



IOWA
DEPARTMENT
OF PUBLIC
HEALTH

Brand Standards Guide

VERSION 1.0

Brand Standards Guide

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HOW TO ORDER STYLE ELEMENTS

There are many different Your Life Iowa style elements available for use in your communications. Email YLI@idph.iowa.gov for more information and/or assistance in using the Your Life Iowa style elements.

When facing challenges relating to alcohol, drugs, gambling, mental health or suicidal thoughts, many of us who live in Iowa just didn't know where to turn.

To help solve this problem, the Iowa Department of Public Health launched Your Life Iowa in 2017. Now there is one convenient place to go for free, confidential support. Your Life Iowa simplifies the process of getting help 24/7. So no one is ever alone.

This guide is designed to help create powerful communications to support the Your Life Iowa brand. It contains key brand messages and graphic elements that connect with the audience and inform them that Your Life Iowa will walk beside them. Always.

THE AUDIENCE TOLD US WHAT YOUR LIFE IOWA SHOULD BE.

Your Life Iowa conducted focus groups with 63 participants across the state exploring attitudes and perceptions surrounding the challenges of alcohol, drugs, gambling, mental health and suicidal thoughts.

The focus group participants saw a link between these problems without prompting. And time and again, the research found that even if they weren't dealing with these challenges themselves, they knew of people who were.

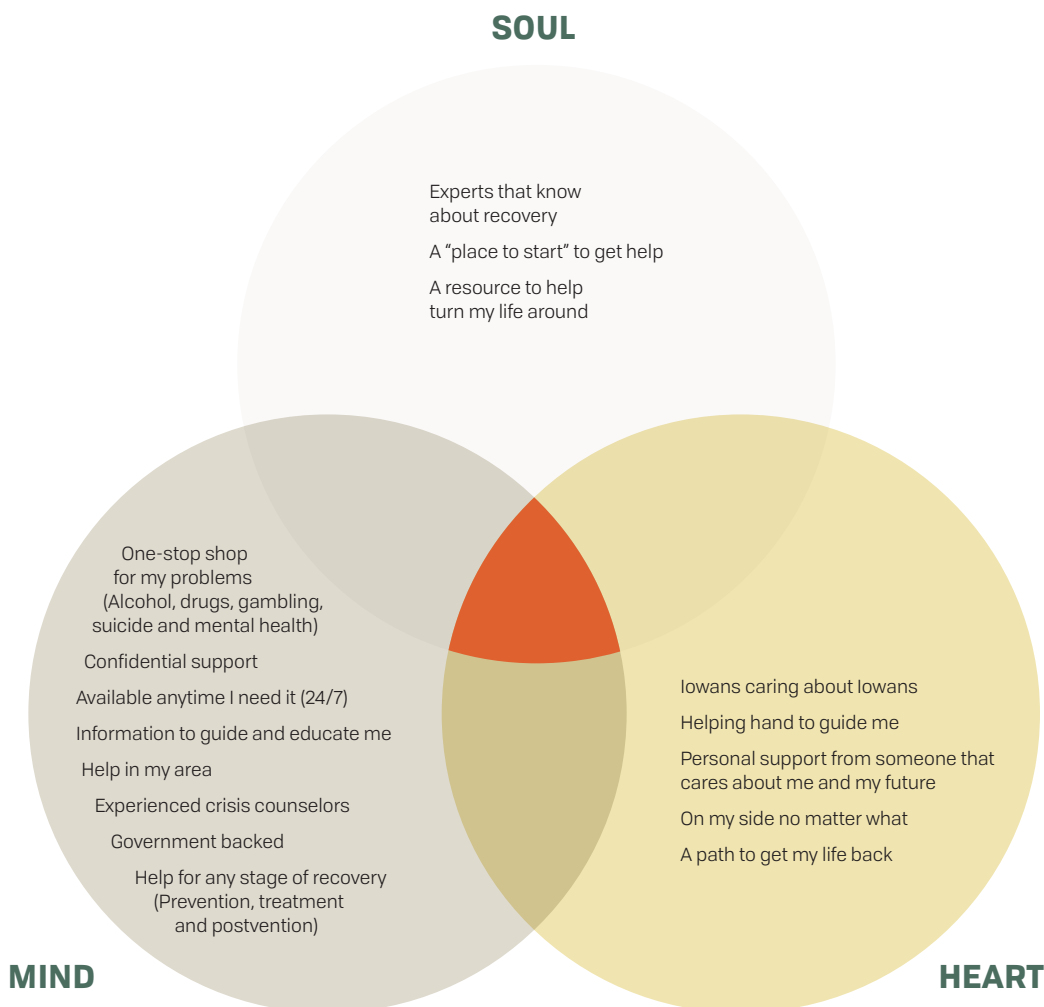
Moreover, the focus groups said they saw value in Your Life Iowa as being a "one-stop shop" for helping people with these problems. And they gravitated toward the simplicity and honest/helpful nature of the brand.

