

AffordaCare / Fonts & colors

Quick reference | September 28, 2026

Fonts

Helvetica / Arial

System sans for websites; Helvetica or Arial for documents.

Web stack: Apple system sans, Helvetica Neue, Helvetica, Arial.

Clear, not cute.

Use plain, direct language that is easy to understand.

Digital Colors



Logo slate
#273947



Logo gray
#ABAAAAB



AffordaCare slate
#263846



Deep slate
#172733



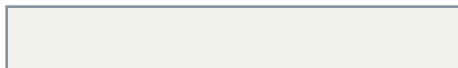
Action blue
#155B8A



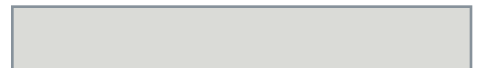
Ink
#111820



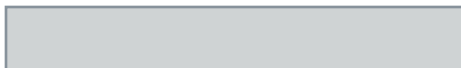
Secondary text
#5D666D



Stone
#F1F0EC



Deep stone
#DADBD7



Divider
#CFD3D4



White
#FFFFFF

Use original logos and preserve their proportions and colors.

Digital HEX values shown; approved print conversions are not supplied.