	65%
200–399% FPL	20% 4	16	37	43	79%
≥400% FPL	8% 1	7	30	62	92%

Privately insured adults ages 19–64 who were insured all year and pay a copayment or coinsurance*

Thinking about the health care that you and your family have received over the last 12 months, was there ever a time when a health care provider charged anyone in your family more than the insurance plan would pay and then billed for the difference?

No 68%
Yes 29%

36% Hadn't met deductible
26% Provider not within network
13% Not fully covered/over allowable amount

3% Don't know/refused

Privately insured adults ages 19–64 who were insured all year*

Privately insured adults ages 19–64 who were insured all year with high health care cost burdens*

53% <200% FPL
30% 200–399% FPL
14% ≥400% FPL

ALL INCOME GROUPS: 25%

<200% FPL	200–399% FPL	≥400% FPL
LESS THAN $23,340 FOR AN INDIVIDUAL	BETWEEN $23,340–$46,680 FOR AN INDIVIDUAL	GREATER THAN $46,680 FOR AN INDIVIDUAL
$47,700 FOR A FAMILY OF FOUR	$47,700–$95,400 FOR A FAMILY OF FOUR	$95,400 FOR A FAMILY OF FOUR

PHOTOGRAPHY

Photography is an essential part of expressing the humanity and emotional impact of The Commonwealth Fund's mission—particularly given the more policy-focused and data-driven content our work emphasizes. Through purposeful use of imagery that enhances our content, we can ensure that our messages resonate and our brand is more memorable.

PHOTOGRAPHY
OVERVIEW

Incorporating Photography

Since Commonwealth does not own a library of commissioned photography that can fit the diversity of image needs, cost-effective stock photography must often be relied upon when designing our visual communications. This presents the challenge of using photography that is authentic, high quality, and cohesive overall, while selecting photography from different sources and photographers

Selecting photography that achieves these 3 goals can be highly subjective and is dependent on the context and communications in which images will be used. For example, online, images can sometimes be very wide, but not high, in which case extra effort must be made to ensure that images chosen crop effectively.

Choosing photography that effectively represents The Commonwealth Fund brand ultimately is the responsibility of each person selecting images. To assist in this effort and help create greater cohesion in our use of photos in branded communications, the following pages provide guidelines, recommendations, and examples to help assist in evaluating the appropriateness of photography when selecting it.

The Commonwealth Fund Brand Standards

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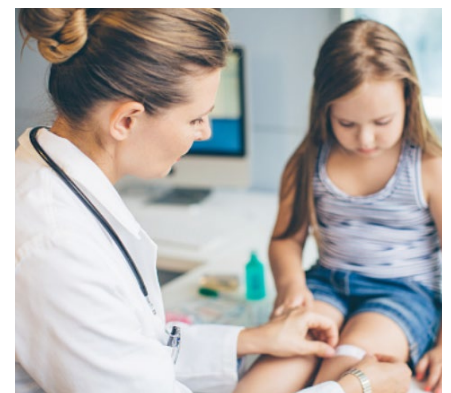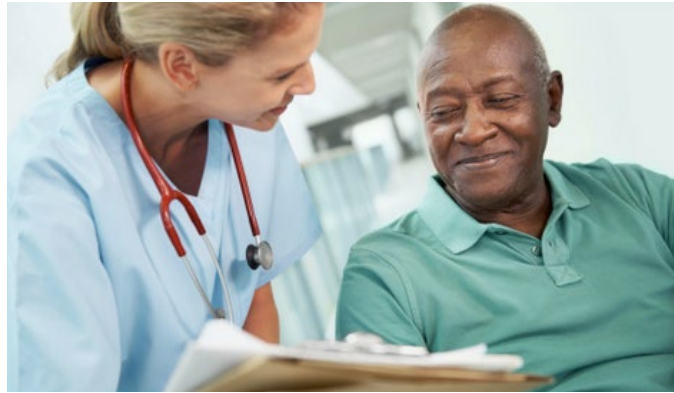
What to Look For

Commonwealth communications focus on serious issues of healthcare and healthcare policy in America—and the human impact these issues have on people. To represent this reality, aim to select high quality images that have some or all of following characteristics:

Editorial & Unscripted: Healthcare is a serious, often private issue. Photography should feel unstaged, as if it is documenting moments in the lives of those who receive, and provide care.

