



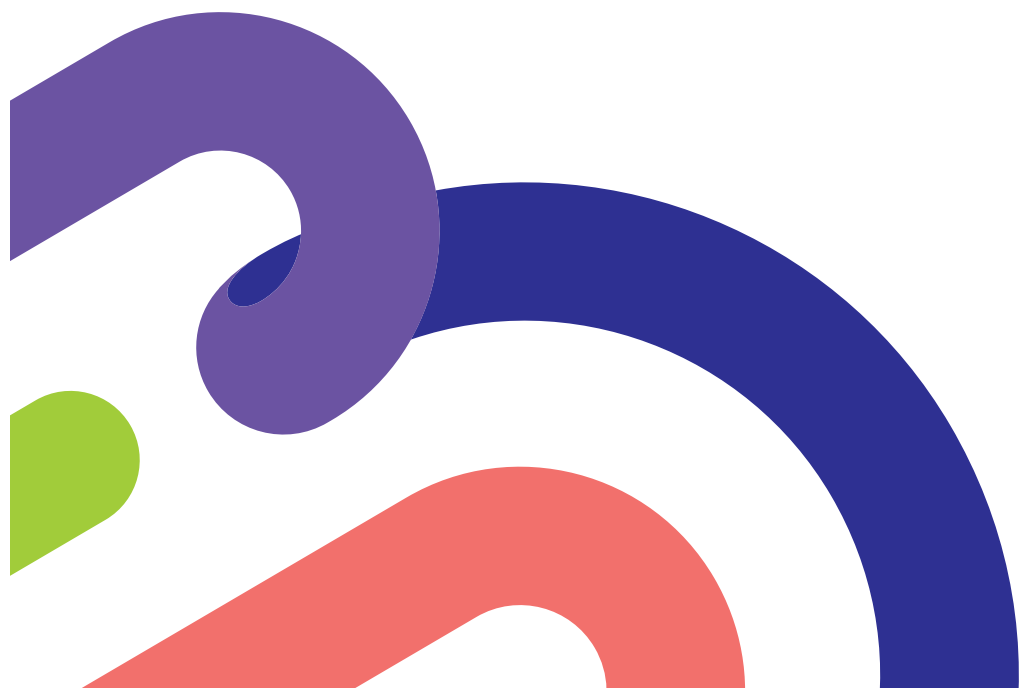
Women, Infants, and Children (WIC) Brand Guidelines

Local WIC Agencies



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WIC Mission and Vision

Iowa WIC Mission Statement

Empower families to improve their health by providing access to nutritious foods, education, breastfeeding support, and community resources.

Iowa WIC Values

Family-Centered: Engaging families across Iowa in decision-making to help them thrive

Empowering: Offering resources to families for long-term health and success

Supportive: Providing eligible families with support regardless of the situation

Respectful: Meeting families where they are

Collaborative: Connecting with community partners to meet the needs of families

Style Guide At A Glance

Fonts

Headings **Gravur LL Condensed Black, 20+pt**

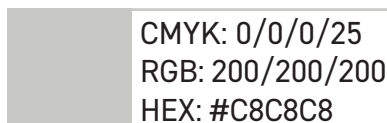
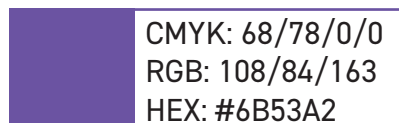
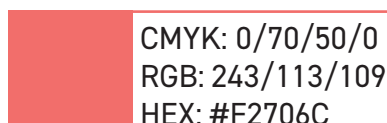
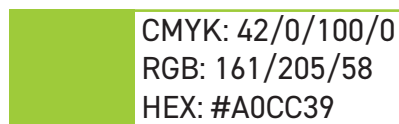
Subheadings **Gravur LL Condensed Black, 14-16pt**

Body Text DIN 2014 Regular, 12pt

The font sizes listed are the minimum required size. If using a larger font in the listed font type, the size difference between each set needs to be at least two points.

Alternate Font: Verdana

Primary Colors



Accessibility Tips

- Fonts no smaller than 12pt
- Have good color contrast
- Use accessibility checkers

Logos



Logo Lockups

For WIC partnerships, local WIC agencies can use the "WIC_logo_partner_lockup" format.

- A line must be placed in-between the WIC Iowa and contractor logo
- The Iowa WIC logo must always be on the left



Icon System



Approval Process

Approved Usage by Local Agencies

Approved materials for outreach usage include the following:

- Local agency websites
- Local agency social media accounts
- Newsletters
- Brochures
- Advertisements (see Iowa WIC Marketing Plan)
- Signage
- Promotional merchandise/items (bags, apparel, books, cups, etc.)
- Any materials requiring the nondiscrimination statement as outlined in policy

Review of Materials

Changes to State Agency developed materials must be pre-approved by the State Agency. The Contractor must use the WIC Brand and Style Guide and materials must align with the WIC Brand & Style Guide. The State Agency must approve Contractor developed materials that are developed with WIC funds, mention Iowa HHS, or contains the HHS logo. The State Agency reserves the right to approve other Contractor-developed materials. This includes, but is not limited to printed materials, videos, social media posts, and outreach materials. The Contractor must use the WIC Brand and Style Guide and materials must align with the WIC Brand and Style Guide.

