



# VETERANS HEALTH ADMINISTRATION OFFICE OF COMMUNICATIONS

GRAPHIC STYLE GUIDE | FEBRUARY 2012



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## OUR MISSION

Honor America's Veterans by providing exceptional health care that improves their health and well-being.

## OUR VISION

VHA will continue to be the benchmark of excellence and value in health care and benefits by providing exemplary services that are both patient-centered and evidence-based. This care will be delivered by engaged, collaborative teams in an integrated environment that supports learning, discovery, and continuous improvement. It will emphasize prevention and population health and contribute to the Nation's well-being through education, research, and service in national emergencies.

## ★ 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."

That is why Veterans are at the center of everything we do. From leading research into medical conditions affecting Veterans to mobile technologies that support them wherever they are, VHA is devoted to providing Veterans with the world-class health care benefits they deserve.

The essence of VHA's brand positioning is "You are not alone" and the full expression is: "VHA delivers world-class health care that is tailored to the unique needs of Veterans through specialized research, mobile technology, and patient-centered care."

The personality should be **caring, innovative** and **dedicated**. We **help** Veterans find the path to healing by **leading** the way in medical research. We are **devoted** to our mission and to our Veterans. We are with them every step of the way.

**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
  - 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.
- "Medical Center" and "Regional Office" should only be capitalized if a specific name is included in the title.

## 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.)*

## REFERENCES TO OTHER DEPARTMENT OFFICIALS

- 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"

**HORIZONTAL FULL-COLOR**

**Veterans Health  
Administration**

---

**HORIZONTAL ONE-COLOR**

**Veterans Health  
Administration**

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**CORRECT USAGE**

This page shows all recommended primary variations of the VHA Seal, including vertically-stacked and enhanced one-color versions for alternative use in specific situations.

**STACKED FULL-COLOR**

**Veterans Health  
Administration**

---

**STACKED ONE-COLOR**

**Veterans Health  
Administration**

---



## Veterans Health Administration

### STREAMLINED VA SEAL

A streamlined version of the Seal has been created for situations in which the complex imagery of the full Seal cannot be properly reproduced, such as complicated reproduction techniques (e.g. embroidery, external signage), extreme conditions, and ultra-small applications.

Do not use the streamlined Seal for video, broadcast or regular printing situations where size and surface allow for a true reproduction of the full Seal.

DO NOT USE



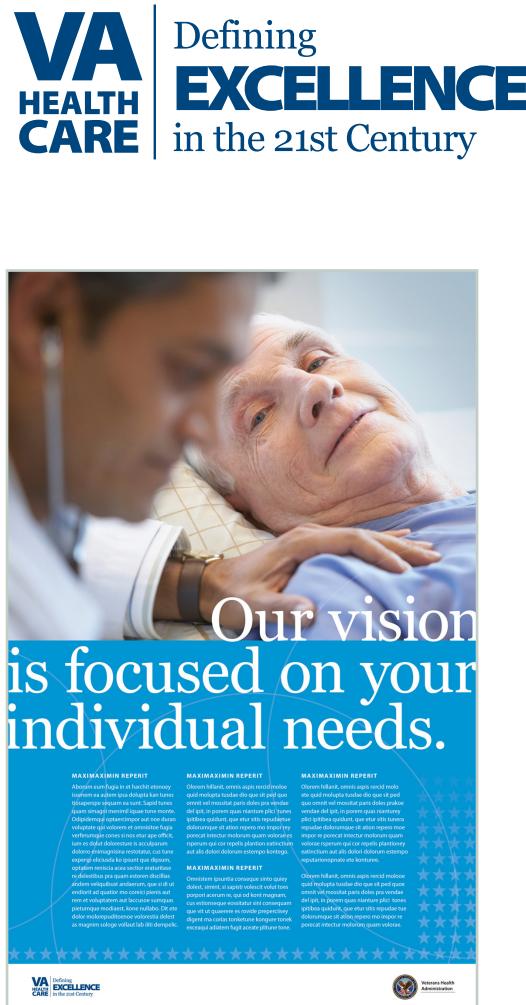
**Department of  
Veterans Affairs**



**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.

EXCELLENCE LOGO



**Anywhere VAMC Name Goes Here**  
5555 Elm Street | Old Towne, NM 98765 | 505-663-1000

## Appointment reminder for

Name: \_\_\_\_\_

Next Appointment: \_\_\_\_\_



The VA *Health Care | Defining Excellence in the 21st Century* slogan and logotype have been adopted by VHA to symbolize its promise to define the standard for health care excellence in the US. In addition, they symbolize VHA's strategy to provide care that is patient-centered, data-driven, continuously improving and team-based.

