

Our New Look and Feel

Introduction to Department Shield

Brendan Donlin



COLORADO

Department of Health Care
Policy & Financing

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 - Outdated Shield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Outdated Shield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



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New Shield



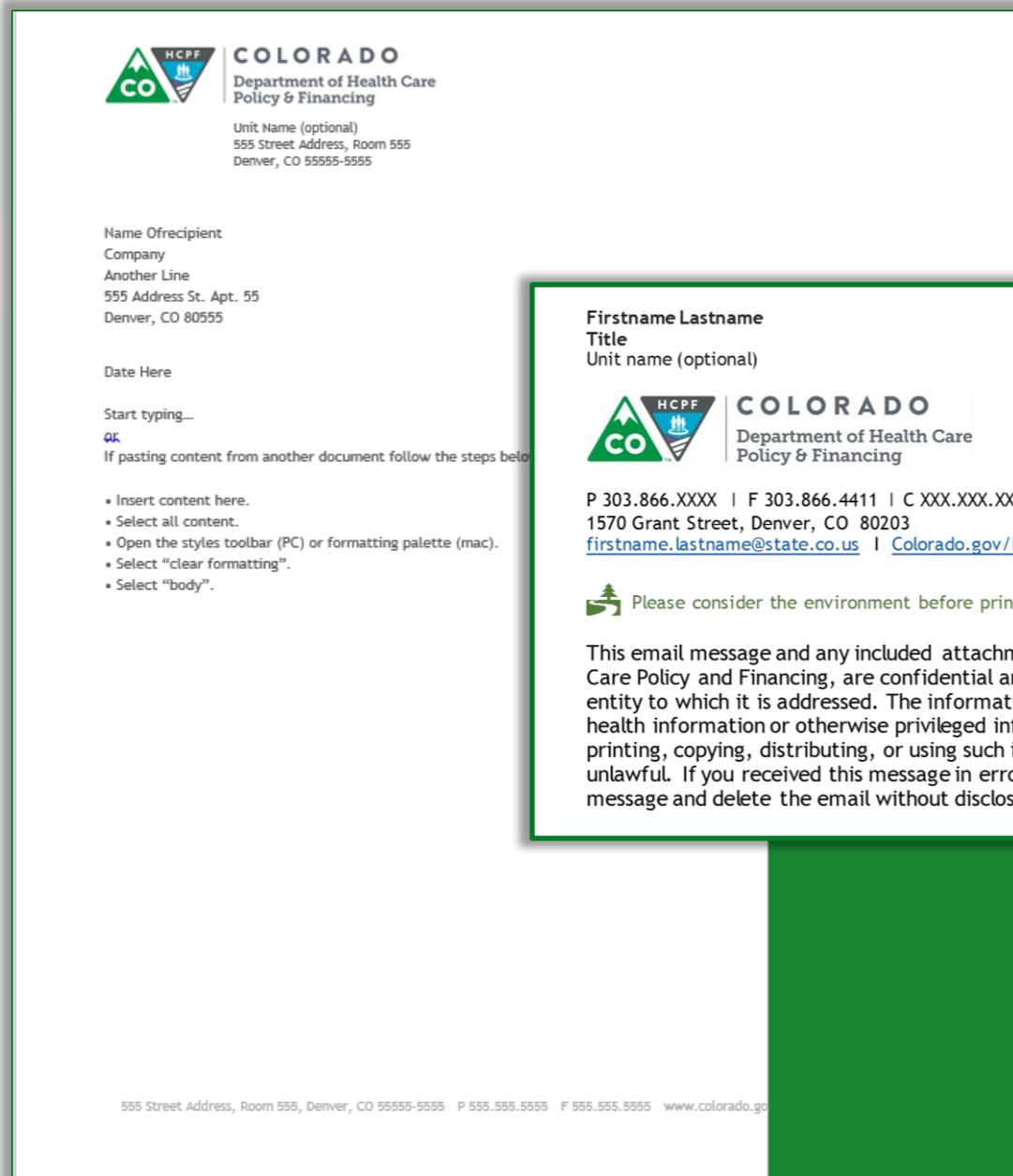
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New Shield: Why Now?

