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Introduction
The Branding Guide

This guide is intended to help the U.S. Department of Veterans Affairs Office of Connected Care, and those who promote its services, present a trustworthy brand and provide consistent positioning for Connected Care’s offerings.

Here you’ll find:

Tips on communicating to a variety of audiences and stakeholders: Veterans, caregivers, VA providers, VA staff members, Congress, and the general public.

Illustrations of the types of collateral that Connected Care creates, and guidance on creating new materials.

An overview of Connected Care’s programs.

Design do’s and don’ts to ensure a consistent brand.

Additional Support

Before you begin preparing communication material, reach out to the Connected Care Communications team. The team can point you to numerous resources, images, and products available for your use and can provide support and insight on developing materials.

For any questions about Connected Care communications or for support in developing collateral, contact Director of Communications Treva Lutes at treva.lutes@va.gov or the Connected Care Communications team at VHA10P8communications@va.gov.
Who We Are

Office of Connected Care

The Office of Connected Care focuses on improving health care through technology by engaging Veterans and VA care teams outside of traditional health care visits. By bringing together VA digital health technologies under one umbrella, Connected Care is enhancing health care coordination across VA and supporting Veterans’ participation in their care.
What We Do

Our Mission
We deliver high-quality, Veteran-centered care; optimize individual and population health; advance health care that is personalized and proactive; and enhance the health care experience through virtual modalities of care.

Our Vision
We enhance the Veteran experience through access to virtual technologies that effectively integrate into the daily lives of Veterans and VA staff.
How We Do It

Connecting Veterans With Care ...

Through access:
• We expand Veteran access to care by using virtual health technologies to reduce barriers such as long travel times to facilities or lack of transportation.
• We believe in convenience for Veterans, so we offer high-quality care that integrates into Veterans’ daily lives through mobile devices, telehealth modalities, and online patient portals.
• We prioritize the Veteran and provider experience, making care convenient, personalized, and untethered to the traditional doctor’s office.
• We develop new technologies, launch test initiatives, and gather feedback from Veterans to improve processes and better meet Veteran needs.

Through collaboration:
• We encourage collaboration among stakeholders through virtual health technologies that connect diverse groups that play important roles in providing care.
• We give caregivers the tools they need to play a key role in their Veterans’ care, whether this means giving caregivers access to medical records or enabling them to join a video appointment.
• We enable providers to meet virtually to share information and develop inclusive, better-informed care plans for Veterans.
• We help specialists deliver expert knowledge to Veterans and other providers.

Through choice:
• We provide Veterans with options for how, when, and where they receive care through Connected Care services.
• We empower Veterans with programs that enable them to play an active role in their care, whether that’s through messaging their provider, requesting appointments, or accessing their medical records.
• We offer digital tools that provide peace of mind for Veterans and their family members and caregivers by allowing easy access to information such as test results and prescription details.
Brand Hierarchy

VA | U.S. Department of Veterans Affairs

Office of CONNECTED CARE

My health@vet | VA Telehealth | VA Mobile
Communicating the Brand
Communications promoting Connected Care offerings should:

- Provide a high-level understanding of the benefits and features of virtual care technologies while encouraging additional learning.
- Highlight care that is tailored to the unique needs of Veterans.
- Help providers understand the value that the adoption of virtual care technologies has for supporting Veterans.

Our voice is: | Without being:
---|---
Direct | Pushy
Authoritative | Rigid
Approachable | Unrefined
Friendly | Forward
Flexible | Unfocused

Editorial Guidelines

Know Your Audience
Identify your audience and keep your communication geared toward that group. Well-crafted communications materials speak to the targeted audience, not a general audience.

Keep It Short and Simple
Content should be easy to understand and to the point.

Highlight the Human Connection
Stories and content should show the unique relationships between Veterans and our program offices. For instance, stories can showcase how Connected Care services often involve Veterans working with others who have served.

Use a Conversational Tone
Communicate as if you’re talking with your audiences in person.
Style and Usage: VA Parent Brands

The VA parent signature is a core design element of the primary VA brand. The horizontal version of this signature should be used in referring to a program office or product in the Connected Care brand hierarchy.

![VA Logo]![U.S. Department of Veterans Affairs]

Product examples include program office posters, flyers, brochures, and wallet cards.

The Connected Care seal should be the primary signature on office-level communications. These communications include corporate documentation, letterhead, presentation decks, and email newsletters.

![VA Logo]![Veterans Health Administration]

For further guidance on using the Connected Care seal and logo, see the guidelines in the Office of Connected Care section, on Page 25.

References to the U.S. Department of Veterans Affairs:

- The full title is the “U.S. Department of Veterans Affairs” (no apostrophe).
- The full title should be used on the first or second reference to the department in a communication.
- Subsequent references to VA can use either “VA” or “the department.”
- Do NOT use “the” before “VA” in most uses.
  - Correct: “VA announced today …”
  - Incorrect: “The VA announced today …”
**Style and Usage: Key Terms**

*Note:* The following list contains terms that are common in VA and Connected Care communications. For more complete guidance on style and usage, [contact the Connected Care Communications team](#).

