



VA Mobile App Style Guide

Last Updated: June 2021



VA



U.S. Department of Veterans Affairs
Veterans Health Administration
Office of Connected Care

VA Mobile App Style Guide

VA Mobile is revolutionizing how Veterans access resources and information. Apps for Veterans, caregivers, and VA staff provide new and more convenient tools to better manage information, connect Veterans with their VA care teams, maintain Veterans' mental health, and more.

App icons are a core element of the user experience in representing VA Mobile Health technologies. By following these guidelines, you are not only ensuring brand consistency, but also helping reinforce the quality of care that these apps help provide.

The following guidelines should be used as a reference for design considerations when creating a VA Mobile Health app.

For additional best practices on designing an app icon, see Page 38 of the Office of Connected Care Brand Guidelines on the [Connected Care Outreach Toolkit page](#).



Designing App Icons

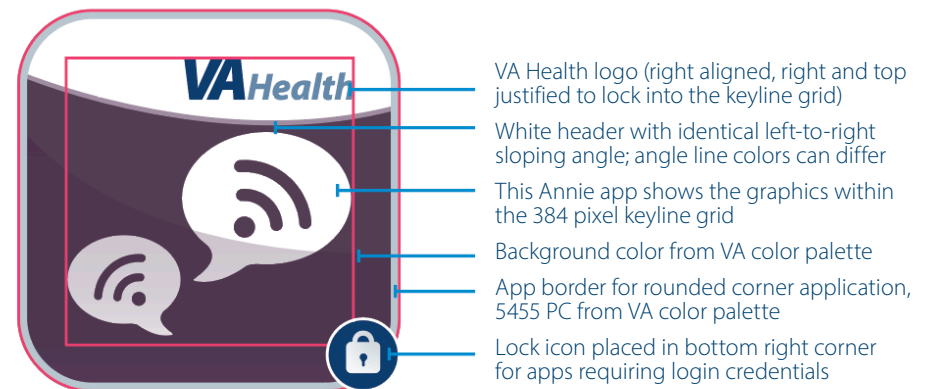
When developing VA Health apps, developers should first review the latest development guidelines provided by [Apple](#), [Android](#), and [Google Play](#).

An app icon template is available on the [VA Mobile Toolkit page](#).

Designers should adhere to the following design requirements to help ensure approval by VA:

- VA Health logo on white background header
- White header with curved bottom
- Graphics that help convey the function of the app
- Colors from the VA color palette ([see Page 4](#))
- Light gray border for rounded corner application
- Lock icon in the bottom right corner of the app logo for apps that require secure login credentials

The Google Play Store now requires the main artwork to fit within keyline of 384 x 384 px. Please refer to the parameters shown to the right.



Once your app icon is approved, you will need to provide the following file formats:

- 1024 x 1024 px in .ai, .eps, .jpg, .png, and .svg formats
- 512 x 512 px in .png format (for Google Play)
- Icons featuring a lock symbol (if an app requires login credentials), without the lock, and square for web use
- Color space in RGB



VA Color Palette

The VA palette is comprehensive and allows for the tailoring of palettes to specific tones, such as formal and academic, bright and cheerful, or somber and serious. Proper use of these colors is essential for brand identity, setting the tone, dividing information, and aiding recognition.

Colors may be used at 100%

VA PRIMARY BRAND COLORS	NAVY	LIGHT BLUE	RED	DARK RED
Pantone	541 PC	7461 PC	1797 PC	188 PC
RGB	0, 63, 114	0, 131, 190	198, 38, 46	119, 36, 50
CMYK	100, 58, 9, 42	98, 24, 1, 3	10, 100, 100, 10	30, 100, 70, 30
HTML	003F72	0083BE	C4262E	772432

VA SECONDARY BRAND COLORS						
Pantone	575 PC	129 PC	1575 PC	7544 PC	3 PC	4525 PC
RGB	85, 118, 48	243, 207, 69	255, 127, 50	137, 150, 160	0, 63, 114	198, 188, 137
CMYK	57, 11, 85, 45	0, 11, 70, 0	0, 51, 77, 0	33, 14, 11, 31	100, 58, 9, 42	6, 9, 39, 16
HTML	557630	F3CF45	FF7F32	8996A0	003F72	C6BC89

NAVY	LIGHT BLUE	RED	DARK RED
541 PC	392 PC	1797 PC	1575 PC
100%	100%	100%	100%
90%	90%	90%	90%
80%	80%	80%	80%
70%	70%	70%	70%
60%	60%	60%	60%
50%	50%	50%	50%
40%	40%	40%	40%
30%	30%	30%	30%
20%	20%	20%	20%
10%	10%	10%	10%
5%	5%	5%	5%

Red should only be used at 100% to avoid appearing as pink

VA EXTENDED PALETTES	VA DEEP TONES	VA LIGHT TONES	VA VIBRANT TONES			
392 PC	132 PC	1405 PC	607 PC	1345 PC	2725 PC	7406 PC
1265 PC	5835 PC	453 PC	645 PC	7525 PC	715 PC	7461 PC
549 PC	7535 PC	11 PC	2716 PC	3 PC	8 PC	104 PC
117 PC	5205 PC	5473 PC	570 PC	134 PC	368 PC	021 PC
476 PC	3435 PC	471 PC	7499 PC	310 PC	312 PC	130 PC
518 PC	532 PC	466 PC	366 PC	657 PC	585 PC	1797 PC

Additional Support

VA's Office of Connected Care is committed to supporting the communications efforts of all its program offices. Before developing any communication materials, reach out to the Connected Care Communications team.

We can point you to numerous resources, images, and products available for your use and can provide support and insight throughout the process.

For any questions about Connected Care communications support, contact all of the following:

Treva Lutes

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treva.lutes@va.gov

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Connected Care Communications

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