These audience insights were then analyzed through a brand construct called Mind, Heart and Soul. The analysis was further refined into Messaging Priorities and the Unique Brand Advantage. As a final tool, a brand manifesto was developed to give Your Life Iowa a distinct voice.



MIND, HEART AND SOUL

The Mind, Heart and Soul brand construct organizes customer comments into three areas. The Mind is what the audiences thinks of us from a rational perspective. Usually, the rational is a good place to find support for communications, but it rarely differentiates a brand meaningfully from its competition. That is usually the role reserved for the Heart, which is where the emotional aspects of the brand resonates with the customers. The Soul contains what the audience would miss if Your Life Iowa didn't exist.



The three areas where the Mind, Heart and Soul overlap are called the Messaging Priorities. These identify what audiences want to know about Your Life Iowa and capture the compelling truths about the brand that the audience embraces every day.

MESSAGING PRIORITY #1: JUDGMENT FREE

Your problem is our problem. We want to make sure you're put on the right path to have a successful future. That's why we leave our judgment at the door. It makes it easier to help put you on the right path to recovery.

MESSAGING PRIORITY #2: YOU'RE NOT ALONE

Many of us face these same challenges every day. We know it's hard, but when you have someone there for you every step of the way it helps. We're always here.

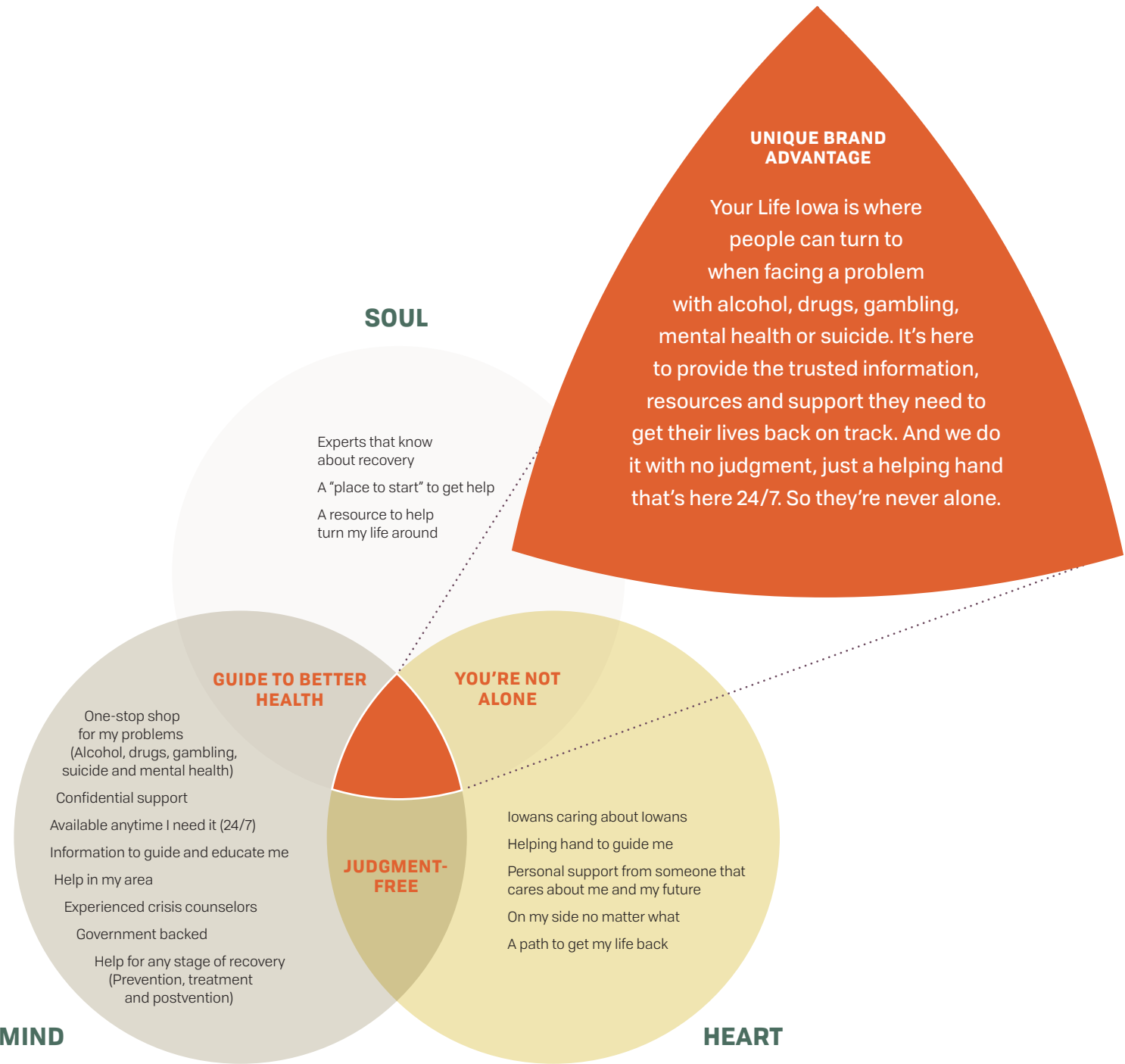
When you're tempted. We're here. When you're struggling. We're here. When you just need someone to talk to. We're here.

