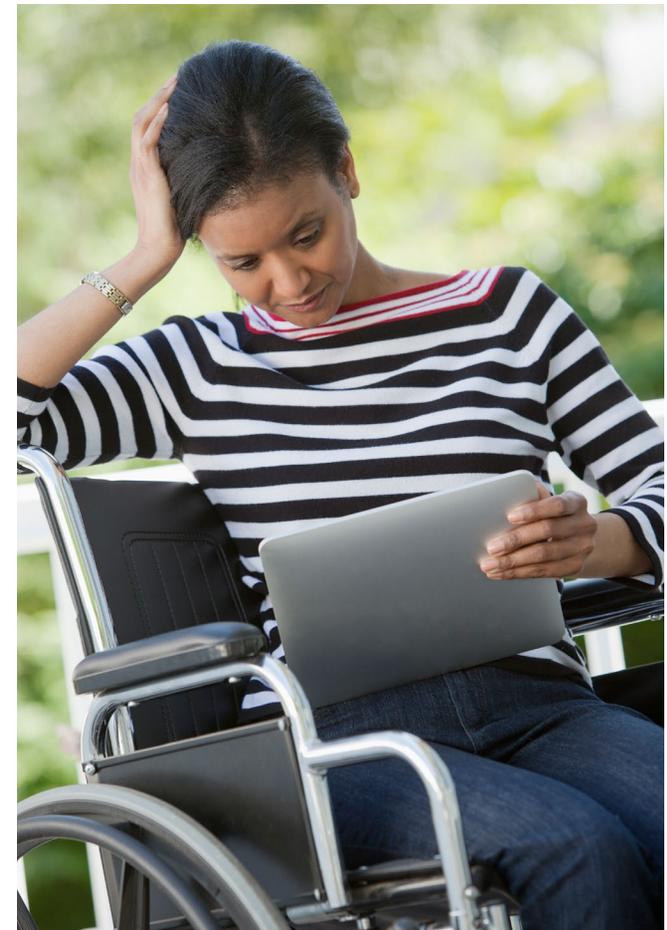
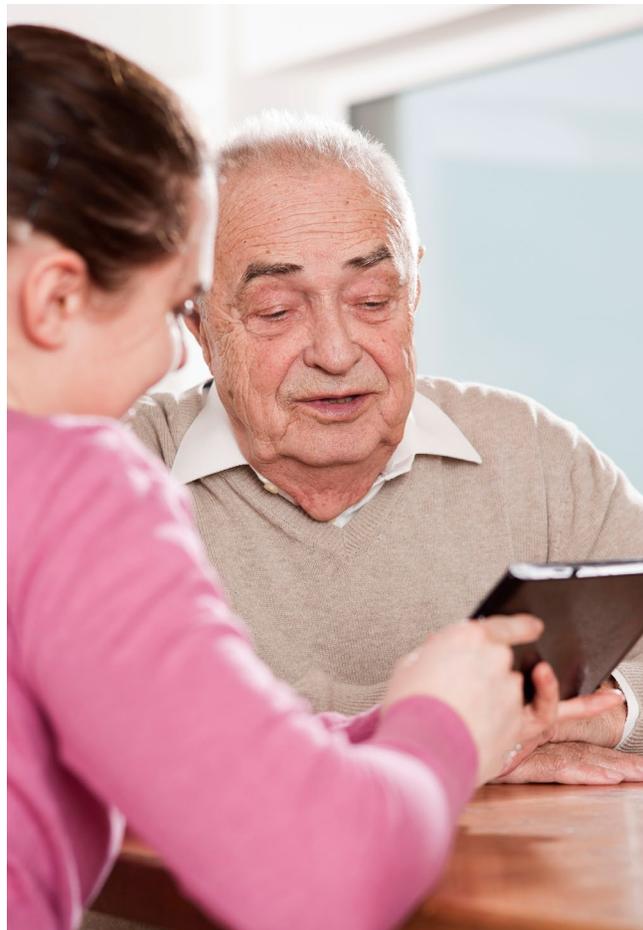




U.S. Department
of Veterans Affairs

VA Mobile



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Mission Statement

To fulfill President Lincoln's promise "To care for him who shall have borne the battle, and for his widow, and his orphan" by serving and honoring the men and women who are America's Veterans.

