

The graphic features a background with a teal-to-blue gradient on the left and a dark blue area with a white geometric pattern on the right. A white outline of the state of Washington is centered, containing the text "Community Care Hubs of Washington" in white. The text is arranged in three lines: "Community", "Care Hubs of", and "Washington".

Community Care Hubs of Washington

VISUAL STYLE GUIDE

LOGO – COMMUNITY CARE HUBS OF WASHINGTON

Community Care Hubs of Washington logo needs to play both a leadership and supporting role with ACH brands and/or regional hub brands. The system is flexible enough to accommodate the variety of uses.

Community Care Hubs of Washington logo will be used primarily on materials and communications where statewide reach is a priority, such as a legislative agenda or a presentation to legislators.

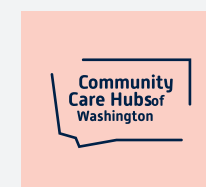
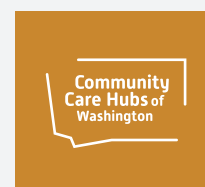
Deep Blue Logo



Black Logo



White Logo



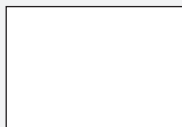
LOGO COLORS *(use only these colors for the logo)*



DEEP BLUE
100 C 87 M 41 Y 46 K
0 R 34 G 71 B
HEX: #002247



BLACK
0 C 0 M 0 Y 100 K
0 R 0 G 0 B
HEX: #000000



WHITE
0 C 0 M 0 Y 0 K
255 R 255 G 255 B
HEX: #FFFFFF

SECONDARY COLORS *(for graphics, charts, illustrations and backgrounds)*



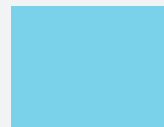
FOREST
89 C 37 M 58 Y 17 K
1 R 112 G 106 B
HEX: #01706A



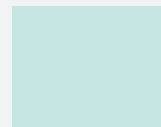
GREEN
86 C 21 M 78 Y 6 K
0 R 140 G 98 B
HEX: #008C62



AQUA
64 C 0 M 23 Y 0 K
75 R 192 G 201 B
HEX: #4BC0C9



SKY
47 C 0 M 6 Y 0 K
124 R 209 G 233 B
HEX: #7CD1E9



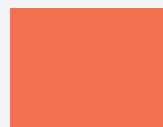
MINT
21 C 0 M 11 Y 0 K
198 R 230 G 227 B
HEX: #C6E6E3



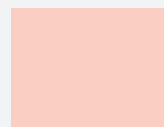
YELLOW
9 C 7 M 86 Y 0 K
237 R 219 G 69 B
HEX: #EDDB45



OCHRE
82 C 50 M 97 Y 3 K
198 R 133 G 49 B
HEX: #C68531



ORANGE
0 C 71 M 72 Y 0 K
243 R 111 G 79 B
HEX: #F36F4F



PEACH
0 C 22 M 16 Y 0 K
251 R 206 G 196 B
HEX: #FBC4C4



RED
0 C 92 M 98 Y 0 K
253 R 54 G 26 B
HEX: #FD361A

EXAMPLES OF USE

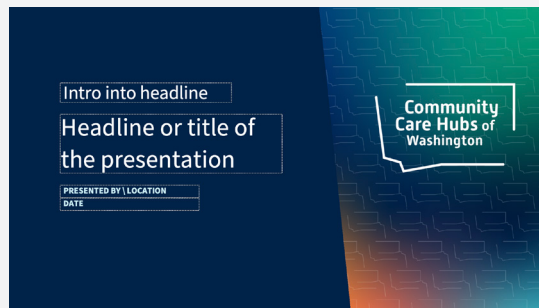
Brochure or Flier



Swag



White Logo



DESCRIPTOR LOGO – A COMMUNITY CARE HUB OF WASHINGTON*

Your affiliation to Community Care Hubs of Washington should be included on all materials. This will increase awareness and credibility.

When space is limited, and the focus is strictly regional, the Community Care Hubs of Washington descriptor may be paired with ACH and/or hub logos or used in the footer on ACH-branded or hub-branded materials.

* Thriving Together NCW descriptor is slightly different: Community Care Hubs of Washington.



A Community Care Hub of Washington

DESCRIPTOR COLOR



GREY

0C 0M 0Y 70K

109R 110G 113B

HEX: #6D6E71

Grey is the default color for the descriptor, but ACHs may use a color from their ACH or hub logos. The following is an example of Better Health Together putting the descriptor in one of their logo colors.



A Community Care Hub of Washington

Background
When we seek care, our medical, behavioral and social services need to be connected so providers can tend to our needs as whole people. This includes primary care, behavioral health, housing, transportation, education, food, recovery services and so much more.

Structure
Accountable Communities of Health (ACH) bring together partners from multiple sectors to tackle some of our most challenging social and health issues. Locally governed, each ACH called to approach to respond to individual community needs. Funding through the Medicaid Transformation Project (also known as the 1155 Waiver) have filled gaps and support cross-sector projects in ways that have not been possible before. Better Health Together (BHT) serves as the ACH in Eastern Washington.

