Hoosier Healthwise

Support & Services for Pregnant Women, Babies, Children & Teens

Style Guide
2020
Hoosier Healthwise Logo

The primary Hoosier Healthwise logo is four-color and includes the owl image and program name. This is to be used whenever possible (example: business cards, legal documents). The secondary logo is similar and includes the addition of a support statement that easily conveys what Hoosier Healthwise does, and is only to be used when necessary (example: the cover of a brochure).

The logo must be surrounded by a designated amount of clear space on all sides, called the safe area. Below is a diagram showing the safe area boundary for the logo. DO NOT crowd the logo’s white space. No text can be placed within that area. Use the height and width of the H from the logo as a measurement to determine the minimum size of white space to allow on all sides.
The primary, four-color Hoosier Healthwise logo is preferred for all use and to be utilized as much as possible. If the four-color logo cannot be used, then the two-color, one-color, black & white and reversed logos are recommended. The one-color logo may only be used in the defined primary color palette. You may use the reversed logo on the primary color palette. Logo can also be reversed out on a photo, but is not recommended.

Regardless of whichever version you are using, please use it correctly (see incorrect usages below).

**Other Logo Versions**

- **Two-Color Logo**
- **One-Color Logo**
- **Black & White Logo**
- **Reversed Logo**

**Incorrect Usage**

- **Do not stretch logo.**
- **Do not change color values or rotate logo.**
- **Do not use other colors.**
- **Do not alter size of elements.**
- **Do not use incorrect logo on incorrect brand colors.**
Color Guidelines

The primary colors for Hoosier Healthwise are dark purple and purple. Primary colors are the dominant colors in the palette. They’re used to construct the logo and word mark and may also cover large surface areas. These should be the first choices when selecting colors. Light purple, orange and light orange are secondary colors that should be used sparingly as accent colors. Possible uses include design elements or colors for charts or graphs. Always refer to these PMS, CMYK, RGB and Hex codes to ensure you are using the correct color.

<table>
<thead>
<tr>
<th>Color</th>
<th>PMS</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
<th>R</th>
<th>G</th>
<th>B</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dark Purple</td>
<td>525</td>
<td>41</td>
<td>74</td>
<td>0</td>
<td>61</td>
<td>80</td>
<td>40</td>
<td>85</td>
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</tr>
<tr>
<td>Purple</td>
<td>2583</td>
<td>41</td>
<td>74</td>
<td>0</td>
<td>0</td>
<td>158</td>
<td>95</td>
<td>166</td>
<td>#9E5fA6</td>
</tr>
<tr>
<td>Light Purple</td>
<td>7437</td>
<td>18</td>
<td>33</td>
<td>2</td>
<td>0</td>
<td>204</td>
<td>174</td>
<td>206</td>
<td>#CCAECE</td>
</tr>
<tr>
<td>Orange</td>
<td>165</td>
<td>0</td>
<td>74</td>
<td>98</td>
<td>0</td>
<td>242</td>
<td>103</td>
<td>36</td>
<td>#F26724</td>
</tr>
<tr>
<td>Light Orange</td>
<td>1495</td>
<td>0</td>
<td>59</td>
<td>99</td>
<td>0</td>
<td>247</td>
<td>142</td>
<td>32</td>
<td>#F78E20</td>
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</tbody>
</table>
Font Guidelines

The primary font for Hoosier Healthwise is the Gotham family. Gotham Book and Gotham Book Italic should be used for general copy and long-form pieces. Gotham Bold, Gotham Bold Italic, Gotham Black and Gotham Black Italic should be used for headlines and subheads as needed. If the Gotham font is not available, please use the secondary font family Effra.

**Primary Font**

<table>
<thead>
<tr>
<th>Gotham Book</th>
<th>Gotham Bold</th>
<th>Gotham Black</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>0123456789</td>
<td>0123456789</td>
<td>0123456789</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gotham Book Italic</th>
<th>Gotham Bold Italic</th>
<th>Gotham Black Italic</th>
</tr>
</thead>
<tbody>
<tr>
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<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
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<td>0123456789</td>
<td>0123456789</td>
<td>0123456789</td>
</tr>
</tbody>
</table>

**Secondary Font**

<table>
<thead>
<tr>
<th>Effra Medium</th>
<th>Effra Bold</th>
<th>Effra Heavy</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
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<td>0123456789</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Effra Medium Italic</th>
<th>Effra Bold Italic</th>
<th>Effra Heavy Italic</th>
</tr>
</thead>
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<tr>
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</table>
This form is used to enroll participating practitioners with any of the Indiana Health Coverage Programs (IHCP) managed care entity (MCE).

Please select the programs for which this form applies:
- Healthy Indiana Plan (HIP)
- Hoosier Healthwise
- Hoosier Care Connect

Please indicate if this is a new enrollment or an enrollment update:
- New enrollment
- Update (fill out updated information ONLY)

If an update, please explain what is being updated:

PRACTITIONER DATA

- CAQH Number
- Practitioner First Name MI Last Name Suffix
- Degree (check one):
  - MD
  - DO
  - DMD
  - DPM
  - CRNA
  - NP
  - CNM
  - Other:
- SSN Date of Birth Gender: Male Female
- NPI Taxonomies (list all)
- DEA # CSR #
- License Number & State
- UPIN LPI Number
- Enrolling as:
  - PMP with Panel
  - Physician Specialist
  - NP
  - Supporting a PMP
  - Behavioral Health
  - NP Supporting a Specialty
  - Certified Mid-Wife
  - Prenatal Care Coordinator
  - Other
- Primary Specialty Secondary Specialty NP
- Are you: A Locum Tenem? Hospital-Based Physician? Hospitalist?

The National Committee for Quality Assurance (NCQA) requires that health plans assess the cultural, ethnic, racial, and linguistic needs of members of the practitioners in the network. Please provide the following information:

- Ethnicity: Asian African-American/Black Caucasian/White Hispanic/Latino Native American Pacific Islander Other (please specify)
- Practitioner Email Fax Phone

Maximum membership (panel size) accepted (PMPs only): Hoosier Healthwise HIP Hoosier Care Connect

Scope of Practice (OB/GYN PMPs only)

- All Women (OB/GYN) Yes No
  (Note: All Women indicates services exclusive to pregnant and nonpregnant members; Family Practitioners cannot select this category.)
- OB Only (OB/GYN) Yes No
- OB (Family Practitioners) Yes No

Age Restrictions (PMPs only)

- Check one:
  - None
  - Internal Medicine & OB/GYN Practitioners cannot select this category; only Family Practitioners and General Practitioners can select this category
  - 0–2 years
  - Internal Medicine & OB/GYN Practitioners cannot select this category
  - 0–12 years
  - Internal Medicine & OB/GYN Practitioners cannot select this category
  - 0–17 years
  - Internal Medicine & OB/GYN Practitioners cannot select this category
  - 0–20 years
  - Internal Medicine & OB/GYN Practitioners cannot select this category
  - 3+ years
  - Internal Medicine & OB/GYN Practitioners cannot select this category
  - 13+ years
  - 13 – 17 years
  - 13 – 20 years
  - 17+ years
  - 21+ years
  - 65+ years

Examples of proper use of the Hoosier Healthwise logos.