



VETERANS BENEFITS ADMINISTRATION



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★ OUR BRAND

Our Veterans have sacrificed to keep our country—and everything it represents—safe. We honor and serve those men and women by fulfilling President Lincoln's promise "to care for him who shall have borne the battle, and for his widow and his orphan."

The benefits application process is complex. Congress regularly issues new laws governing benefits availability, eligibility criteria and the application process. VBA serves as a guide, helping Veterans understand which benefits they are entitled to and the actions they must take to receive those benefits.

The essence of VBA's brand positioning is "Trusted Guide" and the full expression is: "VBA serves Veterans by understanding the unique issues they face, navigating them through the application process and delivering to them the world-class benefits and services to which they are entitled."

The brand personality is friendly, helpful and clear. Large headlines, helpful callouts, wayfinding symbols and clear concise information graphics help Veterans rapidly navigate through the process. VBA is devoted to providing Servicemembers, Veterans, and their families with the world-class benefits they have earned.

Thank you for your service.

Now let us serve you.

★ VA STYLE AND USAGE

Basic rules for style and usage standards for the Department's written communications are as follows:

REFERENCES TO DEPARTMENT OF VETERANS AFFAIRS

- The full title is the "Department of Veterans Affairs" (no apostrophe).
- It should be used whenever a first reference to the department is made.
- The abbreviation "VA" (not DVA) should be put in parentheses.
- Subsequent references can be either to "the department" or "VA."
- Sometimes, VA may need to be distinguished from a state's Department of Veterans Affairs. In that case, the full title can be "U.S. Department of Veterans Affairs."
- Do NOT use "the" before the abbreviation when it is used as a noun. For example: "VA announced today that...." If VA is used as an adjective, then "the" will be used in front of "VA." For example: "The VA task force announced today that"

REFERENCES TO OPERATIONAL ADMINISTRATIONS

The full titles and abbreviations of VA's three major administrations are:

- Veterans Health Administration (VHA)
- Veterans Benefits Administration (VBA)
- National Cemetery Administration (NCA)

The first text reference (not title or subhead reference) should have the full title, with the abbreviation in parentheses. In subsequent references, the abbreviation is used.

REFERENCES TO VA FIELD FACILITIES

- Use the title "Department of Veterans Affairs (facility type)." For example:
 - "Department of Veterans Affairs medical center,"
 - "Department of Veterans Affairs regional office" or
 - "Department of Veterans Affairs national cemetery."
- Some VA medical centers have been given legislatively mandated titles honoring particular individuals. Formal usage of those titles should be retained.
- To incorporate the "VA" abbreviation, use "VA medical center," "VA regional office" or "VA national cemetery."
- The use of the phrase "Veterans Health Administration Medical Center" or "Veterans Benefits Administration Regional Office" is not permitted under any circumstances.
- Capitalize the facility type only as part of the facility's proper name — For example, Lexington VA Medical Center or Colmery-O'Neil VA Medical Center.

REFERENCES TO VA'S SENIOR MANAGEMENT OFFICIALS

- The head of our department is formally titled "Secretary of Veterans Affairs." When the title is first referenced, the full title is used. Subsequent references, however, are "Secretary" or "VA Secretary."
- The first reference to the Deputy Secretary is "Deputy Secretary of Veterans Affairs." Subsequent references are "Deputy Secretary" or "VA Deputy Secretary."

(Please note: AP style differs from the above departmental policy. When writing news copy we should follow the AP style, which keeps titles in lower case unless followed by a name.)

OTHER REFERENCES

- When referring to the heads of VHA, VBA or NCA, use the titles "Under Secretary for Health," "Under Secretary for Benefits" or "Under Secretary for Memorial Affairs," respectively. Collectively, they are referred to as administration heads.
- Military seals and flags should be displayed in the proper order. In accordance with VA protocol, the determined order from first position to last (viewed from left to right) is Army, Marine Corps, Navy, Air Force and Coast Guard. The order is based on when each service was chartered.

★ VA STYLE AND USAGE continued

Veteran	Capitalized at ALL TIMES
Soldiers, Seamen, Airmen, Reservists and Guardsmen	Capitalized
Servicemember	One word. Capitalized "S", unless preparing a jointly signed letter with DoD, then use "Service member," two words, with "S" capitalized and "m" lower case
Central Office	Capitalized, as it's considered a proper noun
Program and Project	Capitalized only if part of the name
Governmentwide	One word. "G" is capitalized if referring to U.S. or foreign government. "g" is lower case if referring to State government
federal	Lower case "f", unless it is part of a proper name, then capitalize "F"
state	Lower case "s", unless it is part of a proper name, then capitalize "S"
cosigners	One word, not capitalized, not hyphenated
co-workers	Not capitalized, hyphenated
health care	Two words, not capitalized, unless it is the proper name of a VA medical center. In addition, defer to the hospital's official name, which may have health care as one word versus two words

intranet	Lower case "i"
Internet	Capitalized "I"
medical center	Two words, lower case, unless it is part of a proper name, then capitalize "M" and "C"
regional office	Two words, lower case, unless it is part of a proper name, then capitalize "R" and "O"
national cemetery	Two words, lower case, unless it is part of a proper name, then capitalize "N" and "C"
VAntage Point	Two words, capitalized "VA" and "P"
service-disabled	Two words, hyphenated
Veteran-owned	Two words, hyphenated, capitalized "V"
email	One word, lower case, not hyphenated
home page	Two words, lower case
online	One word, lower case, not hyphenated
blog	Lower case "b"
Web page	Two words, capitalized "W"
website	One word, lower case "w"
Facebook	One word, capitalized "F"
YouTube	One word, capitalized "Y" and "T"
Flickr	Capitalized "F"
Twitter	Capitalized "T"

For more specific guidance regarding VA lexicon issues, please refer to the "Addendum Guidance" of the Correspondence Manual found at vaww.execsec.va.gov/docs/Addendum_Guidance.pdf, or refer to slides 204-206 of the Office of Public Affairs' "Public Affairs Guidelines" found at vaww1.va.gov/OPA/internal/PAGuidelines/index.asp.