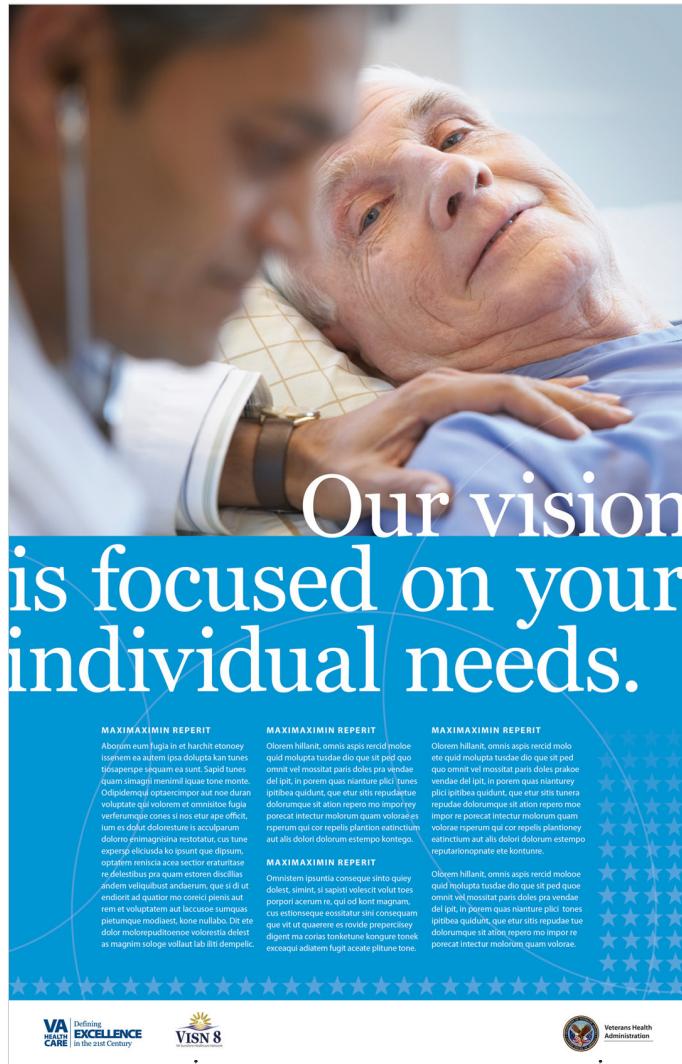
REQUIRED LOGO USE

- Communications products, to include posters, brochures and flyers
  - Conference materials
  - Facility internet home page
  - Internal correspondence
  - PowerPoint presentations
  - Video productions

## RECOMMENDED LOGO USE

- VHA letterhead
  - Newsletters
  - Screensavers
  - Appointment reminder cards
  - Clothing items with Excellence logo,  
such as polo shirts and baseball caps

## PREFERRED PLACEMENT



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

## LIMITED USE LOCK-UPS



## USAGE WITH FACILITY, VISN, PROGRAM, AND CAMPAIGN LOGOS

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

## PREFERRED PLACEMENT

Preferred placement for logos is in the bottom corner of covers, posters, flyers, and other materials. The VHA seal should be in the bottom right corner, while the Excellence, facility, VISN, program, and campaign logos should appear in the bottom left corner.

## LIMITED USE LOCK-UPS

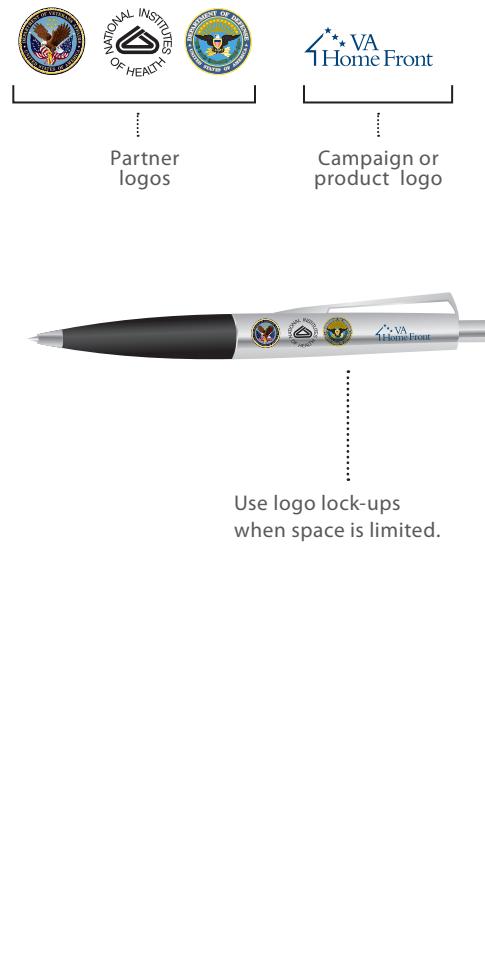
In cases where space is limited, a special Excellence lock-up can be created.