Request Files

Local WIC Agencies may access the branding files needed on the Iowa WIC Branding and Outreach channel located on the Iowa WIC Microsoft Team. If needed, the files may also be requested by emailing the Local Agency Nutrition Consultant at the State WIC Office. The files will be shared in the appropriate format for the intended use.

Fiscal Year

Print Orders: Materials ordered must be used in the current fiscal year. Be thoughtful with quantities when placing orders.

- October 1: Beginning of new fiscal year
- January 1: Target date for when materials from previous fiscal year should be used
- July 1: Items from the previous fiscal year need to be used up or destroyed by then

Civil Rights NDS

The non-discrimination statement (NDS) is required on all materials that identify or describe the WIC Program and that contain the Iowa WIC logo.

Shortened NDS Version: **USDA is an equal opportunity provider, employer, and lender.**

The font size of the NDS must be a minimum of 12 point font size to be ADA-compliant.

Items such as clinic signage, vehicle wraps, window clings, etc. with the WIC logo on them must include the NDS. Placement of the NDS would be determined on a case-by-case basis dependent on the graphic.

A statement is not required:

- If the material does not identify or describe the WIC Program.
- For items such as cups, buttons, magnets, and pens that identify the WIC Program, when the size or configuration make it impractical, or
- For nutrition education and breastfeeding promotion and support materials that only provide a nutrition message with no mention of the WIC Program.

Refer to the USDA Nondiscrimination Statement policy for more information about the use of the NDS statement.

Long Non-Discrimination Statement (NDS) (Federally Required):

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident.

Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotope, American Sign Language, etc.) should contact the State or local Agency that administers the program or contact USDA through the Telecommunications Relay Service at 711 (voice and TTY). Additionally, program information may be made available in languages other than English.

To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at [How to File a Program Discrimination Complaint](https://www.usda.gov/about-usda/general-information/staff-offices/office-assistant-secretary-civil-rights/how-file-usda-discrimination-complaint/how-file-program-discrimination-complaint) (<https://www.usda.gov/about-usda/general-information/staff-offices/office-assistant-secretary-civil-rights/how-file-usda-discrimination-complaint/how-file-program-discrimination-complaint>) and at any USDA office or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by: (1) mail: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Mail Stop 9410, Washington, D.C. 20250-9410; (2) fax: (202) 690-7442; or (3) email: program.intake@usda.gov.

USDA is an equal opportunity provider, employer, and lender.

Logos

Logo Use

The Iowa WIC logo should be used for all communications coming from the local WIC agency. For questions about logo use, contact your Local Agency Nutrition Consultant.



Logo Don'ts

- Do not change the colors in the WIC logo
- Do not distort or skew the logo
- Do not rotate the logo
- Do not outline the logo
- Do not add a visual effect to the logo, such as a drop shadow



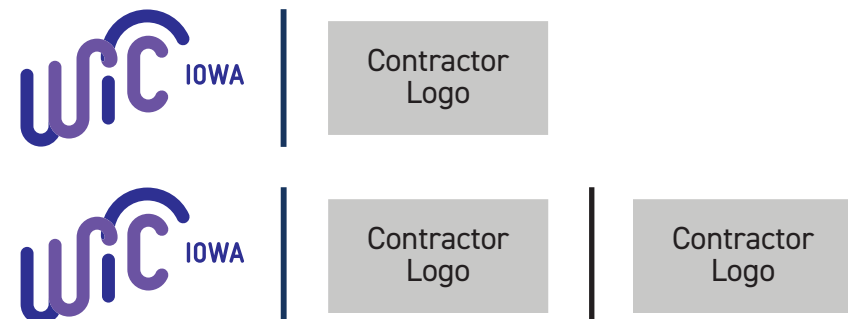
WIC-HHS Logo Use

Any communications coming from the WIC State Office (Lucas Building, Des Moines) will have the WIC/HHS logo lockup. Local agencies **do not** need to use the HHS logo with their agency-created materials.

Local Agency Contractor Logos

For WIC partnerships, local WIC agencies can use the "WIC_logo_partner_lockup" format.

- A line must be placed in-between the WIC Iowa and contractor logo
- The Iowa WIC logo must always be on the left



Brand Colors

Our brand colors are bright and energetic to reflect the personality of Iowa WIC. Adhering to our brand colors ensures that WIC communications are consistent and distinctive.

