

IHCP *bulletin*

INDIANA HEALTH COVERAGE PROGRAMS BT202032 APRIL 2, 2020

Hoosier Healthwise brand gets new look

The Indiana Health Coverage Programs (IHCP) is very proud to unveil the new, more modern Hoosier Healthwise logo. The IHCP wanted you to be among the first to see it.

As the State continues to focus on the health of moms and babies, the IHCP thought it was the appropriate time to breathe new life into the Hoosier Healthwise brand. To do so, we reached out to key stakeholders who work with Hoosier Healthwise to help us determine the creative direction. Much thought was put into developing something that was approachable, personable, and relatable to our audience. Some of those we interviewed further stressed that it should be different from other state health coverage program logos so that the Hoosier Healthwise program has a distinct identity.



We are pleased to reveal the new “healthWISE” owl in the shape of Indiana – and a tagline that informs people that this program provides support and services for pregnant women, babies, children, and teens. We believe the new logo encapsulates what we heard throughout the process and everything we envisioned for our new brand.

We look forward to working with many of you to begin incorporating this logo into your marketing materials. A brand guidelines document is available on the [Hoosier Healthwise](https://www.in.gov/medicaid/members) web page at [in.gov/medicaid/members](https://www.in.gov/medicaid/members), giving helpful examples of appropriate fonts, colors, and how the logo should and should not be used.

We appreciate your support of this project and hope you share in our excitement of this new brand. If you have any questions or need additional information, email printing@fssa.in.gov.

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