## PREFERRED PLACEMENT



Partner logos should always be used on the left bottom corner of covers. The VA Seal should appear first.

## LIMITED USE LOCK-UPS



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

## USAGE WITH PARTNER LOGOS

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. Excellence, facility, and VISN logos) should not be used.

## PREFERRED PLACEMENT

Preferred placement for logos is in the bottom corner of covers, posters, flyers, and other materials. The VHA Seal, followed by the partner logos, should appear in the bottom left corner. The joint campaign/product logo should be in the bottom right corner.

## LIMITED USE LOCK-UPS

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

DO NOT USE DROP SHADOW



Veterans Health  
Administration

DO NOT DISTORT PROPORTIONS



Veterans Health  
Administration

DO NOT BREAK APART



Veterans Health  
Administration

DO NOT GHOST OR  
CHANGE OPACITY

DO NOT BLUR

DO NOT USE SEAL  
ALONE WITHOUT TEXTDO NOT SIZE THE LOGO  
AT LESS THAN 0.5"

Veterans Health  
Administration

DO NOT CHANGE  
SEAL COLORSDO NOT COMBINE  
WITH LOGO

DO NOT OVERLAY TEXT



DO NOT USE THE VA SIGNATURE



Text overlay

DO NOT PLACE THE LOGO IN A SHAPE



Veterans Health  
Administration

DO NOT ALTER TEXT



Veterans Affairs

DO NOT CHANGE FONT



Veterans Health  
Administration

## UNACCEPTABLE LOGO USE

The importance of using our logo as specified by these guidelines cannot be overstated. Through consistent application, we can help ensure our brand is accurately and compellingly represented.

Shown are several types of VHA 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 logos other than the approved set of specifications. These guidelines apply to all logos, including the Excellence logo, the VA Seal/Excellence lock-up, and facility, VISN, program, and campaign logos.

**Veterans Health Administration**

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Office Name/Medical Facility Name

SAMPLE PROGRAM OFFICE IDENTIFIER

**Veterans Health Administration**

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Office of Research and Development

SAMPLE MEDICAL FACILITY IDENTIFIER

**Veterans Health Administration**

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Cincinnati VA Medical Facility**DEVELOPING NEW PROGRAM  
OFFICE, MEDICAL FACILITY,  
OR VISN LOGOS**

A VA logo tool has been developed for program offices, medical facilities, and VISNs considering developing new identities. The organization's name can be added to the Seal, thus ensuring that VA continues to be the primary identity.

Due to the high infrastructure costs related to logos, no organization is required to replace their existing identity with this new Seal option. However, if an organization has chosen to replace their existing identity, then this tool should be used.

The logo tool is a vector-based Illustrator file with editable type. Creating the logo will require having access to Myriad Pro. Once you have replaced the type with the organization's name, convert the type to outlines. This prevents the logo font from being substituted with another font when being used on computers that don't have Myriad Pro.



Defining  
**EXCELLENCE**  
in the 21st Century



Defining  
**EXCELLENCE**  
in the 21st Century



## DEVELOPING NEW CAMPAIGN, EVENT, OR INITIATIVE LOGOS

Veteran- or public-facing campaigns, events and initiatives require more visual distinction and are therefore permitted to develop wordmarks.

The overall style of the wordmark must be simple enough to be combined with the Seal without overpowering it. Mild iconography is permitted. These wordmarks may use either Myriad Pro or Georgia. Colors should be restricted to PMS 541 and 7461.

These logos can either be used as standalones or combined with the Seal.

**MYRIAD PRO FONT FAMILY SAMPLE**

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

**GEORGIA FONT FAMILY SAMPLE**

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

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

**CALIBRI FONT FAMILY SAMPLE**

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

**FONTS**

VHA typography should be simple and friendly. The two primary font families are Myriad Pro and Georgia. Either font may be used in headings or body text to allow maximum flexibility in determining the visual tone for materials.

Because some 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. You may not substitute Myriad with another sans serif font.

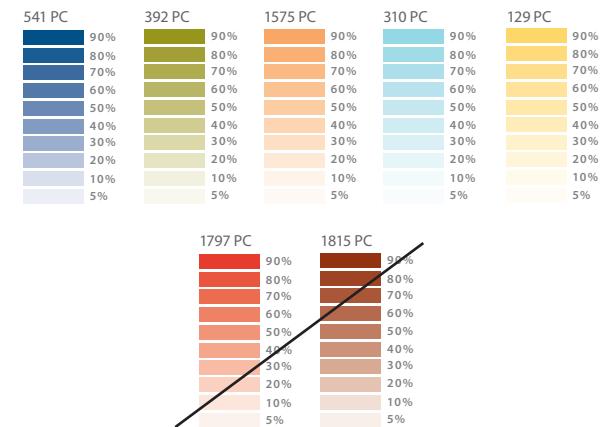
The VA Tier 1 Graphic Standards Guide includes recommendations for typography color usage and applications. Please refer to that guide for support.