Core Values ("I CARE")

Integrity:

Act with high moral principle. Adhere to the highest professional standards. Maintain the trust and confidence of all with whom I engage.

Commitment:

Work diligently to serve Veterans and other beneficiaries. Be driven by an earnest belief in VA's mission. Fulfill my individual responsibilities and organizational responsibilities.

Advocacy:

Be truly Veteran-centric by identifying, fully considering, and appropriately advancing the interests of Veterans and other beneficiaries.

Respect:

Treat all those I serve and with whom I work with dignity and respect. Show respect to earn it.

Excellence:

Strive for the highest quality and continuous improvement. Be thoughtful and decisive in leadership, accountable for my actions, willing to admit mistakes, and rigorous in correcting them.

VA Mobile provides streamlined access and delivery of care and services to Veterans through mobile technologies. VA Mobile is revolutionizing how Veterans access resources and information – using mobile technologies to expand services and engage Veterans. Applications (apps) for Veterans, Caregivers and VA staff provide new and more convenient tools to better manage information, such as personal health information, mental health screenings, service locator Apps and others.

The primary logo features the text "VA Mobile" in a blue, sans-serif font. The "VA" is in a bold, uppercase font, while "Mobile" is in a regular weight, lowercase font with a slight italic slant.

PRIMARY LOGO

The reverse logo consists of the text "VA Mobile" in white, bold, uppercase font, set against a solid black rectangular background. The "Mobile" portion is in a regular weight, lowercase font with a slight italic slant.

REVERSE LOGO

VA Mobile Program Logo

The importance of using VA Mobile's logo as specified by these guidelines cannot be overstated. By using the logo consistently, we can help ensure VA Mobile's brand is accurately and compellingly represented.

The **VA Mobile logo** complements the overarching VA brand and emphasizes VA Mobile's commitment to using technology to enhance access and delivery of health care and benefits. Use the VA Mobile logo for apps that encompass all of VA. However, if your app is exclusively for VHA, VBA, or NCA, use the logo for the associated department.

To access the VA Mobile logo and design template, please visit:

<http://mobilehealth.va.gov/content/va-mobile-branding-requirements-resources>

VA MOBILE LOGO FONT

Myriad Pro Bold Italic

VA MOBILE LOGO COLORS



541 PC

7461 PC

VAHealth

PRIMARY LOGO

VAHealth

REVERSE LOGO

VA HEALTH

Veterans Health Administration



541 PC



541 PC, 60%

VABenefits

PRIMARY LOGO

VABenefits

REVERSE LOGO

VA BENEFITS

Veterans Benefits Administration



541 PC



575 PC, 80%

VAMemorial

PRIMARY LOGO

VAMemorial

REVERSE LOGO

VA MEMORIAL

National Cemetery Administration



541 PC



7544 PC

Administration Logos

The Department of Veterans Affairs views mobile apps as a natural expansion of offerings in providing Veterans, their families and Caregivers with the most advanced care. This style guide provides a starting point for the Veterans Health Administration (VHA), as well as the Veterans Benefits Administration (VBA) and the National Cemetery Administration (NCA) in creating mobile apps.

VA MOBILE BRANCH LOGOS FONT

Myriad Pro Bold Italic

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 CHANGE COLORS



DO NOT OVERLAY TEXT



Required logo use

- Electronic media, including app design, emails and websites
- Communications products, including posters, fact sheets, brochures and fliers
- Conference materials specific to VA Mobile
- PowerPoint presentations
- Videos

Unacceptable logo use

These examples to the left illustrate how the logos should **never** be treated, including distorting, skewing, blurring, altering or otherwise diminishing the brand. In no situation 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 VA Mobile logo and any other VA administration mobile logos.

MYRIAD PRO FONT FAMILY SAMPLE

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

GEORGIA FONT FAMILY SAMPLE

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

CALIBRI FONT FAMILY SAMPLE*

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

*FOR LIMITED USE IN MICROSOFT APPLICATIONS
WHEN MYRIAD IS NOT AVAILABLE

Fonts*

VA Mobile's typography follows the same standards as VA's typography and 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 in small documents of five pages or fewer. However, large volumes of body text should be set mostly in Georgia, a highly versatile—and commonly available—serif font.

