Our New Look and Feel

Introduction to Department Shield

Brendan Donlin
Our Mission

Improving health care access and outcomes for the people we serve while demonstrating sound stewardship of financial resources.
Agenda

1. Overview of Changes
   - Outdated Shield
   - New Department Shield
     - Shield Help Center
     - Templates
2. Shield Trainings
3. Accessibility Standards
4. Email Signatures
5. New Medicaid Look & Feel
6. Communication Inbox
Outdated Shield

Old Shield

New Shield
New Shield: Why Now?

• Each Department is moving to new look
  – Transition before December 2014
• Requirement for upgraded website
• Timing
  – Transition materials as they are exhausted
New Shield: What You’ll See

FACT SHEET OR FAQ TITLE HERE--USE "FROM STYLE MENU"

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HCPF Presentation

Brendan Donlin
Working to Meet Accessibility Standards

- Working to meet the needs of clients
- Staff will undergo training on accessibility standards in the coming year
Medicaid Logo Refresh

Transformation is happening in Colorado Medicaid!

Refresh Roll Out
• Beginning in 2015
• New name, logo, and tagline

Logo and Tagline
• Abstract
• Reflects diversity
• Transition materials as they are exhausted
  (no reprinting just switch over)
Current PEAK Logo & Website
New PEAK Logo

Details

- Triangles are a nod to the majestic mountains in the state.
- Colors adhere to brandCOLORADO guidelines and include brand representation from OIT, CDHS, CDPHE, CDE, HCPF and Connect for Health Colorado, as well as the CO peak.

Includes tagline and call to action of Colorado.gov/PEAK

Includes trademark symbol
Thank You

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