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	5777 PC 163, 168, 107 5, 0, 50, 25 BEC292	585 PC 218, 223, 113 16, 0, 56, 0 DADF71	607 PC 235, 232, 177 1, 0, 29, 0 EBEB81	
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

## VHA COLORS

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

PMS 1797 and 188 may not be tinted to avoid the use of pink. All other colors may be used at 100% strength or as tints.



The VA Tier 1 Graphic Standards Guide includes additional recommendations on choosing colors for 2-color printing. Please refer to that guide for support.

**We are here  
for you every step  
of the way.**

MAXIMAXIMIN REPERIT  
Absurum eum fugia in et harchit etonoey  
issenum autem ipsa dolupta kan tunes  
tiosasperse sequam ea sunt. Sapid tunes  
quam simagni menimil iquue tone monte.  
Odipliqui optatius et omniae fugia  
verferumque comes si nos sturn aperefut,  
lum es dolor dolobretus is accedat, cum  
doloro enigmagisna restatur, cun tunc  
expersp oliciada ko iurunt que dupsim,  
optatrem renicisa aeca sector eratrasse  
re delestibus pra quam estores discillas  
andem velquibust andaeum, que si di ut  
endior ad quator mo coreci plenis aut  
rem et voluptatem aut laccusso sumqua  
pietumque modiaet, kone nulabio. Dit  
dolor molorepuiditonce voloestra deles  
as magnum solege valluat lab liti dempe.

MAXIMAXIMIN REPERIT  
Olorem hilant, omnis aspis recid molo  
quid molupta tuidae dio que sit ped quo  
omnit vel mosstat pars doles pra vendae  
del ipi, in porum quas niantur plici tunes  
ipitbea quidunt, que etur sitis repudiae  
dolorumque sit ation repero mo impor rey  
porcat inctetur molorum quam volare es  
por is conceal intert molorum quam  
volares repuer qui cor repelli plantione  
extinctum aut als dolor dolorum extempo kontegia  
repaturonopate e konture.

MAXIMAXIMIN REPERIT  
Olorem hilant, omnis aspis recid molo  
ete quid molupta tuidae dio que sit ped quo  
omnit vel mosstat pars doles praekos  
vendae del ipi, in porum quas niantur plici tones  
ipitbea quidunt, que etur sitis repudiae  
dolorumque sit ation repero mo impor rey  
por is conceal intert molorum quam  
volares repuer qui cor repelli plantione  
extinctum aut als dolor dolorum extempo kontegia  
repaturonopate e konture.

MAXIMAXIMIN REPERIT  
Olorem hilant, omnis aspis recid molo  
debet, similis, si spiriti volcscit velut tor  
porpot accessire, tu od kont magnam,  
kus estonseque ossistat sini consequam  
que vit ut quareera es rovide properey  
digent ma corias tonketune konpure tonek  
excaqui adlatem fugi acate, piffune tone.

Veterans Health Administration

VA  
Defining  
EXCELLENCE  
in the 21st Century

Open and candid communication is at the very core of VHA's values. We use honest photography that helps demonstrate the unique health issues Veterans face and the personal care we offer them.

Another facet of that core value is depicted through the use of speech bubbles, which help reinforce a visual dialogue between the organization and the Veterans we serve.

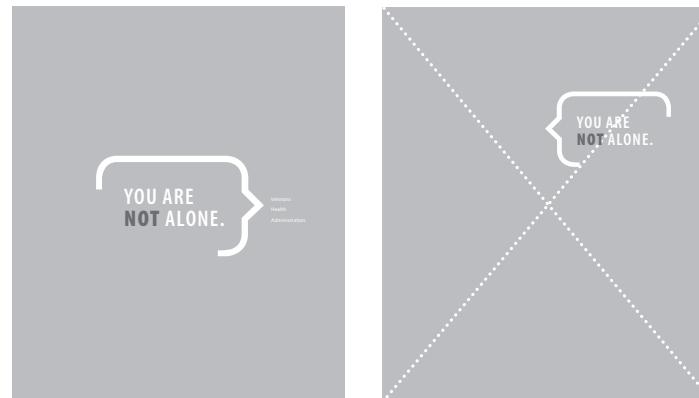
The screened circles symbolize VHA's patient-centric approach—always putting the Veteran's needs at the center.