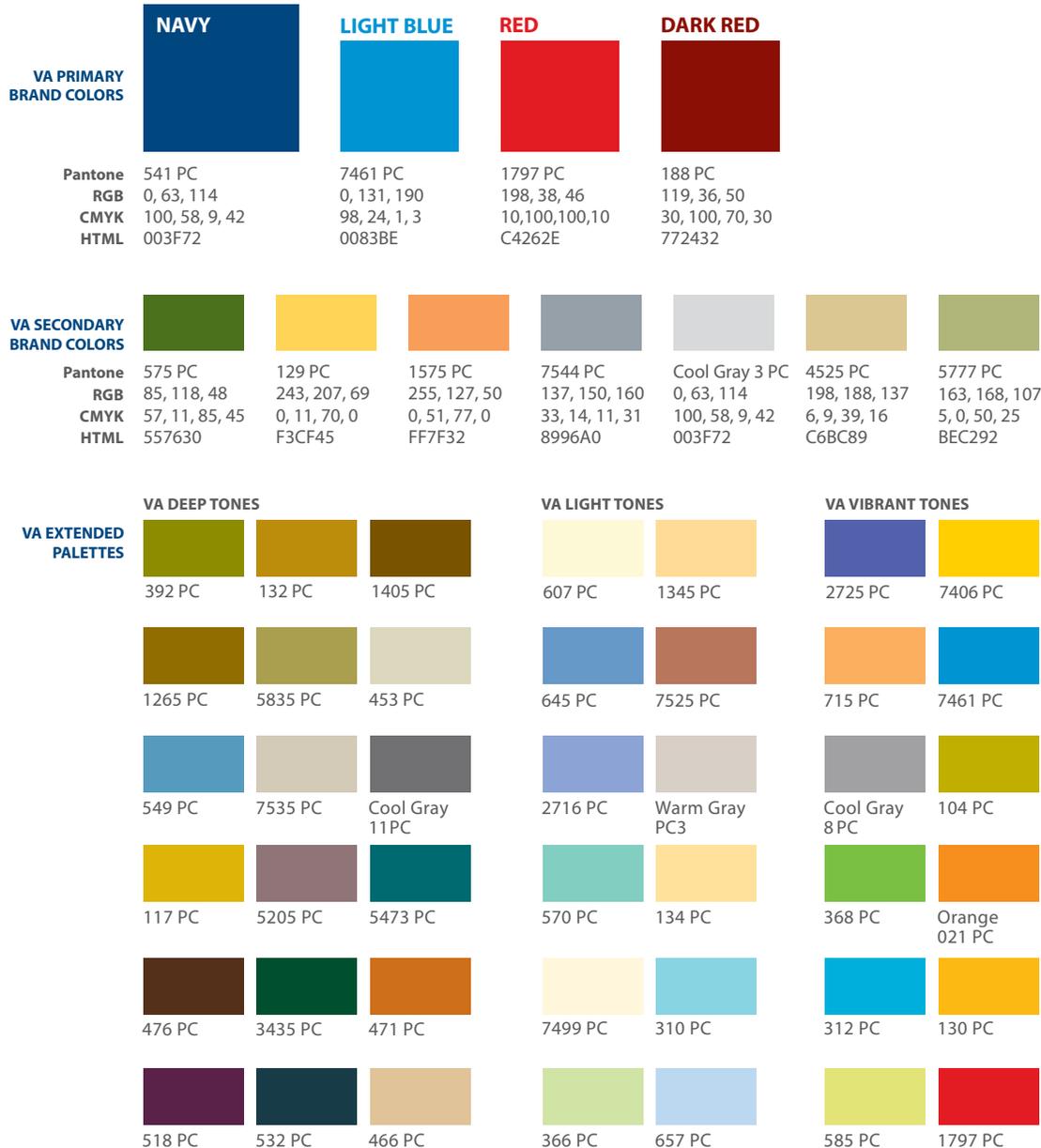
Because some Veterans may have vision problems, pay special attention to type size and contrast. Avoid setting body copy font size at less than 11 points. Use large headlines to clearly convey important information.

For Microsoft applications, such as Word and PowerPoint, use Myriad as it is universally available. You may not substitute another sans serif font for Myriad.

These fonts are to be used when creating VA Mobile app graphics such as chiclets and splash screens. When developing content for an app, Helvetica should be used as a standard web safe font.

These guidelines apply to all VA Mobile apps' materials, including any materials for VHA, VBA or NCA.

