# VETERANS HEALTH ADMINISTRATION
## OFFICE OF COMMUNICATIONS

GRAPHIC STYLE GUIDE | FEBRUARY 2012

VA HEALTH CARE | Defining EXCELLENCE in the 21st Century

Veterans Health Administration

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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

### HORIZONTAL ONE-COLOR

### STACKED FULL-COLOR

### STACKED ONE-COLOR

## 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.

## 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.

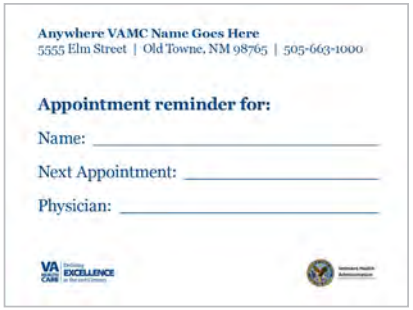
DO NOT USE

## 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

VA HEALTH CARE | Defining EXCELLENCE in the 21st Century




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.

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

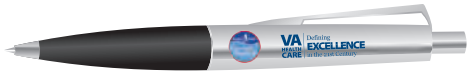
LIMITED USE LOCK-UPS

VISN logo

VHA Excellence logo

Medical center logo

VHA Excellence logo




Use logo lock-ups when space is limited.

## 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.

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

LIMITED USE LOCK-UPS

Partner logos

Campaign or product logo

Use logo lock-ups when space is limited.

## 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

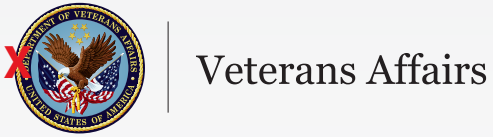
In cases where space is limited, a special lock-up can be created.

DO NOT USE DROP SHADOW

DO NOT PLACE THE LOGO IN A SHAPE

DO NOT DISTORT PROPORTIONS

DO NOT ALTER TEXT




DO NOT BREAK APART

DO NOT CHANGE FONT

DO NOT GHOST OR CHANGE OPACITY

DO NOT BLUR

DO NOT USE SEAL ALONE WITHOUT TEXT

DO NOT SIZE THE LOGO AT LESS THAN 0.5”

DO NOT CHANGE SEAL COLORS

DO NOT COMBINE WITH LOGO

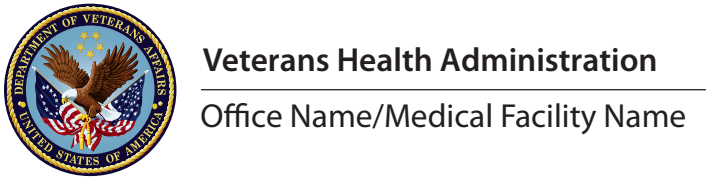
DO NOT OVERLAY TEXT

DO NOT USE THE VA SIGNATURE

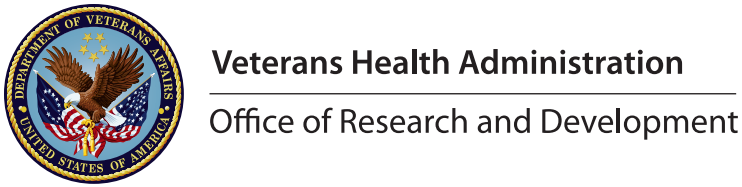
## UNACCEPTABLE LOGO USE

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.

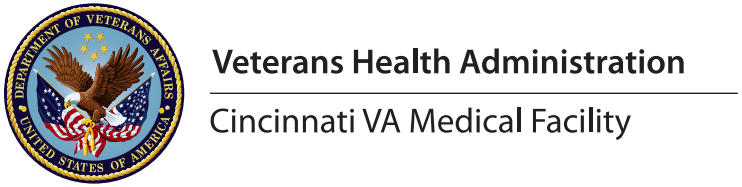
Shown are several types of VHA Seal treatments deemed unacceptable, including any which distort, skew, blur, alter or otherwise diminish brand stature. In no situations will any color, typographic or layout combination be allowed for the reproduction of the logos other than the approved set of specifications. These guidelines apply to all logos, including the Excellence logo, the VA Seal/Excellence lock-up, and facility, VISN, program, and campaign logos.