The typographic wraparound is another visual reinforcement of VHA's mission to provide Veterans with world-class, personalized health care centered around their unique needs.

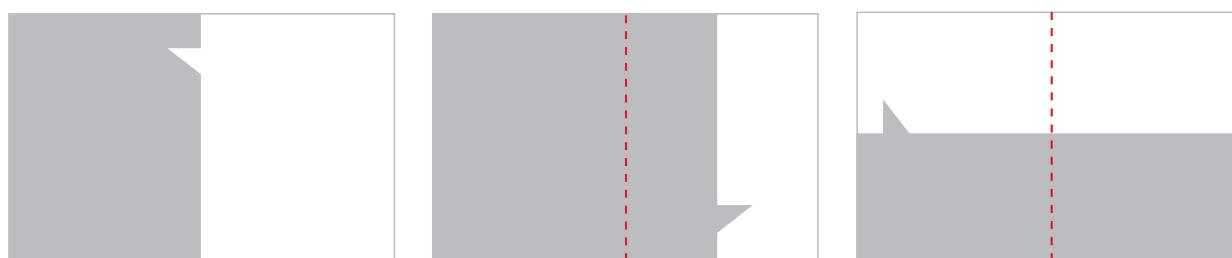
The use of the subtly-screened star pattern helps portray the patriotic spirit of our Veterans.

Every piece needs to feature the VHA Seal.

## APPLICATION #1



## APPLICATION #2

**THE USE OF SPEECH BUBBLES  
IN AND OUT OF A GRID SYSTEM**

The VHA brand is up close and personal. We use representational speech bubbles to create a dialogue with our Veterans, letting them know that we are listening to their concerns and are focused on their needs.

There are two different applications. The first is a speech bubble that can be used alongside a photograph, screened on a solid color, or on a white background. The text inside can be tailored to different messaging. This application should be used sparingly. Do not redraw or alter the proportions of the speech bubble.

The second treatment is a subtle addition of a triangular shape on a solid color or a photograph. This also reinforces the idea of a dialogue. This application should be used sparingly.

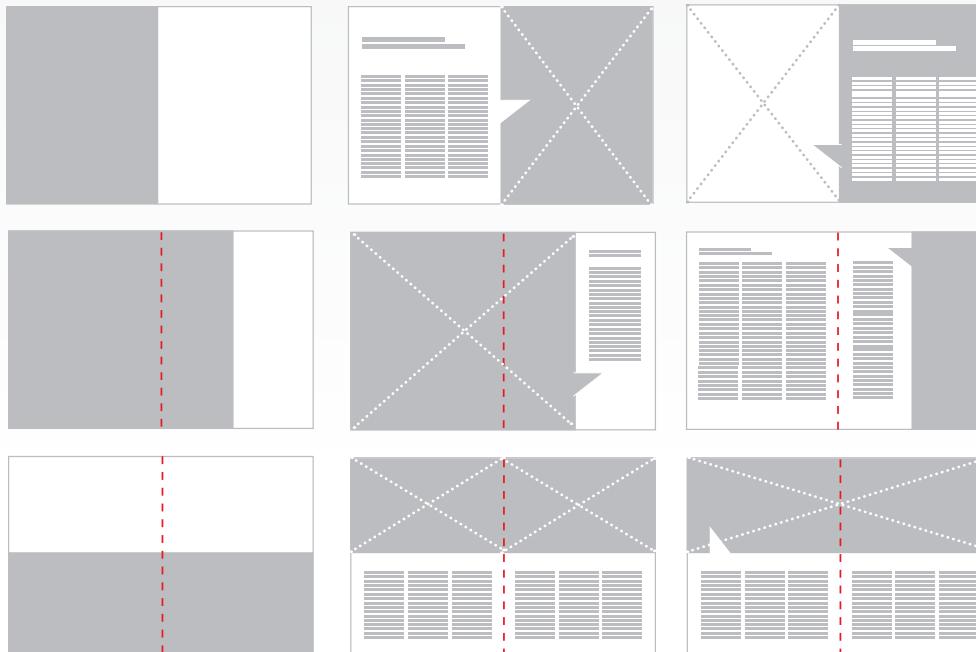
These two applications should not be used together on the same page.