MESSAGING PRIORITY #3: GUIDE TO BETTER HEALTH

We offer the information, support and guidance to help people get their life back to a good place.



The intersection at the center of the brand construct is the Unique Brand Advantage. This takes into account aspects of the brand from the Mind, Heart and Soul.



The brand manifesto takes the insights from the Mind, Heart and Soul and gives a common point of reference. So everyone understands the brand, what is offered and where it will lead us. The brand manifesto establishes the brand voice in terms of how it is expressed and also serves to provide a guide to delivering on the promise on a daily basis.

WALKING BESIDE THEM

Alone can be a scary place. Especially when facing challenges with alcohol, drugs, gambling, suicide or mental health.

That's why we exist.

We're who people turn to when they don't know where else to go. Who they look to for help when they're worried about someone they love. Who they lean on when they can't stand on their own.

We're their starting place. Their lifeline. Where every call, every online chat, every text is a helping hand providing the support they need to get their life back on track.

It's a grandpa who's losing his family because of his drinking. It's a mom who knows her gambling's gone too far. It's a son scared to talk to his parents about suicidal thoughts.

They're why we do what we do.

We know it can be hard to reach out. But the minute someone does, we're here to guide them. Letting them know we're here for them, no matter what. Because right now they might not have anyone else who is.

We provide confidential support, 24/7. We give them reliable information and resources. We connect them to experts who know how to listen. And we do it with no judging. Just helping.

After all, we know the power of having someone in your corner. Someone who takes your hand and says everything's going to be okay — we're here, and we're not going to let you down.

We're people caring about people. Walking beside them throughout their life, no matter what they're facing.

So they're never, ever alone.

Consistent and appropriate use of these colors will create a strong and consistent visual presence for the Your Life Iowa brand. Specifications for each color are provided for both print and digital use. Pantone colors and CMYK values are provided for color printing applications. RGB and HEX values are provided for digital applications.

The secondary color palette creates a complimentary balance for design accents. These colors should be used in support of the primary color palette.

PRIMARY COLORS



Pantone
7579 C

CMYK: 7 / 75 / 91 / 2
RGB: 212 / 99 / 64
HEX: d46340



Pantone
5195 C

CMYK: 53 / 71 / 41 / 26
RGB: 107 / 80 / 89
HEX: 6b5059



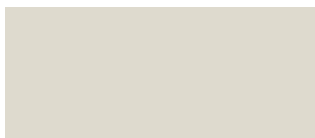
Pantone
5545 C

CMYK: 70 / 39 / 60 / 23
RGB: 80 / 107 / 102
HEX: 506b66



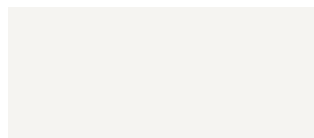
Pantone
7499 C

CMYK: 6 / 7 / 35 / 0
RGB: 232 / 217 / 168
HEX: e8d9a8



Pantone
7527 C (80%)

CMYK: 12 / 10 / 17 / 0
RGB: 229 / 222 / 207
HEX: e5decf



Pantone
7527 C (30%)

CMYK: 3 / 3 / 4 / 0
RGB: 247 / 245 / 240
HEX: f7f5f0



Pantone
Black C

CMYK: 0 / 0 / 0 / 100
RGB: 0 / 0 / 0
HEX: 000000



White

CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255
HEX: ffffff

SECONDARY COLORS



Pantone
108 C

CMYK: 2 / 11 / 100 / 0
RGB: 255 / 221 / 0
HEX: ffd000



Pantone
2178 C

CMYK: 58 / 26 / 22 / 9
RGB: 112 / 143 / 153
HEX: 708f99



Pantone
635 C

CMYK: 34 / 2 / 7 / 0
RGB: 156 / 217 / 224
HEX: 9cd9e0



Pantone
2613 C

CMYK: 71 / 100 / 21 / 8
RGB: 108 / 53 / 118
HEX: 6c3576

NOTE: color builds in this guide are based on approximations of visual continuity rather than programmatic consistency.