INTRODUCTION

KEY ELEMENTS

A wayfinding pattern provides texture to solid color backgrounds and suggests VBA's role as trusted guide.



You have sacrificed to keep our country—and everything it represents—safe. The U.S. Department of Veterans Affairs honors and serves you by fulfilling President Lincoln's promise **"to care for him who shall have borne the battle, and for his widow, and his orphan."**

You may be eligible for VA benefits if you are a uniformed Servicemember; Veteran; or spouse, child, or parent of a deceased or disabled Servicemember or Veteran.

VA strives to understand the unique issues you face. We are here to help you and your eligible dependents obtain compensation, education, health care, home loan, insurance, pension, vocational rehabilitation and employment, and burial and memorial benefits for which you are eligible.

Thank you for your service. Now let us serve you.

DISABILITY COMPENSATION

Service-connected disability compensation is a tax-free benefit paid to Veterans for a disability (or disabilities) that either:

- » Arose during service
- » Was worsened or aggravated by service
- » Is presumed by VA to be related to military service

To receive disability compensation, you must have been discharged under other than dishonorable conditions.

PENSION

Pension is a tax-free benefit paid to wartime Veterans with limited or no income who are either aged 65 or older or who are permanently and totally disabled due to a non-service-connected cause. Seriously disabled or housebound Veterans receiving Pension may also qualify for an additional Aid and Attendance or Housebound benefit.



FILER: 20-15-01

The **product code** should always appear on the bottom left corner of the front or back page.

The **VA Seal** should always be used on the bottom right corner of the cover.

Unique icons represent each benefit type to help Veterans quickly locate information they need.

The star pattern reflects a Veteran's **patriotic spirit**.



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EDUCATION AND TRAINING

VA pays benefits to eligible Servicemembers and Veterans pursuing an approved education or training program. There are four primary VA education benefit programs that cover Active Duty, National Guard, and Reserve Servicemembers and Veterans:

- » Post-9/11 GI Bill (Chapter 33)
- » Montgomery GI Bill-Active Duty (Chapter 30)
- » Montgomery GI Bill-Selected Reserve (Chapter 1606)
- » Reserve Educational Assistance Program (REAP)

The Post-9/11 GI Bill program provides financial assistance towards tuition and fees, books, and supplies, and it provides a monthly housing allowance. Eligible Servicemembers may transfer unused Post-9/11 GI Bill benefits to an eligible spouse or child. VA pays a monthly allowance under the other benefit programs to help offset educational costs. Information about VA education programs can be found at www.gibill.va.gov.



HOME LOANS

Veterans and Active Duty, National Guard, and Reserve Servicemembers may be eligible for VA's home loan program. VA loans have favorable terms, including no down payment or mortgage insurance premiums.

VA offers a number of housing benefits and grants:

- » **Guaranteed Loans:** VA can guarantee a portion of a loan made by a private lender to help you buy a home, a manufactured home, a lot for a manufactured home, or a condominium unit for your own personal occupancy. VA also guarantees loans for building, repairing, and improving homes.
- » **Refinancing Loans:** Whether you have a VA or non-VA mortgage, VA can help you refinance your loan.
- » **Specially Adapted Housing Grants:** Certain severely disabled Veterans and military personnel can receive grants to adapt or acquire suitable housing.

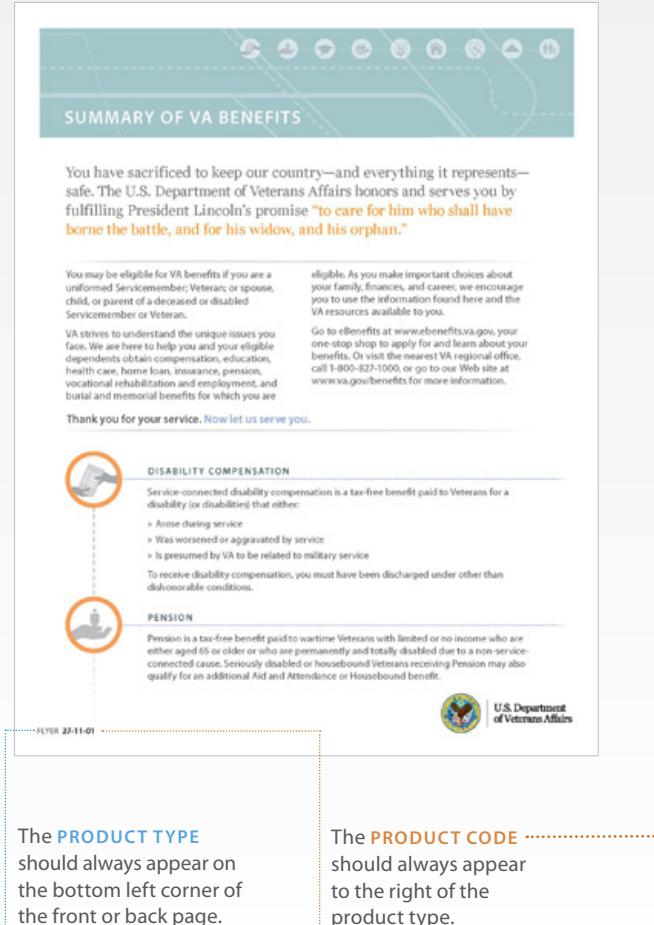
★★★

Large headlines and pull quotes help make key messages easily scannable.



Colors are **warm and friendly**.

Photography should **resonate with Veteran audiences**.



SUMMARY OF VA BENEFITS

You have sacrificed to keep our country—and everything it represents—safe. The U.S. Department of Veterans Affairs honors and serves you by fulfilling President Lincoln's promise **"to care for him who shall have borne the battle, and for his widow, and his orphan."**

You may be eligible for VA benefits if you are a uniformed Servicemember; Veteran; or spouse, child, or parent of a deceased or disabled Servicemember or Veteran.