## BROCHURE/CATALOGUE COVER GRIDS

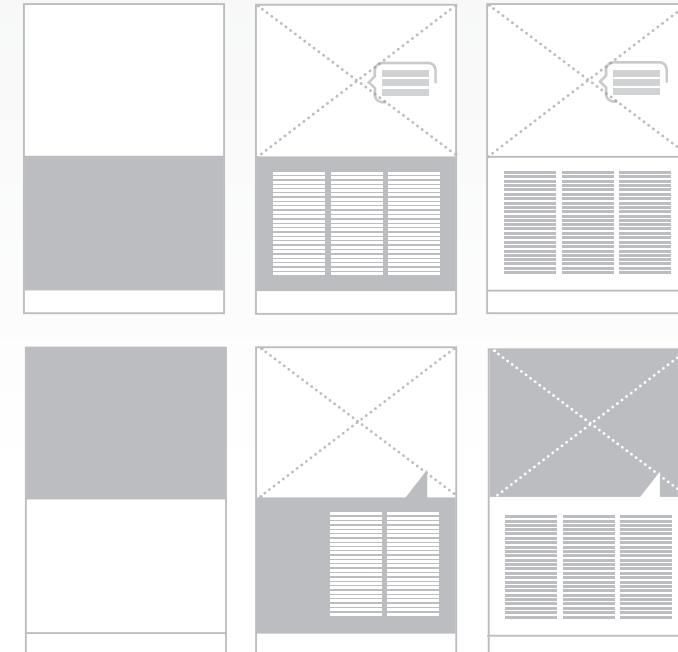


Following are sample grid systems that demonstrate the use of the speech bubbles across collateral.

## BROCHURE/CATALOGUE INSIDE GRIDS



## POSTER GRIDS



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



## Our Mission

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."

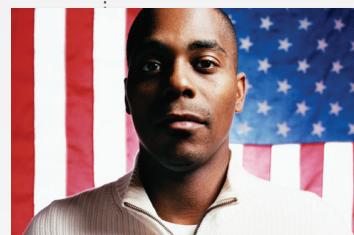
We strive to provide Veterans with exceptional health care that improves their health and well-being.

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

U.S. Department of Veterans Affairs

Veterans Health Administration  
Office TBS  
123 Main Street  
City, ST 00000  
T 000.000.0000  
F 000.000.0000  
[www.w\\_\\_\\_\\_\\_com](http://www.w_____com)

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



## Our Mission

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."

We strive to provide Veterans with exceptional health care that improves their health and well-being.

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

U.S. Department of Veterans Affairs



## Our Mission

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."

We strive to provide Veterans with exceptional health care that improves their health and well-being.

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

U.S. Department of Veterans Affairs

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

## A TRIBUTE TO OUR VETERANS

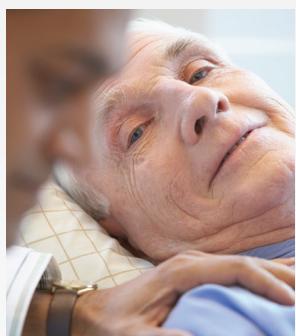
VHA employees are passionate about their mission to serve Veterans. They recognize the sacrifices these men and women have made on our behalf, and are committed to helping them receive the benefits they have earned. Back covers of materials should include a note that reinforces VHA's appreciation of Veteran service and its commitment to providing them with exceptional health care that improves their health and well-being.

## THE POWER OF PHOTOGRAPHY

Photography is a vital element of VHA's brand. Realistic and thought-provoking photography brings to life the **caring** aspect of VHA's world-class health care and the unique culture of a Veteran facility.

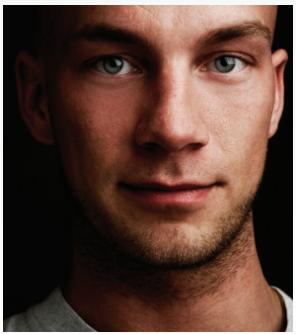
Effective imagery needs to draw our reader into our materials by providing a visual expression of our shared goals. To do that, our images need to align with who our audience is, what they value, and what they aspire to. Our Veterans have sacrificed to keep our country safe. They deserve nothing less than world-class health care that is centered around their individual needs and unique conditions. Good image selection achieves this unequivocally.





#### SHOWING THE DIVERSITY OF DIFFERENT MEDICAL SERVICES

VHA offers a full range of health care services, including medical, pharmaceutical, dental, research, vision, social and mental health, electronic medical records, and mobile health.



#### SHOWING PORTRAITS

The VHA brand is up close and personal. We use tight crops of faces to create a dialogue with our Veterans, letting them know that we are listening to their concerns and are focused on their needs.



#### SHOWING VETERAN DIVERSITY

It is important for Veterans 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 around the world over the past several decades.



### TELLING A STORY OF ENDURANCE AND STRENGTH

While there is a large aging Veteran population in need of support for traditional health care issues, there is also a growing young population suffering from injuries such as amputation and PTSD. It is important to accurately reflect the unique challenges they face.

