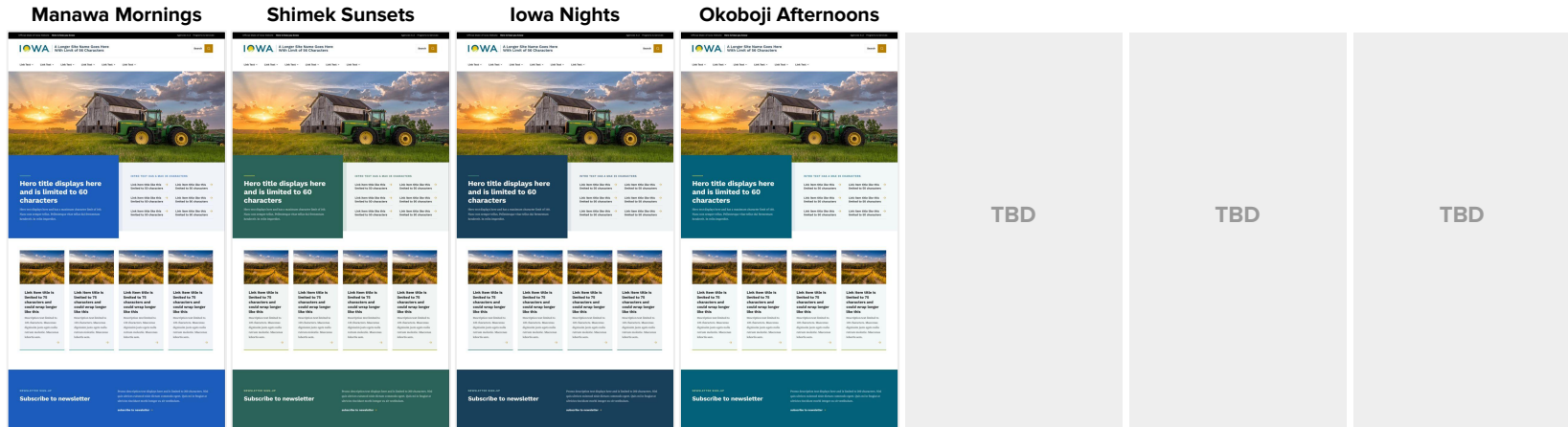


LULLABOT PRESENTATION

Iowa DX Color Palettes

Where we're at in the process

- ★ 3 palettes are already available in the CMS
- ★ Color palette #4 available by the end of this month
- ★ 3 more palettes have yet to be defined

