



Iowa Women, Infants, and Children (WIC) Design Guide

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Introduction

The Iowa Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) Program serves families at critical moments in their lives, providing access to nutrition education, healthcare referrals, and supportive resources across the state. The physical environments in which these services are delivered play an important role in shaping participant experiences, supporting staff workflow, and reinforcing the supportive, empowering, and family-centered values that are central to the Iowa WIC mission. The Iowa WIC Design Guide has been developed by Shive-Hattery Inc, collaboratively with Iowa Department of Health and Human Services (Iowa HHS) and the various Iowa WIC contractors, to establish a consistent, thoughtful approach to the design of Iowa WIC clinics statewide.

This guide is intended to serve as a comprehensive reference for permanent clinics and traveling clinics. They provide clear direction on interior finishes, furniture, fixtures, signage, and supplemental elements to support the clinics. Collectively, these standards promote visual cohesion, durability, and ease of maintenance, while allowing flexibility to respond to site-specific conditions and operational needs.

A key objective of the Iowa WIC Design Guide is to create a consistent, inviting experience for participants, ensuring bright, welcoming, and comfortable environments to foster engagement and support. The recommended materials, furnishings, and color palettes are for participants of all ages, including children and caregivers, while also supporting privacy, accessibility, and clear wayfinding. Special consideration has been given to high-use and high-impact areas such as waiting spaces, reception/intake stations, multipurpose rooms, restrooms, and lactation rooms to ensure they are both functional and resilient over time.

By standardizing core design elements, this guide establishes a unified visual identity across Iowa WIC clinics while also streamlining implementation, simplifying maintenance, and supporting efficient procurement through the identified products and finishes.

Ultimately, the Iowa WIC Design Guide is a tool to help deliver consistent, high-quality environments that support health and dignity. It is understood that not all parts of this catalog will apply to every clinic renovation or new construction. It is recommended that clinics* follow this guide as closely as possible, and each clinic renovation or new construction project team should work closely with a design entity and facility teams to verify existing conditions and confirm code compliance. Where existing standards or conditions apply, flexibility is encouraged to adapt these guidelines appropriately while maintaining their overall intent.

By reinforcing functionality, durability, and a welcoming aesthetic, these standards help ensure that each Iowa WIC location reflects the program's commitment to serving families with care, respect, and professionalism.

*It is understood that some clinics may follow different guidelines required by their specific agencies. In those instances, please use the design recommendations in this catalog where appropriate.



Permanent Clinics

Mood Board

The interior finishes and materials selected were inspired by the Iowa WIC brand standards and colors. These materials were the driving force when selecting furniture pieces and finishes throughout this guide. The materials feature highly-durable and easy-to-clean surfaces. Soft neutrals are combined with thoughtful color accents that reflect the Iowa WIC identity. This palette is meant to be adaptable to local clinic conditions while maintaining a unified statewide look and feel.



**BOLD
ACTIVE
GENUINE**



Interior Finishes | Flooring

Carpet

Carpet tile may be installed in waiting spaces, offices, meeting rooms, and multi-purpose rooms. Carpet tile should be avoided in restrooms, lactation rooms, where bloodwork is drawn, and other wet areas where a hard-surface flooring is required. The walk-off carpet should be used at entrances to the building. The purple accent carpet is optional and may be used as an accent at reception, or waiting, or in a meeting room / multi-purpose room to pull the Iowa WIC purple into the color scheme.



Carpet | Field

MFR:	Shaw Contract
Product Line:	Landscape Tile
Size:	18" x 36"
Color:	Coastal 04105
Installation:	Ashlar
Locations:	Waiting, reception, offices, multi-purpose rooms



Carpet | Accent

MFR:	Shaw Contract
Product Line:	Landscape Tile
Size:	18" x 36"
Color:	Aurora 04979
Installation:	Ashlar
Locations:	Accent areas in waiting and reception, multi-purpose rooms



Carpet | Walkoff

MFR:	Shaw Contract
Product Line:	Welcome II Tile
Size:	24" x 24"
Color:	Sterling 31557
Installation:	Quarter Turn
Locations:	Vestibules and/or entryways adjacent to exterior doors

Interior Finishes | Flooring

Luxury Vinyl Tile & Accessories

The selected Luxury Vinyl Tile (LVT) provides a wood-look warmth, with the durability of a vinyl tile. Two options are provided for budget flexibility. Additional resilient accessories are also provided in this section.



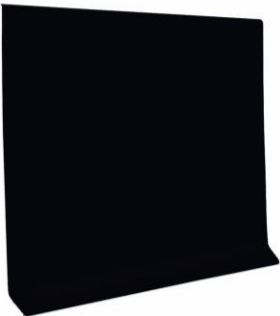
Luxury Vinyl Tile (LVT) | 5mm *Preferred Option*

MFR: Mohawk Group
Product Line: Secoya 5.0 C2104
Size: 9.84" x 59.06"
Color: Caramel Oak 142
Installation: Random
Locations: Thicker option to butt up flush to carpet tile. No flooring transition strip needed between carpet and LVT. Use in lactation rooms & breakrooms



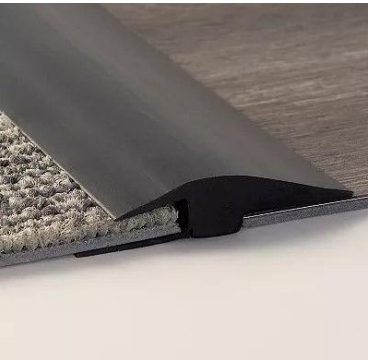
Luxury Vinyl Tile (LVT) | 2.5mm

MFR: Mohawk Group
Product Line: Secoya 2.5 C2103
Size: 7" x 48"
Color: Caramel Oak 142
Installation: Random
Locations: Thinner, budget friendly option. Flooring transition strip needed between carpet and LVT. Use in lactation rooms & breakrooms



Wall Base

MFR: Tarkett
Product Line: Baseworks Thermoset Rubber (TS)
Size: 4"H
Color: Black 40
Style: Coved
Locations: All walls except restrooms where floor tile is installed



Flooring Transition Strip

MFR: Tarkett
Product Line: Slim Line Transitions
Size: Varies per floor type. Flooring installer to determine transition size needed
Color: Black 40
Locations: Install where flooring of dissimilar heights butt up to each other for a smooth transition

Interior Finishes | Walls

Paint

Low volatile organic compound (VOC) paint products shall be used; confirm any additional paint standards or painting procedures with each applicable clinic.