Goals
Since its approval as an ACH in 2017, Better Health Together has developed connections with a wide range of partners throughout our urban and rural six-county region. These on-the-ground relationships informed BHT's approach to the Medicaid Transformation Project work.

The specific work and role of ACHs are common questions. The examples on the next page illustrate how BHT has operationalized its roles of convenor, gap filler and connector to improve the health of Eastern Washington.

EXAMPLE

Descriptor paired with an ACH logo.

In this ideal use, the descriptor falls under ACH logo. The descriptor may be grey or one of the ACH/hub logo colors.

Use generous clear space around the logo and descriptor so graphic elements don't conflict with the brand.

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(DRAFT) FAQ/Talking Points
Elevate Health Community Hub

What is Elevate Health and what is its purpose?

Elevate Health of Pierce County is one of nine Accountable Communities of Health (ACH) in Washington state. ACHs are independent, regional organizations designed to work with their communities on specific projects and activities related to health care and social needs. ACHs are committed to improving "whole-person health," meaning the overall health and well-being of residents in the communities they serve. Elevate Health's vision is "every person in every community in Pierce County thriving."

What is the Elevate Health Community Hub?

The Elevate Health Community Hub organizes and supports a social care network of community partners that provide case management services and connect people to health and health-related social needs services and benefits. Think of the Elevate Health Community Hub as "care traffic control" for community-based care coordination (CIRC) services.

Why is a Community Hub necessary?

Navigating the complexities of the health care and social services systems can be daunting under the best of circumstances. The Elevate Health Community Hub aims to provide Pierce County residents, regardless of their status in life, with warm handoff referrals to the clinical care and/or social services providers they may need.

What services does the Elevate Health Community Hub provide?

The Hub's services are divided into two main categories:

Case Management: The Hub is designed to help individuals navigate available resources that will help meet health-related social needs (HRSNs).

Health-Related Social Needs Benefits: Individuals eligible for Medicaid who have demonstrated clinical needs may qualify to receive HRSN benefits that could include nutrition support, housing support and other such services. The populations, services, and protocols for HRSN benefits are still being finalized by the Washington Health Care Authority (WHCA). These details are expected to become available in late 2024.

A Community Care Hub of Washington

EXAMPLE

Descriptor in the footer.

Always use generous clear space around the descriptor so that it doesn't conflict with graphic elements.

The descriptor may be grey or one of the ACH/hub logo colors.

PREFERRED FONT – ALWYN NEW

Alwyn New – Headlines/Subheads

abcdefghijklmnop

ABCDEFGHIJKLMNOP

1234567890

SUBSTITUTE FONT – SOURCE SANS PRO

Source Sans Pro – Subheads/Text

abcdefghijklmnop

ABCDEFGHIJKLMNOP

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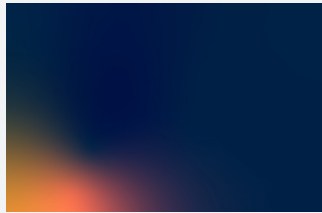
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ptaeis idebis pe
doluptu resectemo**

Doles assitia veni totatque eossinc
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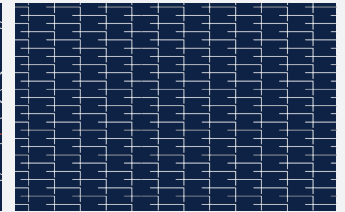
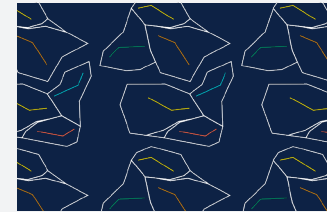
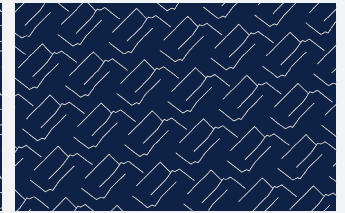
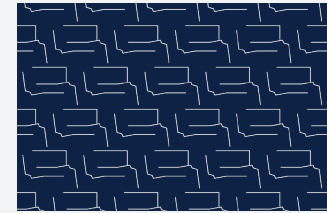
ESTRUM LATECTISCIIS ENDUSAMET

quasperi voluptur sin elistia sim fuga.
Occust lit hitat. Poreperum ut eos nihil
in niminciis idunt, solecatum ventibus il
modi dolupicabo.

DESIGN ELEMENTS – GRADIENTS, THIN LINE, WEDGE, POLYGON, AND PATTERNS



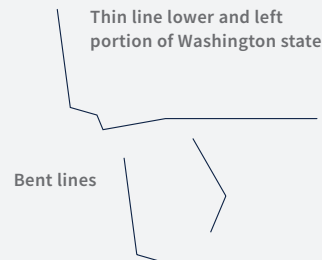
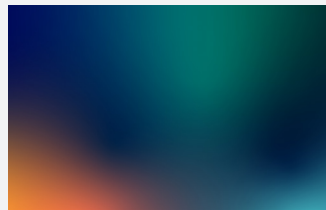
Wedge



Patterns



Gradients using logo
and secondary colors



Bent lines

Bent lines form abstract
geological polygons.

