

# Care for Yourself

## Brand Identity Guide

### Approved Fonts

- Arial Narrow
- Helvetica Neue
- Minion Pro Regular

### Color Palette

To maintain the integrity of the Care for Yourself brand identity and ensure consistency in usage, the colors specified must be used. Consistency and proper usage of the palette protects and strengthens the brand.

<b>Blue</b> C70 M30 Y0 K0 R68 G149 B209	<b>*SOC Teal</b> C80 M0 Y30 K10 R0 G167 B173	<b>*SOC Blue</b> C100 M31 Y5 K20 R0 G114 B166	<b>Black</b> C0 M0 Y0 K100 R0 G0 B0	<b>*SOC Dark Gray</b> C10 M10 Y0 K60 R114 G114 B125	<b>Yellow</b> C6 M10 Y87 K0 R243 G216 B63
Publication Colors	Publication Colors	Publication Colors	Publication Colors	Publication Colors	Publication Colors

<b>Magenta</b> C0 M95 Y0 K25 R187 G24 B115	<b>Light Pink</b> C0 M22 Y0 K0 R250 G209 B277	<b>Light Orange</b> C0 M67 Y55 K7 R226 G111 B97
Charts, Graphs, and Backgrounds	Charts, Graphs, and Backgrounds	Charts, Graphs, and Backgrounds

### Approved Logo



Logo must be large enough for “Iowa Dept. of Public Health” to be readable. Ratio must remain intact.

Leave adequate clear space or “breathing room” around the visual element to maintain its visual integrity. The visual element should not appear to be crowded by other elements, graphics, or logos. More space around the logo is preferred over less space.

Do not alter, redraw or add any additional words or graphic elements to the logo. Always use approved and provided electronic artwork.