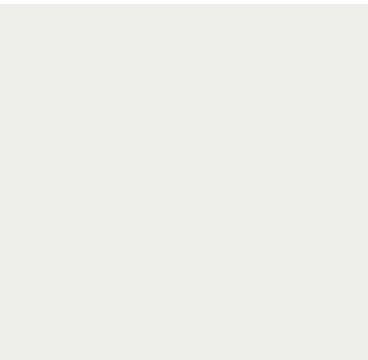
Paint | Field

MFR: Sherwin Williams
Product: ProMar 200 Zero VOC Interior Latex
Color: Repose Gray SW 7015
Sheen: Eggshell
Locations: All walls to receive paint except for accent walls



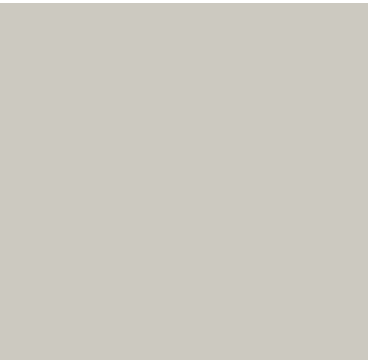
Paint | Accent

MFR: Sherwin Williams
Product: ProMar 200 Zero VOC Interior Latex
Color: Morning Glory SW 6971
Sheen: Eggshell
Locations: Accent walls as needed



Paint | Ceiling

MFR: Sherwin Williams
Product: ProMar 200 Zero VOC Interior Latex
Color: Extra White SW 7006
Sheen: Flat
Locations: Gypsum board ceilings



Paint | Epoxy

MFR: Sherwin Williams
Product: Pro Industrial Pre-Catalyzed Waterbased Epoxy
Color: Repose Gray SW 7015
Sheen: Eggshell
Locations: Restroom walls where tile is not installed. Epoxy paint is a more durable and sanitary coating that is moisture resistant, suitable for restrooms

Interior Finishes | Walls

Accessories

Corner guards and wall protection may be required by a facility. If not required by the facility, these product options provide additional durability to clinic wall surfaces.



Wall Protection

- MFR: Inpro
- Product Line: Palladium Rigid Sheet
- Size: 4' x 8' sheets
- Color: Taupe 0113
- Locations: Install 4'-0"H on walls that may need extra protection or may take abuse



Corner Guards

- MFR: Inpro
- Product Line: 160 High Impact Corner Guard
- Size: 4'-0"H
- Color: Taupe 0113
- Locations: Install 4'-0"H on gypsum board corners that may need extra protection or may take abuse

Interior Finishes | Restrooms

Tile & Accessories

Restrooms generally require durable, non-porous surfaces that are easily cleanable. Floor finishes should be tile. Wall finishes should be a smooth, cleanable finish at least 4' high at the back and side walls of plumbing fixtures. This can be achieved with tile, wall protection, and sometimes epoxy paint (not allowed in all jurisdictions).



Porcelain Tile | Walls

MFR: Daltille
Product Line: Portfolio
Size: 12" x 24"
Color: White PF02
Installation: 1/3 horizontal offset
Locations: Restroom walls. Install tile in a "wainscot" application at 4'-0"H on all walls or only "wet" walls. Tile can also be installed full height of walls



Porcelain Tile | Floors

MFR: Daltille
Product Line: Portfolio
Size: 12" x 24"
Color: Ash Grey PF05
Installation: 1/3 horizontal offset
Locations: Restroom floors



Porcelain Tile | Base

MFR: Daltille
Product Line: Portfolio
Size: 4"H x 24"W
Color: Ash Grey PF05
Installation: Align grout lines with tile flooring grout lines when possible
Locations: Restroom wall base where tile floor is installed. Do not install tile base where wall tile is installed; instead, allow wall tile to run to the floor



Grout

MFR: Mapei
Product Line: Ultracolor Plus FA
Color: Iron 107

Interior Finishes | Restrooms

Accessories

Tile installation accessories provide the polished, finished look required for a commercial setting. Tile flooring transitions should be verified with all existing conditions to verify Americans with Disabilities Act (ADA) requirements are being met.



Tile Trim

- MFR: Schluter Systems
- Product Line: Schluter Schiene
- Color: Aluminum
- Locations: Use at exposed edges and tops of wall tile and tile base to protect tile edges and provide a finished edge



Tile Floor Transition

- MFR: Schluter Systems
- Product Line: Varies
- Color: Aluminum
- Locations: Use where floor tile butts up to a different flooring finish

Interior Finishes | Ceilings

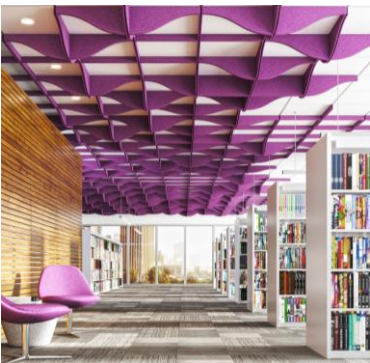
Ceilings

Required ceiling products will vary by clinic. If no facility requirements exist, a 24" x 24" fine fissured ceiling panel with a high noise reduction coefficient (NRC) is recommended for the clinic settings.



Acoustical Ceiling Panel

MFR:	Armstrong
Product Line:	Canyon
Style:	1492, 15/16" beveled tegular, 24" x 24"
Color:	White
Grid:	Prelude XL 15/16", color white
Location:	Recommended to install in all rooms except restrooms



Turf idea starter



Turf finish color

Acoustic Ceiling | Feature Option

MFR:	Turf
Product Line:	Switchblade – Ebb and flow
Size:	Varies
Color:	Dried lavender 41
Installation:	Varies
Locations:	Use when extra sound control / absorption may be necessary. Can only be installed where a ceiling grid is installed. Recommended installation is over intake / reception desk or above a larger lounge seating configuration in waiting
Notes:	Panels attach magnetically to steel ceiling grid. Contact a representative for clinic specific conditions and layouts

Interior Finishes | Miscellaneous

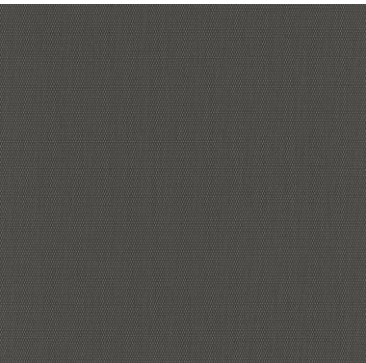
Window Shades

Window shade products will vary by clinic. If no facility requirements exist, a manual fabric roller shade is recommended at windows where more privacy is desired or for sun glare reduction.



Roller Window Shades

- MFR: Roll A Shade
- Product Line: Plus+ Shade
- Style: Manual with fascia
- Hardware Color: Consult with building facilities



Window Shade Fabric

- MFR: Mermet
- Product Line: E Screen, 1% open
- Color: Charcoal/Gray-Stone*
- *Verify if building facility has a standard

Interior Finishes | Miscellaneous

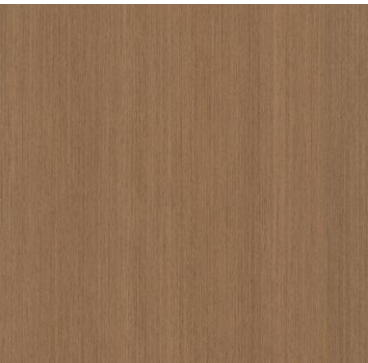
Millwork

Custom millwork is typically provided and installed by a contractor. These pieces of millwork are customizable -- it is recommended to work with a design professional to verify applicable codes are met. Millwork may be desired at a break area, restroom vanities, multi-purpose room, lactation room, etc.



Solid Surface

MFR: LX Hausys
Product Line: Hi Macs
Color: Glitz GP313
Location: Install as countertops that are supplied by a general contractor



Plastic Laminate

MFR: Formica
Product Line: High pressure laminate
Color: Pecan Woodline 5883-58
Installation: Grain to run vertical
Locations: Install on vertical surfaces of casework that is supplied by a general contractor



Cabinet Pull

MFR: Studio 917
Product Line: Cityscape Minimalist Cabinet Pull
Color: Matte black
Size: 128mm
Locations: Install on cabinet doors and drawers that are supplied by a general contractor

Interior Finishes | Casegoods

Pre-fabricated Millwork

A common, cost-effective alternative to custom millwork is to provide a furniture-based casegoods solution. These pieces of pre-fabricated casework are customizable -- it is recommended to work with a design professional to verify applicable codes are met. Work with a local furniture vendor to verify sizes will work in the specific applications being considered. Countertops will be procured through a contractor.



