



VA Mobile App Style Guide

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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 the Office of Connected Care Brand Guidelines on the [Connected Care Outreach Toolkit page](#).



Designing App Icons

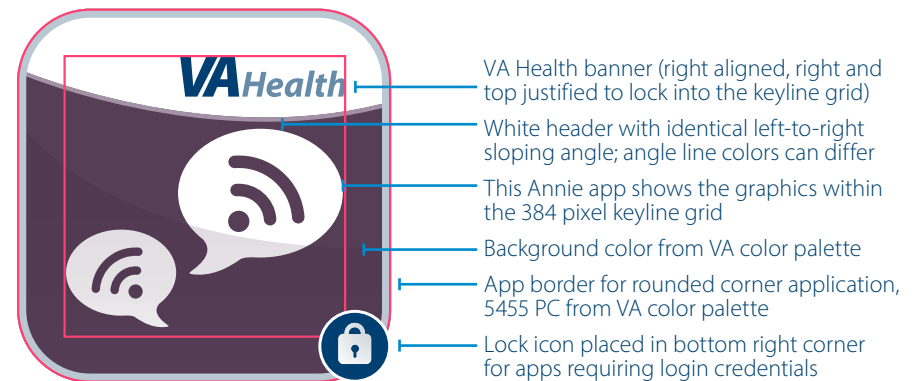
When developing VA Health apps, developers should first review the latest development guidelines provided by [Apple](#), [Android](#), and [Google Play](#).

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 VA Health banner should be added to all VA apps, except in the case that "VA Health" is included in the app name.



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

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	Pantone 7461 PC	Pantone 1797 PC	Pantone 188 PC
RGB 0, 63, 114	RGB 0, 131, 190	RGB 198, 38, 46	RGB 119, 36, 50
CMYK 100, 58, 9, 42	CMYK 98, 24, 1, 3	CMYK 10, 100, 100, 10	CMYK 30, 100, 70, 30
HTML 003F72	HTML 0083BE	HTML C4262E	HTML 772432

VA SECONDARY BRAND COLORS						
Pantone 575 PC	Pantone 129 PC	Pantone 1575 PC	Pantone 7544 PC	Pantone 3 PC	Pantone 4525 PC	Pantone 5777 PC
RGB 85, 118, 48	RGB 243, 207, 69	RGB 255, 127, 50	RGB 137, 150, 160	RGB 0, 63, 114	RGB 198, 188, 137	RGB 163, 168, 107
CMYK 57, 11, 85, 45	CMYK 0, 11, 70, 0	CMYK 0, 51, 77, 0	CMYK 33, 14, 11, 31	CMYK 100, 58, 9, 42	CMYK 6, 9, 39, 16	CMYK 5, 0, 50, 25
HTML 557630	HTML F3CF45	HTML FF7F32	HTML 8996A0	HTML 003F72	HTML C6BC89	HTML BEC292

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 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 the Connected Care Communications team (VHA12CCconnectedcarecommunications@va.gov).

