

Subject: Seeking your opinions on the DSHS Brand (Survey + paid interviews)



Mission



Vision



Values



Visuals

Image Alt Text to plug into email client: A graphic featuring the DSHS logo on a blue and green curved banner, text that reads we want your ideas to improve the DSHS brand, and icons and text for mission, vision, values and visuals.

DSHS is seeking your feedback on the agency logo, publications, mission, vision and values – our brand. What should we update and what should we keep the same?

Ways you can participate:

1. [Take this 10-question, anonymous survey.](#)
2. \$25 Visa Gift Card: Participate in a paid 40-minute phone interview*. [Sign up here for an opportunity to participate.](#)

*Selected interview participants will receive a \$25 Visa gift card. Spaces are limited and not everyone who signs up will be selected.

Your feedback will be confidential. We will keep your name and information secured. Your participation is voluntary.

Thank you for helping us improve DSHS communications!

Note on potential brand costs: DSHS is dedicated to keeping brand costs low and reasonable. A small team of DSHS communication and strategy staff are leading this brand review and future brand changes will be updated via regularly scheduled printing and publishing.

For questions, please contact OurBrand@dshs.wa.gov.