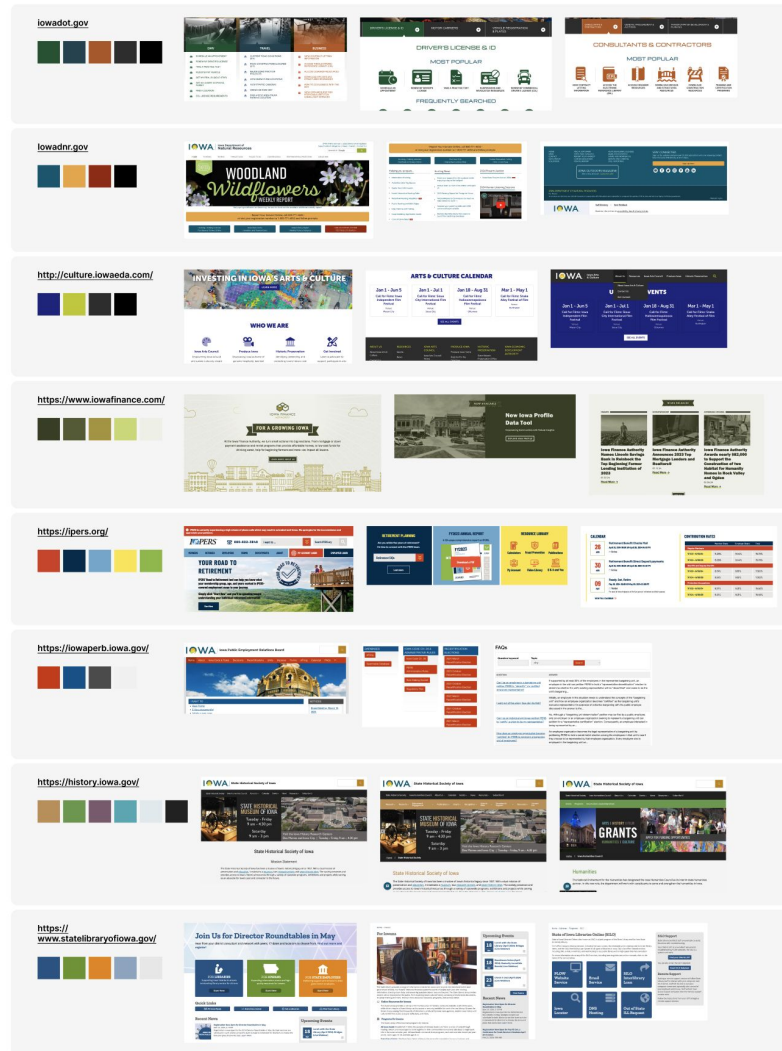


Goals and Constraints

GOAL:

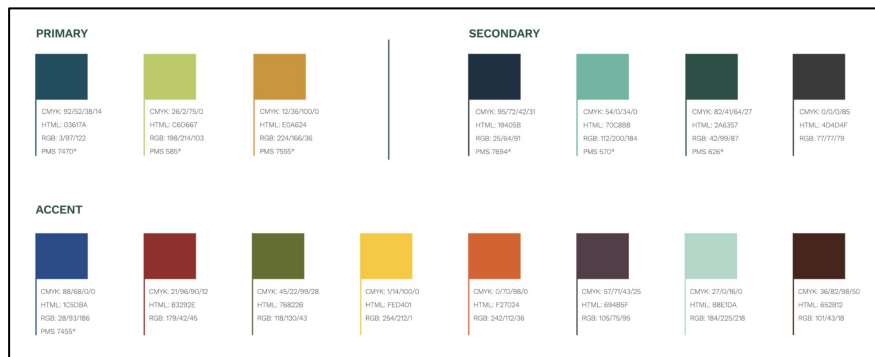
Align with cohort brand colors

A small color audit was conducted for the remaining cohort websites to see what does and doesn't already fit into the existing DX palettes, and if there are any obvious gaps that need to be filled.



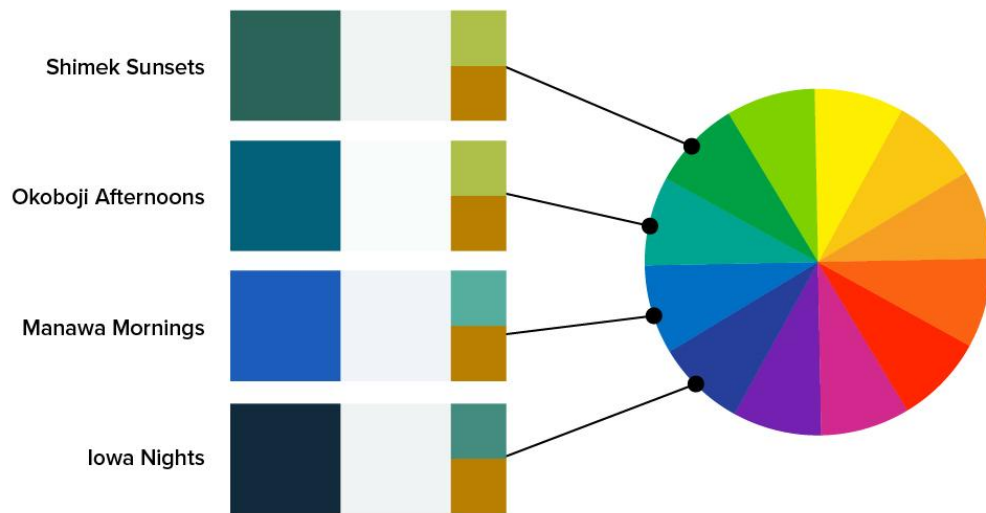
CONSTRAINT:

Use hues from the Iowa brand guide



GOAL:

Provide a wide spectrum of color options



We focused on warmer and more neutral colors for remaining palettes since blues and greens are already well represented.