In order to maintain quality and uniformity, the Your Life Iowa logo must be reproduced using the criteria found in this guide. There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility.

There is no maximum size for the logo. Minimum sizes are as shown here.

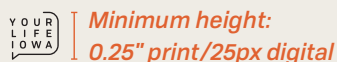
PRIMARY LOGO



SMALL SPACE/AVATAR/FAVICON LOGO



This version of the Your Life Iowa logo should only be used in special instances when the primary and secondary logos will not be legible if placed within small, constrained spaces. The full logo should always appear elsewhere (e.g. social media header image).



Place the Your Life Iowa logo with adequate clear space on all sides. Maintaining proper clear space around the logo maximizes its impact and legibility. It should be free of words or distracting graphics.

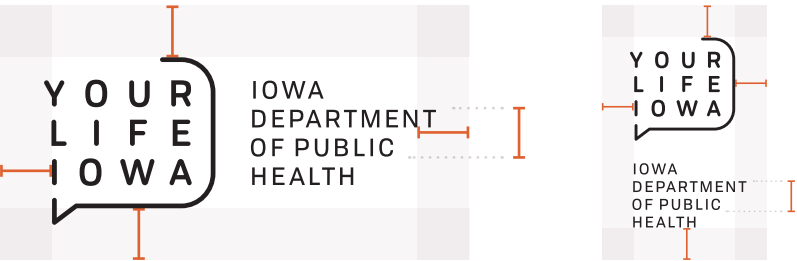
PREFERRED CLEAR SPACE

The preferred clear space is the height of all four lines of the “Iowa Department of Public Health” component. To compensate for line length, the space on the right side is inset to the “N.”



MINIMUM CLEAR SPACE

To maximize legibility in small spaces, the minimum clear space should be no less than the height of two lines of the “Iowa Department of Public Health” component.

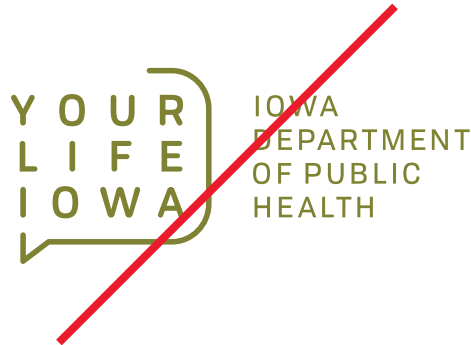


Logo Guidelines

The Your Life Iowa logo can be reproduced in any of the primary or secondary brand colors. It may also be placed on a field of any of the primary or secondary brand colors—or atop photography—provided the contrast ratio meets your project’s requirements. When placing the logo atop photography, take special care to avoid busy areas so the impact of both the logo and the photo are not diminished.



The following are examples of improper use and should be avoided.



