



Iowa's Everyday Heroes—Brand Guideline

Iowa's Everyday Heroes Campaign is a statewide storytelling initiative designed to help Iowa school districts celebrate the people who make their schools and communities stronger every day. IASB provides the tools, resources, and platform. Districts provide their stories.

Together, we'll build public appreciation for public education by sharing authentic stories that highlight the people behind student success.

Please use the following brand guideline to provide consistency throughout this campaign. If you have questions, please contact [Jen Woodley](#) or [Devanne Metzger](#).

Primary Logo:

**IOWA'S
EVERYDAY
HEROES**

Taglines:

**PUBLIC SCHOOLS.
COMMUNITY STRONG.**

*Behind every student success
is an everyday hero.*

Hashtag:

#IAEdHeroes



Colors:

R: 0	C: 100
G: 83	M: 75
B: 148	Y: 13
	K: 2
HEX CODE #005295	

R: 0	C: 89
G: 120	M: 28
B: 43	Y: 100
	K: 17
HEX CODE #00782b	

R: 246	C: 4
G: 208	M: 15
B: 24	Y: 99
	K: 0
HEX CODE #f6d018	

R: 220	C: 10
G: 107	M: 70
B: 39	Y: 100
	K: 1
HEX CODE #db6b27	

R: 161	C: 24
G: 0	M: 100
B: 2	Y: 100
	K: 21
HEX CODE #910002	

R: 85	C: 84
G: 41	M: 100
B: 135	Y: 7
	K: 1
HEX CODE #552987	

Typography:

Helvetica Neue—Condensed Bold

Helvetica Neue—Light Italic

Arial (If you cannot access Helvetica)

