

Oregon Health Plan (OHP) | *Health Iconography*

Version: 1.0 | November 2018



Project Goal

- The Icons were developed in partnership with Oregon Health Authority (OHA) Communications and the Oregon Health Plan (OHP) collaborative workgroup. Our goal is to have recognizable, visual touch points for members, regardless of geographic area, written or spoken language.
- These icons are not required to use. However OHP has provided this set of icons as visual tools to establish a consistent visual system across all OHP communications.
- This project is part of the OHA Communication Action Plan developed from recommendations.

Usage guidelines

- Developed to be used to on Oregon Health Plan communication materials.
- Permission to use by coordinated care organizations and other partners of the Oregon Health Plan for use of promoting the Oregon Health Plan.
- Icon colors *can* be adapted to align with primary corporate branding.
- Icon color on materials produced by the Oregon Health Plan should follow branding guidelines.
- Icon artwork can not be altered.
- Icon symbol can not be used to define another service.

Questions?

Contact: hsd.distribution@dhsosha.state.or.us

Icons identified by OHP workgroup

- Doctor/Health care provider
- Dentist/Dental
- Medications/Rx
- Emergency transportation
- Non-Emergent Medical Transportation (NEMT)
- Handbook
- Customer service
- Online/Go to website
- If you're pregnant
- Vaccinations
- Pay attention to this!

Phase 1: complete

- Customer service
- Hospital
- Assistors
- CCOs
- OHA/state government
- Behavioral health
- Care helper
- Correspondence

Phase 2: in development

Icon: Doctor/Health care provider



Icon: Dentist/Dental



Icon: Medications/Prescriptions



Icon: Emergency transportation



Icon: Non-emergency medical transportation (NEMT)



Icon: Handbook



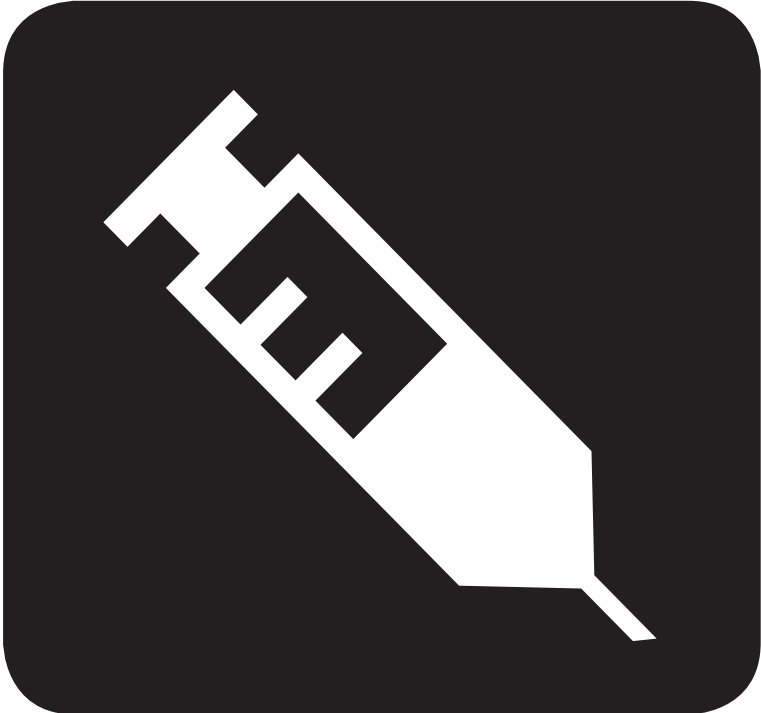
Icon: Online/Go to website



Icon: If you're pregnant



Icon: Vaccinations



Icon: Pay attention to this!