A white background should be the foundation for all designs. The use of ample white space allows us to create crisp, clean layouts that are easier to read on a screen or on a printed page.

The primary brand colors include Light Green, Light Violet, Light Red, and Light Gray, and should be used the most. Regular Green, Violet, Red, and Gray are the secondary colors used in a smaller amount, dependent on color contrast (see page 14).

Note: While it is listed here, Gray should be used sparingly. It's nice to use as an accent when needed, but shouldn't be used heavily.

Light Green	Green
CMYK: 42/0/100/0 RGB: 161/205/58 HEX: #A0CC39	CMYK: 77/0/100/0 RGB: 44/179/74 HEX: #2BB249
Light Violet	Violet
CMYK: 68/78/0/0 RGB: 108/84/163 HEX: #6B53A2	CMYK: 100/100/0/0 RGB: 46/49/146 HEX: #2D3091
Light Red	Red
CMYK: 0/70/50/0 RGB: 243/113/109 HEX: #F2706C	CMYK: 0/94/82/0 RGB: 238/52/57 HEX: #ED3338
Light Gray	Gray
CMYK: 0/0/0/25 RGB: 200/200/200 HEX: #C8C8C8	CMYK: 0/0/0/40 RGB: 170/170/170 HEX: #AAAAAA

Typography/Font

Our brand is made up of three different typefaces. Each one has its own use, and shouldn't be used interchangeably.

Headlines:

Gravur LL Condensed Black is used for headlines. Our headlines and secondary headlines are always Title Case.

Subheads:

Gravur LL Condensed Black is used for subheads. Subheads should be sentence case.

Body:

DIN 2014 is for supporting copy and long form body copy, such as brochures and pamphlets. Sentence case should be used when writing body copy.

If your computer does not have Gravur or DIN available, you can use Verdana instead. Verdana should be used as sparingly as possible.

Only the WIC abbreviation should be all capitalized.



Gravur LL Condensed Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789 ?!./<>"';:

DIN 2014 Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789 ?!./<>"';:

Verdana

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789 ?!./<>"';:

Title Case Example:

The Quick Brown Fox Jumps
Over the Lazy Dog

Sentence Case Example:

The quick brown fox jumps
over the lazy dog

Type Specifications

Use

Large Display
Headlines

Specs

Color: WIC Violet, Light Violet
or Red

Font: Gravur LL Condensed
Black Left aligned, Title Case

Example

Healthy Food.
Healthy Kid.
Happy Mom.

Secondary Headlines

(commonly used to
label a section of a
document)

Color: WIC Violet, Light Violet
or Red

Font: Gravur LL Condensed
Black Left aligned, Title Case

Find A WIC Near You.

Subheads

(commonly used
before a paragraph)

Color: WIC Violet, Light Violet or
Red

Font: Gravur LL Condensed Black
Left aligned, Sentence Case

Find a WIC near you.

This is an example of how subheaders and body copy
work together with font size and spacing.

Body Copy

Color: Black
Font: DIN 2014 Regular
Left aligned, Sentence Case

We talk a lot about moms. But we offer support to
anyone—working or not—who cares for a child.

Super-Graphics and Icons

Super-Graphics

Our super-graphic patterns are based on the WIC logo, just enlarged. The super-graphic is an important part of the brand, but should be used as a supportive element and never be overpowering.

There are two types of super-graphics that can be used on a white background and over an image background to enhance what otherwise would be an expanse of white space. Super-graphics should be used as is. They can be resized or flipped, but do not distort or skew the design itself.

Icons

Icons are a simple, effective and an additional way to help readers absorb and process information. You can use them when talking about breastfeeding, nutrition, support, or other subjects that pertain to WIC.

However, these are not decorative. They should be used sparingly and with intention. Each icon is two toned, like the WIC logo, and is meant to be straightforward and easily identifiable.

Use icons only on a white background.

Note: If you need these icons or other available icons, please contact your Local Agency Nutrition Consultant.

