

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



LOGO, REVERSE ("KNOCKOUT")



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.

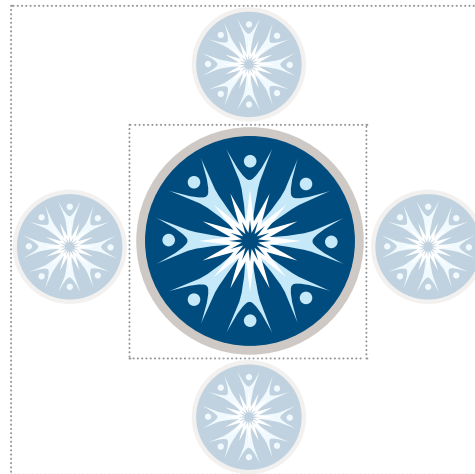
It is also important to maintain distance between Commonwealth's logo and the edges of the page or screen. While it is preferred that this space be the same as the clear space from foreground design elements, it is understandable that in certain instances, such as the masthead of a web page or the footer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

