

Logo

The oatmeal logo in color, featuring a stylized leaf icon above the word "oatmeal".The oatmeal logo in white, featuring a stylized leaf icon above the word "oatmeal".

- Use the color logo on white or light backgrounds and the white logo on dark backgrounds or photos.
- Keep clear space around the logo at least the height of the leaf icon.
- Do not stretch, recolor, rotate, add effects, or change the lettering.
- Minimum width: 100 px on screen, 1 inch in print. Use the leaf icon alone for small spaces like avatars.

Colors



Clinical Teal

#0B8275

Buttons, accents, large text



Deep Teal

#097568

Small teal text, links



Bright Teal

#2FC2AE

Teal text on navy



Night Navy

#0A1628

Headlines, dark sections



Slate

#556272

Body text



Leaf Gold

#FFCD35

Logo leaf



Leaf Amber

#D79628

Logo leaf



Leaf Brown

#A56328

Logo leaf



Logo Black

#000000

Logo wordmark

Typography

DM Sans

Headlines. Bold, tight letter spacing. Free on Google Fonts.

Inter

Body text, labels, and UI. Free on Google Fonts.

The wordmark is set in Myriad Pro and converted to outlines. Always use the supplied logo files rather than typing the name in a font.

Questions about brand use: hello@oatmealhealth.com