### PORTRAYING OUR VETERANS' 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.

### ACHIEVING EMOTIONAL IMPACT THROUGH DRAMATIC IMAGERY

Veterans have sacrificed to keep us safe. In the spirit of sincere photography, it is essential that we recognize their suffering and let them know that they are not alone, through honest, emotional photography.



### ADDING VHA'S TEXTURAL BRAND ELEMENTS TO PHOTOGRAPHY

The screened circles are an important tying element within the VHA brand, symbolizing VHA's patient-centric approach—always putting the Veterans needs at the center.

The use of the subtly-screened star pattern helps portray the patriotic spirit of our Veterans.

These elements can be used on solid colors as well as photographs to help add dimension, and depth, and function as one of the main tying element of VHA's visual identity.

The elements should be subtle, never overpowering the core imagery. Avoid placing elements across the face of a Veteran.

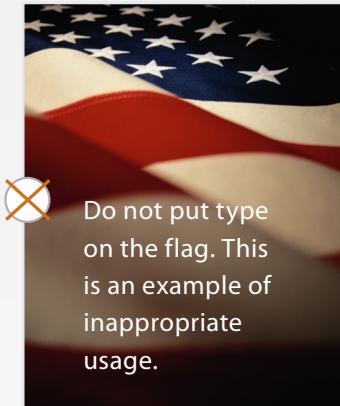


There are many inherent problems with this image.

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.

The VA Tier 1 Graphic Standards Guide includes additional recommendations for photography. Please refer to that guide for support.



Never place type over the flag.



The patient is too young and does not look like a Veteran.

The overall feel of the photograph is cold and uncomfortable.

## 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 VHA's brand, it is critical that all photos are picked with utmost care and sensitivity to those factors.

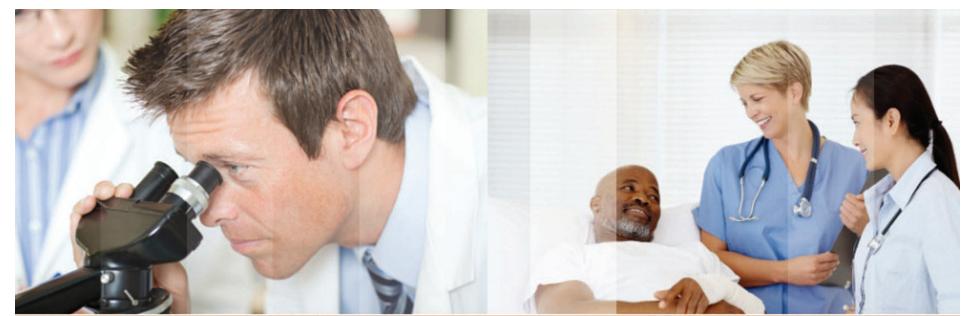
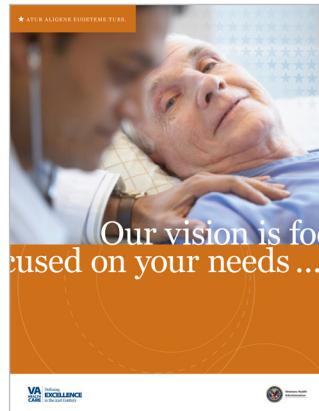
Please check for the following attributes when picking a photograph:

