

LOGO USAGE



WHITE



ICON



MINIMUM SIZE



1.5 inches wide
150px wide

FONT

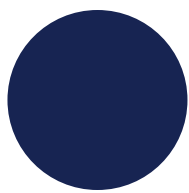
SANTA FE GROUP

HELVETICA LT CONDENSED REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ

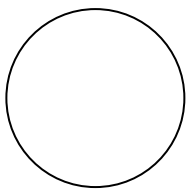
HELVETICA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

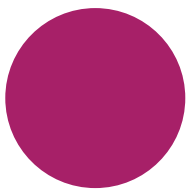
COLORS



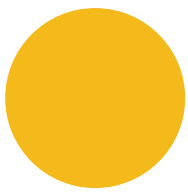
#172452
NAVY
(Primary)



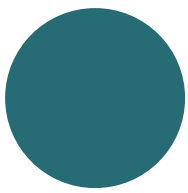
#FFFFFF
WHITE



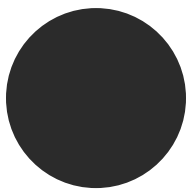
#A72068
MAGENTA
(Accent)



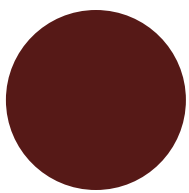
#F4BA1B
GOLD
(Accent)



#276C75
TEAL
(Accent)



#2B2B2B
CHARCOAL
(Text)



#561917
ORIGINAL
BROWN

RECOMMENDED COLOR RATIO



60%
WHITE

25%
NAVY

5%
TEAL

5%
MAGENTA

3%
GOLD

2%
CHARCOAL

PHOTOGRAPHY AND IMAGES



AUTHENTIC & HUMAN-CENTERED

Real people. Real care. Real impact.



DIVERSE & INCLUSIVE

Representing the communities we serve.



BRIGHT & OPTIMISTIC

Positive, welcoming environments that inspire trust.



FOCUS ON IMPACT & OUTCOMES

Driving meaningful change in oral and overall health.

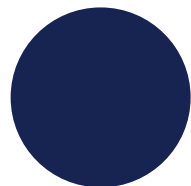




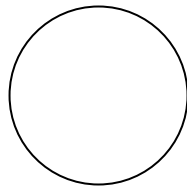


Oral Health as a Pathway to Wellness and Longevity

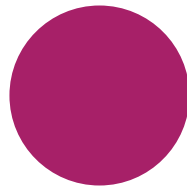
Washington, DC | June 22-24, 2026



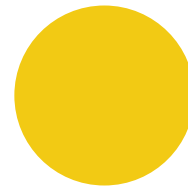
#172452
NAVY



#FFFFFF
WHITE



#A72068
MAGENTA



#F2CA14
YELLOW





Improving Lives Through Oral Health