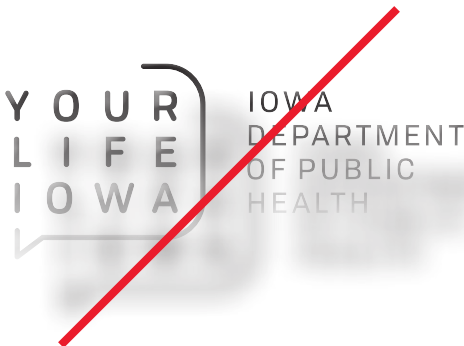
DO NOT modify color



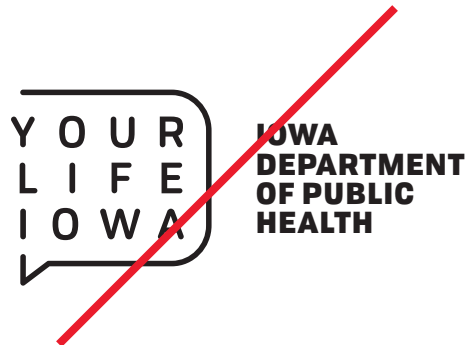
DO NOT stretch or alter proportions



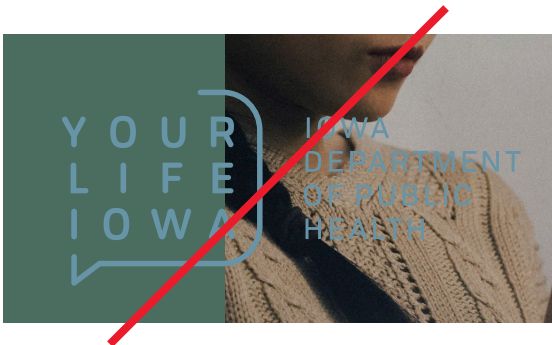
DO NOT rotate



DO NOT apply shadows, gradients, or other effects



DO NOT modify type or elements



DO NOT place on background that compromises legibility

Our brand typefaces are Tofino and Edmondsans. Tofino is a simple, straightforward typeface and is used for all applications. To add flexibility, the Edmondsans family—a more curvilinear option—can also be used. For body copy, use book or regular weights.

When access to the brand typefaces is limited, use the universally available Arial family.

Keep typography simple. Do not overcrowd layouts and use only a few different type sizes. Instead, use weight to draw emphasis.

TOFINO

AaBb

No judgment. Just help.

EDMONDSANS

AaBb

No judgment. Just help.

TOFINO THIN

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 , . ; " ' < > \ / ~ ? ! @ # \$ % ^ & * () []

TOFINO LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 , . ; " ' < > \ / ~ ? ! @ # \$ % ^ & * () []

TOFINO BOOK

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 , . ; " ' < > \ / ~ ? ! @ # \$ % ^ & * () []

TOFINO REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 , . ; " ' < > \ / ~ ? ! @ # \$ % ^ & * () []

TOFINO MEDIUM

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 , . ; " ' < > \ / ~ ? ! @ # \$ % ^ & * () []

TOFINO BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 , . ; " ' < > \ / ~ ? ! @ # \$ % ^ & * () []

TOFINO BLACK

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 , . ; " ' < > \ / ~ ? ! @ # \$ % ^ & * () []

TOFINO ULTRA

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 , . ; " ' < > \ / ~ ? ! @ # \$ % ^ & * () []

TOFINO THIN ITALIC

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789,.;'""'<>\ / ~ ? ! @ # \$ % ^ & * () []

TOFINO LIGHT ITALIC

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789,.;'""'<>\ / ~ ? ! @ # \$ % ^ & * () []

TOFINO BOOK ITALIC

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789,.;'""'<>\ / ~ ? ! @ # \$ % ^ & * () []

TOFINO REGULAR ITALIC

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789,.;'""'<>\ / ~ ? ! @ # \$ % ^ & * () []

TOFINO MEDIUM ITALIC

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789,.;'""'<>\ / ~ ? ! @ # \$ % ^ & * () []

TOFINO BOLD ITALIC

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789,.;'""'<>\ / ~ ? ! @ # \$ % ^ & * () []

TOFINO BLACK ITALIC

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789,.;'""'<>\ / ~ ? ! @ # \$ % ^ & * () []

TOFINO ULTRA ITALIC

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789,.;'""'<>\ / ~ ? ! @ # \$ % ^ & * () []

EDMONDSANS REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 , . ; “ ” ’ < > \ / ~ ? ! @ # \$ % ^ & * () []

EDMONDSANS MEDIUM

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 , . ; “ ” ’ < > \ / ~ ? ! @ # \$ % ^ & * () []

EDMONDSANS BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 , . ; “ ” ’ < > \ / ~ ? ! @ # \$ % ^ & * () []

Universal Substitute

ARIAL REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 , . ; “ ” ’ < > \ / ~ ? ! @ # \$ % ^ & * () []

ARIAL BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 , . ; “ ” ’ < > \ / ~ ? ! @ # \$ % ^ & * () []

ARIAL ITALIC

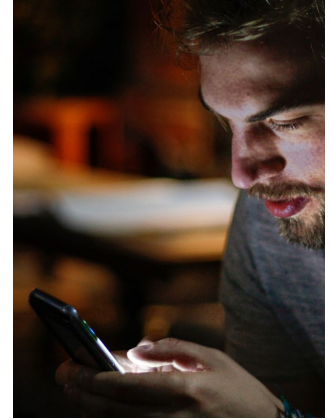
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 , . ; “ ” ’ < > \ / ~ ? ! @ # \$ % ^ & * () []

ARIAL BOLD ITALIC

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 , . ; “ ” ’ < > \ / ~ ? ! @ # \$ % ^ & * () []

