



# Visual Identity System

## Your Life Iowa

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Iowans need a place they can turn to for help when dealing with difficult life problems like alcohol and drugs, problem gambling and suicidal thoughts. That's why the Iowa Department of Public Health created Your Life Iowa, a resource that helps Iowans learn more about these problems, determine their risk and find help near them. They can call, text or live chat with someone who can direct them to the help they need 24/7, 365 days a year.

To connect with as many people as possible, we need to ensure all Your Life Iowa communications look consistent. Not only does this consistency help build brand equity, it makes our communications more powerful – and more memorable – to our audience over time.

# Overview

We've created building blocks for communicating Your Life Iowa's visual identity, which is comprised of core elements including logo, color and type, as well as photography and graphic treatments. The range of tools is designed to be flexible and expandable – so you can use your creativity to innovate across all media.

## LOGO



Your Life Iowa

## COLOR



## TYPOGRAPHY

Edmondsans

Regular

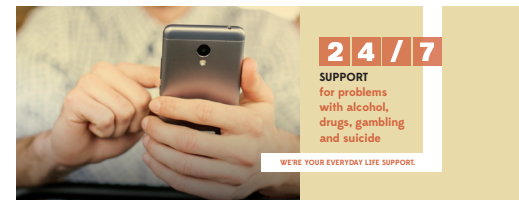
**Medium**

**Bold**

## PHOTOGRAPHY



## APPLICATIONS



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POSITIONING STATEMENT

Whatever problem you're facing, help is available. Your Life Iowa provides support for your life, anytime you want it.

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## OUR TONE

caring / genuine / supportive / helpful /  
respectful / resourceful / informative

### How to use it:

While our strengths help guide content choices, our tone creates consistency in how that content is delivered. Keep these words in mind when creating communications to maintain a distinct tone of voice and ensure Your Life Iowa's personality shines through.

# Logo

## Logo Size

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. The Your Life type treatment should always be set in Edmondsans Regular, upper lower case.

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

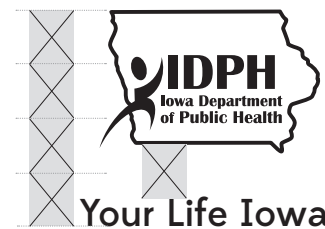
## LOGO SIZE



Your Life Iowa



The space from the IDPH logo and the Your Life Iowa type treatment should be 1/4 the logo and mark.



Minimum size  
Digital: 100px wide  
Print: 1 inch wide



Your Life Iowa

# Logo

## Incorrect Logo Usage

When using the logo, the following rules should be adhered to at all times.

### LOGO USAGE



DON'T distort, stretch or alter the logo in any way



DON'T add drop shadows, bevels or other effects



DON'T apply transparency effects to the logo



DON'T use other typeface, caps or italics on the Your Life Iowa type treatment



Leave 1/4 the logo space between the logo and the Your Life Iowa type

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# Color

Color used simply and with balance can communicate clarity, consistency and modern sophistication.

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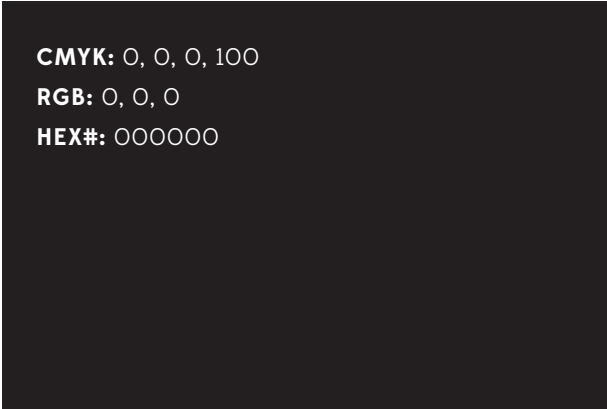
## COLOR USAGE



**CMYK:** 13, 73, 82, 2

**RGB:** 211, 100, 64

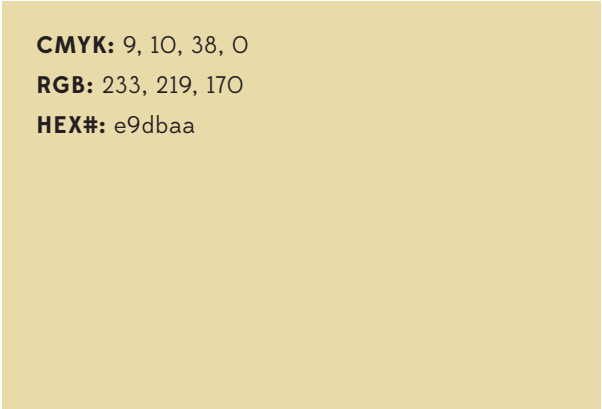
**HEX#:** d36440



**CMYK:** 0, 0, 0, 100

**RGB:** 0, 0, 0

**HEX#:** 000000



**CMYK:** 9, 10, 38, 0

**RGB:** 233, 219, 170

**HEX#:** e9dbaa



# Typography

Our brand typeface is Edmondsans. Edmondsans should be used for all applications, except for typing letters, powerpoint, internal documents or online HTML text. In these cases, use Arial as the default font. Keep typography simple. Do not overcrowd layouts and do not use too many type sizes. Use weight to draw emphasis instead.