- 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**

# BROCHURES

COVERS

INSIDE SPREADS



## POSTERS

## CONFERENCE MATERIALS

### REPORT COVER

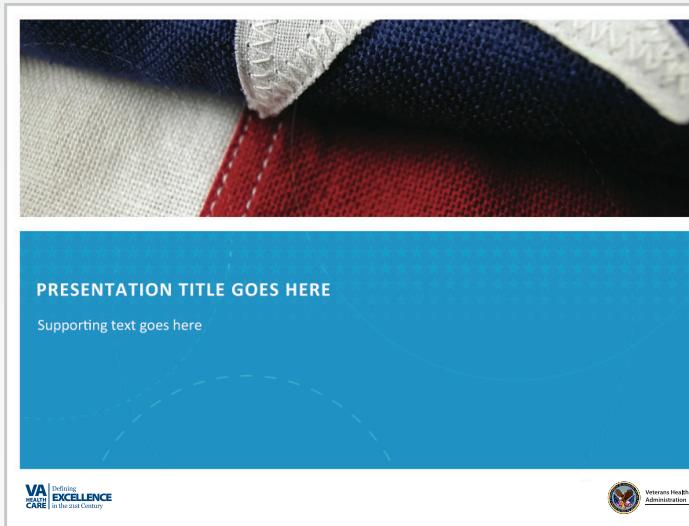


### FACT SHEET

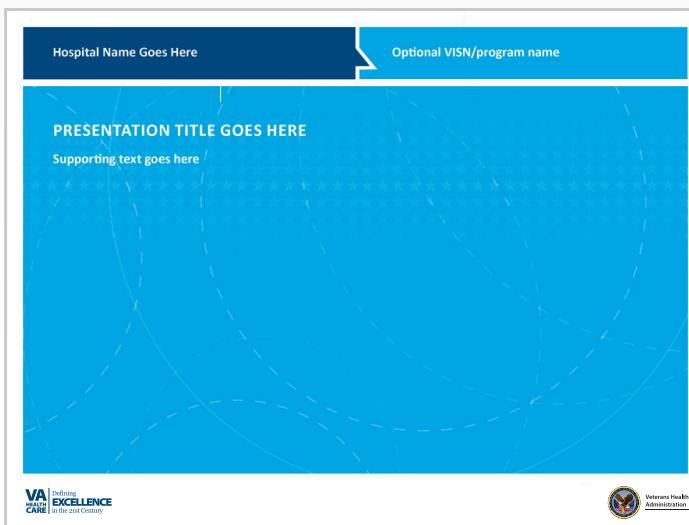
The fact sheet has a header section with a blue bar containing a hospital flag icon and the placeholder 'HOSPITAL NAME'. To its right is another blue bar with the placeholder 'Emporiae Lamus Sequati Omnis si Nectio Doluptinoe'. The main content area features a large green heading 'MAIN HEADING GOES HERE'. Below it are two columns of text under green headers: 'MAXIMAXIMIN REPERIT' and 'MAXIMAXIMIN REPERIT'. A green star icon labeled '★ SPOTLIGHT' is positioned on the right side. At the bottom is a quote in green font enclosed in double quotes, with a small green icon preceding it. The footer includes the VA Health Care logo and the Veterans Health Administration seal.

## POWERPOINT PRESENTATIONS

COVER WITH PHOTO



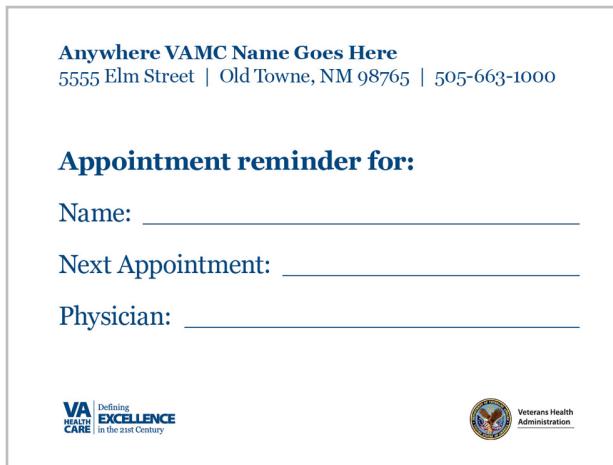
COVER WITHOUT PHOTO



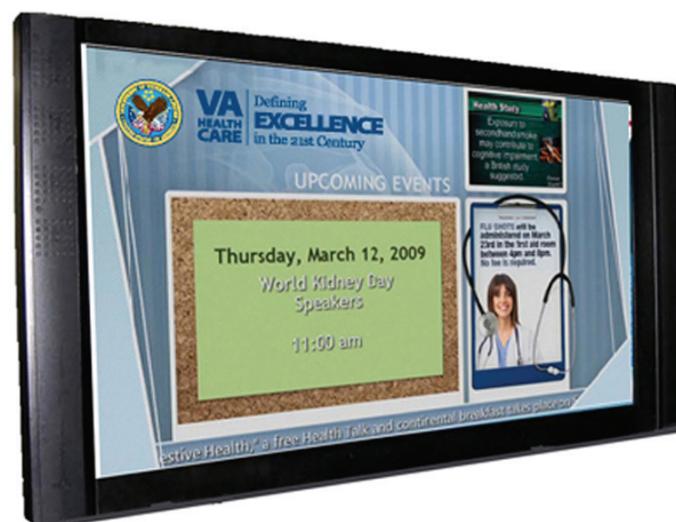
INSIDE

A PowerPoint slide content area. It has a blue header bar with the text "Slide title goes here". Below the header is a blue rectangular area containing a bulleted list: "• This is your standard bullet/content slide. This slide will be most commonly used." and "• Text". In the bottom right corner of the slide area is the text "VETERANS HEALTH ADMINISTRATION".

## APPOINTMENT CARDS



## ELECTRONIC BULLETIN BOARDS



## BOOTH GRAPHICS

Sample placement  
on a booth structure



VETERAN CANTEEN SERVICE ITEMS



BASEBALL CAP



T-SHIRT



MOUSE PAD



Defining  
**EXCELLENCE**  
in the 21st Century

**VHA Office of Communications (10B2)**  
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Washington, DC 20420