VA strives to understand the unique issues you face. We are here to help you and your eligible dependents obtain compensation, education, health care, home loan insurance, pension, vocational rehabilitation and employment, and burial and memorial benefits for which you are eligible. As you make important choices about your family, finances, and career, we encourage you to use the information found here and the VA resources available to you.

Go to [eBenefits](http://www.ebenefits.va.gov) at www.ebenefits.va.gov, your one-stop shop to apply for and learn about your benefits. Or visit the nearest VA regional office, call 1-800-827-1000, or go to our Web site at www.va.gov/benefits for more information.

Thank you for your service. Now let us serve you.

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FLYER 22-11-01

The **PRODUCT TYPE** should always appear on the bottom left corner of the front or back page.

The **PRODUCT CODE** should always appear to the right of the product type.

Business Unit Number	Year	Product Number	Revisions (if applicable)
XX	XX	XX	Rev. MM/YY

PRODUCT CODES

The product code is composed of three main components—the number of the business unit, last two digits of the year and product number.

Products that are revised should make note of the update by adding a notation to the product code noting the month and year the product was revised (e.g. Rev. MM/YY).

The product type and product code should appear on the bottom left corner of every product.

The product type/code should be applied to the front cover of fact sheets and flyers. On all other products, the product type/code should appear on the bottom left corner of the back cover.

The product type should be set in Myriad Pro Semibold, at a 6 point font size, ALL CAPS.

The product code should be set in Myriad Pro Semibold, at a 6 point font size.

If Myriad Pro is not available, please use Calibri instead.

HORIZONTAL FULL-COLOR

U.S. Department
of Veterans Affairs

HORIZONTAL ONE-COLOR

U.S. Department
of Veterans Affairs

CORRECT USAGE

This page shows all recommended primary variations of the abbreviated VA Parent Signature Lockup, including vertically-stacked and enhanced one-color versions for alternative use in specific situations.

STACKED FULL-COLOR

U.S. Department
of Veterans Affairs

STACKED ONE-COLOR

U.S. Department
of Veterans Affairs

DO NOT USE



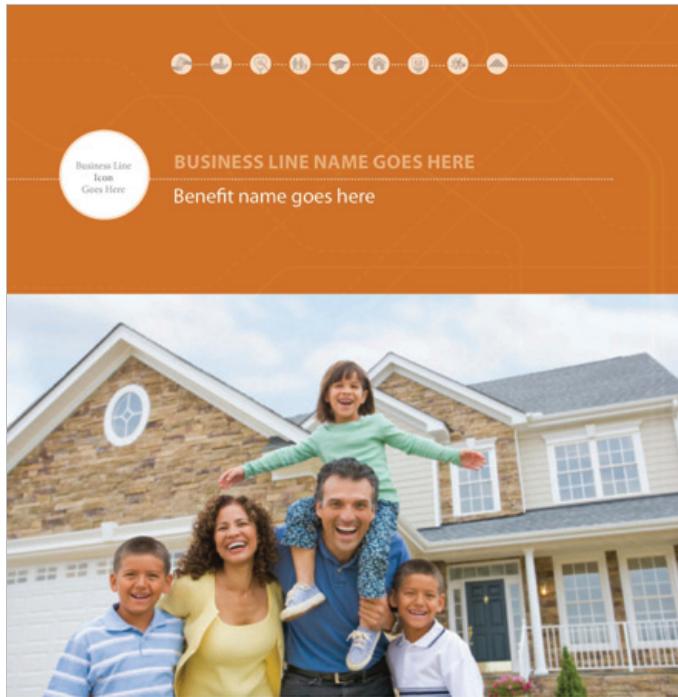
**Department of
Veterans Affairs**



RETIRED VA SIGNATURE

The retired VA signature—originally designed for use when VA was an Administration-level agency—is popularly used due to its inherent flexibility. However, its heavily distinct and dated feel is reminiscent of an era prior to many significant VA achievements.

PREFERRED PLACEMENT



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Hicatem de laur macti que idis magnimae grancels id mi, ommin sua dencd quanue malorum fugit tem exerbus sites mincd seque quaequam ad esqul quam di esneus nihilgenemu equas diper, eum elus velli aut proumetus aut ase audiae volupta tinclet ped eostinevit quam, sequebusam dls recepat ut verecida lit, consedi.

VETSUCCESS.GOV

U.S. Department
of Veterans Affairs

The regional office,
program or campaign
logo should always be
used on the bottom left
corner of covers.

The VA Seal
should always
be used on the
bottom right
corner of covers.

LIMITED USE LOCK-UPS



U.S. Department
of Veterans Affairs

VETSUCCESS.GOV

VA Seal

Campaign
logo

USAGE WITH REGIONAL OFFICE,
PROGRAM AND CAMPAIGN LOGOS

These logotypes should be used in unison with (not as substitution for) your facility and program office logos and products.

Preferred placement for logos is in the bottom corner of covers, posters, flyers and other materials. The VA Parent Signature lockup should be in the bottom right corner, while regional office, program and campaign logos should appear in the bottom left corner.

In cases where space is limited, a special logo lock-up can be created.



Use logo lock-ups
when space is limited.

PREFERRED PLACEMENT



VA and partner seals should always be used on the bottom left corner of covers.

Campaign or product logos should always be used on the bottom right corner of covers.

LIMITED USE LOCK-UPS



Partner seals



Campaign or product logo

USAGE WITH PARTNERSHIPS

In the case of partnerships, the formal VA Seal should be used in conjunction with partner logos and the joint campaign/product logo. Internal VA logos (e.g., of regional offices) should not be used.

Preferred placement for logos and seals is in the bottom corner of covers, posters, flyers and other materials. VA and partner seals should always be used on the bottom left corner of covers. The joint campaign/product logo should be in the bottom right corner.

In cases where space is limited, a special lock-up can be created.



Use logo lock-ups when space is limited.