SAMPLE PROGRAM OFFICE IDENTIFIER




SAMPLE MEDICAL FACILITY IDENTIFIER




## 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.

## 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 wthout 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.

## 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.

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

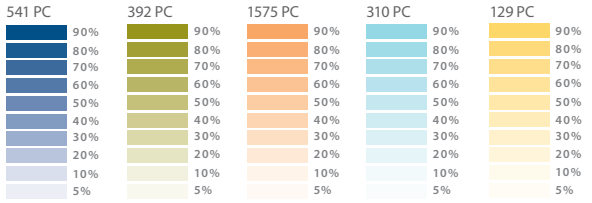
The **VA Tier 1 Graphic Standards Guide** includes recommendations for typography color usage and applications. Please refer to that guide for support.

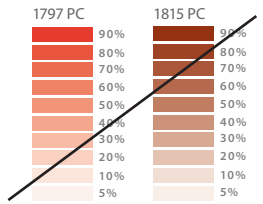
| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| Pantone | 541 PC | 7461 PC | 312 PC | 549 PC | 645 PC | 657 PC | 2716 PC | 2725 PC | |
| RGB | 0, 63, 114 | 0, 131, 190 | 0, 173, 208 | 94, 156, 174 | 115, 154, 188 | 198, 214, 232 | 157, 171, 226 | 100, 89, 196 | |
| Pantone | 100, 58, 9, 42 | 98, 24, 1, 3 | 94, 0, 11, 0 | 59, 8, 9, 19 | 55, 24, 2, 8 | 23, 6, 0, 0 | 42, 27, 0, 0 | 76, 70, 0, 0 | |
| HTML | 003F72 | 0083BE | 00ADD0 | 5E9CAE | 739ABC | C5D6E8 | 9DABE2 | 625BC4 | |
| Pantone | 575 PC | 368 PC | 366 PC | 392 PC | 5835 PC | 5777 PC | 585 PC | 607 PC | |
| RGB | 85, 118, 48 | 105, 190, 40 | 189, 225, 138 | 127, 122, 0 | 160, 155, 89 | 163, 168, 107 | 218, 223, 113 | 235, 232, 177 | |
| Pantone | 57, 11, 85, 45 | 63, 0, 97, 0 | 29, 0, 45, 0 | 20, 12, 100, 48 | 15, 12, 57, 30 | 5, 0, 50, 25 | 16, 0, 56, 0 | 1, 0, 29, 0 | |
| HTML | 557630 | 69BE28 | BDE18A | 7F7A00 | A09B59 | BEC292 | DADF71 | EBE8B1 | |
| Pantone | 476 PC | 1405 PC | 1265 PC | 132 PC | 117 PC | 129 PC | 104 PC | 4525 PC | |
| RGB | 76, 51, 39 | 106, 73, 28 | 133, 104, 34 | 161, 119, 0 | 199, 153, 0 | 243, 207, 69 | 174, 154, 0 | 198, 188, 137 | |
| Pantone | 32, 67, 63, 78 | 14, 49, 100, 66 | 15, 34, 98, 45 | 8, 36, 100, 31 | 2, 22, 100, 15 | 0, 11, 70, 0 | 7, 13, 100, 28 | 6, 9, 39, 16 | |
| HTML | 4C3327 | 6A491C | 856822 | A17700 | C79900 | F3CF45 | AE9A00 | C6BC89 | |
| Pantone | 1797 PC | 188 PC | 518 PC | 5205 PC | 7525 PC | 466 PC | 453 PC | 7535 PC | Warm Gray 3 PC |
| RGB | 196, 38, 46 | 119, 36, 50 | 79, 50, 76 | 137, 104, 124 | 155, 110, 81 | 199, 179, 127 | 194, 194, 160 | 190, 185, 166 | 199, 194, 186 |
| Pantone | 2, 98, 85, 7 | 12, 95, 59, 54 | 56, 80, 19, 57 | 27, 48, 11, 34 | 11, 51, 59, 34 | 5, 17, 42, 14 | 10, 6, 28, 14 | 7, 10, 22, 20 | 6, 7, 9, 15 |
| HTML | C4262E | 772432 | 4F324C | 89687C | 9B6E51 | C7B37F | C2C2A0 | BEB9A6 | C7C2BA |
| Pantone | 1575 PC | 471 PC | Orange 021 | 715 PC | 130 PC | 7406 PC | 134 PC | 1345 PC | 7499 PC |
| RGB | 255, 136, 73 | 178, 84, 26 | 255, 88, 0 | 246, 146, 64 | 240, 171, 0 | 235, 183, 0 | 251, 212, 118 | 252, 209, 137 | 237, 232, 196 |
| Pantone | 0, 50, 77, 0 | 5, 70, 97, 20 | 0, 68, 100, 0 | 0, 46, 85, 0 | 0, 30, 100, 0 | 0, 17, 100, 0 | 0, 11, 56, 0 | 0, 15, 47, 0 | 1, 2, 20, 0 |
| HTML | FF8849 | B2541A | FF5800 | F69240 | F0AB00 | EBB700 | FBD476 | FCD189 | EDE8C4 |
| Pantone | Cool Gray 3 PC | Cool Gray 8 PC | Cool Gray 11 PC | 7544 PC | 5473 PC | 532 PC | 3435 PC | 570 PC | 310 PC |
| RGB | 201, 202, 200 | 139, 141, 142 | 77, 79, 83 | 137, 150, 160 | 21, 101, 112 | 41, 44, 57 | 2, 71, 49 | 121, 202, 189 | 111, 212, 228 |
| Pantone | 8, 5, 6, 13 | 23, 17, 13, 41 | 48, 36, 24, 66 | 33, 14, 11, 31 | 83, 14, 23, 50 | 84, 70, 30, 76 | 95, 19, 70, 72 | 50, 0, 24, 0 | 48, 0, 9, 0 |
| HTML | C9CAC8 | 8B8D8E | 4D4F53 | 8996A0 | 156570 | 292C39 | 024731 | 79CABD | 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.