<table>
<thead>
<tr>
<th>Term</th>
<th>Style Guidance</th>
</tr>
</thead>
<tbody>
<tr>
<td>app</td>
<td>Lowercase, except when part of product name; use “app,” not “applications,” when speaking of software applications.</td>
</tr>
<tr>
<td></td>
<td><strong>Note:</strong> For the correct names of active VA apps, see the <a href="#">VA App Store</a>.</td>
</tr>
<tr>
<td>asynchronous</td>
<td>Lowercase, except in modality name “Asynchronous Telehealth.”</td>
</tr>
<tr>
<td>caregiver</td>
<td>One word, lowercase.</td>
</tr>
<tr>
<td>clinical pathway</td>
<td>Two words, lowercase.</td>
</tr>
<tr>
<td>clinician</td>
<td>Lowercase.</td>
</tr>
<tr>
<td>email</td>
<td>Lowercase, no hyphen.</td>
</tr>
<tr>
<td>FAQ</td>
<td>As shown (stands for “frequently asked questions”); do not add “s” in reference to a single set of questions.</td>
</tr>
<tr>
<td>Facility Telehealth Coordinator</td>
<td>Initial cap.</td>
</tr>
<tr>
<td>health care</td>
<td>Two words, not initial capped as generic term; if part of a proper name, initial cap and defer to given entity’s practice on showing as one word or two.</td>
</tr>
<tr>
<td>homepage</td>
<td>One word, lowercase.</td>
</tr>
<tr>
<td>My HealthVet</td>
<td>Two words, with a capital “M,” “H,” and “V”; italicize and bold the “e” before “Vet.”</td>
</tr>
<tr>
<td></td>
<td><strong>Note:</strong> The “e” before “Vet” is not stylized in web content.</td>
</tr>
<tr>
<td>Office of Connected Care</td>
<td>Full title used on first reference; subsequent references to the office can use “Connected Care” (initial capped); do not abbreviate as “OCC.”</td>
</tr>
<tr>
<td>online</td>
<td>One word, lowercase, not hyphenated.</td>
</tr>
<tr>
<td>provider</td>
<td>Lowercase.</td>
</tr>
<tr>
<td>service-disabled</td>
<td>Hyphenate.</td>
</tr>
<tr>
<td>Service member</td>
<td>Two words, with a capital “S.”</td>
</tr>
</tbody>
</table>
### Style and Usage: Key Terms (cont.)

<table>
<thead>
<tr>
<th>Term</th>
<th>Style Guidance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soldier, Seamen, Airmen, Reserve members, and Guard members</td>
<td>Initial cap.</td>
</tr>
<tr>
<td>subject matter expert</td>
<td>Three words, lowercase.</td>
</tr>
<tr>
<td>synchronous</td>
<td>Lowercase, except in the modality name “Synchronous Telehealth.”</td>
</tr>
<tr>
<td>telehealth</td>
<td>Lowercase as generic term; capitalize only in reference to specific program offices or product names.</td>
</tr>
<tr>
<td>Telehealth Master Preceptor</td>
<td>Three words, with capital a “T,” “M,” and “P”; the full term is preferred to short forms.</td>
</tr>
<tr>
<td>Telehealth Preceptor</td>
<td>Two words, with capital “T” and “P”; the full term is preferred to short forms.</td>
</tr>
<tr>
<td>telepresenter</td>
<td>Lowercase, not hyphenated.</td>
</tr>
<tr>
<td>teleprovider</td>
<td>Lowercase, not hyphenated.</td>
</tr>
<tr>
<td>telespecialty</td>
<td>Lowercase, not hyphenated.</td>
</tr>
<tr>
<td>Note: When referring to a specific specialty, capitalize the “T” in “tele,” as well as the first letter of the specialty name (for example, “TelePodiatry”).</td>
<td></td>
</tr>
<tr>
<td>teletriage</td>
<td>One word, lowercase, not hyphenated.</td>
</tr>
<tr>
<td>VA care team</td>
<td>Lowercase.</td>
</tr>
<tr>
<td>VA Central Office</td>
<td>Initial cap; “Central Office” acceptable on follow-up references.</td>
</tr>
<tr>
<td>Veteran</td>
<td>Initial cap in all uses; do not use the phrase “our Veterans.”</td>
</tr>
<tr>
<td>Veteran-owned</td>
<td>Hyphenated, with capital “V.”</td>
</tr>
<tr>
<td>Veterans in rural areas</td>
<td>Or “Veterans living in rural areas”; never “rural Veterans.”</td>
</tr>
<tr>
<td>virtual care</td>
<td>Two words, lowercase.</td>
</tr>
<tr>
<td>VISN Lead</td>
<td>Initial cap.</td>
</tr>
<tr>
<td>website; webpage</td>
<td>Each one word, lowercase.</td>
</tr>
<tr>
<td>woman Veterans</td>
<td>Not “female Veterans.”</td>
</tr>
</tbody>
</table>
Core Brand Elements
Color Palette

This is the official Connected Care color palette. Avoid deviating from the core set of color palettes, although tints are acceptable to accommodate accessibility.

• The Connected Care color hierarchy creates consistency across the program offices with focused distinctions for individual programs.

• Each of the brands pulls from the Connected Care primary palette, which includes navy, blue, and orange, with gray as a neutral color to align all the brands.

  – My HealthVet features red elements, along with the primary palette blues. See Page 31 for more information.

  – VA Telehealth, with its related initiatives, features navy and blue as priority colors and pulls from Connected Care’s orange elements as its accent. See Page 36 for more information.

  – VA Mobile takes its primary accent cues from the individual technologies (e.g., VA Health Chat’s yellow, or VA Health Hub’s green). See Page 43 for more information.
Tints

To maintain true to our brand’s color story while providing flexibility, we use tints as indicated below. The use of tints based on our primary, neutral, and secondary palettes creates versatility and cohesiveness across platforms and in print, online, and in video formats. Please be careful to not substitute our brand colors for similar colors in the color spectrum.