Pre-fab Millwork

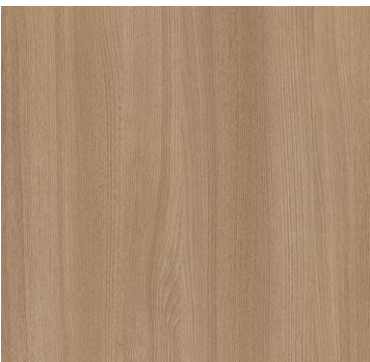
MFR:	OFS
Product Line:	Mile Marker
Size:	Customizable – Contact a furniture representative for clinic specific conditions and layouts
Finishes:	See below

Millwork idea starter



Solid Surface Countertop

MFR:	LX Hausys
Product Line:	Hi Macs
Color:	Glitz GP313



Plastic Laminate Cabinets

MFR:	OFS
Product Line:	High pressure laminate
Color:	Chestnut



Cabinet Pull

MFR:	OFS
Style:	Myle
Color:	Onyx

Furniture

Furniture Procurement

All furniture items in this guide are selected from open line manufacturers. Please work with a furniture vendor or designer for clinic specific needs, layouts and quantities. Ensure spaces comply with ADA guidelines and other code requirements when space planning. Pre-selected furniture manufacturers found in this guide are as follows:

- Via Seating
- The HON Company
- SitOnIt Seating
- KI
- Arcadia Contract
- OFS

Furniture | Soft Seating

Chairs

Chairs may be used as seating for waiting rooms, guest seating in the offices, and other areas where seating is desired. Each clinic is encouraged to have at least one (1) bariatric chair for the waiting room. The remainder of the guest chairs may be a combination of chairs with arms or armless. The seating options shown on the next page are the same -- with the exception of the upholstery color.



Chair | Armless

MFR: Via Seating
Product Line: Vista II
Item Name: Upholstered chair
Dimensions: 19"W x 26"D x 33 ½"H
Options: Armless, upholstered backshell, two-tone upholstery
Frame Finish: Black



Chair | Arms

MFR: Via Seating
Product Line: Vista II
Item Name: Upholstered chair
Dimensions: 26 ½"W x 26"D x 33 ½"H
Options: Arms: matte black finish, upholstered backshell, two-tone upholstery
Frame Finish: Black



Chair | Bariatric

MFR: Via Seating
Product Line: Vista II
Item Name: Bariatric upholstered
Dimensions: 36 ½"W x 29"D x 35 ½"H
Options: Arms: matte black finish, upholstered backshell, two-tone upholstery
Frame Finish: Black

Furniture | Soft Seating

Chairs | Fabric Options

Fabric option 1 offers a more colorful and vibrant experience. Fabric option 2 offers a more sophisticated and muted experience. Please note: only the backs of the chairs will change colors - the seats will all remain gray. They can also be mixed and matched for a more diverse experience. Consider a 50/50 split or 25% multi-colored and 75% neutral.



Upholstery | Back Option 1

MFR: Arc Com
Pattern: Zip
Color: Kiwi



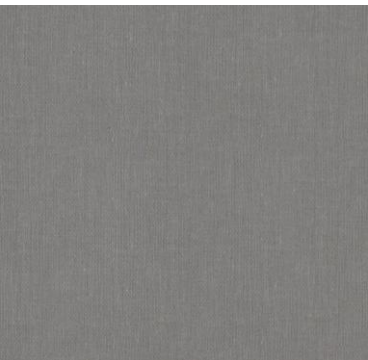
Upholstery | Seat

MFR: CF Stinson
Pattern: Fuse 2.0
Color: Slate FSE238



Upholstery | Back Option 2

MFR: Arc Com
Pattern: Zip
Color: Mist



Upholstery | Seat

MFR: CF Stinson
Pattern: Fuse 2.0
Color: Slate FSE238

Side Tables

To accompany soft seating, side tables may be used in waiting rooms or other areas where tables are desired. A round top or square top is provided for flexibility to suit the agency's space needs.



Side Table | Round

MFR:	HON
Product Line:	Sculpt
Item Name:	Round laminate top table with metal legs
Dimensions:	16" diameter x 18 ½"H
Laminate top:	Fawn Cypress
Metal legs:	Black



Side Table | Square

MFR:	HON
Product Line:	Sculpt
Item Name:	Square laminate top table with metal legs
Dimensions:	16"W x 16"D 18 ½"H
Laminate top:	Fawn Cypress
Metal legs:	Black

Furniture | Soft Seating

Modular Seating

Modular seating may be used as seating for waiting rooms. These modular pieces can be arranged to fit the space as needed. The following pages show upholstery options and idea starter configurations. Please note: only the backs of the modular seating will change colors - the seats will all remain gray.

Seating and Ottomans

MFR: SitOnIt
Product Line: Pasea Modular Lounge Seating
Dimensions: Contact a furniture representative for clinic specific conditions and layouts



Single seat, multiple sizes available



Single bench, multiple sizes available



120-degree inner seat



90-degree corner seat



Ottoman, mini square



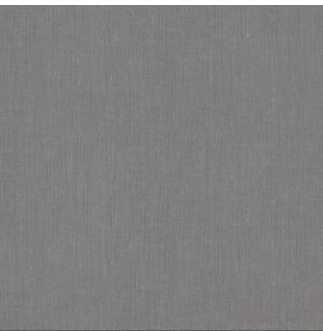
Ottoman, mini round



Ottoman, large square



Ottoman, large round



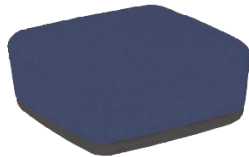
Seat Upholstery

MFR: CF Stinson
Pattern: Fuse 2.0
Color: Slate FSE238

Furniture | Soft Seating

Modular Seating | Fabric Options

For seating, it is recommended to keep the back upholstery the same color throughout the arrangement; however, ottoman upholstery colors can be mixed and matched for a more diverse experience.



Back / Ottoman Upholstery Option 1

MFR: Ultrafabrics
Pattern: Ultraleather
Color: Baltic 291-2551



Back / Ottoman Upholstery Option 2

MFR: Ultrafabrics
Pattern: Ultraleather
Color: Plum 291-9385



Back / Ottoman Upholstery Option 3

MFR: Ultrafabrics
Pattern: Ultraleather
Color: Parrot 291-4460



Back / Ottoman Upholstery Option 4

MFR: Ultrafabrics
Pattern: Ultraleather
Color: Sonora 291-4454

Furniture | Soft Seating

Modular Seating Idea Starters

Idea starters are provided for reference only. These are fully customizable - work with a furniture vendor on sizing and design specifications.

Idea Starter Option 1:

- Single seat (qty 6) with color Parrot fabric back.
- Mini round ottoman (qty 1) with color Baltic fabric.
- Mini round ottoman (qty 1) with color Plum fabric.
- Mini square ottoman (qty 1) with color Baltic fabric.
- Mini square ottoman (qty 1) with color Plum fabric.

