

Tier 1 Graphic Standards

- 1. REASON FOR ISSUE.** To establish a new brand graphic identity and guidelines for correct use in creating new communication products to Veterans about Department of Veterans Affairs' benefits and services.
- 2. SUMMARY OF CONTENTS/CHANGES.** This directive combines MP-1, Part II, Chapter 22, VA Seal, VA Insignia, and VA Signature; and VA Graphics Standards Guide M-03-1, into one VA policy.
- 3. RESPONSIBLE OFFICE.** Responsibility is transferred from Office of Public & Intergovernmental Affairs to the Office of Publication Services Division (003A3B2), Office of Logistics Support Service (003A3B), within the Office of Logistics Supply Chain Management (003A3), which is the agency central printing authority with oversight of all printing within VA.
- 4. RELATED HANDBOOK.** Tier 1 Graphic Standards, Appendix A
- 5. RESCISSIONS.** MP-1, Part II, Chapter 22, VA Seal, VA Insignia, and VA Signature, dated April 29, 1981; and VA Graphics Standards Guide M-03-1, dated 1980.

CERTIFIED BY:

**BY DIRECTION OF THE SECRETARY
OF VETERANS AFFAIRS:**

/s/

/s/

Stephen W. Warren
Acting Assistant Secretary
For Information and Technology

Jose D. Riojas
Interim Chief of Staff

VA PARENT SIGNATURE AND GRAPHIC STANDARDS

PURPOSE. This directive prescribes Department-wide policy on the new VA brand identity approved by the Secretary of Veterans Affairs. The primary focus covers the VA seal, VA insignia, and VA Signature policy. Procedures, requirements, and other information of general and inspirational applicability can be found within the Tier 1 Graphic Standards Guide (GSG).

This directive establishes a new brand graphic identity and guidelines for correct use in creating new communication products to Veterans about VA benefits. The Tier 1 Graphic Standards Guide, Appendix A, must be followed when developing replacement or new communications products.

The Tier 1 Graphic Standards Guide, Appendix A, showcases major elements of the VA brand identity system and provides guidelines for their correct use. The purpose of establishing a brand identity is to create more accessible communication products which are well designed and consistently provide clear and accurate information to Veterans about VA benefits and services.

POLICY.

- a. The VA Graphic Standards Guide, Appendix A, and directive will be coordinated with all affected VA organizations to assure a unified corporate image is utilized throughout Central Office and all field activities. Standardized format and style must be used as outlined in the Tier 1 Graphic Standards Guide, Appendix A. VA must consistently communicate in modern, organized and unified fashion in order to increase perceptions of relevance and quality. Advancements in the way VA communicates are an important facet of VA's ongoing tactics for improvement.
- b. Products following the new Graphic Standards are to be phased in as needed. For instance, signage should be updated to adhere to these new guidelines only when it is appropriate for new signage to be created, from a maintenance perspective.
- c. Current print products such as business cards, letterhead stationery, forms and certificates should be used until supply is exhausted. When new or replacement products are developed, they should reflect this policy and the accompanying guidelines.
- d. Pages 6 through 42 of the Tier 1 Graphics Standards Guide, Appendix A, delineate core brand attributes which may not be altered or rearranged (with the exception of specific name/contact information needed on stationery items). Primarily, these refer to

the VA Seal and Signatures, which are provided in a number of ready-to-use electronic formats, and within pre-designed templates. For pre-designed templates, go to http://vaww.va.gov/6102/graphics_resource_center.asp .

e. Neither the VA Seal, Signature, nor Administration and Office Level Identifier arrangements should ever be recreated manually (using only the provided templates on the link provided above), or altered in any way. On page seven of the Tier 1 Graphic Standards Guide, Appendix A, you will see the approved template options—including horizontal and stacked, as well as an array of full-color and one-color options—which represent the only approved versions of this key brand component.

f. The use of logos to identify internal sub-divisions is prohibited. The presence of a completely separate Identifier conflicts with the power and status of the legally-appointed VA Insignia and clouds organizational identity. The VA Insignia, which visually describes VA as a Cabinet-level department of the U.S. federal government, must be the sole Parent Identifier of the U.S. Department of Veterans Affairs both to avoid confusion, and to progress from a bygone era when VA was an Administration-level agency.

g. The VA Parent Signature must appear on all printed VA material. Electronic versions of publications, pamphlets, guides, brochures, etc., must also contain the VA Parent Signature.

h. The minimum size for the VA Insignia is 0.50" x 0.50".

i. When one-color is used for printing the VA Parent Signature, only black or VA Navy (PMS 541) is authorized.

j. Text or any other design elements over a photo of the American flag is prohibited.

RESPONSIBILITIES.

Office of Publication Services Division (003A3B2), Office of Logistics Support Service (003A3), will:

a. Oversee the implementation of the Tier 1 Graphic Standards Guide, Appendix A;

b. Conduct ongoing Department-wide review of directive and graphic standards guide to ensure maximum usability and effectiveness;

c. Provide advice and assistance on the implementation and use of the GSG.

REFERENCES. Tier 1 Graphic Standards Guide, Appendix A