### PRIMARY PALETTE

<table>
<thead>
<tr>
<th>Color</th>
<th>Tint Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>OCC Navy Blue</td>
<td>100%</td>
</tr>
<tr>
<td>OCC Light Blue</td>
<td>75%</td>
</tr>
<tr>
<td>OCC Blue</td>
<td>50%</td>
</tr>
<tr>
<td>OCC Mid-Blue</td>
<td>25%</td>
</tr>
<tr>
<td>My Health e Vet Light Red</td>
<td>100%</td>
</tr>
<tr>
<td>My Health e Vet Dark Red</td>
<td>75%</td>
</tr>
<tr>
<td>My Health e Vet Light Orange</td>
<td>50%</td>
</tr>
<tr>
<td>My Health e Vet Dark Orange</td>
<td>25%</td>
</tr>
<tr>
<td>OCC and Telehealth Light Orange</td>
<td>100%</td>
</tr>
<tr>
<td>OCC and Telehealth Dark Orange</td>
<td>75%</td>
</tr>
</tbody>
</table>

### NEUTRAL PALETTE

<table>
<thead>
<tr>
<th>Color</th>
<th>Tint Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>OCC Dark Gray</td>
<td>100%</td>
</tr>
<tr>
<td>OCC Mid-Gray</td>
<td>75%</td>
</tr>
<tr>
<td>OCC Light Gray</td>
<td>50%</td>
</tr>
<tr>
<td>OCC Light Gray</td>
<td>25%</td>
</tr>
</tbody>
</table>

### SECONDARY PALETTE (ACCENT COLORS)

<table>
<thead>
<tr>
<th>Color</th>
<th>Tint Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Telehealth Dark Purple</td>
<td>100%</td>
</tr>
<tr>
<td>Telehealth Light Purple</td>
<td>75%</td>
</tr>
<tr>
<td>Telehealth Dark Teal</td>
<td>50%</td>
</tr>
<tr>
<td>Telehealth Light Teal</td>
<td>25%</td>
</tr>
<tr>
<td>Telehealth Dark Green</td>
<td>100%</td>
</tr>
<tr>
<td>Telehealth Light Green</td>
<td>75%</td>
</tr>
<tr>
<td>Telehealth Dark Yellow</td>
<td>50%</td>
</tr>
<tr>
<td>Telehealth Light Yellow</td>
<td>25%</td>
</tr>
</tbody>
</table>
508 Compliance: Color Contrast Relationships

This contrast grid shows how various brand color combinations in text and background pass Section 508 color contrast requirements. See the individual program office color guidelines on pages 26, 31, 36, and 43 for more details.
508 Compliance: Color Contrast Relationships (Text)

This graphic illustrates the brand color combinations that enable sufficient color contrast to pass the 508 compliant Web Content Accessibility Guidelines (WCAG) 2.0 AA standard.

<table>
<thead>
<tr>
<th>Color Combination</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>OCC Navy on White background</td>
<td>El Moloria Nimint</td>
</tr>
<tr>
<td>OCC Navy on OCC Light Blue background</td>
<td>Mos unotat et aut liquam, ipienihih velqui dolupti.</td>
</tr>
<tr>
<td>OCC Navy on OCC Light Gray background</td>
<td></td>
</tr>
<tr>
<td>White on OCC and Telehealth Dark Orange background</td>
<td></td>
</tr>
<tr>
<td>White on OCC and Telehealth Light Yellow background</td>
<td></td>
</tr>
<tr>
<td>White on My Health Vet Light Red background</td>
<td></td>
</tr>
<tr>
<td>White on My Health Vet Dark Red background</td>
<td></td>
</tr>
<tr>
<td>White on Telehealth Dark Purple background</td>
<td></td>
</tr>
<tr>
<td>White on Telehealth Dark Teal background</td>
<td></td>
</tr>
<tr>
<td>White on Telehealth Dark Yellow background</td>
<td></td>
</tr>
<tr>
<td>White on OCC and Telehealth Dark Orange background</td>
<td></td>
</tr>
<tr>
<td>White on OCC Dark Gray background</td>
<td></td>
</tr>
<tr>
<td>White on OCC and Telehealth Dark Teal on White background</td>
<td></td>
</tr>
<tr>
<td>White on OCC and Telehealth Dark Orange on White background</td>
<td></td>
</tr>
<tr>
<td>White on OCC and Telehealth Dark Teal on White background</td>
<td></td>
</tr>
</tbody>
</table>
Typographic Styling

Primary Font Family

**Myriad Pro Family**

Myriad Pro / Light / OCC Navy Blue

Myriad Pro / Bold / OCC Navy Blue

Myriad Pro / Bold Italic / OCC Navy Blue

Myriad Pro / Light / Black

Callout

Myriad Pro / Light

Emphasis

Myriad Pro / Bold

Hyperlinks

Myriad Pro / Bold Italic / OCC Navy Blue

My HealtheVet

Emphasis on “e”

**Taking charge of your health — one text at a time.**

For detailed instructions, visit Annie online:

[mobile.va.gov/annie](http://mobile.va.gov/annie)

Sample Call to Action and URL combination

Default System Font Family

**Arial Family**

Arial Family

Default System Font Family

Calibri is the default font for Connected Care branded products used in Microsoft Office Suite.
Textures

The Connected Care brand features three texture types for the various program offices. The Molecular Bubble is the overarching pattern. In instances when deliverables for program offices are crossbranded or used in conjunction with one another, the Molecular Bubble pattern should be used.