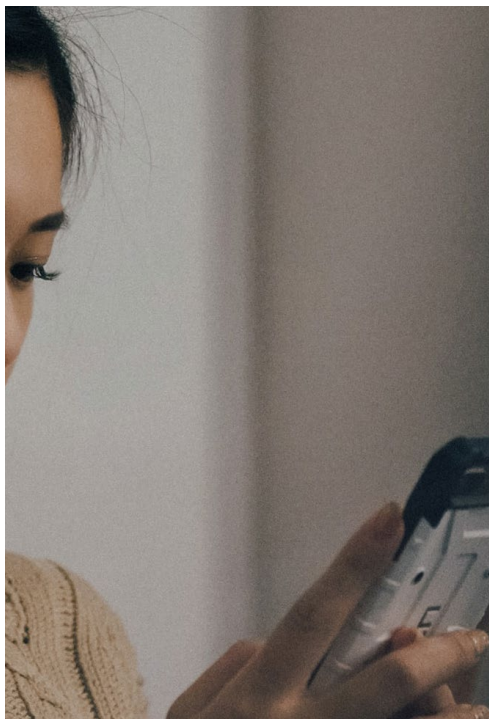
PHOTOGRAPHY AND IMAGE SELECTION

Use simple, high-quality imagery that shows people engaging with Your Life Iowa, seeking or surrounding themselves with help and support, and looking resolute or hopeful.



CROPPING

Selectively crop images to focus on what is being communicated.



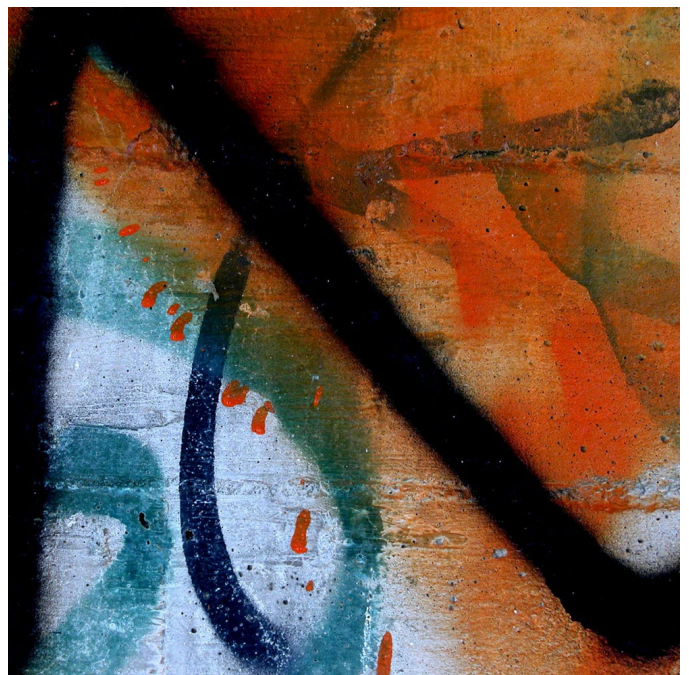
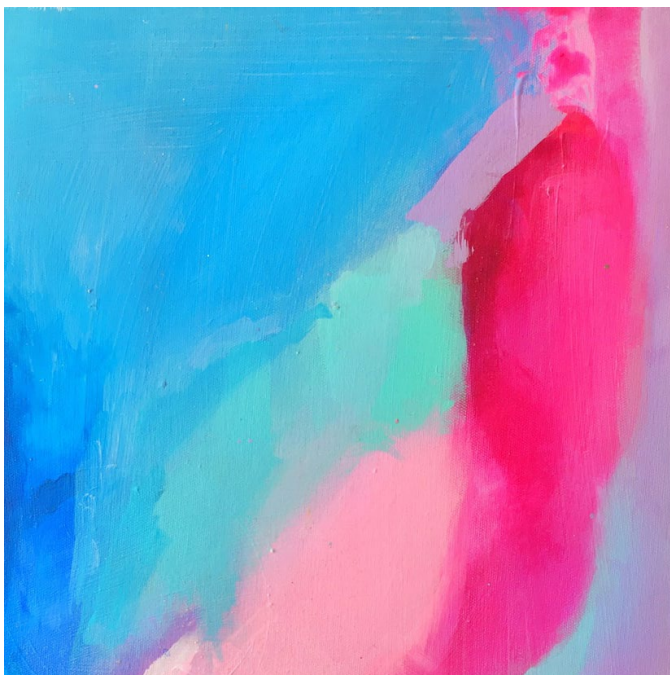
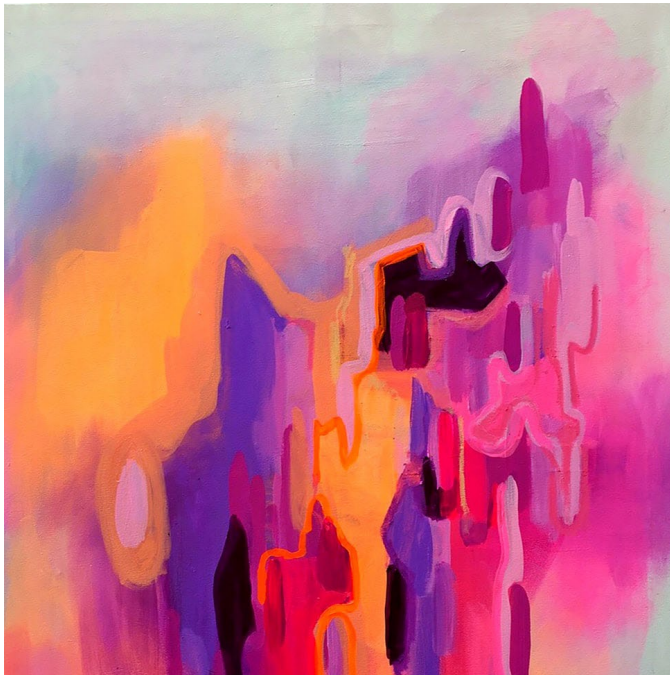
While both of these image crops are acceptable, cropping this image differently shifts the intent from an *individual* reaching out for help to the *act* of reaching out for help.



