



Healthiest State

— INITIATIVE —

Brand Guidelines

External Use

Brand Guidelines

Overview

About HSI

The Healthiest State Initiative is a nonpartisan, nonprofit organization intended to inspire Iowans to improve their physical, social and emotional well-being - and help Iowa become the healthiest state in the nation.

The Healthiest State Initiative shines a spotlight on health and well-being topics, highlights existing programs that improve well-being, and creates new projects that will help Iowa achieve its goal.

To be successful, the Healthiest State Initiative engages individuals, families, businesses, faith-based organizations, not-for-profits and the public sector in a community-focused effort.

Brand Identity

The Healthiest State Initiative gives focus to Iowa's ambitious objective to become number one in well-being. Its brand identity – including its name and logo – is part of the focus.

This set of Brand Guidelines describes appropriate use of the brand identity. These Brand Guidelines are designed to encourage widespread use of the identity and to support efforts to reach our common goal.

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Brand Guidelines

Logo and Logo Usage

Primary Logo

The 2-color logo should be used whenever possible. The primary logo format is the horizontal logo.



Inverse Logo

The inverse logo should be used when necessary to make the "Healthiest State" name more visible on colored backgrounds.



Black and White Logo

The black and white logo should be used only if color printing is unavailable.



Brand Guidelines

Logo and Logo Usage

Icon-Only and Type-Only Treatment

The icon and type of the logo can be used independently of one another.



Icon-Only



Type-Only

Usage Requirements

The Healthiest State Initiative logo should be surrounded by a generous amount of clear space. To make sure there is enough space, the height of the area from the rule to the bottom text (X) should be maintained around the entire logo. In general, when printed the icon should be at least one-inch wide.



Brand Guidelines

Logo and Logo Usage

Unacceptable Logo Usage



DO NOT change the size relationship between the logo and logotype.



DO NOT condense, expand or stretch any part of the logo.



DO NOT modify the colors in the logo.



DO NOT place the logo on a complex background or background that makes any part of the logo difficult to read.

Brand Guidelines

Fonts

Primary Font

For materials created by the Healthiest State Initiative, the following font is designated. Other users of the logo may use fonts as they deem appropriate; sans serif fonts (such as as Arial or Helvetica) are preferred.

Open Sans Light

Open Sans Light Italic

Open Sans Regular

Open Sans Italic

Open Sans Semibold

Open Sans Semibold Italic

Open Sans Bold

Open Sans Bold Italic

Open Sans Extrabold

Open Sans Extrabold Italic

Standard Usage

Headline: Open Sans Semibold

Subhead: Open Sans Light

Body Copy: Open Sans Regular

Brand Guidelines

Colors

Primary Colors



RGB: 0, 141, 103 **CMYK:** 86, 21, 74, 6
HEX: #008D67



RGB: 198, 207, 0 **CMYK:** 25, 5, 100, 0
HEX: #C6CF00

These colors should be used within materials made by the Healthiest State Initiative whenever possible.

Secondary Color



RGB: 102, 103, 102 **CMYK:** 60, 51, 51, 20
HEX: #666766

This color should be used as a compliment to the primary colors.

Brand Guidelines

Imagery

Primary Imagery

Main imagery should consist of appropriate icons of various sizes and in the Healthiest State color palette. Many icons have already been created, but the icon bank can be expanded if created in this style.



Secondary Imagery

Sometimes, the need for photography may arise. If needed, photography should be bright, clean lifestyle photography.

Brand Guidelines

Secondary Logos

To support its objective of helping Iowa becoming the healthiest state in the nation, the Healthiest State Initiative occasionally creates new projects or programs. Below are some examples.



In general, any individual or organization qualified to use the Healthiest State Initiative logo may use other logos that are part of the Initiative. Use should be limited to logos as supplied by the Healthiest State Initiative without modification.

Co Branding

In co branding situations with multiple logos, the Healthiest State logo should be placed first. It should appear above or to the left of any other logos.

Contact Info

If you have any questions regarding the brand guidelines or would like to request access to the Healthiest State Initiative logo or icon library, please contact info@iowahealthieststate.com.