To add flexibility, the Edmondsans family can be used including Regular, Medium and Bold. For body copy, use Regular. For titles, use Medium and Bold. Tofino Personal Black can also be used for headlines.

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## TYPOGRAPHY

Edmondsans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Edmondsans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Edmondsans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Tofino Personal Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

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# Typography

Usage Example

**HEADLINE  
TOFINO PERSONAL**

**HEADLINE  
EDMONDSANS**

**SUBHEAD BOLD EDMONDSANS**

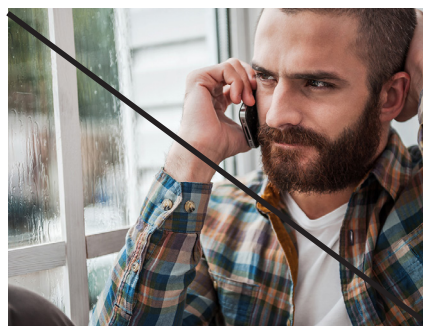
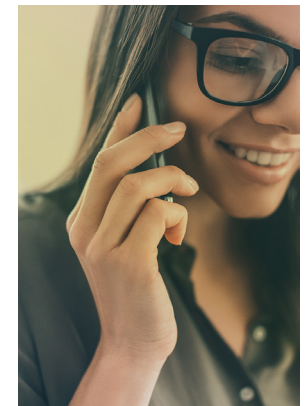
Body copy Edmondsans Regular. Quam in prem imi, offictenim et, verspic to berias vellupta idem si ut imet laborat exerrumquo molumquo bea ipsuntios ma veliquo volorepre pro blant lautet enem facculp ariatur itemolu ptaqui dit dolor simus, unt fugit rae doluptinvero eum es diatatet del ipis alictur molor re maximporum si berfernam aborepe lenihil et pa imus, nam isti auda eos esti vent que dem harum nis rae iliquiamusae volutat quatempori.

**CALL-OUTS EDMONDSANS MEDUIM**

# Imagery

Use simple, engaging, high-quality imagery. Photography captures and connects with people in ways that words can't. Crop images to focus on the subject and communicate with the audience more effectively. This brand doesn't work as well with bright, saturated images, so they need to be toned or "washed" with the brand yellow or orange. When using photography, ensure that the logo is fully legible.

## PHOTOGRAPHY



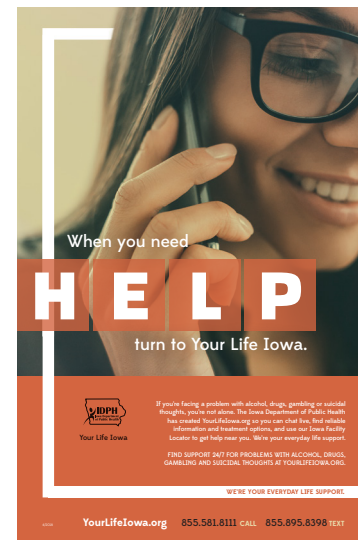
DON'T use bright, saturated images

# Application

So, how do you apply these brand elements in real-world communications? First, know your audience. Second, stay flexible. Third, be inspired. The following examples demonstrate the flexibility of how the identity system can be used.

Graphic elements such as white lines, transparent blocks and blocks of color can be used to create visual interest within the piece.

POSTER



BROCHURE



OUTDOOR



# Layout Example

Black logo on a light background, making sure the logo is fully legible



Use simple, engaging, high-quality imagery toned or "washed" with the brand yellow or orange

Headline, Edmondsans Medium

When you need

Transparent boxes give emphasis to the headline

HELP

Headline, Tofino Personal Black uppercase

turn to Your Life Iowa.

Use a white rule as a visual element to create unity within the piece

If you're facing a problem with alcohol, drugs, gambling or suicidal thoughts, you're not alone. The Iowa Department of Public Health has created YourLifeIowa.org so you can chat live, find reliable information and treatment options, and use our Iowa Facility Locator to get help near you. We're your everyday life support.

Body copy, Edmondsans Regular

FIND SUPPORT 24/7 FOR PROBLEMS WITH ALCOHOL, DRUGS, GAMBLING AND SUICIDAL THOUGHTS AT YOURLIFEIOWA.ORG.

WE'RE YOUR EVERYDAY LIFE SUPPORT.

Tagline is the only type that can be placed in the white rule

855.581.8111 CALL  
YourLifeIowa.org 855.895.8398 TEXT

4/2018

# Thank You.

If you have any questions, please contact:

Eric Preuss, Program Manager  
Iowa Department of Public Health  
Office: 515-281-8802  
[eric.preuss@idph.iowa.gov](mailto:eric.preuss@idph.iowa.gov)