*This information is taken directly from the VA Communications Style Guide. Additional references for developers are available at the VA Mobile website.

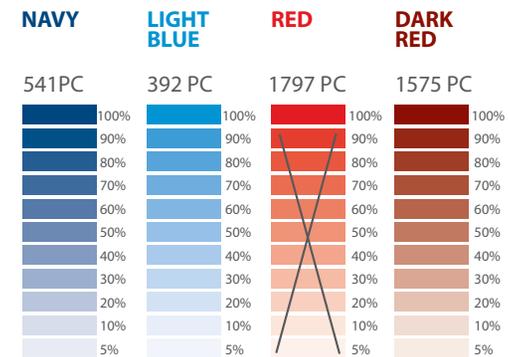


VA color palette

The Primary Brand Colors to the left have been established to maintain a consistent VA brand identity. They reflect the colors used in the new VA signature, provide ample contrast on the page and engage the viewer with positivity and patriotism. Proper use of these colors is essential in any brand identity, setting the tone, dividing information and aiding recognition.

Because VA communications reach many different audiences for a variety of purposes, this Extended Palette is provided to evoke specific moods or distinguishing colors for different VA Mobile apps.

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



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

Best practices for designing an app graphic

The graphic on your app chiclet can help visually convey the purpose and function of your app. Consider the following when creating an app graphic:

- The graphic will not be able to explain the entire functionality of your app, but can represent the app's content or the feeling you want users to experience.
- During the design process, consider the smallest size your graphic will appear to make sure it is easily visible at all sizes.
- Intricate logos and designs can be hard to view at reduced sizes. Simple is often better.
- Your graphic will be easiest to see if it is displayed against a contrasting color or tint, which can help the end user view it more clearly in any mobile context.
- After allocating space for the app header, no more than 50% of the colored background should be covered by the app graphic, as shown in the examples to your right.

These guidelines apply to all VA Mobile apps, including any apps for VHA, VBA or NCA.

SAMPLE APP ICON DESIGNS



Best practices for creating a name for an app

When placing the name of an app below the corresponding chiclet, create abbreviations that maintain the integrity of the app's function while fitting within each operating system's maximum character limit. When considering how to shorten the name of an app, it is important to think about how the abbreviated version can still retain the name's meaning to the user when viewed as a shortened version.

For example, an app to help with stress management might be called "Veteran Stress Management Skills." This name has too many characters to fit on the chiclet, but abbreviating it to "Stress Mgmt" will fit more easily and still retain the main function of the app. (See the example to the right.)

The splash screen should allow for enough room to include the full name of the App so it will still be viewed.

These guidelines apply to all VA Mobile apps, including any Apps for VHA, VBA or NCA.

NAMING CONVENTION DO'S AND DON'TS



Stress Mgmt.

DO create abbreviations that maintain the integrity of the app's function while fitting within each operating system's maximum character limit.



~~**Stress Man**~~

DON'T shorten the name by simply cutting off the end of the name until it fits into the character length.



VA Health

Veterans Health Administration

VA Health provides streamlined access and delivery of care and services to Veterans through mobile technologies. Therefore, VA Health is revolutionizing the way health care is provided—using mobile technologies to expand care beyond the traditional doctor’s office visit. Apps for Veterans, Caregivers and clinicians provide new and more convenient tools to better manage health information and foster communication between patients and their health care teams.

VA Health Brand

VA is the largest integrated health care system in the country, with more hospitals, patients and employees than any other health care system. It is a vast network grounded in a tradition of service, with a recent record of accomplishment in technology innovation.

The essence of VA Health’s brand positioning is convenience and the empowerment of Veterans, Caregivers and clinicians through tools they need to help Veterans lead healthier lives.

The brand is **caring, innovative** and **health-centric**. We are devoted to taking care of Veterans and their Caregivers, **empowering** them through VA Health and providing them with support every step of the way.

The image shows the VA Health logo in a large, bold, dark blue font. The letters 'VA' are significantly larger and bolder than the word 'Health', which is in a slightly smaller, bold, italicized font.

VA Health Logo

The importance of using VA Health's logo as specified by these guidelines cannot be overstated. By using the logo consistently, we can help ensure VA Health's brand is accurately and compellingly represented.

