

Business Group on Health

Brand Guidelines

Correct Use of Organization Name

Use **Business Group on Health** when referring to our organization. We do not preface with The. Referring to Business Group on Health as “the Business Group” is also acceptable, but only when it is a second reference. Using acronyms, like BGH, is not appropriate.

Mission Statement

Business Group on Health is a community of large employers dedicated to finding innovative solutions to health, well-being, and workforce strategy issues.

Company Description

Business Group on Health is the leading non-profit organization representing large employers’ perspectives on optimizing workforce strategy through innovative health, benefits and well-being solutions and on health policy issues. **The Business Group** keeps its membership informed of leading-edge thinking and action on health care cost and delivery, financing, affordability and experience with the health care system. Business Group members include the majority of Fortune 100 companies as well as large public-sector and mid-size employers, who collectively provide health and well-being programs for more than 60 million individuals in 200 countries.

Primary Logo Usage



Logo typeface

Our logo typeface is Averta Semibold.

Logo Colors



BGH Dark Blue Pantone: 548 C

CMYK: 97 / 71 / 45 / 36

RGB: 13 / 60 / 84 HEX: 231F20



BGH BrightBlue Pantone: 289 C

CMYK: 66 / 10 / 0 / 0

RGB: 54 / 179 / 232 HEX: 36B4E8

Logo with Tag Line



Driving Change Together

Logo should always be legible.



Monochrome Logos

Use the all-black version for better clarity against white or light-colored backgrounds. Branded grey can also be used when it is necessary to subdue the mark without compromising readability.

Against black or darker backgrounds, always use the all-white version of the logo.



Pantone: Black C
CMYK: 60 / 40 / 40 / 100
RGB: 0 / 0 / 0
HEX: 000000

Pantone: 254 C
CMYK: 0 / 83 / 100 / 0
RGB: 160 / 41 / 143 HEX: A0298F

Should you have a question about logo usage not explicitly stated, please [contact us](#).