Every piece needs to include the Excellence logo.

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.

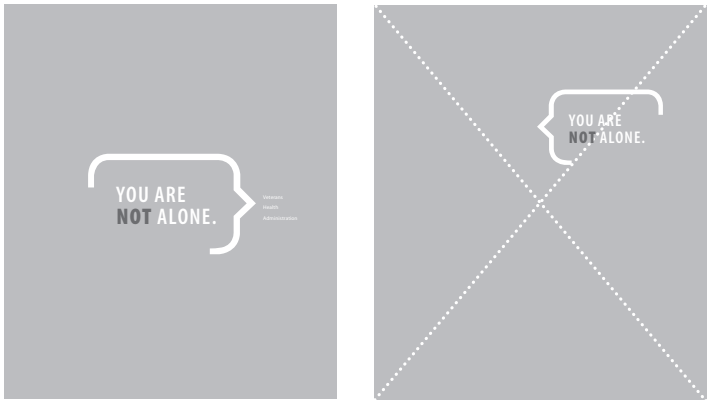
The screened circles symbolize VHA's patient-centric approach—always putting the Veteran's needs at the center.

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.

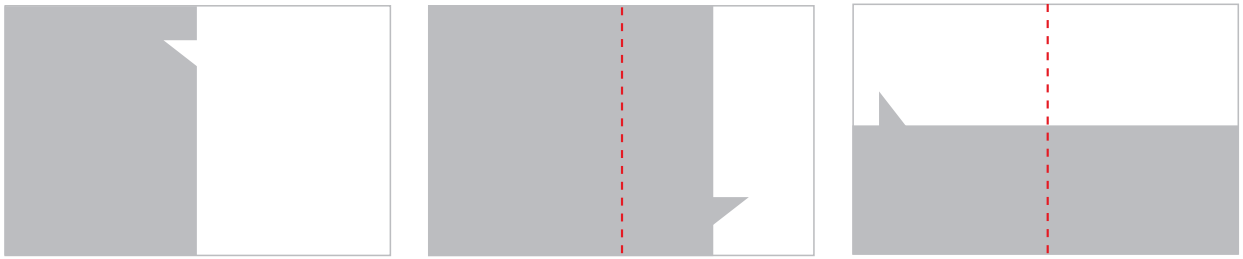
The use of the subtly-screened star pattern helps portray the patriotic spirit of our Veterans.

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.