The **VA Health logo** symbolizes VA's promise to define the standard for health care excellence in the United States. In addition, it symbolizes VA's strategy to provide patient-centered and data-driven care to Veterans within VHA. The VA Health logo is used when talking exclusively about the VA Mobile Health program, which is part of VHA. This logo should be placed in the heading area of any VHA app chiclet.

To access the VA Health logo and design template, please visit:

<http://mobilehealth.va.gov/content/va-mobile-branding-requirements-resources>

VA HEALTH LOGO FONT

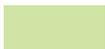
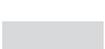
Myriad Pro Bold Italic

VA HEALTH LOGO COLORS



541 PC

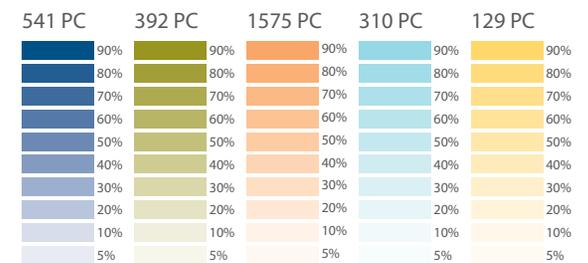
541 PC, 60%

								
Pantone 541 PC	7461 PC	312 PC	549 PC	645 PC	657 PC	2716 PC	2725 PC	
RGB 0, 63, 114	0, 131, 190	197, 214, 232	94, 156, 174	115, 154, 188	197, 214, 232	157, 171, 226	98, 91, 196	
CMYK 100, 58, 9, 42	98, 24, 1, 3	21, 9, 3, 0	59, 8, 9, 19	55, 24, 2, 8	21, 9, 3, 0	42, 27, 0, 0	71, 71, 0, 0	
HTML 003F72	0083BE	C5D6E8	5EPCAE	739ABC	C5D6E8	9DABE2	625BC4	
								
Pantone 575 PC	368 PC	366 PC	392 PC	5835 PC	585 PC	607 PC		
RGB 85, 118, 48	102, 188, 41	189, 225, 138,	127, 122, 0	160, 155, 89	219, 222, 114	236, 232, 178		
CMYK 57, 11, 85, 45	64, 0, 100, 0	29, 0, 45, 0	20, 12, 100, 48	15, 12, 57, 30	16, 3, 69, 0	8, 3, 37, 0		
HTML 557630	66BC29	BDE18A	7F7A00	A09B59	DBDE72	ECE8B2		
								
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	175, 154, 0	198, 188, 137	
CMYK 32, 67, 63, 78	14, 49, 100, 66	15, 34, 98, 45	8, 36, 100, 31	2, 22, 100, 15	0, 11, 70, 0	34, 32, 100, 3	6, 9, 39, 16	
HTML 4C3327	6A491C	856822	A17700	C79900	F3CF45	AF9A00	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	81, 50, 78	137, 104, 124	155, 110, 81	199, 179, 127	194, 194, 160	190, 185, 166	199, 194, 188
CMYK 2, 98, 85, 7	12, 95, 59, 54	66, 82, 44, 37	27, 48, 11, 34	11, 51, 59, 34	5, 17, 42, 14	10, 6, 28, 14	7, 10, 22, 20	22, 19, 23, 0
HTML C4262E	772432	51324E	89687C	9B6E51	C7B37F	C2CA0	BEB9A6	C7C2BC
								
Pantone 1575 PC	471 PC	Orange 021	715 PC	130 PC	7406 PC	134 PC	1345 PC	7499 PC
RGB 255, 127, 50	184, 97, 37	255, 90, 0	250, 148, 62	244, 170, 0	237, 183, 0	253, 210, 110	253, 208, 134	241, 230, 178
CMYK 0, 51, 77, 0	5, 71, 100, 23	0, 79, 100, 0	0, 54, 84, 0	4, 36, 100, 0	9, 27, 100, 0	0, 12, 60, 0	0, 17, 50, 0	1, 2, 24, 0
HTML FF7F32	B86125	FF5A00	FA943E	F4AA00	EDB700	FDD26E	FDD086	F1E6B2
								
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 0, 63, 114	140 141 142	77, 78, 83	137, 150, 160	21, 101, 112	42, 43, 57	2, 71, 49	121, 202, 189	111, 212, 228
CMYK 100, 58, 9, 42	48 39 38 3	67, 59, 53, 34	33, 14, 11, 31	83, 14, 23, 50	79, 73, 53, 56	95, 19, 70, 72	50, 0, 24, 0	48, 0, 9, 0
HTML 003F72	8C8D8E	4D4E53	8996A0	156570	2A2B39	034721	79CABD	6FD4E4

VHA color palette

The VHA palette is comprehensive, allowing for tailoring of 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.