- 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



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Unit Name (optional)
555 Street Address, Room 555
Denver, CO 55555-5555

Name Of recipient
Company
Another Line
555 Address St. Apt. 55
Denver, CO 80555

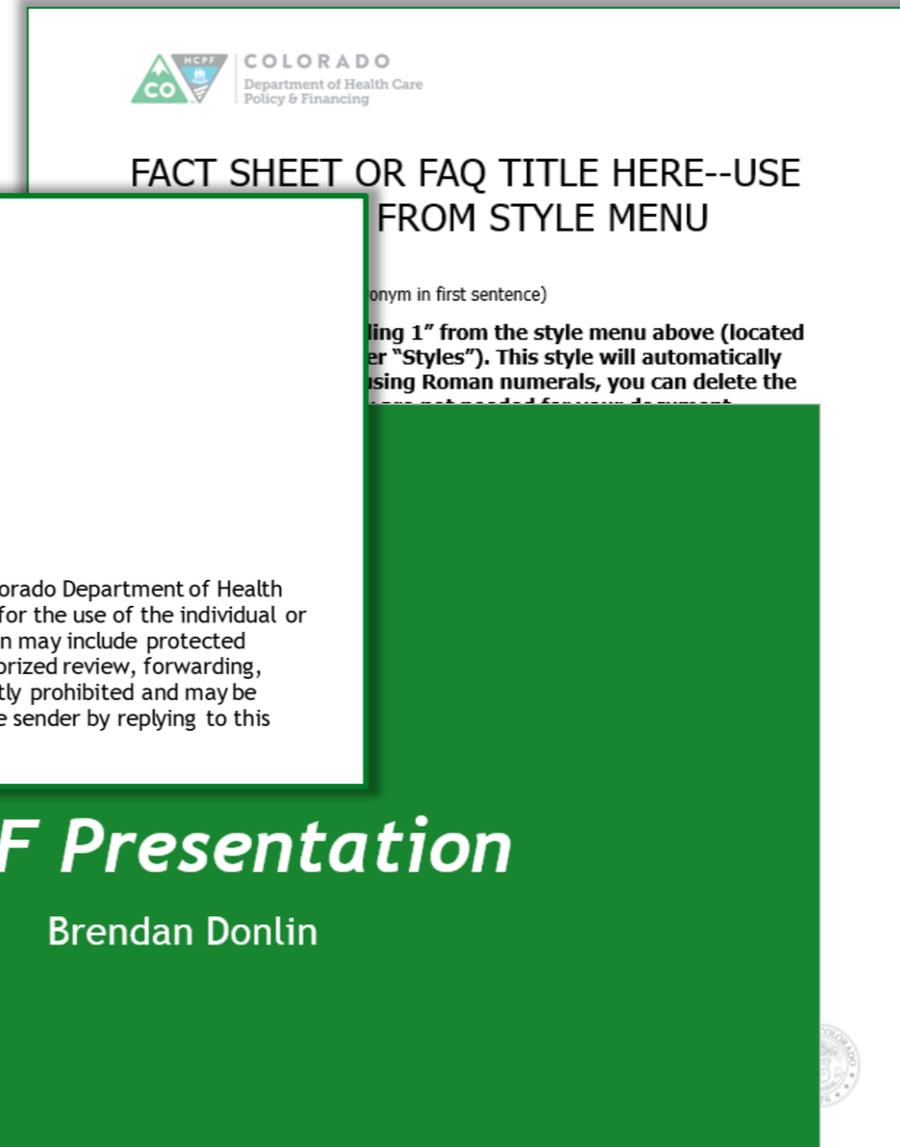
Date Here

Start typing...

If pasting content from another document follow the steps below

- Insert content here.
- Select all content.
- Open the styles toolbar (PC) or formatting palette (mac).
- Select "clear formatting".
- Select "body".