CONSTRAINT :

Ensure color palettes are accessible

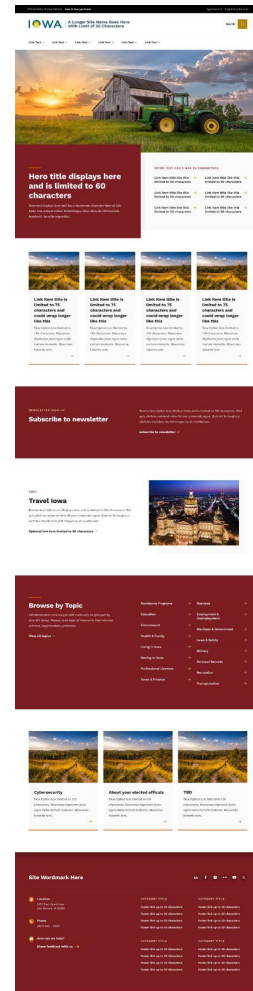
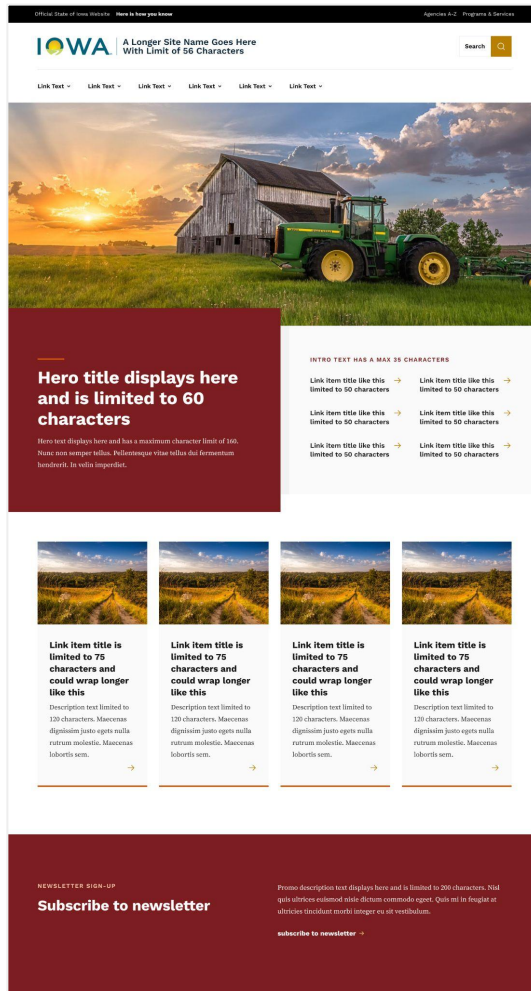
- * 4.5:1 contrast ratio needed for text
- * 3:1 contrast ratio needed for graphic elements

		BACKGROUND COLOR			
		Background-light Manawa Blue 50 #F0F4F9	Background-white White #FFFFFF	Background-dark Manawa Blue 600 #1C5DBA	Background-dark-shadow Manawa Blue 700 #174E9B
TEXT COLOR	Text-white White #FFFFFF	AAA Large Contrast 1.1:1 ❌	Contrast 1:1 ❌	AAA Large Contrast 6.3:1	AAA Large Contrast 8.07:1
	Title Wapello Coal 900 #171818	AAA Large Contrast 16.1:1	AAA Large Contrast 17.79:1	AAA Large Contrast 2.81:1 ❌	AAA Large Contrast 2.2:1 ❌
	Text Wapello Coal 700 #262828	AAA Large Contrast 13.42:1	AAA Large Contrast 14.82:1	AAA Large Contrast 2.34:1 ❌	AAA Large Contrast 1.83:1 ❌
	Title-Light Wapello Coal 600 #2E3030	AAA Large Contrast 12.02:1	AAA Large Contrast 13.27:1	AAA Large Contrast 2.1:1 ❌	AAA Large Contrast 1.64:1 ❌