OCC and My HealthVet Molecular Bubble pattern

VA Telehealth Digital Sound Wave pattern

VA Mobile Gradient Chiclet pattern
Iconography

Icons are useful to represent key messages in our content. They can be used alongside additional illustration and live photography, or without.

The primary icon style features OCC Light Blue with OCC Navy Blue stroked illustrations. These can be used for both Connected Care and VA Telehealth.

VA Mobile icons take accent cues from the individual technologies.

My HealtheVet icons are not enclosed and use OCC Blues and My HealtheVet Reds.

Example: The color of VA Health Chat’s app icon influences the accent colors of the accompanying iconography.
Photography

**Appropriate**
Images should be appropriate for the type of collateral and the intended audience and should be specific to the communication’s content.

**Diverse**
Images should show diversity in age, gender, and ethnicity to represent the many audiences we support.

**Current**
The high quality of care that Connected Care provides is enhanced by leading-edge technology. This state-of-the-art approach should be reflected in relevant, up-to-date photos.

**Authentic**
Images should show real people who represent the community of Veterans, caregivers, and providers who engage with VA. Use stock photography only when necessary.

**Accurate**
Be sure that images are true to life. Have a subject matter expert review the accuracy of their content. For example, military uniforms should be correct and appropriate, and depictions of tool or “technology” use in clinical settings should be accurate.

**Natural**
Avoid using images that look staged or posed. Photos that showcase real-life situations are more likely to resonate with audiences.

**High Quality**
To ensure a consistent, professional appearance, use high-resolution images to avoid pixelation. For print materials, images should have a minimum resolution of 300 dpi. For web materials, images should be 72 dpi.
Sub-Brand Elements
The Office of Connected Care comprises three program offices — My HealthVet, VA Telehealth Services, and VA Mobile — that encourage Veterans’ participation in their health care by enhancing their access to digital technology services.
Logo Use and Rules

The VA Office of Connected Care logo is the primary visual representation of the brand. A secondary representation is the Office of Connected Care text treatment.

Clear Space
To ensure legibility and consistency, a space equal to half the height of the VA seal should surround the entire VA Office of Connected Care logo.

In the Office of Connected Care text treatment, a minimum clear space equivalent to the height of the first “C” in “Connected” should be maintained in all applications.

Size and Proportionality
The minimum size for the primary Connected Care logo is 0.5 inches high. In resizing the logo, maintain its proportions to avoid altering its appearance.

When To Use the Primary Logo or the Connected Care Text Treatment
The primary logo should be used on all Connected Care documentation and collateral. The black-and-white version of this logo should be used only when there are restrictions on background colors.

The text treatment can be used in conjunction with the primary logo for letterheads, promotional material, web graphics, and informal graphics, as applicable.
Color Palette

**Primary Palette**

- **OCC Navy Blue**
  - PMS: 541
  - CMYK: 100, 58, 9, 42
  - RGB: 0, 63, 114
  - HEX: 003f72

- **OCC Light Blue**
  - PMS: 545
  - CMYK: 21, 7, 4, 0
  - RGB: 197, 217, 231
  - HEX: c5d9e7

- **OCC Blue**
  - PMS: 7461
  - CMYK: 98, 24, 1, 3
  - RGB: 0, 131, 190
  - HEX: 0083be

- **OCC Mid-Blue**
  - PMS: 641
  - CMYK: 100, 53, 21, 4
  - RGB: 0, 101, 161
  - HEX: 0065a1

- **OCC Light Orange**
  - PMS: 1575
  - CMYK: 0, 51, 77, 0
  - RGB: 255, 127, 50
  - HEX: ff7f32

- **OCC Dark Orange**
  - PMS: 7584
  - CMYK: 19, 77, 100, 7
  - RGB: 191, 86, 39
  - HEX: bf5627

**Neutral Palette**

- **OCC Cool Gray**
  - PMS: Cool Gray 11
  - CMYK: 66, 57, 51, 29
  - RGB: 84, 86, 90
  - HEX: 54565a

- **OCC Mid-Gray**
  - PMS: Cool Gray 8
  - CMYK: 49, 40, 38, 4
  - RGB: 137, 138, 141
  - HEX: 898a8d

- **OCC Light Gray**
  - PMS: Cool Gray 1
  - CMYK: 14, 11, 12, 0
  - RGB: 217, 216, 214
  - HEX: d9d8d6

**508-Compliant Color Combinations (WCAG 2.0 AA)**
Collateral in Action (cont.)

SAMPLE REPORT

Events

Roadshow 2019 Highlights

VA Office of Connected Care
Roadshow Team: Building Awareness in the Field

End of Year Report 2019

FACT SHEET

Expanding Health Care for Veterans in Rural Communities

VA and its partners are improving access to health care for veterans in rural areas through groundbreaking virtual health technologies.

Jim endured a spinal cord injury in 2013 that required multiple surgeries and left him partially paralyzed.

VIDEO

Jim talks to a VA representative about his injury and the support he’s received.

PRESENTATION TEMPLATE

World Map

Timeline Graphic
My HealtneVet is VA’s Veteran-facing website. In its more than 15 years of existence, My HealtheVet has offered Veterans, Service members, and their dependents and caregivers anytime access to VA health care information and services through an easy-to-use online personal health record.
Logo Use and Rules

The My HealthVet logo is the primary visual representation of the brand and should be included in all marketing communications.

**Clear Space**
To ensure legibility and consistency, a minimum clear space equivalent to the height of “My” in the My HealthVet logo should be maintained in all applications.