Super-Graphic Examples

White Background

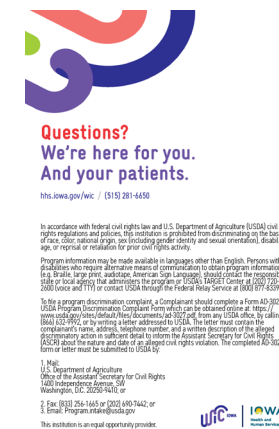


Image Background

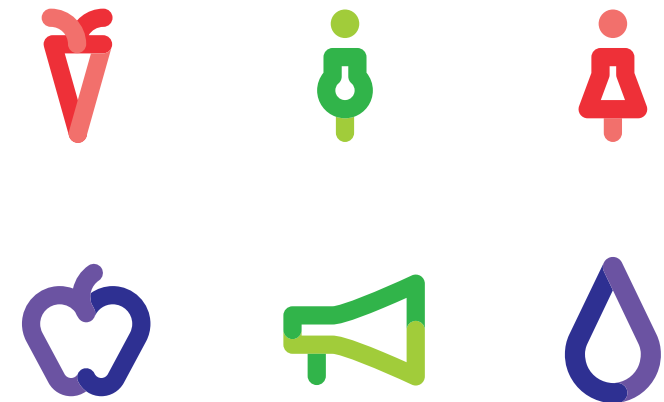
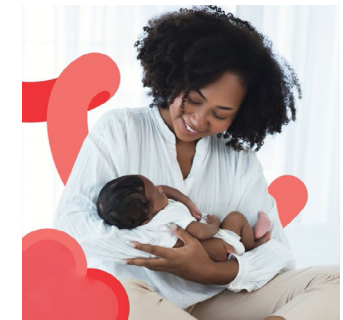


Image Examples

We use photos that are natural, capture real moments, and don't feel staged. Photos do not include cartoon illustrations. Try to choose photos that feature parents and children in their natural settings, such as in their homes, at a clinic or in a grocery store. Photos should represent the population we serve including pregnant, postpartum and breastfeeding women, infants, and children under age five. Be sure to include people of different ethnicities, as well as moms, dads, and grandparents. Licensed photos can come from the wichealth.org resource library, WIC Works website or other sources local agencies have access to.

Note: If you are wanting to use photos of real clients in agency-created materials, including anyone under the age of 18, please obtain a photo release form from the individual(s).



Note: All photos shown are for demonstration purposes only, and would need to be properly licensed for use in any official communications.

Accessibility (ADA Compliance)

Ensure your message is clear, including for people:

- Outside of your field
- Of varying education levels
- Of varying cognitive abilities

Regular Practices:

- Minimum 12 point font for all copy
- Use people-first language (See page 14)
- Convey one idea at a time
- Make shortlinks and QR Codes when applicable
- Use good color contrast (<https://webaim.org/resources/contrastchecker/>)
- Use accessibility checkers. Microsoft Office programs and Adobe Acrobat have accessibility checking features
- Use alternative text on all images

Naming Iowa Women, Infants, and Children (WIC):

To design with accessibility as a high priority, we should **only use all-caps for acronyms**, such as WIC. When writing for web or print materials, write out The Special Supplemental Nutrition Program for Iowa Women, Infants, and Children first, followed by the acronym in parentheses (WIC), such as Iowa WIC.

Color Contrast

When we talk about **large text** in relation to color contrast, we mean text that's big enough to be easier to read, even if the colors between the text and the background don't stand out as much. Accessibility rules, like those in the [Web Content Accessibility Guidelines \(WCAG\)](#), say that large text is usually 18 points or bigger, or 14 points if it's bold.

A good rule of thumb is to use black body text on a white background, since this gives the best color contrast for most readers. Colored text should be used mainly for larger or bolder headlines, where it's still easy to read.

To the right is a guide for color contrast with body text and WIC colors.

For further guidance, refer to the WCAG link: <https://webaim.org/resources/contrastchecker/>

WIC Colors on White Backgrounds

Listed are the color codes that can be used on a white background. If using the color for text, follow the font size for the available options.

Large Text (18pts+, or 14pts bolded)

HEX: #6B53A2

HEX: #2D3091

HEX: #ED3338

Normal Body Text (12pt)

HEX: #6B53A2

HEX: #2D3091

WIC Colors on Black Backgrounds

Listed are the color codes that can be used on a black background. If using the color for text, follow the font size for the available options.

Large Text (18pts+, or 14pts bolded)

HEX: #A0CC39

HEX: #2BB249

HEX: #6B53A2

HEX: #F2706C

HEX: #ED3338

HEX: #C8C8C8

HEX: #AAAAAA

Normal Body Text (12pt)

HEX: #A0CC39

HEX: #2BB249

HEX: #F2706C

HEX: #ED3338

HEX: #C8C8C8

HEX: #AAAAAA

Language Style

Person-First Language

"People First Language" (PFL) puts the person before the disability, describing what a person has, not who a person is.

Examples

- Adults with disabilities
- Youth without a fixed nighttime residence
- Parent whose income is below the federal poverty line
- People experiencing food insecurity

Spell out acronyms on first use, followed by the acronym in parenthesis.

Use person-first language

A study from **The Special Supplemental Nutrition Program for Iowa Women, Infants, and Children (WIC)** released **December 31, 2022** showed 75% of **people with disabilities** reported the following barriers to accessible healthcare: unreliable transportation, lack of affordable childcare and being uninsured.*

Date format should be
Month (spelled out), Day,
then Year as four numbers.

*Statement is an example.
Not an accurate finding from WIC.



Questions?

Contact your Local Agency Nutrition Consultant

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