While both of these image crops are acceptable, cropping this image differently shifts the intent from an *individual* feeling hopeful and on the road to recovery to the *idea of* recovery and moving forward with life.

TEXTURAL IMAGES

When concepts are abstract, or when featuring people is inappropriate, choose images that help to communicate emotions or an emotional state through texture.



GRADIENTS/COLOR WASH

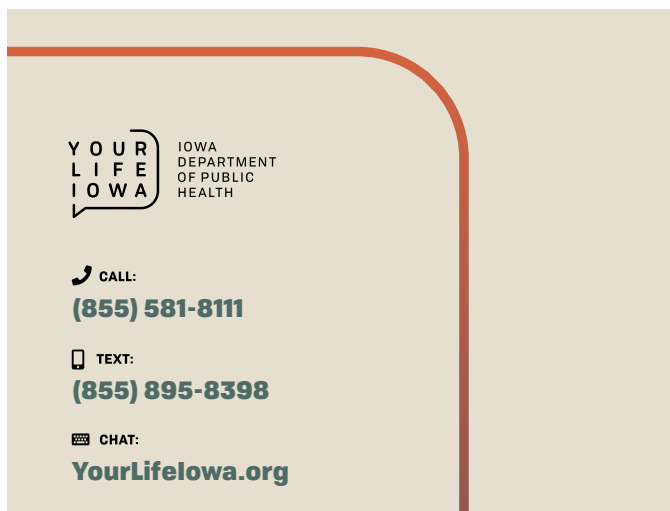
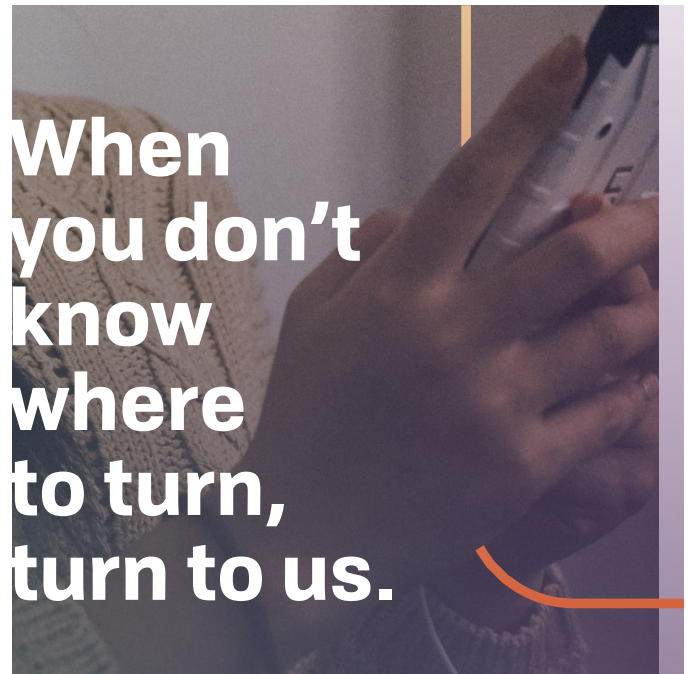
To create a consistent tone and to pull disparate stock photography into alignment with the Your Life Iowa brand, brand colors or brand color gradients can be used as washes and overlays atop images and behind text.