Approximate furniture footprint:
81"W x 144"D



Idea Starter Option 2:

- Single seat (qty 3) with color Parrot fabric back.
- 90-degree corner seat (qty 1) with color Parrot fabric back.
- Single bench (qty 1)
- Large square ottoman (qty 1) with color Baltic fabric.

Approximate furniture footprint:
84"W x 84"D



Furniture | Children's

Option 1

When a children's furniture arrangement is needed, such as in waiting rooms and offices, there are three different options available. If space allows, more than one option can be used. This page features a table and chair setting.



Chair

MFR: KI
Product Line: Cogni
Item Name: 4-leg chair
Dimensions: 15.5"W x 16.75"D x 24.75"H
14"H seat height
Options: Glides
Finishes: Poly color: Cayenne
Base/frame color: Cayenne



Table

MFR: KI
Product Line: Ruckus Activity Tables
Item Name: Round table
Dimensions: Diameter may vary per clinic. 36"-60" diameter available
Sit height adjustable 20"-33"
Options: Glides
Finishes: Top laminate: Grey
Edge: Light tone
Base: Flannel

Furniture | Children's

Option 2

When a children's furniture arrangement is needed, such as in waiting rooms and offices, there are three different options available. If space allows, more than one option can be used. This page features a floor height table and floor cushion setting.



Seat

MFR: KI
Product Line: Imaginasium
Item Name: Round blips
Dimensions: 16" diameter x 3"H
Options: Handle
Upholstery: MFR: Pallas
Pattern: Lumiere
Color: Rouge



Example layout



Seat

MFR: KI
Product Line: Imaginasium
Item Name: Round blips
Dimensions: 16" diameter x 3"H
Options: Handle
Upholstery: MFR: Pallas
Pattern: Lumiere
Color: Onyx



Caddy

MFR: KI
Product Line: Imaginasium
Item Name: Round Mobile Storage Caddy
Dimensions: 18 1/4" diameter x 34 5/8"H
Finish: Flannel
Note: Caddy can fit 10 blips



Table

MFR: KI
Product Line: Ruckus Activity Tables
Item Name: Round table
Dimensions: Diameter may vary per clinic. 36"-60" diameter available
Floor height adjustable 12"-19"
Options: Glides
Finishes: Top laminate: Grey
Edge: Light tone
Base: Flannel

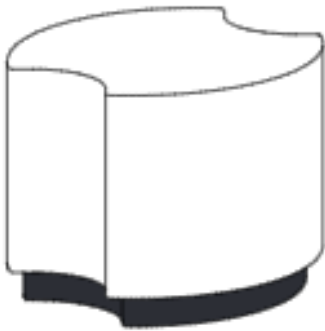
Option 3 | Product Data

When a children's furniture arrangement is needed, typically in waiting rooms, there are three different options available. If space allows, more than one option can be used. This page features a bench setting. The benches can nest into each other for flexible arrangements. See the following pages for upholstery options.



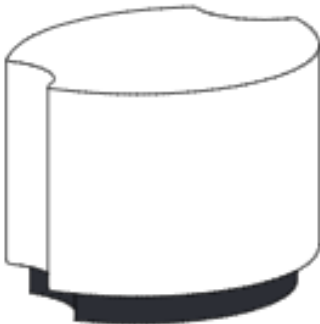
Bench | Option 1

MFR: Arcadia
Product Line: Leaflette Children's Benches
Item Name: Buds children's bench, plinth base
Dimensions: 22 ¼"W x 17 ¼"D x 15"H
Finishes: See following pages



Bench | Option 2

MFR: Arcadia
Product Line: Leaflette Children's Benches
Item Name: Buds children's inline bench, plinth base
Dimensions: 18 ½"W x 17 ½"D x 15"H
Finishes: See following pages



Bench | Option 3

MFR: Arcadia
Product Line: Leaflette Children's Benches
Item Name: Buds children's 45-degree bench, plinth base
Dimensions: 21 ½"W x 17 ¼"D x 15"H
Finishes: See following pages

Furniture | Children's

Option 3 | Fabric Options

Bench fabrics can be mixed and matched.



Fabric Option 1

MFR: Ultrafabrics
Pattern: Ultraleather
Color: Plum 291-9385



Fabric Option 2

MFR: Ultrafabrics
Pattern: Ultraleather
Color: Baltic 291-2551



Fabric Option 3

MFR: Ultrafabrics
Pattern: Ultraleather
Color: Sonora 291-4454



Fabric Option 4

MFR: Ultrafabrics
Pattern: Ultraleather
Color: Parrot 291-4460



Fabric Option 5

MFR: Ultrafabrics
Pattern: Ultraleather
Color: Poppy 291-1347



Fabric Option 6

MFR: Ultrafabrics
Pattern: Ultraleather
Color: Red 291-1176

Furniture | Children's

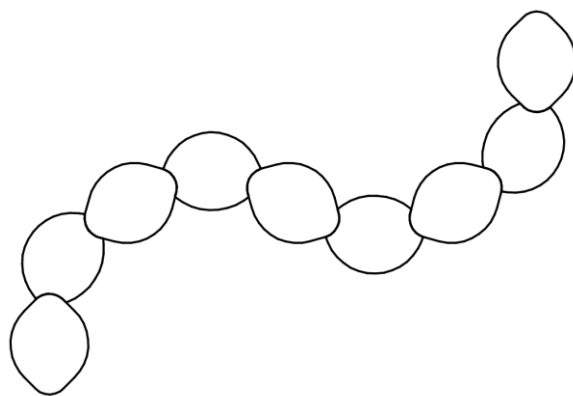
Option 3 | Idea Starters

Bench finishes can be mixed and matched. This page shows how the benches can nest into each other for flexible seating arrangements.

Idea starter | Option 1

- Buds children's bench (qty 5).
- Buds children's 45-degree bench (qty 4).
- All fabric option colors used.

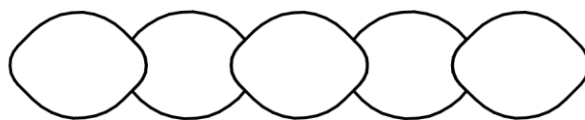
Approximate furniture footprint: 10'-6"W x 7'-0"D



Idea starter | Option 2

- Buds children's bench (qty 3).
- Buds children's inline bench (qty 2).
- All fabric option colors used.

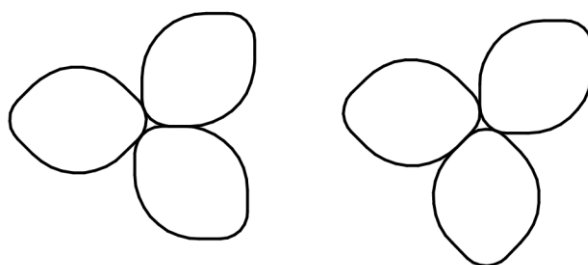
Approximate furniture footprint: 7'-10"W x 1'-5 1/2"D



Idea starter | Option 3

- Buds children's bench (qty 6).
- All fabric option colors used.