How to create an approved app chiclet

To gain approval of a VHA chiclet from VA, designers should adhere to the following design requirements. This follows the same guidelines as the VA Mobile app requirements with the added option of the VHA star background.

Using the following components, illustrated on this page, will help to ensure approval by VA:

- VA Health logo on white background header
- White header with curved bottom
- App name in Helvetica (to comply with each operating system's maximum character limit, see page 11), abbreviated if necessary to meet character limit
- Include graphics that help convey the function of the app
- Use the VA color palette
- If appropriate, the VHA star background, displayed to the right, can be used as shown

Once your app icon is approved, here are the following file formats you will need to provide (as explained in the VA Health design template):

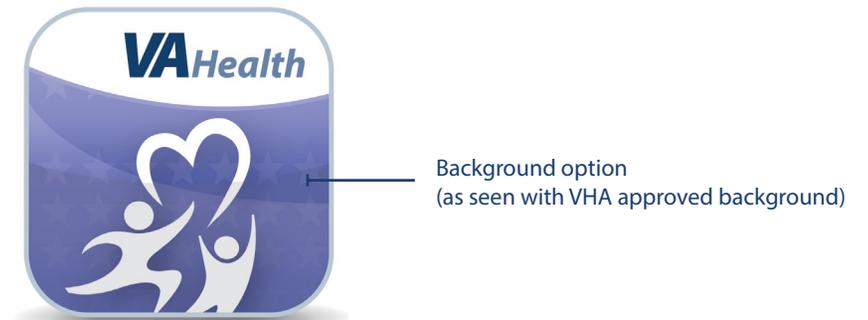
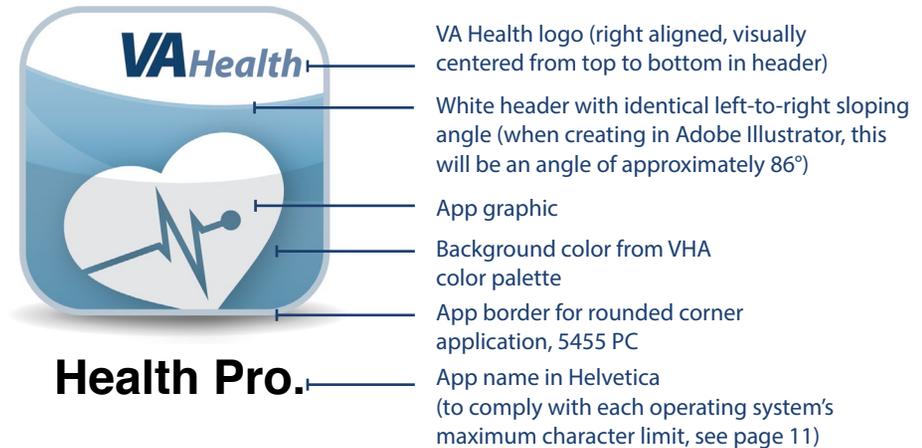
- 1024 x 1024 px (square icon for web use) in .ai or .eps and .png formats
- 1024 x 1024 px (rounded icon for print use) .ai or .eps format
- 180 x 180 px (square icon for web use) in .ai or .eps and .png formats

See appendix for more information on how to create splash pages for different mobile devices.

To access VA Health design template, please visit:

<http://mobilehealth.va.gov/content/va-mobile-branding-requirements-resources>

SAMPLE APP DESIGNS



Caregiver



How to create an approved app splash page

To gain approval of a VHA splash page from VA, designers should adhere to the following design requirements. This follows the same guidelines as the VA Mobile app requirements with the added option of the VHA star background.

Using the following components, illustrated on this page, will help to ensure approval by VA:

- VA Health logo on white background header
- VA logo as shown on white background footer
- White header and footer with curve
- App name in full as shown (Myriad Pro)
- Corresponding app graphic
- Use the VHA color palette
- If appropriate, the VHA star background, displayed to the right, can be used as shown

See appendix for more information on how to create splash pages for different mobile devices.