Color Options

★ IPERS

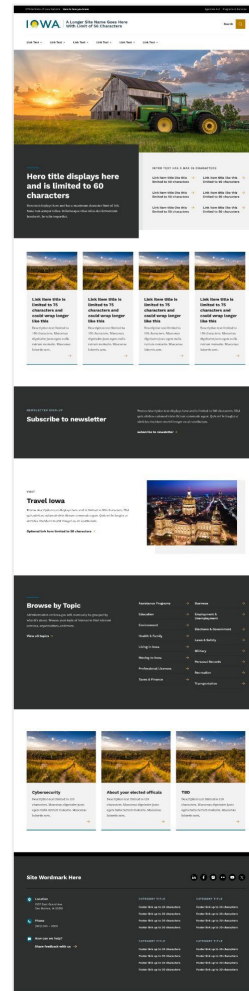
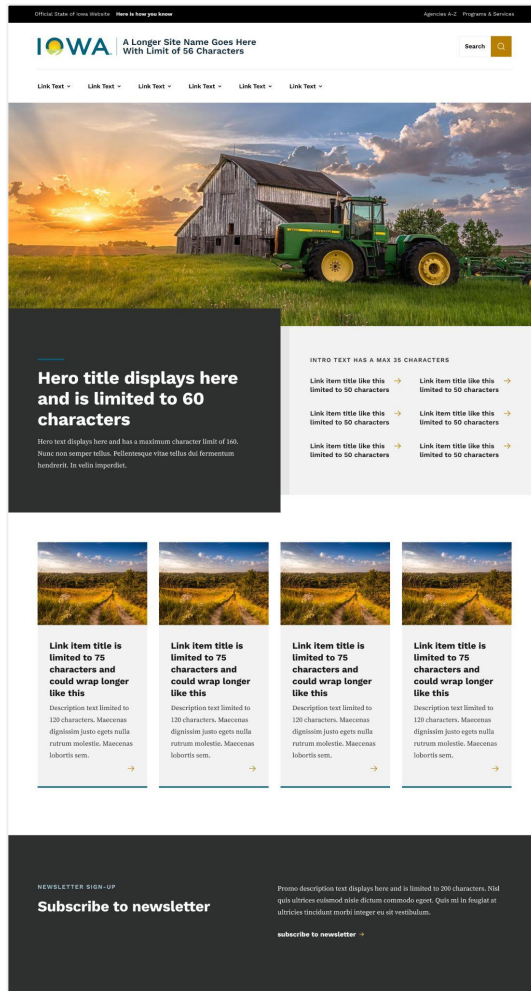
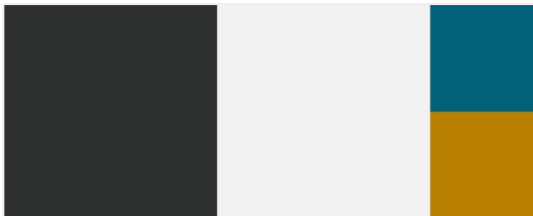
★ Iowa Public Employment
Relations Board



Option 2

Possible sites:

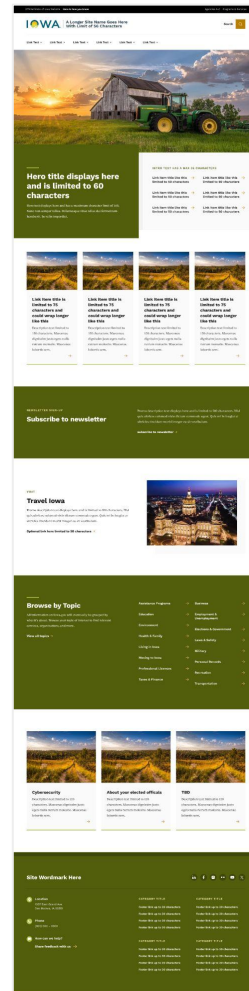
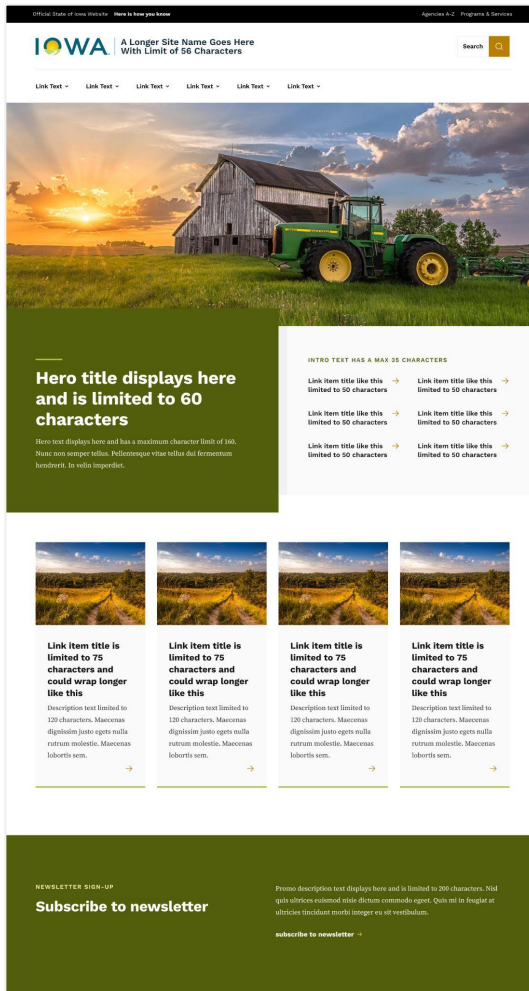
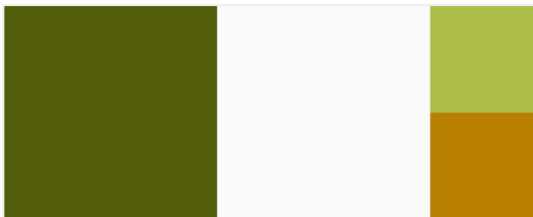
- ★ Iowa Arts & Culture
- ★ State Historical Society of Iowa