**Size and Proportionality**
The minimum height for the My HealthVet logo is 0.5 inches. In resizing the logo, maintain its proportions to avoid altering its appearance.
Color Palette

**PRIMARY PALETTE**

- **OCC Navy Blue**
  - PMS: 541
  - CMYK: 100, 58, 9, 42
  - RGB: 0, 63, 114
  - HEX: #003f72

- **OCC Light Blue**
  - PMS: 545
  - CMYK: 21, 7, 4, 0
  - RGB: 197, 217, 231
  - HEX: #c5d9e7

- **OCC Blue**
  - PMS: 7461
  - CMYK: 98, 24, 1, 3
  - RGB: 198, 38, 46
  - HEX: #0083be

- **OCC Mid-Blue**
  - PMS: 641
  - CMYK: 100, 53, 21, 4
  - RGB: 0, 101, 161
  - HEX: #0065a1

- **My Health•Vet Light Red**
  - PMS: 1797
  - CMYK: 100, 100, 10
  - RGB: 198, 38, 46
  - HEX: #c4262e

- **My Health•Vet Dark Red**
  - PMS: 188
  - CMYK: 30, 100, 70, 30
  - RGB: 121, 36, 47
  - HEX: #79242f

**NEUTRAL PALETTE**

- **OCC Dark Gray**
  - PMS: Cool Gray 11
  - CMYK: 66, 57, 51, 29
  - RGB: 84, 86, 90
  - HEX: #54565a

- **OCC Mid-Gray**
  - PMS: Cool Gray 8
  - CMYK: 49, 40, 38, 4
  - RGB: 137, 138, 141
  - HEX: #898a8d

- **OCC Light Gray**
  - PMS: Cool Gray 1
  - CMYK: 14, 11, 12, 0
  - RGB: 217, 216, 214
  - HEX: #d9d8d6

**508-COMPLIANT COLOR COMBINATIONS (WCAG 2.0 AA)**

- Navy Blue:
  - PMS: 541
  - CMYK: 100, 58, 9, 42
  - RGB: 0, 63, 114
  - HEX: #003f72

- Light Blue:
  - PMS: 545
  - CMYK: 21, 7, 4, 0
  - RGB: 197, 217, 231
  - HEX: #c5d9e7

- Blue:
  - PMS: 7461
  - CMYK: 98, 24, 1, 3
  - RGB: 198, 38, 46
  - HEX: #0083be

- Mid-Blue:
  - PMS: 641
  - CMYK: 100, 53, 21, 4
  - RGB: 0, 101, 161
  - HEX: #0065a1

- My Health•Vet Light Red:
  - PMS: 1797
  - CMYK: 100, 100, 10
  - RGB: 198, 38, 46
  - HEX: #c4262e

- My Health•Vet Dark Red:
  - PMS: 188
  - CMYK: 30, 100, 70, 30
  - RGB: 121, 36, 47
  - HEX: #79242f

- Cool Gray 11:
  - PMS: Cool Gray 11
  - CMYK: 66, 57, 51, 29
  - RGB: 84, 86, 90
  - HEX: #54565a

- Cool Gray 8:
  - PMS: Cool Gray 8
  - CMYK: 49, 40, 38, 4
  - RGB: 137, 138, 141
  - HEX: #898a8d

- Cool Gray 1:
  - PMS: Cool Gray 1
  - CMYK: 14, 11, 12, 0
  - RGB: 217, 216, 214
  - HEX: #d9d8d6
Put a Premium on Your Health

My HealtheVet, VA's online patient portal, gives you the information to understand and manage your VA care. With a free My HealtheVet Premium account, you can access the full suite of My HealtheVet tools and services.

Access your VA health records.
View, download, and print health information, reports, and images from your VA medical record.

Send secure messages to your VA care team online.
Ask your VA health care team or other VA staff nonurgent health questions, request referrals and medication inquiries, and send updates on your condition.

View your military service information.
Access U.S. Department of Defense Military Service Information, including service and deployment dates, military occupational specialty (MOS) codes, and more.

Manage your VA appointments.
View, schedule, and cancel appointments and join video visits using the VA Appointments tool.

Protect your account with more security.
My HealtheVet Premium accounts feature the most up-to-date security protection.

Getting Started with My HealtheVet Premium

My HealtheVet Premium accounts are free and registering for an account is simple.

If you are new to My HealtheVet, first create an account by visiting myhealth.va.gov, selecting Register, and filling out the required fields.

If you are a My HealtheVet user, you may already have a Premium account. Check if there is a Premium icon next to your name:

New and existing users can upgrade to Premium in person or online.

- **Upgrade in Person** by bringing your government-issued photo ID to your VA facility.
- **Upgrade Online** by using a sign-in partner (DS Logon or ID.me) on the My HealtheVet website.

For more information, contact the My HealtheVet Coordinator at your local VA facility.

Learn More
myhealth.va.gov/premium
Collateral in Action (cont.)

Take Control of Your Health Through My HealtheVet

VA patients can access health records, contact providers, refill prescriptions, and manage appointments using My HealtheVet, VA’s online patient portal. Take control of your health and wellness.

For more information, visit myhealth.va.gov

What Can I Do on My HealtheVet?

- View VA Health Records
- View, print, or download information from your VA medical record.
- Refill VA Prescriptions
- Refill your VA prescriptions, track their delivery, and view a list of your VA prescriptions.
- Send Secure Messages
- Communicate securely with your VA care team to ask nonurgent health questions, send updates on your condition, and more.
- Manage VA Appointments
- View, schedule, and cancel VA care appointments, set up email reminders, and join video visits.