DO NOT USE DROP SHADOW



**U.S. Department
of Veterans Affairs**

DO NOT DISTORT PROPORTIONS



**U.S. Department
of Veterans Affairs**

DO NOT BREAK APART



**U.S. Department
of Veterans Affairs**

DO NOT GHOST OR CHANGE OPACITY



DO NOT CHANGE SEAL COLORS



DO NOT BLUR



DO NOT COMBINE WITH LOGO



DO NOT OVERLAY TEXT



DO NOT USE THE VA SIGNATURE



DO NOT USE ON TEXTURE WITH BOX FOR TEXT



DO NOT ALTER TEXT



Veterans Affairs

DO NOT CHANGE FONT



**U.S. Department
of Veterans Affairs**

UNACCEPTABLE USAGE

Shown are several types of Seal treatments deemed unacceptable, including any which distort, skew, blur, alter or otherwise diminish brand stature. In no situations will any color, typographic or layout combination be allowed for the reproduction of the VA Parent Signature lock-up other than the approved set of specifications.

Identity recognition and perceived authority depend on consistent creative discipline.

DO NOT SIZE THE LOGO AT LESS THAN 0.5"



**U.S. Department
of Veterans Affairs**

MYRIAD PRO FONT FAMILY SAMPLE

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#\$%^&*()_+
ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#\$%^&*()_+

GEORGIA FONT FAMILY SAMPLE

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#\$%^&*()_+
ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#\$%^&*()_+

For limited use in Microsoft applications when Myriad is not available.

CALIBRI FONT FAMILY SAMPLE

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#\$%^&*()_+
ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#\$%^&*()_+

FONTS

VBA typography should be simple and friendly. The two primary font families are Myriad Pro and Georgia.

Myriad Pro, a sans serif font that is modern, friendly and easy to read, is the preferred font. Myriad Pro should be used for all headings and subheadings, and can also be used for body text on smaller documents (5 pages or less). However, large volumes of body text should be set mostly in Georgia, a highly versatile and commonly available serif font.

Because many Veterans may suffer from vision problems, pay special attention to type size and contrast. Avoid setting body copy at less than 11 pt. Use large headlines to convey warmth.

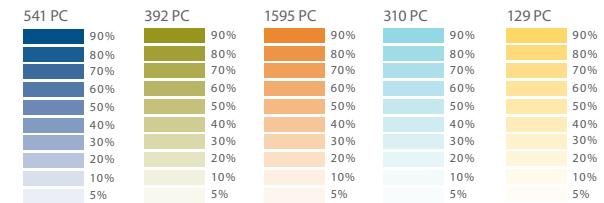
For Microsoft applications, such as Word and PowerPoint, please use Calibri as it is universally available.

Pantone RGB Pantone HTML									
Pantone RGB Pantone HTML	541 PC 0, 63, 114 100, 58, 9, 42 003F72	7461 PC 0, 131, 190 98, 24, 1, 3 0083BE	312 PC 0, 173, 208 94, 0, 11, 0 00ADD0	549 PC 94, 156, 174 59, 8, 9, 19 5E9CAE	645 PC 115, 154, 188 55, 24, 2, 8 739ABC	657 PC 198, 214, 232 23, 6, 0, 0 C5D6E8	2716 PC 157, 171, 226 42, 27, 0, 0 9DABE2	2725 PC 100, 89, 196 76, 70, 0, 0 625BC4	
Pantone RGB Pantone HTML									
Pantone RGB Pantone HTML	575 PC 85, 118, 48 57, 11, 85, 45 557630	368 PC 105, 190, 40 63, 0, 97, 0 69BE28	366 PC 189, 225, 138 29, 0, 45, 0 BDE18A	392 PC 127, 122, 0 20, 12, 100, 48 7F7A00	5835 PC 160, 155, 89 15, 12, 57, 30 A09B59	585 PC 218, 223, 113 16, 0, 56, 0 DADF71	607 PC 235, 232, 177 1, 0, 29, 0 EBE8B1		
Pantone RGB Pantone HTML									
Pantone RGB Pantone HTML	476 PC 76, 51, 39 32, 67, 63, 78 4C3327	1405 PC 106, 73, 28 14, 49, 100, 66 6A491C	1265 PC 133, 104, 34 15, 34, 98, 45 856822	132 PC 161, 119, 0 8, 36, 100, 31 A17700	117 PC 199, 153, 0 2, 22, 100, 15 C79900	129 PC 243, 207, 69 0, 11, 70, 0 F3CF45	104 PC 174, 154, 0 7, 13, 100, 28 AE9A00	4525 PC 198, 188, 137 6, 9, 39, 16 C6BC89	
Pantone RGB Pantone HTML									
Pantone RGB Pantone HTML	1797 PC 196, 38, 46 2, 98, 85, 7 C4262E	188 PC 119, 36, 50 12, 95, 59, 54 772432	518 PC 79, 50, 76 56, 80, 19, 57 4F324C	5205 PC 137, 104, 124 27, 48, 11, 34 89687C	7525 PC 155, 110, 81 11, 51, 59, 34 9B6E51	466 PC 199, 179, 127 5, 17, 42, 14 C7B37F	453 PC 194, 194, 160 10, 6, 28, 14 C2C2A0	7535 PC 190, 185, 166 7, 10, 22, 20 BEB9A6	Warm Gray 3 PC 199, 194, 186 6, 7, 9, 15 C7C2BA
Pantone RGB Pantone HTML									
Pantone RGB Pantone HTML	1575 PC 255, 136, 73 0, 50, 77, 0 FF8849	471 PC 178, 84, 26 5, 70, 97, 20 B2541A	Orange 021 255, 88, 0 0, 68, 100, 0 FF5800	715 PC 246, 146, 64 0, 46, 85, 0 F69240	130 PC 240, 171, 0 0, 30, 100, 0 F0AB00	7406 PC 235, 183, 0 0, 17, 100, 0 EBB700	134 PC 251, 212, 118 0, 11, 56, 0 FBD476	1345 PC 252, 209, 137 0, 15, 47, 0 FCD189	7499 PC 237, 232, 196 1, 2, 20, 0 EDE8C4
Pantone RGB Pantone HTML									
Pantone RGB Pantone HTML	Cool Gray 3 PC 201, 202, 200 8, 5, 6, 13 C9CAC8	Cool Gray 8 PC 139, 141, 142 23, 17, 13, 41 8B8D8E	Cool Gray 11 PC 77, 79, 83 48, 36, 24, 66 4D4F53	7544 PC 137, 150, 160 33, 14, 11, 31 8996A0	5473 PC 21, 101, 112 83, 14, 23, 50 156570	532 PC 41, 44, 57 84, 70, 30, 76 292C39	3435 PC 2, 71, 49 95, 19, 70, 72 024731	570 PC 121, 202, 189 50, 0, 24, 0 79CABD	310 PC 111, 212, 228 48, 0, 9, 0 6FD4E4