Approximate furniture footprint: 8'-0"W x 3'-0"D



Furniture | Reception

Reception / Intake Station

When planning intake spaces, it is recommended to provide semi-private areas at public-facing desks, if space permits. The suggested space allocation per intake station is approximately 8 feet deep by 5 feet wide, with additional circulation space required for both the public and staff sides. When space planning, a 15 foot deep by 5 foot wide area should be used per individual station. A furniture-based solution is preferred as it allows for greater flexibility in the design and adaptation of intake areas. When determining the quantity of intake stations, consider how many stations the clinic can support and the number of staff available to facilitate the intake process.

Reception / Intake Station

MFR: OFS
Product Line: Staks
Dimensions: Contact a furniture representative for clinic specific needs.
Finishes: Laminate surfaces: OFS - high pressure laminate - color chestnut
Metal surfaces: OFS - black

Idea starter | 3D view



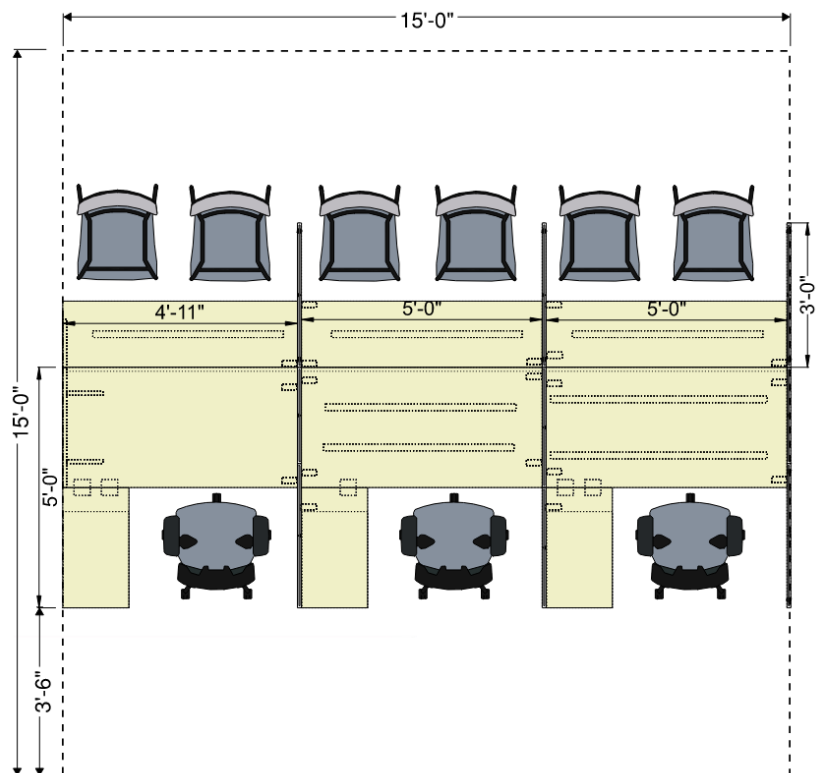
Public facing side



Staff facing side

Idea starter | Plan view

Overall footprint including circulation:
15'-0"W x 15'-0"D



Furniture | Reception

Reception / Intake Station

A task chair should be placed at each reception / intake station. Optional add-ons include a privacy partition or plastic sneeze guards.



Chair | Task

MFR:	HON
Product Line:	Ignition
Item Name:	Standard mesh mid-back chair
Options:	Adjustable arms, standard base
Frame finish:	Black
Back mesh:	Standard black
Seat Upholstery:	Hon – Appoint seating – color carbon PNS008



Add-on privacy option

MFR:	Demco
Item Name:	Ghent Desk to Floor Partition
Dimensions:	57"H x 47"W
Notes:	Adjustable legs accommodate 28"-32" desk heights
Example image:	



Sneeze Guard / Plastic Shield

MFR:	ShopPopDisplays
Product Line:	Economy Countertop Sneeze Guard with Pass Through Opening
Dimensions:	Various sizes



Sneeze Guard / Plastic Shield

MFR:	ShopPopDisplays
Product Line:	Economy Freestanding Clear Table Partition
Dimensions:	29 ½"W x 23 ½"H



Furniture | Multi-purpose

Classroom Style Furniture

These stackable chairs and movable training tables are ideal for a classroom style set up or for flexible meeting spaces.



Chair

MFR: KI
Product Line: LimeLite
Item Name: 4-leg chair
Dimensions: 21.75"W x 22.25"D x 33.25"H
17.5"H seat height
Options: Glides, armless, seat cushion
Finishes: Poly color: Flannel
Base/frame color: Flannel

Cushion
Upholstery: MFR: Stinson
Pattern: Fuse 2.0
Color: Chive



Table

MFR: KI
Product Line: Pirouette Tables
Item Name: Rectangle Training T-Base
Dimensions: Sizes vary per clinic
30"-72"W, 18"-36"D, 29"H available
Options: Casters, nesting worksurface, 74P edge
Finishes: Top laminate: Grey
Edge: Light tone
Base: Flannel

Furniture | Multi-purpose

Storage & Miscellaneous

The storage options can be used for toys, office supplies or other miscellaneous storage needs. The stool can be used in private offices or multi-purpose rooms as needed as a supplemental chair.



Storage | Open Shelving

MFR:	KI
Product Line:	Ruckus Storage
Item Name:	Single-face bookcase
Dimensions:	Sizes vary per clinic, 36"W x 18"-24"D x 36"-42"H available
Options:	Glides
Finishes:	Top laminate: Grey
	Edge: Light tone
	Shell: Light tone



Storage | Closed Shelving

MFR:	KI
Product Line:	Ruckus Storage
Item Name:	Single-face cubbies 2x3 with doors
Dimensions:	Sizes vary per clinic, 36"-54"W x 18"D x 36"-42"H available
Options:	Glides, standard key lock, beveled black pull
Finishes:	Top laminate: Grey
	Edge: Light tone
	Shell and doors: Light tone



Stool

MFR:	OFS
Product Line:	Stray
Item Name:	Physician's Stool
Dimensions:	Various sizes available
Seat Finish:	Carbon
Base Finish:	Carbon
Seat Fabric:	MFR: CF Stinson, Pattern: Lara, Color: Pitch

