The Kaleidoscope.

Health is a complex, diverse and dynamic system, just like our people and our community. The mark’s pinwheel-like movement signifies how our community’s health picture is always in motion and always evolving.

The Road to Well.

The pathways inside our mark represent the many ways people travel in order to restore and remain healthy. We like to say, “the road to WELL is paved with great investments.”

The Heads of Health.

Research, data and analysis — the 1s and 0s of our work — are depicted eight times (a byte of information) in the mark. When people ask us how we make funding decisions, we say, “data directs our decision-making.”

The Hearts of Health.

Georgetown Health Foundation is driven by a passion to support the health of every citizen. Our hearts translate that passion into compassion for people — from new babies to grandparents — who benefit most from quality care.
ACCEPTABLE LOGO USAGE

Please follow these visual instructions to maintain proper integrity of the logo.

FULL COLOR

TWO COLOR

ONE COLOR

GRAY VERSION

REVERSE LOGO ON SOLID COLOR

REVERSE LOGO ON SOLID COLOR
UNACCEPTABLE LOGO USAGE

To keep the integrity of the mark, please follow the guidelines listed and **DO NOT** apply any of these executions to the logo.

Alter sizes of elements

Reformat or alter sizes of elements

Change colors

Stretch

Change typefaces

Place over busy imagery

Add unnecessary drop shadows