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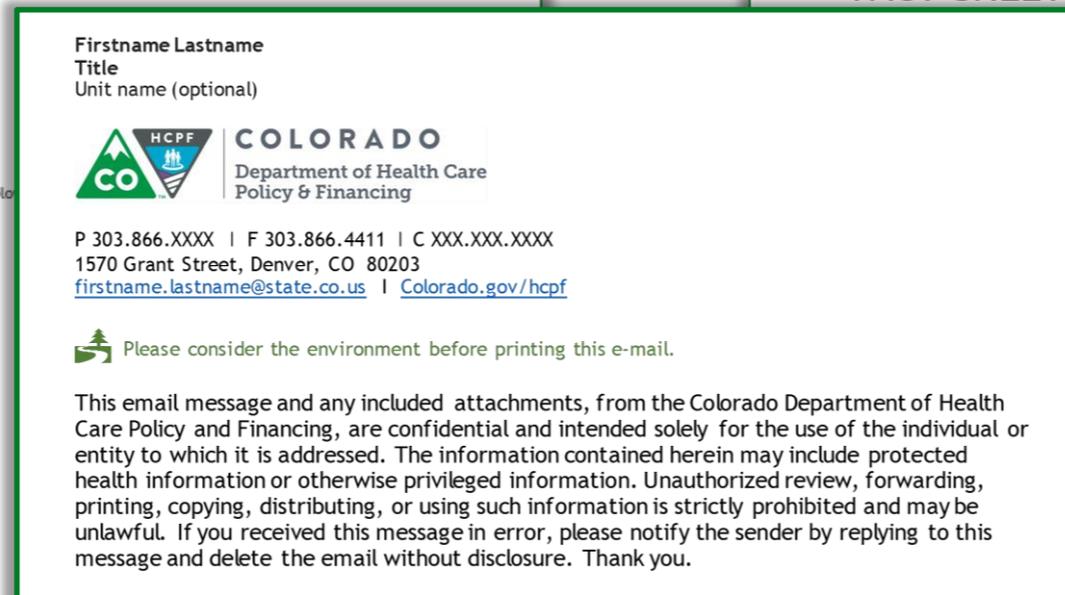
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FACT SHEET OR FAQ TITLE HERE--USE FROM STYLE MENU

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HCPF Presentation
Brendan Donlin



Firstname Lastname
Title
Unit name (optional)

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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

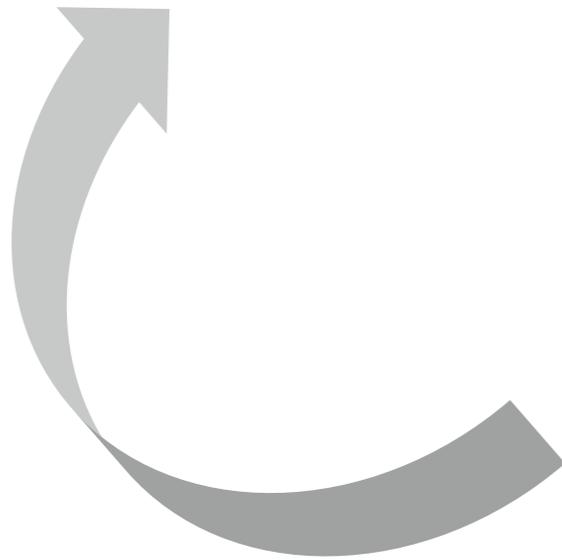
- Beginning in 2015
- New name, logo, and tagline

Logo and Tagline

- Abstract
- Reflects diversity
- Transition materials as they are exhausted
(no reprinting just switch over)



Current PEAK Logo & Website



Colorado PEAK Get Started → Am I Eligible? Apply for Benefits Manage My Account

En Español ?

Sign in if you have an account

Sign In

Don't have an account?

Create Account

Welcome to PEAK

The fast and easy way to access benefit information - anytime and anywhere. PEAK is an online service for Coloradans to screen and apply for medical, food, and cash assistance programs.

Provider Entry Quick Links Learn More Resources

State of Colorado
Colorado.gov | Accessibility | Privacy Policy | Contact Us |
Colorado Dept. of Human Services | Services by County |
Colorado Dept. of Health Care Policy and Financing |

New PEAK Logo

Details

- Triangles are 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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