CURVED BAR

The curved bar mimicks the Your Life Iowa logo's speech bubble. It can be used to bring attention to specific parts of images or text. It can be any brand color or gradient.

When using with imagery, depth can be created or enhanced by weaving the curved bar into the image's foreground and background. Special care should be taken to integrate the bar in a way that is photographically believable.




ICONOGRAPHY

Use icons from FontAwesome (fontawesome.com/pro) to build layouts and call attention to copy.



CALL/TEXT/CHAT

When possible, use consistent structure to represent the Your Life Iowa calls-to-action. Colors should be adjusted to integrate into your piece.

 **CALL:**
(855) 581-8111


 **TEXT:**
(855) 895-8398

 **CHAT:**
YourLifelowa.org

 **CALL:**
(855) 581-8111

 **TEXT:**
(855) 895-8398

 **CHAT:**
YourLifelowa.org

 **CALL:**
(855) 581-8111

 **TEXT:**
(855) 895-8398

 **CHAT:**
YourLifelowa.org

CONNECT WITH YOUR AUDIENCE BY USING PERSON-CENTRIC LANGUAGE.

When someone is thinking about reaching out to Your Life Iowa, they're likely feeling the most alone they ever have and unsure about how to get help. We want to do everything we can to encourage them to make the call.

That's why when writing Your Life Iowa materials, it's important to use language that doesn't reinforce negative stereotypes. This means using terms that are caring and sympathetic, rather than demoralizing and stigmatizing. So, when people are experiencing some of the worst times in their life, they always know they can turn to Your Life Iowa for support without judgment.

This language guide provides ideas when talking about mental health, substance abuse and problem gambling. While this section will be constantly evolving, it's a good place to look before starting to write.

ALCOHOL & DRUGS

New Language	Old Language
Someone dealing with substance abuse	Addict/substance abuser
Person with alcohol use disorder	Alcoholic
Person who misuses alcohol or drugs	User
Reoccurrence	Relapse
Person in recovery	Former addict
Unaware of their capabilities	Helpless
Unaware of their opportunities	Hopeless
Addiction free	Sober
Person disagrees with their diagnosis	Denial
Barriers to change	Weaknesses

GAMBLING

New Language	Old Language
Someone whose gambling is causing difficulties	Problem gambler
Individual	Gambler
Person disagrees with their diagnosis	Denial

Note: "Problem gambling" is acceptable as long as it's not referring to a person. For example, it's fine to say, "Problem gambling is a public health issue."

MENTAL HEALTH

New Language

Old Language

Individual with mental illness*

Mentally ill person

Person with thoughts of suicide*

Suicidal person

Child in foster care*

Foster-care child

Died by suicide, completed suicide or killed him/herself

Committed suicide

Attempted suicide

Unsuccessful suicide

Suicide attempt

Suicide gesture

Mental health

Mental illness

Self-harm

Hurt yourself, Self-mutilation

Died by suicide

Successful suicide

Experiencing, or being treated for, or has a diagnosis of, or a history of, mental illness

Suffering with or victim of mental illness

Note- The use of “person first” language puts the person before their disability.

SUICIDE

New Terms

Meaning

Attempt survivor

Someone who attempted suicide and lived.

One bereaved by suicide

Alternative to suicide survivor.

Suicide-loss survivor

Alternative to suicide survivor.

Peer support

Utilizing participants as the experts.

Lived experience

Someone with personal experience with mental health.

New Terms

Meaning

Attempt survivor

Someone who attempted suicide and lived.

One bereaved by suicide

Alternative to suicide survivor.

Suicide-loss survivor

Alternative to suicide survivor.

Peer support

Utilizing participants as the experts.

Lived experience

Someone with personal experience with mental health.

Terms to Avoid

Reason

Permanent solution to a temporary problem.

This may sound like you do not take the person and their situation seriously. It's also not necessarily true in that we don't know if the problem is temporary. It is a cliché that should no longer be used.

Selfish

Telling someone that their thoughts of suicide are selfish limits their comfort with seeking help in the future.

Without warning

Most, but not all, people who die by suicide exhibit warning signs.

Bullycide

Although bullying may be a factor contributing to suicide, there is an underlying mental health issue to be considered.

Unsuccessful suicide

The use of this language can exacerbate rather than improve the dialogue surrounding suicide and depression. It also implies that attempting to kill yourself and then surviving is considered "unsuccessful."