How Can I Get Started?

1. Visit the My HealtheVet site at myhealth.va.gov.
2. Select the Register button.
3. Enter the required information and submit.

If you are a Veteran who receives VA care, get a free My HealtheVet Premium account to access the full suite of My HealtheVet tools and services. Learn more at myhealth.va.gov/premium.

My HealtheVet Help Desk
Call the help desk, toll-free, at 877-327-0022 or 800-877-8339 (TTY) from Monday to Friday, 7 a.m. – 7 p.m. Central time.

Take Control of Your Health and Wellness Through My HealtheVet

VA patients can access health records, contact providers, refill prescriptions, and manage appointments using My HealtheVet, VA’s online patient portal. Take control of your health and wellness.

For more information, visit myhealth.va.gov

What Can I Do on My HealtheVet?

- View VA Health Records
- View, print, or download information from your VA medical record.
- Refill VA Prescriptions
- Refill your VA prescriptions, track their delivery, and view a list of your VA prescriptions.
- Send Secure Messages
- Communicate securely with your VA care team to ask nonurgent health questions, send updates on your condition, and more.
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- View, schedule, and cancel VA care appointments, set up email reminders, and join video visits.

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- Refill VA Prescriptions
- Refill your VA prescriptions, track their delivery, and view a list of your VA prescriptions.
- Send Secure Messages
- Communicate securely with your VA care team to ask nonurgent health questions, send updates on your condition, and more.
- Manage VA Appointments
- View, schedule, and cancel VA care appointments, set up email reminders, and join video visits.

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If you are a Veteran who receives VA care, get a free My HealtheVet Premium account to access the full suite of My HealtheVet tools and services. Learn more at myhealth.va.gov/premium.

My HealtheVet Help Desk
Call the help desk, toll-free, at 877-327-0022 or 800-877-8339 (TTY) from Monday to Friday, 7 a.m. – 7 p.m. Central time.

VA Office of Connected Care Brand Guidelines, Sub-Brand Elements | 33
VA Telehealth Services is a pioneer in digital health services for Veterans. Whether services are delivered in the home, the clinic, or the hospital, VA telehealth technologies make it easier for Veterans to connect with their VA care teams and share important health information, especially for Veterans who live far away from VA care facilities.
Logo Use and Rules

The VA Telehealth logo is the primary visual representation of the brand and should be included in all marketing communications.

**Clear Space**
To ensure legibility and consistency, a minimum clear space equivalent to the height of the globe in the VA Telehealth logo should be maintained in all applications.

**Size and Proportionality**
The minimum height for the VA Telehealth logo is 0.375 inches. In resizing the logo, maintain its proportions to avoid altering its appearance.
Color Palette

**PRIMARY PALETTE**

<table>
<thead>
<tr>
<th>Color</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
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<tbody>
<tr>
<td>OCC Navy Blue</td>
<td>541</td>
<td>100, 58, 9, 42</td>
<td>0, 63, 114</td>
<td>003f72</td>
</tr>
<tr>
<td>OCC Light Blue</td>
<td>545</td>
<td>23, 7, 4, 0</td>
<td>197, 217, 231</td>
<td>c5d9e7</td>
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<tr>
<td>OCC Blue</td>
<td>766</td>
<td>100, 53, 21, 4</td>
<td>0, 101, 161</td>
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<tr>
<td>OCC Mid-Blue</td>
<td>641</td>
<td>70, 70, 0</td>
<td>100, 131, 190</td>
<td>ff7f32</td>
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<tr>
<td>OCC Light Orange</td>
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<td>0, 51, 77, 0</td>
<td>0, 255, 127, 50</td>
<td>ff7f32</td>
</tr>
<tr>
<td>Telehealth Dark Orange</td>
<td>7584</td>
<td>19, 77, 100, 7</td>
<td>191, 86, 39</td>
<td>b6f627</td>
</tr>
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**NEUTRAL PALETTE**

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<th>PMS</th>
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<th>RGB</th>
<th>HEX</th>
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</thead>
<tbody>
<tr>
<td>OCC Dark Gray</td>
<td>Cool Gray 11</td>
<td>84, 86, 90</td>
<td>84, 86, 90</td>
<td>54565a</td>
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<tr>
<td>OCC Mid-Gray</td>
<td>Cool Gray 8</td>
<td>137, 138, 141</td>
<td>15b7c4</td>
<td>68813c</td>
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<tr>
<td>OCC Light Gray</td>
<td>Cool Gray 1</td>
<td>217, 216, 214</td>
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<td>68813c</td>
</tr>
</tbody>
</table>

**SECONDARY PALETTE (ACCENT COLORS)**

<table>
<thead>
<tr>
<th>Color</th>
<th>PMS</th>
<th>CMYK</th>
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<tr>
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</tr>
<tr>
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<td>104, 129, 60</td>
<td>68813c</td>
</tr>
<tr>
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<td>366</td>
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<td>181, 220, 121</td>
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<tr>
<td>Telehealth Dark Yellow</td>
<td>7406</td>
<td>6, 100, 0</td>
<td>243, 195, 0</td>
<td>f3c300</td>
</tr>
<tr>
<td>Telehealth Light Yellow</td>
<td>129</td>
<td>4, 17, 87, 0</td>
<td>245, 206, 62</td>
<td>f5ce3e</td>
</tr>
</tbody>
</table>

Telehealth accent colors: The tertiary VA Telehealth brand is inspired by the VA parent branding guidelines to accommodate additional needs across the Telehealth subofices (e.g., Connected Care Academy, Quality and Training Division).
What is Telehealth?
Telehealth uses technology and data to improve the way VA delivers care to you. VA Telehealth Services gives you remote access to the care you need, when and where you need it. Any Veteran who qualifies to receive VA health care and lives in the United States or a U.S. territory is eligible to connect with their VA providers through telehealth. Your VA care team can work with you to develop the care plan that is best for you.

