

Integrated Healthcare Association (IHA)

IHA Awards Project (August 31, 2014)

Purpose of the IHA Awards Logo/Emblem

- The purpose of the logo/emblem is to:
 - a) Recognize high performing organizations that participate in IHA programs and achieve a specific level of quality of value results
 - b) Support awareness and recognition of the IHA master brand.
- The IHA Award logo/emblem should reflect and promote the IHA brand
- The IHA Award logo/emblem should be very identifiable and easy for recipients to incorporate into marketing materials and web pages.

IHA Brand Strategy

- Promote IHA as the master brand (vs. program sub-brands) and leverage IHA's differentiation and uniqueness as: an experienced collaborator representing all key sectors (public, private, payer, provider, purchaser, and vendor); a trusted partner and authoritative expert; an organization that has proven transformative work, with both broad and niche expertise (PM, data, integrated healthcare, payment incentives).

IHA Awards Logo/Emblem Design Requirements

- Include "Excellence in Healthcare Value" and "IHA" in logo/emblem; 'excellence' is most important
- Include award year, "2014" on award, which will need to be updated annually
- Optional: California image in the design (our awards are CA statewide)
- Style: Professional, modern, elegant
- Colors: IHA color palette is complementary to the IHA logo