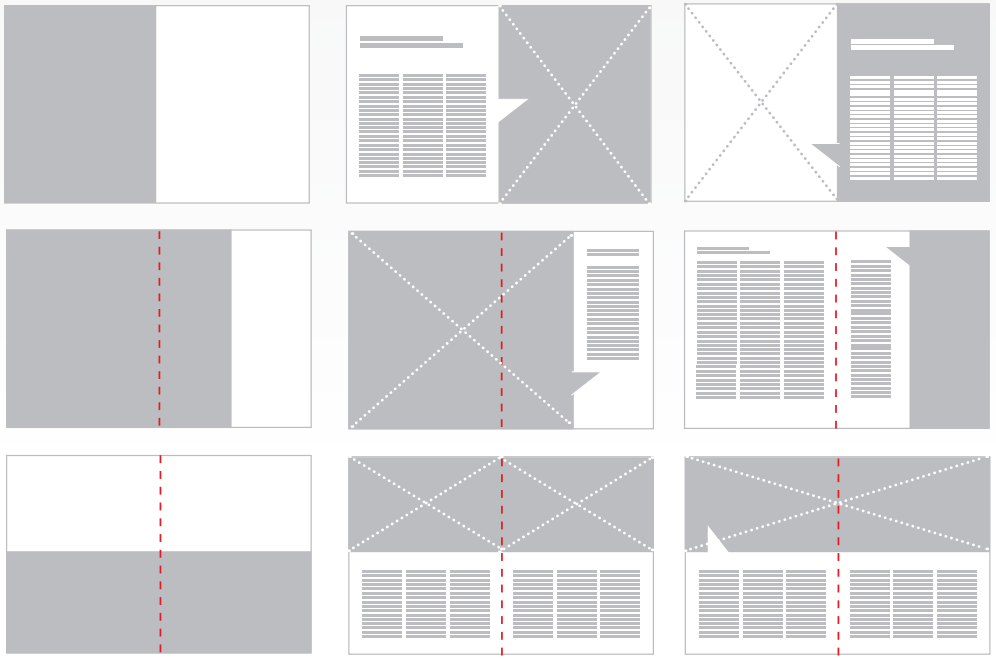
The second treatment is a subtle addition of a triangular shape on a solid color or a photograph. This also reinforces the idea of a dialogue. This application should be used sparingly.

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

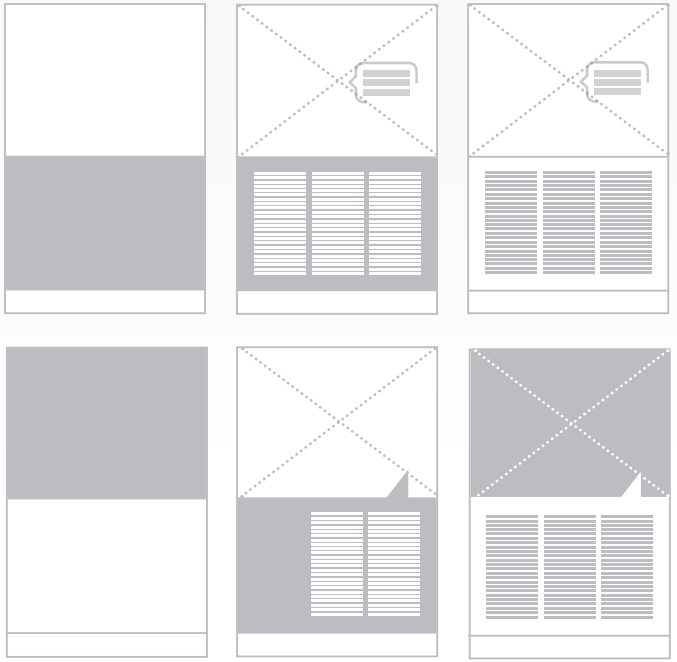
Following are sample grid systems that demonstrate the use of the speech bubbles across collateral.