To access VA Health design template, please visit:

<http://mobilehealth.va.gov/content/va-mobile-branding-requirements-resources>

SAMPLE SPLASH PAGE DESIGNS

White header with identical left-to-right sloping angle (when creating in Adobe Illustrator, this will be an angle of approximately 86°)

Background color from VHA color palette

White footer with identical left-to-right arching angle (when creating in Adobe Illustrator, this will be an angle of approximately 86°)



VA Health logo (right aligned, visually centered from top to bottom in header)

App graphic

App name (in full)

VA seal and department identifier



Background option (as seen with VHA approved background)



VA Benefits

Veterans Benefits Administration

Our mission is to provide benefits and services to Veterans and their families in a responsive, timely and compassionate manner in recognition of their service to the Nation.

VA Benefits

VA Benefits Logo

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. This logo should be used in the heading area of any VBA app chiclet.

For further guidance on style requirements, refer to VBA's style guide.

To access the VA Benefits logo and design template, please visit:
<http://mobilehealth.va.gov/content/va-mobile-branding-requirements-resources>

VA BENEFITS LOGO FONT

Myriad Pro Bold Italic

VA BENEFITS LOGO COLORS



541 PC

575 PC, 80%



VA Memorial

National Cemetery Administration

Our mission is to honor Veterans and their families with final resting places in national shrines and with lasting tributes that commemorate their service and sacrifice to our Nation.

VA Memorial

VA Memorial Logo

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. This logo should be used in the heading area of any VA Memorial app chicket.

For further guidance on style requirements, refer to VA's style guide:
<http://www.va.gov/opa/publications/>

To access the VA Memorial logo and design template, please visit:
<http://mobilehealth.va.gov/content/va-mobile-branding-requirements-resources>

VA MEMORIAL LOGO FONT

Myriad Pro Bold Italic

VA MEMORIAL LOGO COLORS



541 PC



7544 PC, 70%

Apple Requirements

See the following link from Apple's "iOS Human Interface Guidelines, Custom Icon and Images Creation Guidelines" for Apple mobile devices:

http://developer.apple.com/library/ios/#documentation/UserExperience/Conceptual/MobileHIG/IconsImages/IconsImages.html#//apple_ref/doc/uid/TP40006556-CH14-SW1

Android Requirements

See the following link for design requirements for Android mobile devices:

<http://developer.android.com/design/style/index.html>

Google Requirements

See the following link for requirements in designing for Google Government Apps:

<http://www.google.com/enterprise/apps/government/>

Blackberry Requirements

See the following link for requirements in designing for Blackberry Apps:

docs.blackberry.com/en/developers/deliverables/17965/Icons_and_indicators_2_0_514453_11.jsp

Basic rules for style and usage for VA's written communications:

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 acronyms "VA" (not DVA) should be put in parentheses.
- Subsequent references can be to either "the department" or "VA."
- When VA needs to be distinguished from a state's Department of Veterans Affairs, the full title can be "U.S. Department of Veterans Affairs."
- Do NOT use "the" before the acronyms 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 acronyms of VA's three major administrations are:

- Veterans Health Administration: VHA
- Veterans Benefits Administration: VBA
- National Cemetery Administration: NCA

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

Veteran	Capitalized at ALL TIMES
Soldier, Seamen, Airmen, Reservists and Guardsmen	Capitalized
Servicemember	One word. Capitalized “S,” unless used in a jointly signed letter with DoD; then use “Service member,” two words, with “S” capitalized and “m” lowercase.
Central Office	Capitalized, as it is considered a proper noun
Program and Project	Capitalized only if used as part of a proper name
Governmentwide	One word. “G” is capitalized if referring to U.S. or foreign government; “g” is lowercase if referring to State government.
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.
service-disabled	Two words, hyphenated
Veteran-owned	Two words, hyphenated, capitalized “V”
e-mail	All lowercase, hyphenated
home page	Two words, lowercase
online	One word, lowercase, not hyphenated
Webmaster	One word, capitalized “W”
Web page	Two words, capitalized “W”
Web site	Two words, capitalized “W”
Facebook	One word, capitalized “F”
YouTube	One word, capitalized “Y” and “T”
Flickr	Capitalized “F”
Twitter	Capitalized “T”
Caregiver	One word, capitalized “C”