Authentic Emotions: Photography should reflect the realities of receiving care, expressing the dynamic range of human emotions that are part of healthcare-related issues.

Dynamic Compositions: Apply the "The Rule of Thirds" to select compositions that express scenes more dynamically, and look for photography with a depth of field that focuses attention on the main subject of your image.

Diversity: Healthcare is an issue that affects all Americans. Commonwealth's photography should reflect the racial, cultural, and socioeconomic diversity of the nation.

What to Avoid

Of course, photography lacking some or all of the characteristics described on the previous page is unlikely to be effective for Commonwealth communications. In addition, be wary of images that have the following characteristics:

Staring At You: Photography with people staring directly at the camera usually feel more appropriate for advertising, undermining the objectivity of Commonwealth's content.

Over-Smiling: Stock photography is often filled with people having far too good a time doing everyday things, resulting in images that feel staged and unrealistic.

Studio Lighting: Photos shot with lighting that isn't natural, is too targeted, or creates hard shadows often do not feel authentic.

Stylized & Cliché: Avoid using images that incorporate unrealistic photo imaging or color adjustments that are likely to be off-brand, or photos that rely on clichés to communicate their concepts.

The Commonwealth Fund Brand Standards

Confidential: Do not distribute without written consent from The Commonwealth Fund.

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COMMUNICATIONS

Commonwealth Fund's branded communications span a range of types and uses. While A flexible grid system has been developed for our collateral materials to assist with the quick execution of high-quality communications by employees across all of Commonwealth Fund's global offices.

Producing Issue Briefs

Issue Briefs are one of The Commonwealth Fund's most frequently produced communications. To efficiently produce them with consistency, we have designed a system of master templates for Issue Briefs that provide both an editorial and design structure to maximize the legibility and retention of Commonwealth content.

Issue Brief templates have master color palettes and style sheets for typography embedded in them, and should be used as the starting point for all new issue briefs. Please take care to use only the brand palettes and paragraph styles for typography when designing Issue Briefs.

The page grid and layouts included in Issue Brief master templates should provide the variety and flexibility needed for most content needs. Should content call for different layouts or type styles that are not included in the master templates, new ones can be added to the system so long as they work within the established page grid and use Commonwealth's brand colors and typefaces.

ISSUE BRIEF DESIGN SYSTEM

Producing Presentations

Commonwealth uses Powerpoint both for internal and external presentations, and as the primary tool for creating exhibits (charts) in our research. To create consistency across all of these uses, we have a system of master Powerpoint page templates and chart styles that should be used as the starting point for presentation and exhibit work.

Commonwealth's presentation system consists of a range of commonly used page types and chart types that provide a strong foundation for most presentation needs. In them, recommended type styles and sizes have been established, which should be maintained whenever possible.

Presentation master templates include options for screen-based and printed decks. The design system has two versions of the same layouts: one which uses Commonwealth's brand fonts (for when the presentation author(s) and audience will have access to them), and one which uses our default/system fonts, for cases where they will not (such as files are published online or authored by teams).

In cases where presentations or exhibits call for designs that are not included in our core set of templates, designers can create new layouts that work within the existing page grids and our broader Brand Standards.

COVERS & SECTION DIVIDERS, INTERNAL PRESENTATIONS

COVERS & SECTION DIVIDERS, EXTERNAL PRESENTATIONS

CONTENT PAGES & EXHIBITS, SAMPLE LAYOUTS