## BROCHURE/CATALOGUE COVER GRIDS

## BROCHURE/CATALOGUE INSIDE GRIDS



## POSTER GRIDS



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

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

Veterans Health Administration
Office TBD
123 Name Street
City, ST 00000

T 000.000.0000
F 000.000.0000
www.____.com

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

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

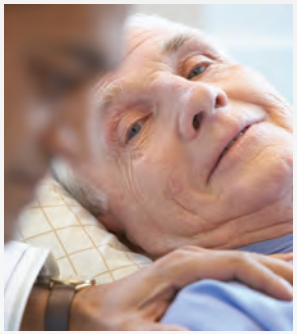
## A TRIBUTE TO OUR VETERANS

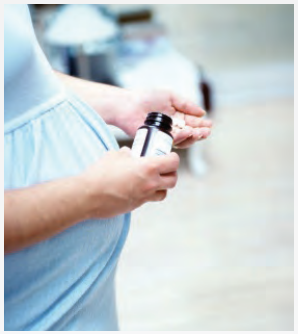
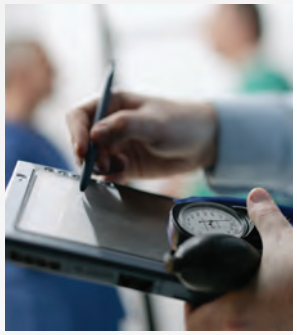
VHA employees are passionate about their mission to serve Veterans. They recognize the sacrifices these men and women have made on our behalf, and are committed to helping them receive the benefits they have earned. Back covers of materials should include a note that reinforces VHA's appreciation of 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.



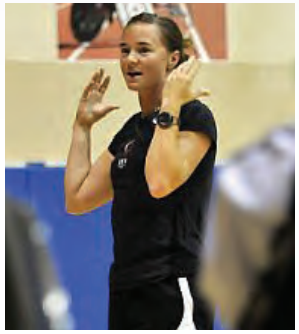



## SHOWING THE DIVERSITY OF DIFFERENT MEDICAL SERVICES

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.

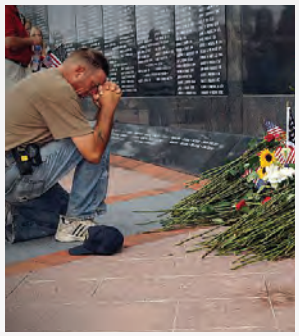
## SHOWING PORTRAITS

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.



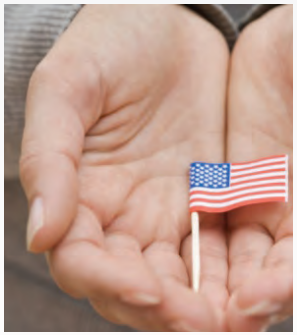
## SHOWING VETERAN DIVERSITY

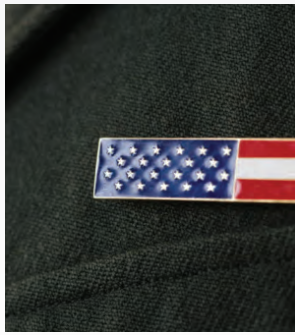
It is important for Veterans to see themselves reflected in the imagery. Veterans can be ages 18 and up, men or women, and of any ethnicity. They have served in numerous conflicts around the world over the past several decades.



## TELLING A STORY OF ENDURANCE AND STRENGTH

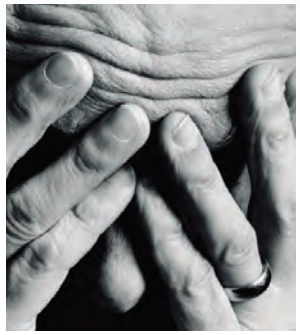
While there is a large aging Veteran population in need of support for traditional health care issues, there is also a growing young population suffering from injuries such as amputation and PTSD. It is important to accurately reflect the unique challenges they face.





## 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.

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.

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

## WHAT NOT TO DO

### GUIDING PRINCIPLES WHEN CHOOSING PHOTOGRAPHY

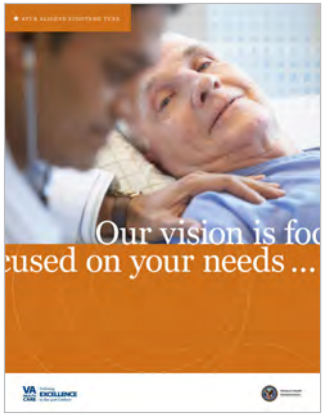
There are many factors that make a photograph successful. Because photography is a vital part of VHA's brand, it is critical that all photos are picked with utmost care and sensitivity to those factors.