Option 3

Possible sites:

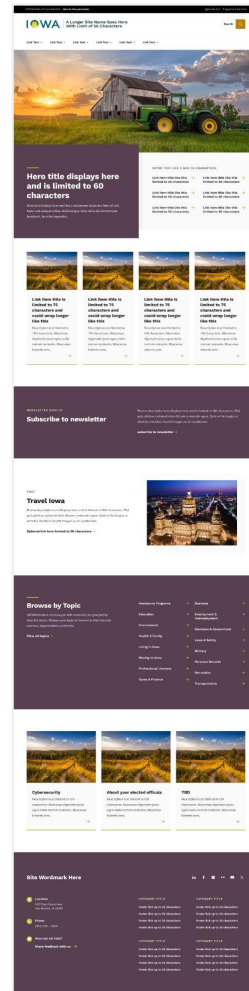
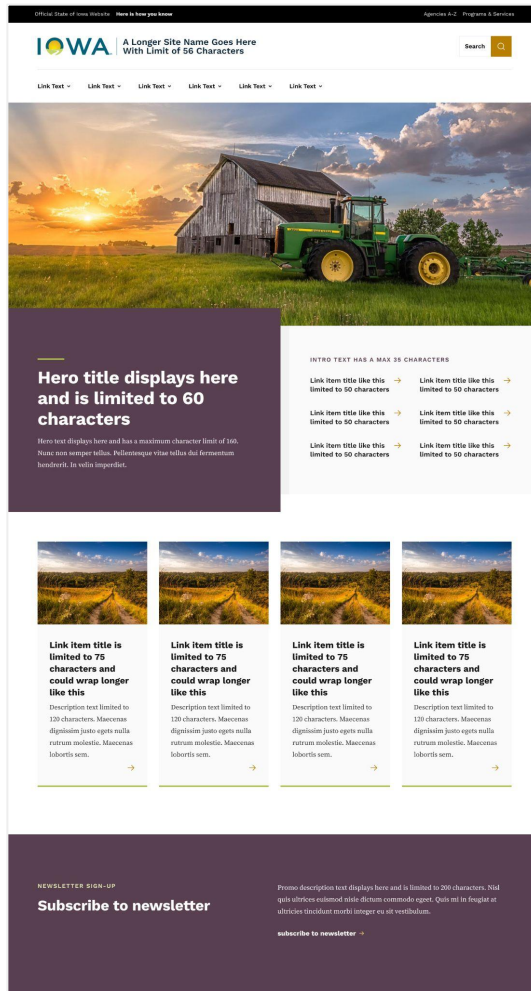
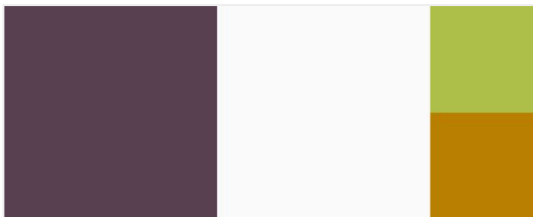
- ★ Iowa Finance
- ★ Iowa Economic Development
- ★ Iowa Department of Natural Resources



