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 communications resources page.
Designing App Icons

When developing VA Health apps, developers should first review the latest development guidelines provided by Apple and Android.

An app icon template with the border and lock design is available on the Connected Care communications resources 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

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

• 1024 x 1024 px in .ai, .eps, and .png formats
• 300 x 300 px in .ai, .eps, and .png formats
• Icons featuring a lock symbol, without the lock, and square for web use
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% strength or as tints.
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 Director of Communications Treva Lutes (treva.lutes@va.gov), Deputy Director Gwen McMillian (gwendolyn.mcmillian@va.gov), and the Connected Care Communications team at VHA10P8communications@va.gov.