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**

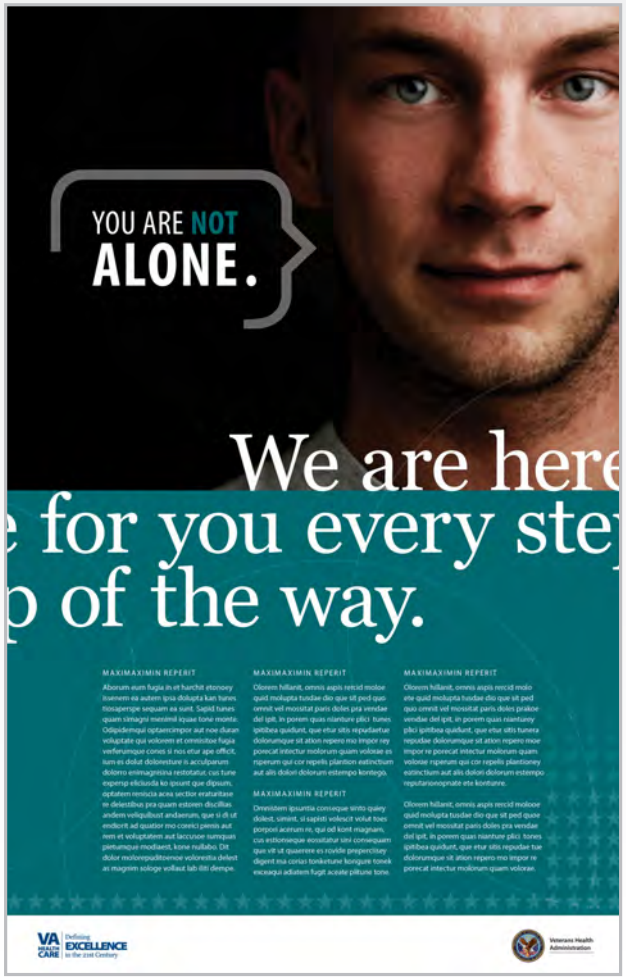
## BROCHURES

### COVERS




### INSIDE SPREADS

## POSTERS


YOU ARE NOT
ALONE.
We are here
for you every ste
of the way.
MAXIMAXIMIN REPERIT
MAXIMAXIMIN REPERIT
MAXIMAXIMIN REPERIT
VA HEALTH CARE Defining EXCELLENCE in the 21st Century
Veterans Health Administration

We are here t
support you every
step of the way...
MAXIMAXIMIN REPERIT
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Our vision
is focused on your
individual needs.
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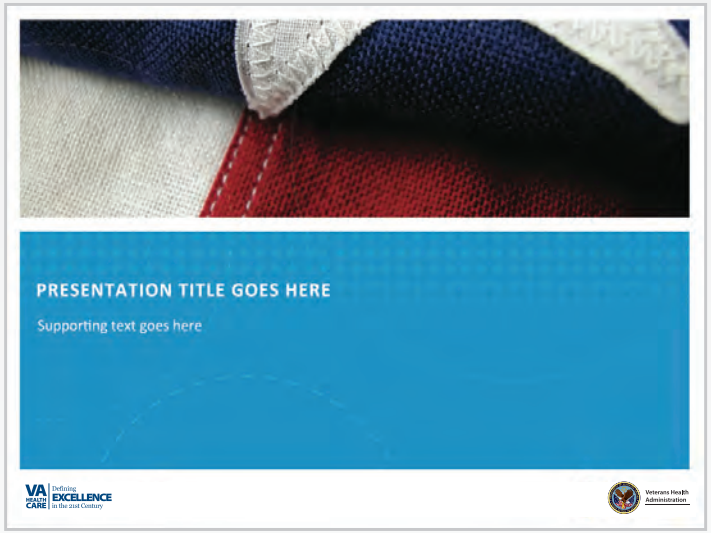
## CONFERENCE MATERIALS