Furniture | Private Office

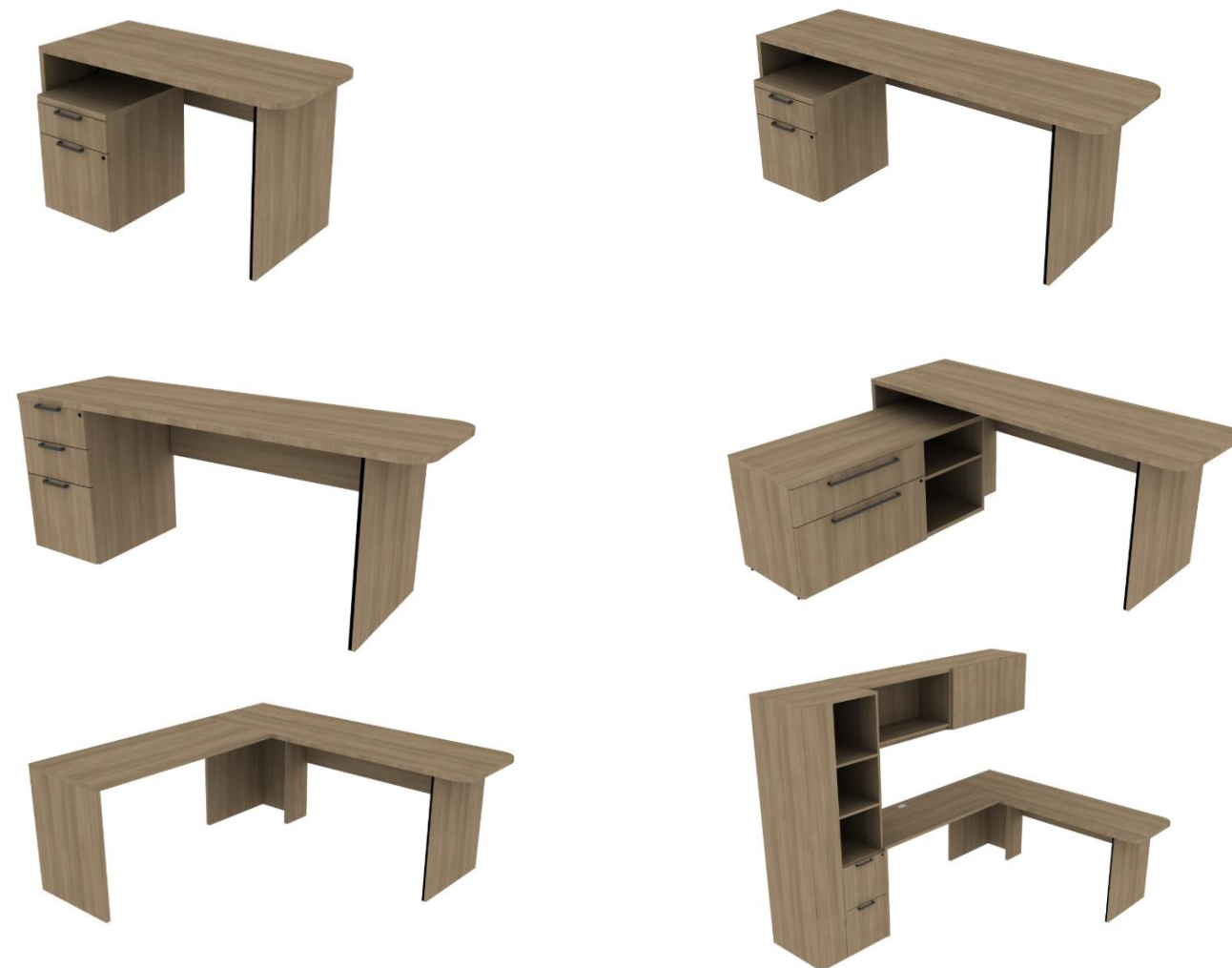
Private Offices

It is recommended to have desks against a wall, with guest chairs in each office along another wall, so staff may swivel around in their chair to interact with participants in a “knee-to-knee” consultation for a more personal touch. Open edges of desks should have rounded corners to help avoid injuries. There are several desk configurations to choose from, as shown below. Each configuration may be paired with a filing pedestal, credenza, etc. It is important to consider space limitations in offices when choosing the best desk configuration for the clinic. Optional desk add-ons include modesty panels, cable/wire management strips to keep cords orderly, and bumper guards. The task chair found on page 29 should be placed at the desk.

Private Office Desks

MFR:	OFS
Product Line:	Staks
Dimensions:	Contact a furniture representative for clinic specific conditions and
Options:	layouts
Finishes:	Rounded corners on exposed ends
	Laminate surfaces: OFS - high pressure laminate - color chestnut
	Metal surfaces: OFS - black

Private Office Idea Starters



Private Offices

Additional storage may be placed in offices if needed and if space allows.



Bookcases

MFR: OFS
Product Line: Staks
Dimensions: Contact a furniture representative for clinic specific conditions and layouts
Finishes: Laminate surfaces: OFS - high pressure laminate - color chestnut



Lateral Files

MFR: OFS
Product Line: Staks
Dimensions: Contact a furniture representative for clinic specific conditions and layouts
Finishes: Laminate surfaces: OFS - high pressure laminate - color chestnut
Metal finish: OFS - onyx



Accessory | Desk Edge Bumper Guard

MFR: Amazon
Product Line: Angloria
Item Name: Edge Protector 100% Silicone, Baby Proofing Thin Corners Clear Guards, Pre-Tape Adhesive Soft for Kids Safety, Child Table Cabinets Furniture Bumper
Material: Clear silicone



Accessory | Desk Corner Bumper Guard

MFR: Amazon
Product Line: Angloria
Item Name: Food-Graded Silicone Clear Corner Protectors, Baby Proofing Table Edge Guards, Pre-Taped Adhesive Soft for Kids Child Safety Proof, Cabinets Counter Furniture Bumpers
Material: Clear silicone

Furniture | Workstations

Open Office

A group of workstations may be needed in an open office type setting. Two options are provided as idea starters that feature a back-to-back setting and a side-by-side/benching setting. Please work with a furniture representative for clinic specific needs. The task chair found on page 29 should be placed at each station.

Open Office Workstations

MFR: OFS
Product Line: Staks
Dimensions: Contact a furniture representative for clinic specific conditions and layouts
Options: Rounded corners on exposed ends
Finishes: Laminate surfaces: OFS - high pressure laminate - color chestnut
Accent laminate (if applicable): OFS - high pressure laminate - color slate gray
Panel fabric (if applicable): MFR – Camira, Pattern – Era, Color – Prime CSE09
Metal surfaces: OFS - black

Idea starter | Option 1

Approximate furniture footprint: 14'-0"W x 12'-4"D



Idea starter | Option 2

Approximate furniture footprint: 12'-0"W x 4'-0"D





Breastfeeding Chair

MFR: Monte Design
 Item Name: Grano glider recliner
 Dimensions: 28"W x 32"D x 39"H
 Options: Manual, glide & swivel
 Fabric: Non-woven, enviroleather – color gray. Fabric is highly durable and cleanable
 Location: Lactation rooms



Baby Changing Table

MFR: Discount School Supply
 Item Name: Birch Walk-Up Changing Table
 Dimensions: 46"W x 23"D x 37"H
 Location: Lactation rooms



Mobile Divider

MFR: OFS
 Product Line: Heya
 Item Name: Heya Screen
 Dimensions: 41" or 48"W, 26 ½"D, 55 ½" or 69 ½"H
 Options: Casters: color black
 Leg finish: Onyx
 Panel fabric: MFR – Camira, Pattern – Aquarius, Color – Swart JA069
 Location: Use to divide rooms where more privacy may be needed



Table Lamp

MFR: Kohl's
 Item Name: Safavieh Lemeni Table Lamp
 Dimensions: 14"D x 14"W x 22"H
 Location: Waiting rooms, lactation rooms, multi-purpose rooms as needed



Tackboard

MFR: Walmart
 Item Name: Bulletin board, 24x18 inches, felt board decorative pin board
 Dimensions: 18"H x 24"W
 Location: Waiting rooms, private offices, multi-purpose rooms as needed

Fixtures | Restroom

Plumbing Fixtures & Accessories

Notes: Consult with building facilities if there are facility-standard fixtures to be used.