Option 4

Possible sites:

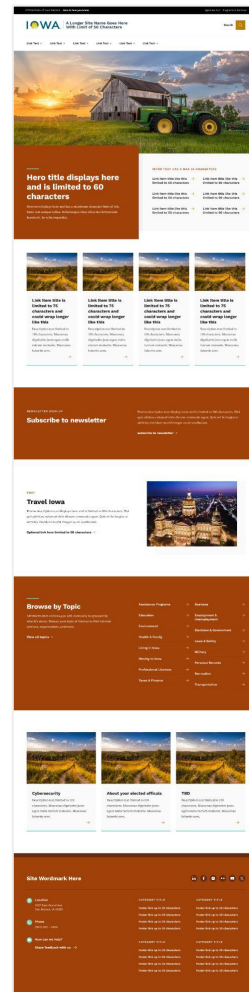
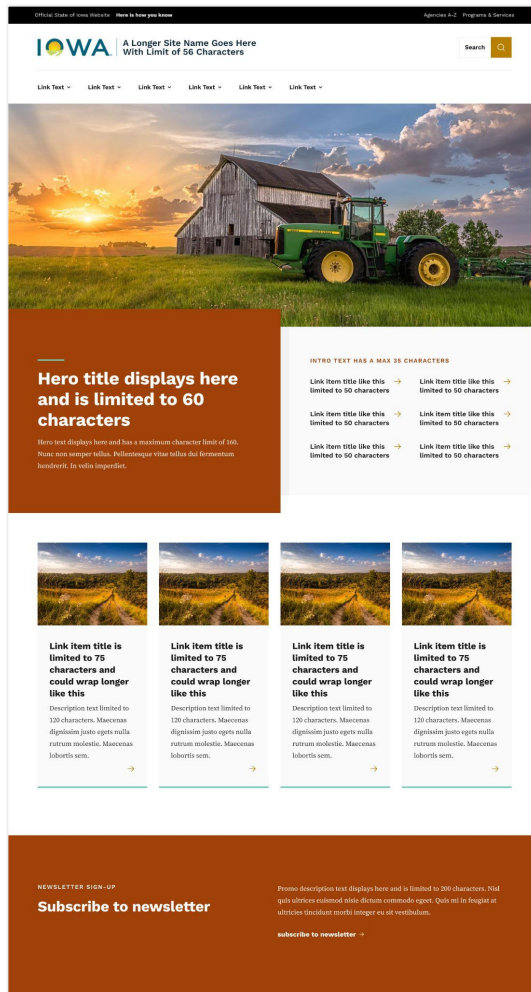
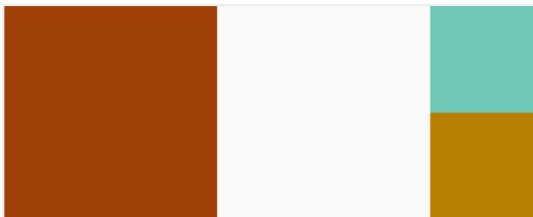
- ★ Iowa Arts & Culture
- ★ State Historical Society of Iowa