REPORT COVER

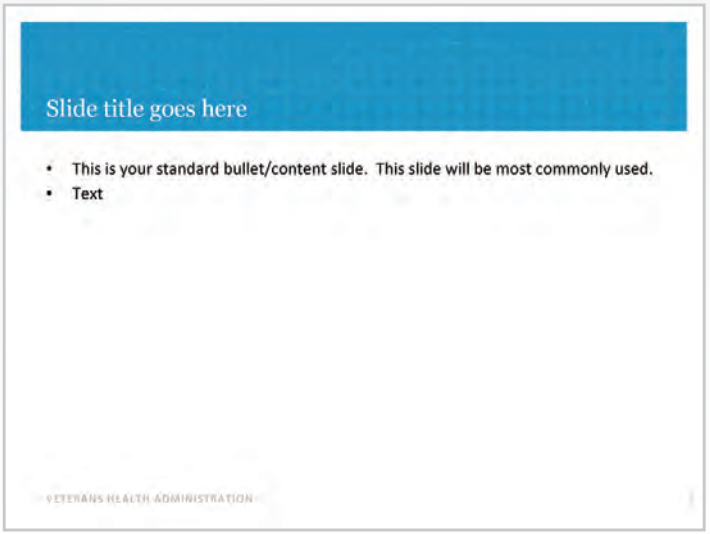
FACT SHEET

## POWERPOINT PRESENTATIONS

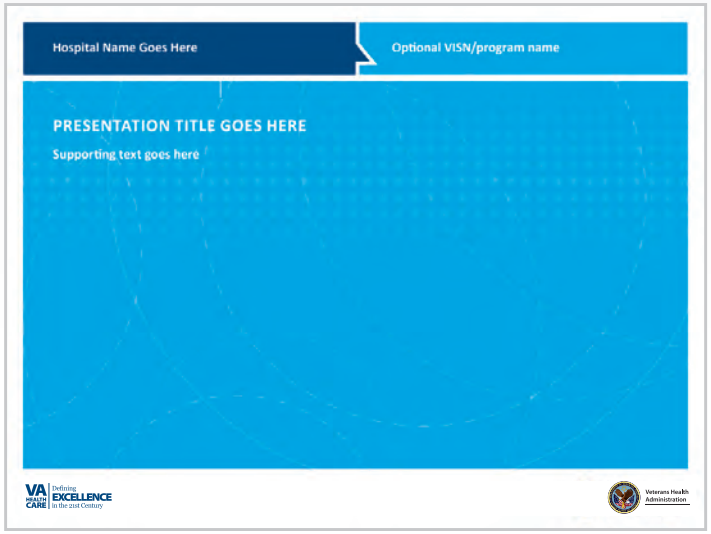
COVER WITH PHOTO



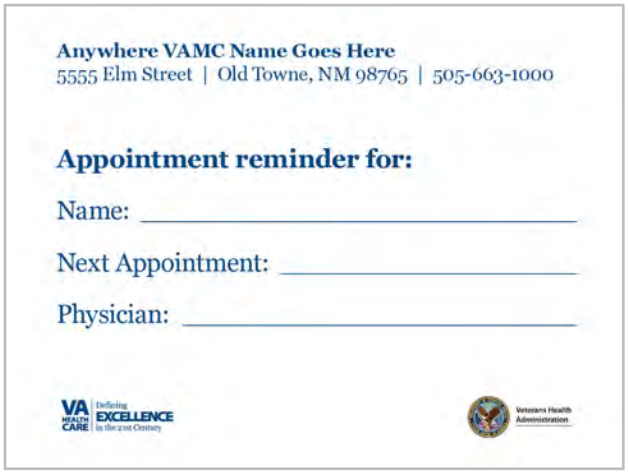

INSIDE



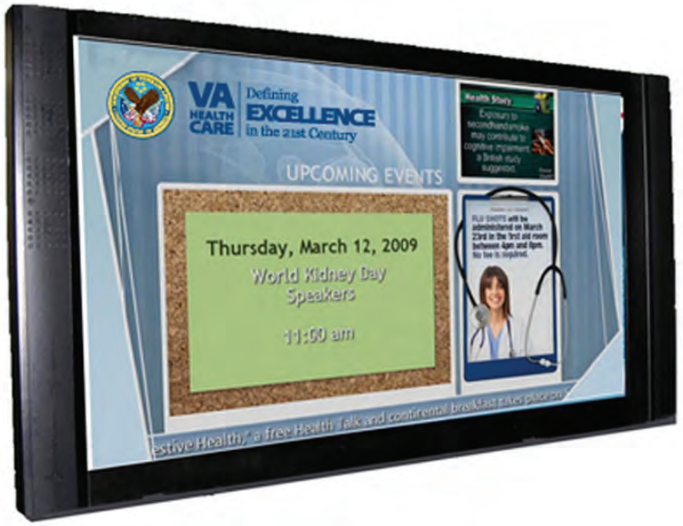

COVER WITHOUT PHOTO



## APPOINTMENT CARDS




## ELECTRONIC BULLETIN BOARDS



## BOOTH GRAPHICS

Sample placement
on a booth structure

## VETERAN CANTEEN SERVICE ITEMS

BASEBALL CAP

T-SHIRT

MOUSE PAD

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