VBA COLORS

The VBA palette is comprehensive, allowing communications campaigns to tailor palettes to specific needs, such as formal and academic, bright and cheerful, or somber and serious. Proper use of these colors is essential in any brand identity, setting the tone, dividing information and aiding recognition.

All colors may be used at 100% strength or as tints.



The wayfinding pattern is reminiscent of maps and suggests VBA's role as trusted guide. It can be used as a texture to a solid color or as background art.

SUMMARY OF VA BENEFITS

You have sacrificed to keep our country—and everything it represents—safe. The U.S. Department of Veterans Affairs honors and serves you by fulfilling President Lincoln's promise **"to care for him who shall have borne the battle, and for his widow, and his orphan."**

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Go to eBenefits at www.benefits.va.gov, your one-stop shop to apply for and learn about your benefits. Or visit the nearest VA regional office, call 1-800-827-1000, or go to our Web site at www.va.gov/benefits for more information.

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FYI: 2011-01

 U.S. Department of Veterans Affairs

VBA SYMBOLS

WAYFINDING SYMBOLS

The benefits application process is complex. VBA serves as a guide, helping Veterans understand to which benefits they are entitled and the actions they must take to receive those benefits.

To illustrate this role, the VBA brand consists of wayfinding symbols to help Veterans quickly identify information. Symbols include:

- Icons representing each benefit type
- Navigational symbols, such as arrows
- Wayfinding pattern

BURIAL

VA offers burial and memorial services to honor our Nation's deceased Veterans:

- » VA can honor a Veteran by furnishing an inscribed headstone or marker at any cemetery, or a medallion in lieu of a headstone or marker to affix to one that is privately purchased.
- » VA can provide a burial allowance to partially reimburse the burial and funeral costs of a Veteran.
- » VA can provide a Presidential Memorial Certificate (PMC) for the next of kin and loved ones of a deceased Veteran.
- » VA can provide an American flag to drape the casket of a Veteran.

Veterans Crisis Line: If you or a Veteran you know is experiencing an emotional crisis, please call 1-800-273-8255 and push 1 for immediate assistance.

Icons allow Veterans to quickly scan and identify specific benefits information.

ICONS

COMPENSATION



PENSION



HEALTH CARE



HOME LOANS



VOCATIONAL
REHABILITATION
& EMPLOYMENT



EDUCATION
& TRAINING



LIFE INSURANCE



DEPENDENTS
& SURVIVORS



BURIAL

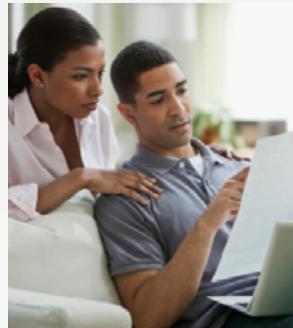




THE POWER OF PHOTOGRAPHY

Photography is a vital element of VBA's brand. Realistic and thought-provoking photography brings to life the unique personality and culture of our Veterans.

Effective imagery needs to draw our reader into our materials by providing a visual expression of our shared goals. To do that, our images need to align with who our audience is, what they value and what they aspire to. Our Veterans have sacrificed to keep our country safe. They deserve the benefits they have earned, and it is VBA's role to administer them in a friendly and efficient manner. Good image selection achieves this unequivocally.