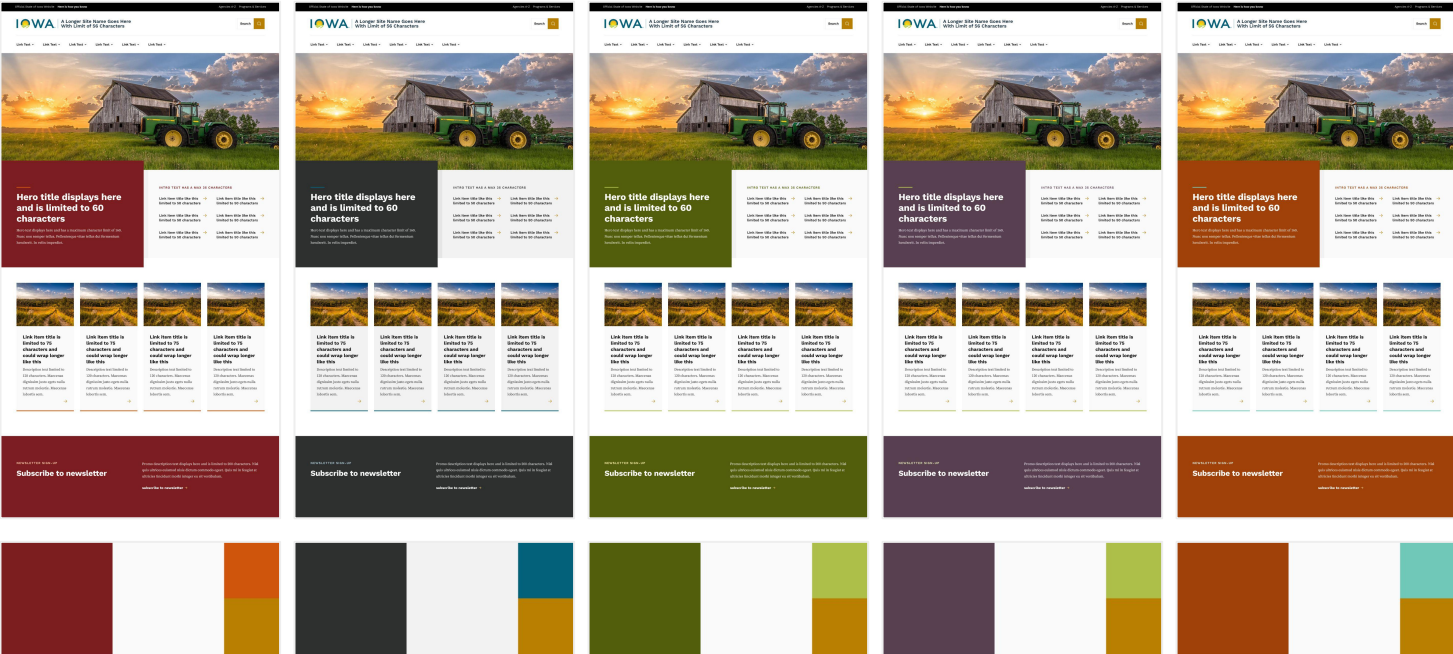
Option 5

Possible sites:

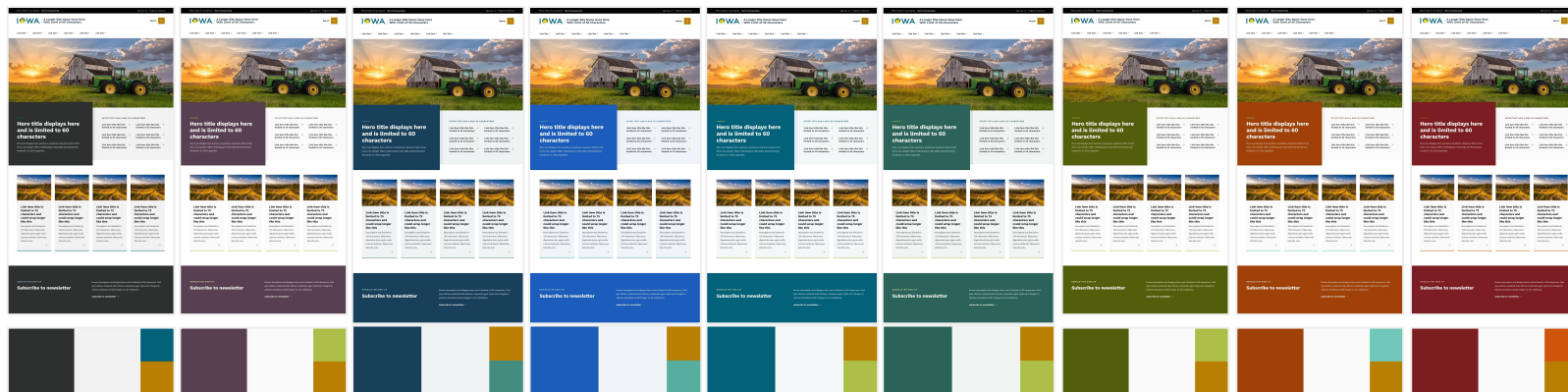
- ★ Department of Transportation
- ★ Iowa Workforce Development



Side-by-side comparison



All palettes



THANK YOU

Q & A