Why Should I Use Telehealth?
Nationwide Access
Telehealth is a modern way to deliver and receive patient-centered health care. It connects you with your provider, no matter the distance. VA Telehealth Services can reduce travel and bring care closer to you through:

- Real-time, interactive video visits
- In-home and mobile health remote monitoring
- Technologies that gather and store health data

More Data, Better Care
Telehealth technologies let providers collect more health data — like your blood pressure — more often. This data will only be collected with your consent. But it can help your provider get a clearer picture of your health and develop a care plan that is tailored to your needs.

Where Do I Use Telehealth?
At Home
Home telehealth services work with your current care plan, allow you to avoid traveling to clinics, fit your lifestyle, and help you stay healthy and independent. You can get home telehealth care through video appointments on VA Video Connect, remote monitoring with devices that send data to your care team, secure messaging on MyHealtheVet, and more.

In the Clinic
Telehealth enables you to access the quality care you need in more than 50 specialty areas from your local VA clinic. Through telehealth video technology, you can connect to VA specialists or to a VA care team located in other VA medical centers—hundreds of miles away.

In the Hospital
Telehealth technologies in hospitals help VA providers around the country collaborate to improve your care. One example of this is Tele-ICU units that use video technology to bring a critical care team and specialists from across the nation together to consult on a case.

Talk to Your Doctor
Talk to your doctor to see if telehealth is right for you. Here are some questions you may want to ask:

- What is telehealth?
- What types of telehealth services are available to me, based on my condition and location?
- How do I start the process?
- What technology do I need to get started?
- How secure is my health information?
- How do I schedule a telehealth visit?

VA continues to develop and test new programs every day. If telehealth care for your condition is not currently available, your doctor can update you about new programs.

VA Telehealth and Your Care
www.telehealth.va.gov
Collateral in Action (cont.)

FLYER

ATLAS
Offering Veterans VA Care CLOser to Home

ATLAS (Accessing Telehealth through Local Area Stations) makes Department of Veterans Affairs (VA) health care easier for Veterans like you to access by establishing convenient locations for you to receive VA care, reducing obstacles such as long travel times to appointments and poor internet connectivity at home.

As part of ATLAS, VA has teamed up with public and private organizations—such as Walmart, Philips, The American Legion, and Veterans of Foreign Wars (VFW)—to offer community-based video telehealth services in select locations. To find out where an ATLAS site is near you, visit connectedcare.va.gov/partners/atlas.

Video Telehealth Services at ATLAS Sites

- ATLAS sites provide you with a private appointment room to meet with your VA provider.
- Using VA Video Connect, you can connect with your VA provider through secure, real-time video.
- Internet connectivity and telephone capabilities are available within appointment rooms.

To learn more about ATLAS, visit connectedcare.va.gov/partners/atlas.

EMAIL BANNER

VVC
STRONG PRACTICES

FACT SHEET
Collateral in Action (cont.)

BLACKBOARD WEB BANNERS

MODALITY
Asynchronous Store and Forward Telehealth Community

EXTERNAL
Office of Academic Affiliations Community

BUSINESS PROCESSES
Telehealth Foundational Resources Community

SPECIALTY
Audiology Community

PROGRAM
Telehealth Management Platform

ROLE
Asynchronous TeleDermatology SFT Preceptors Community

TECHNOLOGY
Annie App Community
Dear Veteran,

Save time and travel. Receive VA care closer to home.

ATLAS (Accessing Telehealth through Local Area Stations) enables you to meet with your U.S. Department of Veterans Affairs health care provider by video at a convenient location in your community!

To learn more about ATLAS and receive VA care in your community, visit connectedcare.va.gov/partners/atlas.
VA Mobile leverages the power of VA mobile technology to increase access, communication, and coordination of care for Veterans. Some of the health apps developed by VA Mobile are informational and help Veterans track their health information and manage chronic conditions, while other apps connect to the VA network and help Veterans and VA care teams more easily access VA health records.
Logo Use and Rules

The VA Mobile logo is the primary visual representation of the brand and should be included in all marketing communications.

**Clear Space**
To ensure legibility and consistency, a minimum clear space equivalent to the height of the “M” in the VA Mobile logo should be maintained in all applications.