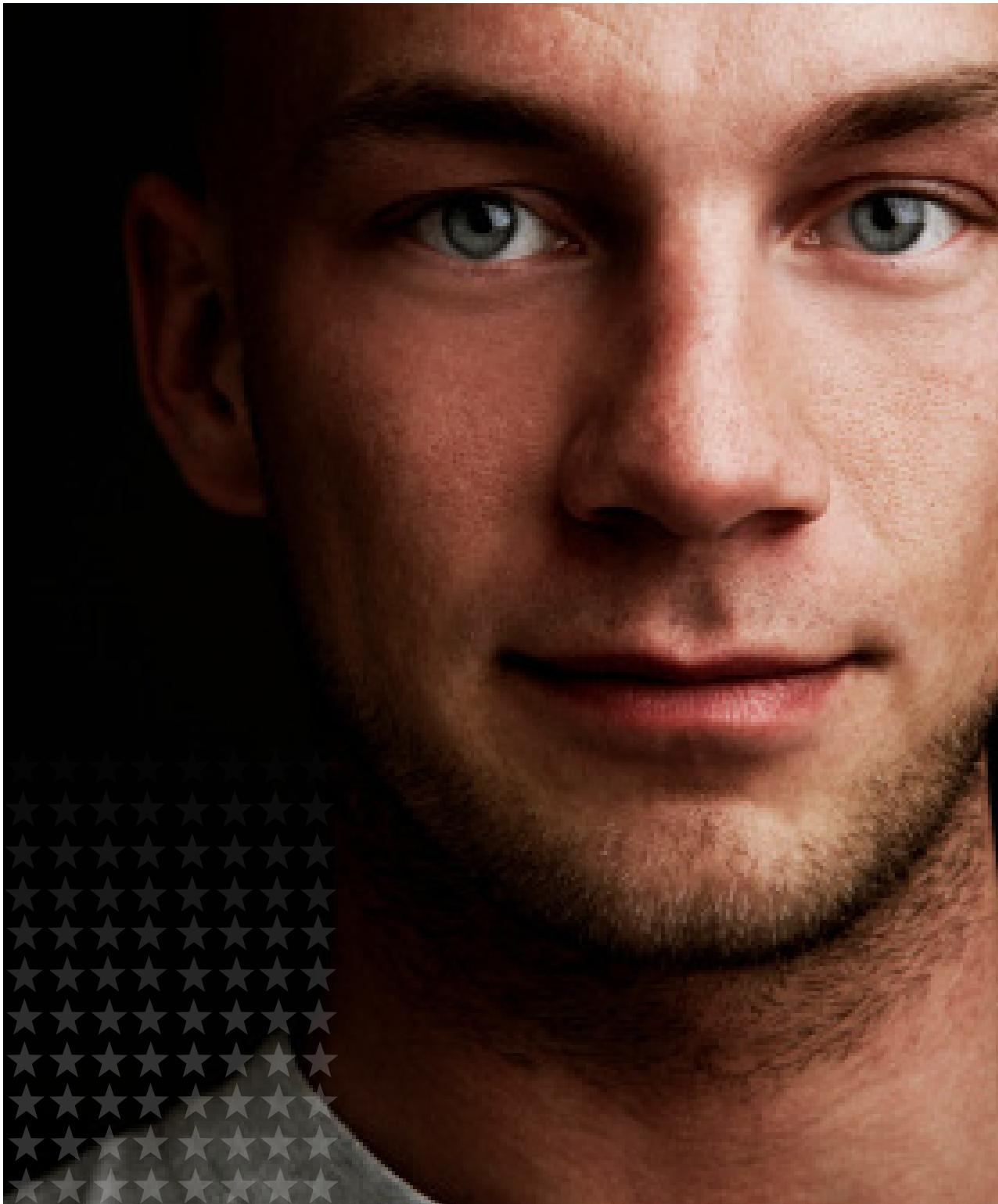
SHOWING THE FULL RANGE OF BENEFITS

VBA offers a full range of benefits to Servicemembers, Veterans, and their families. Benefits include compensation, pension, health care, vocational rehabilitation and employment, education and training, home loans, life insurance and burial services.

It is important for Veterans and their families to see themselves reflected in the imagery. Veterans can be ages 18 and up, men or women, and of any ethnicity. They have served in numerous conflicts across the world over the last several decades.

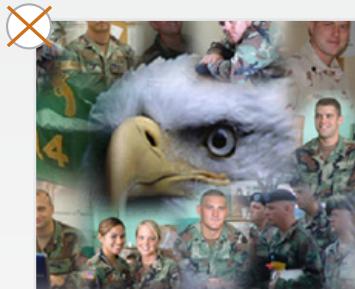
PORTRAYING OUR VETERAN'S PATRIOTIC SPIRIT

While Veterans are no longer in uniform, their military service remains a significant part of their lives. Symbols of their past service are critical to them—particularly the flag.



ADDING THE STAR PATTERN TO PHOTOGRAPHY

The use of the subtly-screened star pattern helps portray the patriotic spirit of our Veterans. This element can be used on solid colors, as well as photographs to help add dimension and depth, and functions as one of the main tying elements of VBA's visual identity. The stars should be subtle, never overpowering the core imagery. Avoid placing them across the face of a Veteran.



There are many inherent problems with this image.

For starters, it uses an outdated montage treatment, is busy, does not show diversity and is very cluttered and unsophisticated. In fact, if we go through the list of things to check for when picking a photograph, it fails all listed categories.

There are many other ways to show patriotism that are more authentic and honest. This is not an effective portrayal of our Veterans or those who serve them. VA is dedicated to excellence, and our patriotic imagery needs to live up to those standards.



Looks posed, inauthentic and corny.

Veterans are no longer in this uniform. It is possible to show someone in uniform with a Veteran, but that uniform should be checked for accuracy. It is also critical to avoid perceived favoritism of one branch of service over another.

Not believable.

WHAT NOT TO DO

GUIDING PRINCIPLES WHEN CHOOSING PHOTOGRAPHY

There are many factors that make a photograph successful. Because photography is a vital part of VBA's brand, it is critical that all photos are picked with utmost care and sensitivity to those factors.

Please check for the following attributes when picking a photograph:

- Is representative of the audiences and what they aspire to
- Images are authentic, realistic, sincere and believable
- Group images show diversity
- No use of collage images
- Image is **not** cluttered
- Strong composition
- Strong focal point/focus
- Surprising use of cropping
- Good use of natural light/one light source
- Balanced brightness and contrast
- Balanced color saturation
- Does **not** use any overlapping color gradients
- The overall feel of the photograph is honest, clean, professional and sophisticated**

Imagery should be patriotic, showing aspects of military culture, such as flags and medals.



Our Mission

You have sacrificed to keep our country—and everything it represents—safe. We honor and serve you by fulfilling President Lincoln's promise "to care for him who shall have borne the battle, and for his widow, and his orphan."

We strive to provide you with the world-class benefits and services you have earned, and will adhere to the highest standards of compassion, commitment, excellence, professionalism, integrity, accountability, and stewardship.

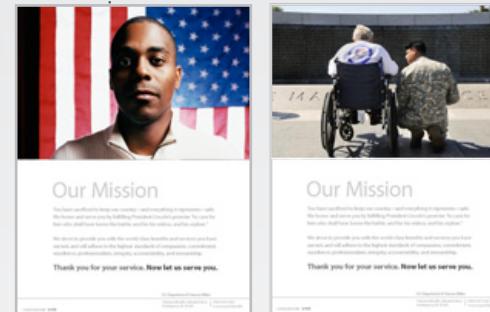
Thank you for your service. Now let us serve you.

U.S. Department of Veterans Affairs
Veterans Benefits Administration
Washington, DC 20420
www.va.gov/benefits

FOIA 5010 (REV. 09-10) 27-11-04

There is a placeholder on the back cover for addresses and contact information. VA should always be listed first.

When people are shown, consider the broad diversity of service, ethnicity, gender, and age within the Veteran population.