Faucet

MFR: Kohler
Product Line: Simplice
Item Name: Widespread bathroom sink faucet K-27390-4-BL
Color: Matte black



Kohler

MFR: Kohler
Product Line: Caxton
Item Name: 17" oval undermount bathroom sink with overflow K-2209-0
Color: White



Baby Changing Station

MFR: Koala Care
Product Line: KB300 Horizontal Surface-Mounted
Dimensions: 36"W x 20 ¾"H x 4"D
Color: Grey 01
Note: Mounting location must be ADA compliant

Fixtures | Breakroom

Plumbing Fixtures

Notes: Consult with building facilities if there are facility-standard fixtures to be used.



Faucet

MFR: Kohler
Product Line: Components
Item Name: Pull-down kitchen faucet with two-function sprayhead K-28268-BL
Color: Matte black



Sink

MFR: Kohler
Product Line: Vault
Item Name: 24" undermount single-bowl sink K-3894-NA
Color: Stainless steel

Floor Mat

Custom Printed Floor Mat

Floor mats can be placed in front of entry doors, especially during winter months to help protect flooring finishes. Two starter sizes are provided for convenience; other sizes are available through the manufacturer.



Custom Printed Floor Mat | Large

MFR: Intermats (<https://www.intermats.com/index.htm>)
Product Line: ColorStar Impressions Supergraphic Indoor Logo Mat
Dimensions: 4'-0" x 8'-0"
Item Number: 4909103
Custom Colors: Background: C04
Light green: C14
Dark green: C17
Blue: C28
Light red: C53



Custom Printed Floor Mat | Small

MFR: Intermats (<https://www.intermats.com/index.htm>)
Product Line: ColorStar Impressions Supergraphic Indoor Logo Mat
Dimensions: 3'-0" x 5'-0"
Item Number: 4916571
Custom Colors: Background: C04
Light green: C14
Dark green: C17
Blue: C28
Light red: C53

Signage

Room Signage

Notes: Consult with building facilities if there is an existing sign type to be used. Mounting locations and individual signs are required to meet ADA guidelines.



Room Sign

MFR:	Inpro
Product Line:	Phoenix
Material:	Photopolymer
Dimensions:	6"H x 8"W
Options:	Digitally printed logo in upper right corner
Mounting:	Double sided tape
Font:	Gravur LL condensed black
Font size:	¾"H
Face color:	Designer white 0101
Text color:	Black F102
Locations:	Permanent rooms



Traveling Clinics

Tablecloths

Type A

Type A tablecloths are loose-fitting rectangular tablecloths featuring the Iowa WIC logo. For ease of procurement, the design team has worked with Beeline and Blue* to design these tablecloth options. Design files are provided as part of this guide for ordering custom tablecloths. Please work with Iowa HHS for file access.

*Agencies are welcome to work with their vendor of choice.



Rectangle tablecloth | Light gray with logo

MFR: Beeline and Blue* (<https://beelineandblue.com>)
Item Name: Table Throw
Dimensions: 30"D x 72"W. Custom sizes available
Graphic file: Tablecloth_TypeA_LightGrayWithLogo
Note: This gray is lighter than Iowa WIC branded light gray to meet ADA color contrast requirements. Gray color is HEX #D1D1D1 and cannot be darker



Rectangle tablecloth | Violet with logo

MFR: Beeline and Blue* (<https://beelineandblue.com>)
Item Name: Table Throw
Dimensions: 30"D x 72"W. Custom sizes available
Graphic file: Tablecloth_TypeA_VioletWithLogo



Rectangle tablecloth | Light red with logo

MFR: Beeline and Blue* (<https://beelineandblue.com>)
Item Name: Table Throw
Dimensions: 30"D x 72"W. Custom sizes available
Graphic file: Tablecloth_TypeA_LightRedWithLogo



Rectangle tablecloth | Light green with logo

MFR: Beeline and Blue* (<https://beelineandblue.com>)
Item Name: Table Throw
Dimensions: 30"D x 72"W. Custom sizes available
Graphic file: Tablecloth_TypeA_LightGreenWithLogo

Tablecloths

Type B

Type B tablecloths are loose-fitting rectangular tablecloths featuring the Iowa WIC logo with the opportunity to add the agency's logo. For ease of procurement, the design team has worked with Beeline and Blue* to design these tablecloth options. Design files are provided as part of this guide for ordering custom tablecloths. **Please work with Iowa HHS for file access.**

*Agencies are welcome to work with their vendor of choice.



Rectangle tablecloth | Light gray with agency logo

MFR: Beeline and Blue* (<https://beelineandblue.com>)
Item Name: Table Throw
Dimensions: 30"D x 72"W. Custom sizes available
Graphic file: Tablecloth_TypeB_LightGrayWithAgencyLogo
Note: This gray is lighter than Iowa WIC branded light gray to meet ADA color contrast requirements. Gray color is HEX #D1D1D1 and cannot be darker



Rectangle tablecloth | Violet with agency logo

MFR: Beeline and Blue* (<https://beelineandblue.com>)
Item Name: Table Throw
Dimensions: 30"D x 72"W. Custom sizes available
Graphic file: Tablecloth_TypeB_VioletWithAgencyLogo



Rectangle tablecloth | Light red with agency logo

MFR: Beeline and Blue* (<https://beelineandblue.com>)
Item Name: Table Throw
Dimensions: 30"D x 72"W. Custom sizes available
Graphic file: Tablecloth_TypeB_LightRedWithAgencyLogo



Rectangle tablecloth | Light green with agency logo

MFR: Beeline and Blue* (<https://beelineandblue.com>)
Item Name: Table Throw
Dimensions: 30"D x 72"W. Custom sizes available
Graphic file: Tablecloth_TypeB_LightGreenWithAgencyLogo

Tablecloths

Type C

Type C tablecloths are loose-fitting circular tablecloths using Iowa WIC branded colors. For ease of procurement, the design team has worked with Beeline and Blue* to design these tablecloth options.

*Agencies are welcome to work with their vendor of choice.

Round | Light gray



MFR: Beeline and Blue* (<https://beelineandblue.com>)
Item Name: Table Throw
Dimensions: Custom sizes available
Color: Use light gray brand color:
CMYK: 0/0/0/25
RGB: 200/200/200
HEX: #C8C8C8

Round | Violet



MFR: Beeline and Blue* (<https://beelineandblue.com>)
Item Name: Table Throw
Dimensions: Custom sizes available
Color: Use violet brand color:
CMYK: 100/100/0/0
RGB: 46/49/146
HEX: #2D3091

Round | Light red



MFR: Beeline and Blue* (<https://beelineandblue.com>)
Item Name: Table Throw
Dimensions: Custom sizes available
Color: Use light red brand color:
CMYK: 0/70/50/0
RGB: 243/113/109
HEX: #F2706C

Round | Light green



MFR: Beeline and Blue* (<https://beelineandblue.com>)
Item Name: Table Throw
Dimensions: Custom sizes available
Color: Use light green brand color:
CMYK: 42/0/100/0
RGB: 161/205/58
HEX: #A0CC39

Signage | Overview

Signage Family | Size 24" x 36"

For ease of procurement, design files are provided as part of this guide for printing of signs. **Please work with Iowa HHS for file access.** Intent of these signs is for welcoming visitors from the exterior of the building into the clinic. These files can be used with sign holders found on page 46 & 48.