**Size and Proportionality**
The minimum height for the VA Mobile logo is 0.35 inches. In resizing the logo, maintain its proportions to avoid altering its appearance.
Color Palette

VA Mobile

Primary Palette

OCC Navy Blue
- PMS: 541
- CMYK: 100, 58, 9, 42
- RGB: 0, 63, 114
- HEX: 003f72

OCC Light Blue
- PMS: 545
- CMYK: 21, 7, 4, 0
- RGB: 197, 217, 231
- HEX: c5d9e7

OCC Blue
- PMS: 7663
- CMYK: 98, 24, 1, 3
- RGB: 0, 131, 190
- HEX: 0083be

OCC Mid-Blue
- PMS: 641
- CMYK: 100, 53, 21, 4
- RGB: 0, 101, 161
- HEX: 0065a1

OCC Light Orange
- PMS: 1575
- CMYK: 0, 51, 77, 0
- RGB: 255, 127, 50
- HEX: ff7f32

Neutral Palette

OCC Dark Gray
- PMS: Cool Gray 11
- CMYK: 66, 57, 51, 29
- RGB: 84, 86, 90
- HEX: 54565a

OCC Mid-Gray
- PMS: Cool Gray 8
- CMYK: 49, 40, 38, 4
- RGB: 137, 138, 141
- HEX: 898a8d

OCC Light Gray
- PMS: Cool Gray 1
- CMYK: 14, 11, 12, 0
- RGB: 217, 216, 214
- HEX: d9d8d6

Secondary Palette (Accent Colors)

VA Mobile takes its primary accent cues from the individual technologies (e.g., VA Health Chat’s yellow, or Annie App’s eggplant). In cases where the VA Mobile content is not branded to an individual app or technology, grays will serve as the accent colors.
VA Office of Connected Care Brand Guidelines, Sub-Brand Elements

Collateral in Action

VA HEALTH CHAT GRAPHIC

REVAMP VIDEO ANIMATION

VA VIDEO CONNECT VIDEO ANIMATION

Welcome to VA Mobile

VA Mobile offers easy access for Veterans and their families to VA care and information.

VA App Store

VA Online Scheduling

VA Video Connect

VA/VA Prescriptions

VA Online Connect

VA/VA Connect

VA Video Connect

VA/VA Prescriptions

About VA Mobile Health

VA Mobile aims to improve the health of Veterans by providing technology that supports remote care delivery and improves access to VA care.

Get Your Secure Login Credentials

For your protection, you will need secure credentials before you can log in to any VA App.

Veterans

VA Care Team
MobileKidney is a VA mobile app designed to help Veterans like you manage their kidney disease between clinic visits. Receiving a kidney disease diagnosis can feel overwhelming. You likely have a lot to learn and a lengthy list of required self-care activities. This app includes an electronic journal to record and store daily kidney health readings, a reminder feature so that you don’t forget to take readings, and a library of kidney health resources.

With MobileKidney, you can:
- Record health readings and notes for your blood pressure, pulse, weight, and blood sugar (glucose) levels
- Record journal entries
- Create reminders to take readings
- View and filter your data in a graph or table to see trends over time
- Share your recorded data with your VA care team during your appointments
- Learn about kidney disease and topics related to improving kidney health

To use MobileKidney, you must be a VA patient and have one of the following accounts: My HealtheVet Premium, DS Logon Level 2 (Premium), or ID.me. MobileKidney is accessible on Apple, Android, and Windows operating systems. It is not intended to be a substitute for clinical judgment or replace in-person visits with your VA care team.

Having trouble? For more information, visit the VA App Store or call the VA Mobile Help Desk at 877-470-5947 from Monday to Saturday, 7 a.m. – 7 p.m. CT.
The VA App Store provides access to dozens of apps designed specifically for Veterans, caregivers, and VA providers, enabling them to access health information anytime, anywhere.
Logo Use and Rules

The VA App Store logo is the primary visual representation of the brand and should be included in all marketing communications.

**Clear Space**
To ensure legibility and consistency, a minimum clear space equivalent to the height of the “A” in “App” in the VA App Store logo should be maintained in all applications.

**Size and Proportionality**
The minimum height for the VA App Store logo is 0.5 inches. In resizing the logo, attention should be paid to maintaining proportionality to avoid altering the logo’s appearance.
Collateral in Action

VA App Store

Apps for your life, your health, and your schedule.

The VA App Store gives you access to dozens of VA apps designed specifically for Veterans—all in one convenient place. Take charge of your health through apps that help you securely manage your care and connect with your VA care team.

With VA apps, you can:

- Track and view your health data.
- Schedule, request, and manage your VA appointments.
- Communicate with your VA care team.
- Receive mental health support.
- Build healthy habits.
- Access educational resources.

VA apps are available on the VA App Store through your desktop or mobile browser. Many apps are also available on the Apple App Store or Google Play.

Get started today!

mobile.va.gov/appstore

Need help? Contact the VA Mobile Help Desk at 877-470-5947 from Monday to Saturday, 7 a.m. – 7 p.m. Central time.
Designing App Icons

The following branding guidance addresses only the style of the app icon and the use of the VA color palette. The combination of iconography and colors in an icon should be selected to best represent the features of the app.

For additional guidance about branding requirements for developing VA Mobile apps, visit the Connected Care communications resources page.

Marketing materials are developed using general VA Mobile branding elements (see Page 42) but use the iconography and color palette of the particular app or suite of apps.

Best Practices

The graphic on your app icon 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 purpose or the feeling you want users to experience.
- During the design process, consider the smallest size in which your graphic may appear to make sure it is easily visible in all uses. 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 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 these examples.

These guidelines apply to all VA Mobile apps, including apps created by the Veterans Health Administration, Veterans Benefits Administration, or National Cemetery Association.

App icons featuring a lock require VA account credentials to sign in.

A blue footer can be added to identical app icons that focus on different audiences (e.g., Veterans, providers).
Additional Support

VA’s Office of Connected Care is committed to supporting the communications efforts of all our program offices. Before getting started on any communications materials, reach out to the Connected Care Communications team. We can point you to numerous resources, images, and products available for your use and provide support and insight on developing materials.

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 (VHA10P8communications@va.gov).

To access the library of Connected Care logo files, visit the Connected Care communications resources page.