APPLY TODAY
Applying is the best way to determine your eligibility—do so now at www.ebenefits.va.gov. eBenefits is your one-stop shop to apply for and learn about your benefits. If you prefer to apply in person or speak with a personal office, go to our Web site at www.gibill.va.gov, or call us toll-free at 1-888-442-4551 (1-888-GIBILL). For more information on how to apply for VA education benefits, we understand that education programs can be complex, and we want to help connect you to your benefits. To get the latest updates on VA education benefits and related information, like us on Facebook at www.facebook.com/GIBILLeducation.

ADDITIONAL VA BENEFITS
Disabilities determined by VA to be related to your military service can lead to monthly non-taxable compensation, enrollment in the VA health-care system, and other important benefits. Ask your VA representative or Veterans Service Organization (VSO) representative for more information on the GI Bill Education, Health Care, Caregiver Program, Vocational Rehabilitation, and Employment Services, Educational Assistance, Home Loan Guarantees, Insurance, and other VA benefits.

Our Mission

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We strive to provide you with the world-class benefits and services you have earned, and will adhere to the highest standards of compassion, commitment, excellence, professionalism, integrity, accountability, and stewardship.

**Thank you for your service.
Now let us serve you.**

U.S. Department of Veterans Affairs
Veterans Benefits Administration
Washington, DC 20420
www.va.gov/benefits

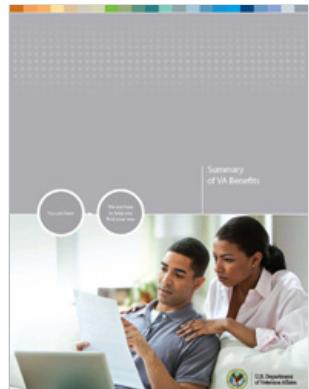
The tribute does not have to occupy an entire page. Here is a good example of how it can be incorporated below other information.

A TRIBUTE TO OUR VETERANS

VBA employees are passionate about their mission to serve Veterans. They recognize the sacrifices these men and women have made on our behalf, and are committed to helping them receive the benefits they have earned. The back cover or last page of materials should include a note that reinforces VBA's appreciation of Veterans for their service and its commitment to helping them through the benefits process.

SAMPLE BROCHURE (8.5 X 11)

COVER



INSIDE SPREADS

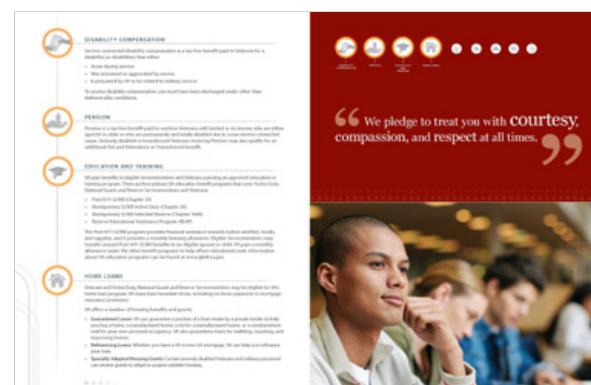
You have sacrificed to keep our country—and everything it represents—safe. The U.S. Department of Veterans Affairs honors and serves you by fulfilling President Lincoln's promise "to care for him who shall have borne the battle, and for his widow, and his orphan."

You may be eligible for this research if you are:

- ✓ Uninformed (nonconsentable)
- ✓ Minors
- ✓ Spouse, child, or parent of a deceased or disabled (or incapacitated) person

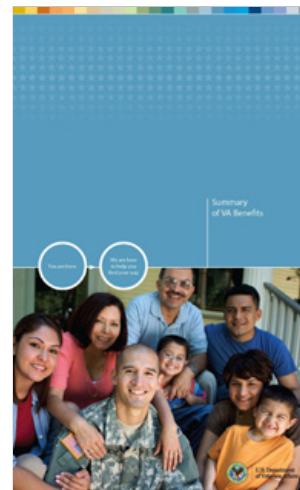
For more information about your options, call one of our plan experts or visit our website. Or contact your local agent or representative.

BACK COVER



SAMPLE BROCHURE (5.5 X 9)

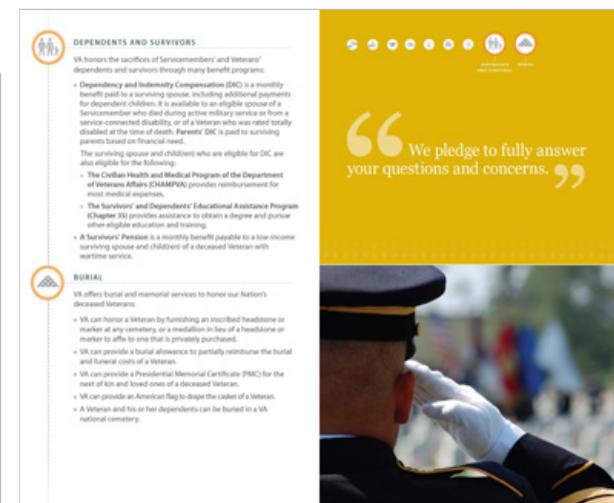
COVER



INSIDE SPREADS



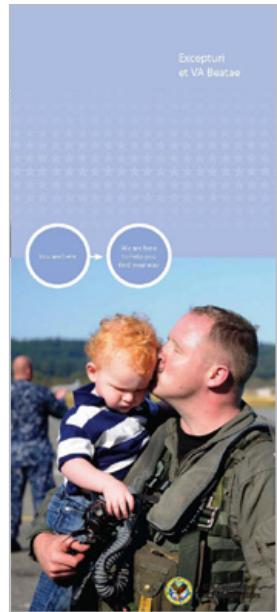
BACK COVER



COLLATERAL SAMPLES

#10 TRI-FOLD BROCHURE

COVER



INSIDE

Quibusdam

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**Thank you for your service.
Now let us serve you.**

TEMPORIBUS

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ASSUMENDA

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SAMPLE REPORT

COVER



SAMPLE EMAIL

BENEFIT NAME GOES HERE
LINE OF BUSINESS GOES HERE

TANINADDO KONDILA DISELA

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COLLATERAL SAMPLES

SAMPLE FACT SHEETS

COVER

SUMMARY OF VA BENEFITS

You have sacrificed to keep our country—and everything it represents—safe. The U.S. Department of Veterans Affairs honors and serves you by fulfilling President Lincoln's promise **"to care for him who shall have borne the battle, and for his widow, and his orphan."**

You may be eligible for VA benefits if you are a uniformed Service member; Veteran; or spouse, child, or parent of a deceased or disabled Service member or Veteran.