Graphic file:
Signage_24x36_Type1



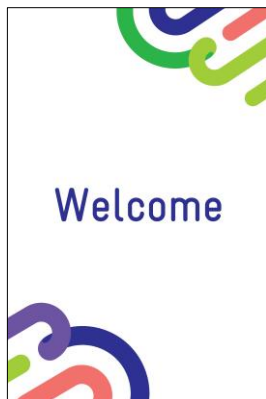
Graphic file:
Signage_24x36_Type2



Graphic file:
Signage_24x36_Type3



Graphic file:
Signage_24x36_Type4



Graphic file:
Signage_24x36_Type5



Graphic file:
Signage_24x36_Type6

Signage | Overview

Signage Family | Size 8 ½" x 11"

For ease of procurement, design files are provided as part of this guide for printing of signs. **Please work with Iowa HHS for file access.** Intent of these signs is for agencies to print as needed per specific clinic. Signs are intended to be printed on standard 8 ½" x 11" colored printer paper. These files can be used with sign holders on page 49 or without a sign holder



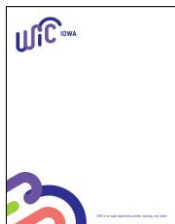
Graphic file:
Signage_8.5x11_Type1



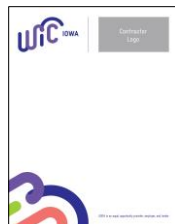
Graphic file:
Signage_8.5x11_Type5



Graphic file:
Signage_8.5x11_Type9



Graphic file:
Signage_8.5x11_Type2



Graphic file:
Signage_8.5x11_Type6



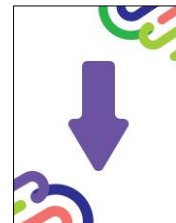
Graphic file:
Signage_8.5x11_Type10



Graphic file:
Signage_8.5x11_Type3



Graphic file:
Signage_8.5x11_Type7



Graphic file:
Signage_8.5x11_Type11



Graphic file:
Signage_8.5x11_Type4



Graphic file:
Signage_8.5x11_Type8



Graphic file:
Signage_8.5x11_Type12

Signage | Exterior

Exterior Sign Holders

Exterior signage is intended to guide users to the correct building / entrance. Multiple options are provided for varying traveling clinic needs. For ease of procurement, the design team has worked with Beeline and Blue* to design these signage options. Design files are provided as part of this guide for ordering custom tablecloths. Please work with Iowa HHS for file access.

*Agencies are welcome to work with their vendor of choice.



Feather Flag

MFR:	Beeline and Blue* (https://beelineandblue.com)
Product Line:	Orbus – Zoom flex small flag
Item Name:	Feather double sided graphic
Dimensions:	100 ½"H x 19 ¾"W
Graphic file:	FeatherFlag.pdf



A-Frame Style Sign

MFR:	Uline
Item Name:	Plastic A-frame sign
Dimensions:	27"W x 46"H
Sign Area:	24"W x 36"H
Recommended Sign Material:	Corrugated plastic
Notes:	2-sided, holds signs up to 3/16" thick. See signage files on page 44



H-Frame Style Sign

MFR:	Beeline and Blue* (https://beelineandblue.com)
Item Name:	Wire H-frame sign
Dimensions:	Sized to fit 18"H x 24"W sign
Sign Area:	18"H x 24"W
Recommended Sign Material:	Coroplast

Signs | 18" x 24"



Graphic file: Signage_18x24_Type1



Graphic file: Signage_18x24_Type2

Signage | Interior

Departmental Signage

This signage is intended to direct users to the correct suite entrance when multiple suites may be within the same building. This is intended for interior use only. Consult with building facilities to verify existing conditions and confirm code compliance.

Black color option



Light violet/violet color option



White color option



Aluminum Option

MFR: Beeline and Blue* (<https://beelineandblue.com>)
Dimensions: Minimum 9"H (verify with site conditions), ¼" thickness
Material: Aluminum
Finish: See options
Locations: Entrance into suite or behind/near reception
Mounting: Concealed flush stud mount
Notes: Ensure ADA compliance of background color to text contrast is met
*Agencies are welcome to work with their vendor of choice

Vinyl Option

MFR: Beeline and Blue* (<https://beelineandblue.com>)
Dimensions: Minimum 9"H (verify with site conditions)
Material: Opaque film with adhesive backing
Finish: See options
Locations: Entrance into suite or behind/near reception. Recommended on gypsum board walls or surfaces with a smooth finish
Notes: Ensure ADA compliance of background color to text contrast is met
*Agencies are welcome to work with their vendor of choice

Larger Interior Signage

Interior signage is intended to guide users to the correct space within a building. Multiple display options are provided for varying traveling clinic needs. See signage files on page 44.



Easel

MFR:	Uline
Item Name:	Standard telescoping easel
Dimensions:	Adjustable: 34"H – 64"H
Recommended Sign Size:	24"W x 36"H
Recommended Sign Material:	Form core



Freestanding Sign Holder

MFR:	Uline
Item Name:	Floor standing sign holder
Dimensions:	25 ¾"W x 15"D x 70"H
Sign Area:	24"W x 36"H
Notes:	Double sided, clear inserts are sold separately



Plastic Insert For Freestanding Sign Holder

MFR:	Uline
Item Name:	Clear plastic sign inserts
Dimensions:	24"W x 36"H
Notes:	Use with freestanding sign holder

Signage | Interior

Small Interior Signage

Interior signage is intended to guide users to the correct space within a building. Multiple display options are provided for varying traveling clinic needs. See signage files on page 45.



Freestanding Sign Holder | Paper Insert

MFR: Office Depot
Item Name: Deflecto Double-Sided Sign Stand
Dimensions: 13"W x 13"D x 56"H
Sign Area: 8 ½" x 11"



Freestanding Sign | Dry Erase

MFR: Office Depot
Item Name: Safco Write Way Rectangle Sign
Dimensions: 18"W x 18"D x 65"H
Notes: Dry erase and magnetic



Countertop Sign Holder

MFR: Uline
Item Name: Single sheet holders
Sign Area: 8 ½" x 11"



Literature Holder

MFR: Uline
Item Name: Countertop literature holder – 3-tier
Dimensions: 9"W x 6"D x 13"H

Space Dividers

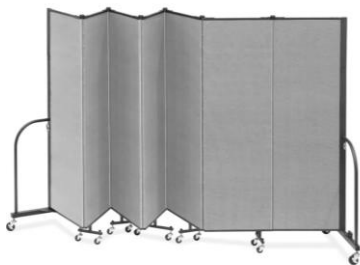
Mobile Dividers

For visual privacy within large spaces, mobile dividers may be used. Various options are provided for size and budget flexibility.



Mobile Divider | Small

MFR: OFS
Product Line: Heya
Item Name: Heya Screen
Dimensions: 41" or 48"W, 26 ½"D, 55 ½" or 69 ½"H
Options: Casters: color black
Leg finish: Onyx
Panel fabric: MFR – Camira, Pattern – Aquarius, Color – Swart JA069



Mobile Divider | Commercial Grade

MFR: Uline
Item Name: Portable Room Divider – 7 panels
Dimensions: 13'-1"W x 2'-5"D x 6'-0"H
Panel color: Gray



Mobile Divider | Budget Friendly

MFR: Amazon
Product Line: Sunally
Item Name: Room Divider 6FT Folding Privacy Screens with Lockable Wheels
Dimensions: 4-panel: 88"W x 72"H
6-panel: 132"W x 72"H
8-panel: 176"W x 72"H