Brand Values
Below are a list of acceptable and prohibited names for the agency.

We're aware we share an acronym with a federal agency; in cases where both agencies are referenced, please write out "Iowa Department of Health and Human Services."

- ✓ HHS
- ✓ IOWA HHS
- ✓ IOWA DEPARTMENT OF HEALTH AND HUMAN SERVICES
- ✗ IA HEALTH LINK
- ✗ IHHS
- ✗ DHHS
- ✗ IDHHS
- ✗ IAHHS
MISSION AND VISION

SOCIETAL VISION STATEMENT
Individuals, families and communities are safe, resilient and empowered to be healthy and self-sufficient.

ORGANIZATIONAL VISION STATEMENT
Iowa HHS is a trusted leader and partner in protecting health and providing high quality, equitable services.

MISSION
Iowa HHS provides high quality programs and services that protect and improve the health and resiliency of individuals, families and communities.
GUIDING PRINCIPLES

Data-Driven
We make informed, data-driven, and evidence-based decisions to drive quality and improve results.

Accountability
We use public resources responsibly to improve lives through the programs and services we provide.

Integrity
We generate trust through honest, respectful, and reliable work that we can be proud of.

Equity
We actively identify and remove barriers to access and inclusion so that we can provide all individuals an opportunity to succeed.

Communication
We communicate in a thoughtful and coordinated way to ensure individuals are well informed about our work.

Collaboration
We facilitate meaningful partnerships that focus on the voices of the individuals and communities we serve.
LOGO ANATOMY

**WORDMARK LOGO**: a type of logo design that includes only the entity name — no symbols, mascots, or badges.

*Examples: Google, Disney, FedEx*

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**SERIF FONTS**
Serif fonts provoke a sense of *authority* and *stability*.

**SANS SERIF FONTS**
Sans serif fonts provoke ideas of *progress* and *forward-thinking*.

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*more about our fonts in the Typography section*
The HHS looks to Iowa’s history to shape a healthy future for the next generation. Likewise, our logo brings together traditional values with contemporary design.

**PRIMARY LOGOS**
- Formal letterheads
- Powerpoint covers
- Public notices
- Formal report covers

**SECONDARY LOGOS**
- Basic letterhead
- Small print
- Co-branding
- Social media images
- T-shirts
STATE OF IOWA DEPARTMENT OF
Health and Human Services

Public Health
IOWA HHS
**COLOR PALETTE**

**Primary**
- Trusted Blue
- Goldfinch
- Evergreen

**Accent**
- Red Stable
- Dragonfly
- Acorn
- Geranium
- Monarch Orange

**Secondary Accent**
- Robin’s Egg
- Wild Rose
- Sunshine

Data sets like bar graphs should use these colors in this order:

1. Trusted Blue
2. Goldfinch
3. Evergreen
4. Red Stable
5. Dragonfly
6. Acorn
7. Geranium
8. Monarch Orange
9. Robin’s Egg
10. Wild Rose
13. Sunshine
LOOK AND FEEL
LOOK AND FEEL

Provider Training
Find Resources
Learn Quick Tips
Connect with Peers

STATE OF IOWA DEPARTMENT OF
Health and Human Services

IOWA HHS

IowaHHS
MEMORANDUM FOR THE DIRECTOR

FROM: Julie Allison, Child Care Bureau Chief

SUBJECT: Federal Stimulus Update

PURPOSE: To provide an update on the federal stimulus and its impact on the child care bureau.

BACKGROUND/SUMMARY: The federal stimulus has provided significant funding to support the child care industry. This funding has allowed for necessary improvements and expansions to child care programs across the state.

DISCUSSION: The funding has been allocated to enhance the quality of care, increase accessibility, and support the workforce. It has also helped in addressing the pandemic-related challenges faced by child care providers.

RECOMMENDATION: It is recommended that the director approve the allocation of the federal stimulus funds to ensure the continued support and improvement of child care services.

Jane Doe
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PHOTOGRAPHY

Photography is an important extension to reinforce who we are. Photos should feel bright, hopeful, natural, familiar to the midwest. Be mindful to represent racial diversity in an empowering light, avoid harmful stereotypes.

WHY NOT THESE?

HHS communications should reflect authenticity at every channel. Photo subjects and backgrounds should feel relatable to the demographics we serve.

- No illustrations or collages
- No multi-racial groups looking at the camera
- No exaggerated gestures
- No one-color backgrounds*
- Indoor background should reflect income limits for HHS services
- Outdoor background must be realistic to the midwest

*If you need room for words on a photo, talk to Laura Jordan at ljordan@dhs.state.ia.us