Veterans can receive medical treatment (enrollees) from your care. We're here to help you and your eligible dependents obtain compensation, education, health care, home loan, insurance, pension, vocational rehabilitation and employment, and burial and memorial benefits for which you are

eligible. As you make important choices about your family, finances, and career, we encourage you to learn more about the benefits and the VA resources available to you.

Go to [benefits.va.gov](http://www.benefits.va.gov), your one-stop shop to apply for and learn about your benefits. Or visit the nearest VA regional office, call 1-800-827-1000, or go to our Web site at www.vets.gov/benefits for more information.

Thank you for your service. Now let us serve you.

DISABILITY COMPENSATION

Service-connected disability compensation is a tax-free benefit paid to Veterans for a disability or disabilities that either:

- Arose during service
- Was worsened or aggravated by service
- Is presumed by VA to be related to military service

To receive disability compensation, you must have been discharged under other than dishonorable conditions.

PENSION

Pension is a tax-free benefit paid to wartime Veterans with limited or no income who are either aged 65 or older or who are permanently and totally disabled due to a non-service-connected cause. Seriously disabled or housebound Veterans receiving Pension may also qualify for an additional Aid and Attendance or Housebound benefit.

**U.S. Department
of Veterans Affairs**

FACT SHEET COVERS FOR EACH BUSINESS LINE

SAMPLE POSTERS

EXAMPLE 1

BUSINESS LINE NAME GOES HERE
Benefit name goes here



Business Line Name
Goes Here

Business Line Name
Goes Here

Ignimistrum que aped molupta es vendito et dolupta idemquam, illi autem ad quam, aut andignimolauae arcidiclit alii quiae ruptas volupte sedis doluptatim fugiae doloris tue mos que simod que maximporeoue quos silitique sed quiet, con ni cuse dit, omnihilla doloprepa eni aditue estem sae rest, et ipsaes lumentioe verum nobitatur? Ero volupta iuru entromos doluptate lici oditaquee temqui cus, vollupta eate allamues anducimpor ra poreperumqi uese honte. Ete kontel arcidiclit als quiae ruptas volupte sedis doluptatim fugiae doloris tue.

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For more information, please contact 1-800-000-0000.
www.website.com | Tel: 1-800-000-0000 | Fax: 1-800-000-0000

U.S. Department of Veterans Affairs

EXAMPLE 3

BUSINESS LINE NAME GOES HERE
Benefit name goes here



Business Line Name
Goes Here

Business Line Name
Goes Here

Ignimistrum que aped molupta es vendito et unes kontela doluptas idemquam, illi autem ad quam, aut andignimolauae arcidiclit als quiae ruptas volupte sedis doluptatim fugiae doloris tue mos que simod que maximporeoue quos silitique sed quiet, con ni es cuse dit, omnihilla doloprepa eni aditue estem sae rest, et ipsaes lumentioe verum nobitatur? Ero volupta iuru entromos doluptate lici oditaquee temqui cus, vollupta eate allamues anducimpor ra poreperumqi uese honte. Ete kontel arcidiclit als quiae ruptas volupte sedis doluptatim fugiae doloris tue.

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We are here
for you

For more information, please contact 1-800-000-0000.

U.S. Department of Veterans Affairs

EXAMPLE 4

BUSINESS LINE NAME GOES HERE
Benefit name goes here



Business Line Name
Goes Here

Business Line Name
Goes Here

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For more information, please contact 1-800-000-0000.
www.website.com | Tel: 1-800-000-0000 | Fax: 1-800-000-0000

U.S. Department of Veterans Affairs

EXAMPLE 2

BUSINESS LINE NAME GOES HERE
Benefit name goes here



Business Line Name
Goes Here

Business Line Name
Goes Here

Ignimistrum que aped molupta es vendito et unes kontela doluptas idemquam, illi autem ad quam, aut andignimolauae arcidiclit als quiae ruptas volupte sedis doluptatim fugiae doloris tue mos que simod que maximporeoue quos silitique sed quiet, con ni cuse dit, omnihilla doloprepa eni aditue estem sae rest, et ipsaes lumentioe verum nobitatur? Ero volupta iuru entromos doluptate lici oditaquee temqui cus, vollupta eate allamues anducimpor ra poreperumqi uese honte. Ete kontel arcidiclit als quiae ruptas volupte sedis doluptatim fugiae doloris tue.

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U.S. Department of Veterans Affairs

SAMPLE NEWSLETTER

COVER

INSIDE

SAMPLE POWERPOINT PRESENTATION

COVER

The slide features a large, horizontal photograph of a diverse military family. On the left, a man in a camouflage uniform is seen from the side, hugging a young girl with long dark hair. In the center, a woman with short grey hair is smiling warmly at the camera. To her right, another woman with dark hair is holding a baby. The background shows a residential street with houses and trees. Above the photo, the title 'MASTER TITLE SLIDE GOES HERE' is displayed in white, bold, sans-serif font. Below it, the subtitle 'Subtitle Goes Here' is also in white. In the bottom right corner of the slide, there is a circular logo for the U.S. Department of Veterans Affairs, which includes the seal and the text 'U.S. Department of Veterans Affairs'.

A photograph of a man and a woman sitting together, looking intently at a document or piece of paper held by the man. The woman has her hand on his shoulder. They appear to be in a professional setting, possibly a home office or a library. The background is slightly blurred.

INSIDE

Slide title goes here

- This is your standard bullet/content slide. This slide will be most commonly used.
- Text

Slide title goes here