

The background of the entire page is a grayscale composite of three human faces. On the left, a portion of a person's face is visible, including their ear and eye. In the center, another person's face is shown, focusing on their eyes. On the right, a third person's face is partially visible, showing their eye and hair. The faces are slightly offset and layered, creating a sense of depth and diversity.

I*DEA

Brand Guidelines

September 2022

CONTENTS

I*DEA 4

Foundation 5

BRAND MESSAGING 6

Message Architecture 7

BRAND MARK 8

Brand Mark Story 9

Standard Brand Mark 10

Brand Mark Treatment 11

LOGO 12

Primary Logo 14

Secondary Logo 15

Responsive Logo 16

VA Logo Treatment 17

Celebration Logo 21

BRAND COLORS 22

Color Palette 23

Color Emphasis 24

Universe of Colors 25

Color Gradients 26

508-Compliance 28

TYPOGRAPHY 30

Brand Fonts 31

Type Hierarchy 36

Brand Fonts in Action 38

System Fonts 39

GRAPHICS 42

Iconography 43

IMAGERY 44

Photography 45

Image Treatment 52

BRAND AT A GLANCE 54



01

I*DEA

With the release of Executive Orders 13985 and 14035 and other related Orders, and amidst growing social unrest, the Department of Veterans Affairs (VA) has a unique and meaningful opportunity.

That opportunity is not only to identify and eliminate institutional barriers to equity at VA, but to proactively develop, enhance, and deliver agency-wide practices that will put the Department at the forefront of the federal movement to ensure inclusion, diversity, equity, and access to underserved and otherwise marginalized communities.

To demonstrate commitment to this goal and improve the cultural health of VA by weaving these principles into the very fabric of the Department, VA launched an enterprise-wide initiative: I*DEA.

FOUNDATION

I*DEA represents four individual yet interdependent principles: inclusion, diversity, equity, and access.

Together, these principles are the foundation of the I*DEA initiative and the brand itself.

To bring these values to life, the I*DEA brand is big and bold—designed to capture the hearts and minds of the VA employees and Veterans who will play a critical role in shaping a culture rooted in these ideals. A culture where everyone is treated with dignity and respect and has access to the care, benefits, and opportunities they need to thrive.



Inclusion

Diversity

Equity

Access

02

BRAND MESSAGING

I*DEA's underlying message is simple, yet powerful: achieving inclusion, diversity, equity, and access for VA employees, Veterans, caregivers and survivors promises a brighter future for all.

To reach and resonate with diverse audiences, I*DEA messaging must be clear, consistent, and compelling. It must educate, encourage self-reflection, and inspire change.

I*DEA campaigns and messaging are rooted in the brand's inherent authenticity, optimism, and grace.

MESSAGE ARCHITECTURE

BRAND
PROMISE

Inviting You*ⁿity

CORE
MESSAGE

VA is in the midst of a cultural transformation—a transformation to ensure everyone who enters our facilities and interacts with our people feels safe, welcome, and valued. We are embracing a new way of operating to promote inclusion, increase diversity, foster equity, and improve access and outcomes for Veterans and employees. Together, we are building a brighter future for us all.

BRAND PILLARS	PROMOTING INCLUSION	INCREASING DIVERSITY	FOSTERING EQUITY	IMPROVING ACCESS
	Making everyone who interacts with VA feel safe and welcome. Treating individuals with dignity, integrity, and respect. Providing an environment free of harassment, discrimination, prejudice, and bias. Ensuring every Veteran and VA employee is recognized, included, and valued.	Recognizing and embracing the strengths of our diverse Veterans and employees. Engaging and supporting underserved communities including women, people of color, persons with disabilities, and individuals who are lesbian, gay, bisexual, transgender, and queer (LGBTQ+).	Identifying and mitigating barriers to access and opportunity. Providing every individual with the support they need to access health care and benefits and achieve success. Alleviating systemic inequities and institutional obstacles to improve outcomes for Veterans and employees.	Ensuring availability and access of services, support, and opportunity for all Veterans and employees. Developing institutional pathways and accommodations to promote access and improved outcomes for underserved and historically marginalized communities.

03

BRAND MARK

The I*DEA brand mark is a foundational component of the brand. It represents a promise to Veterans, VA employees, and the American public.

BRAND MARK STORY

The I*DEA brand mark is a stylized asterisk.

A Asterisk

In writing, an asterisk is used to mark text—typically as a reference to an annotation or to stand for censored or omitted content. When used as the brand mark and included in the I*DEA logo, what traditionally represents an afterthought becomes embedded in and central to the message. Here, the asterisk represents historically underserved and marginalized communities. It represents the celebration of difference and signifies conscious inclusion.

In math, an asterisk indicates multiplication; I*DEA is amplifying opportunity and success for Veterans and VA employees.

B VA

The abstract Vs and As that comprise the asterisk are a subtle nod to VA in a way that does not distract from the focus on I*DEA.

C Arrow

The arrow pointing to the right represents movement, action, and forward progress.

D One

The number one represents unity and “e pluribus unum,” or “Out of many, one.”

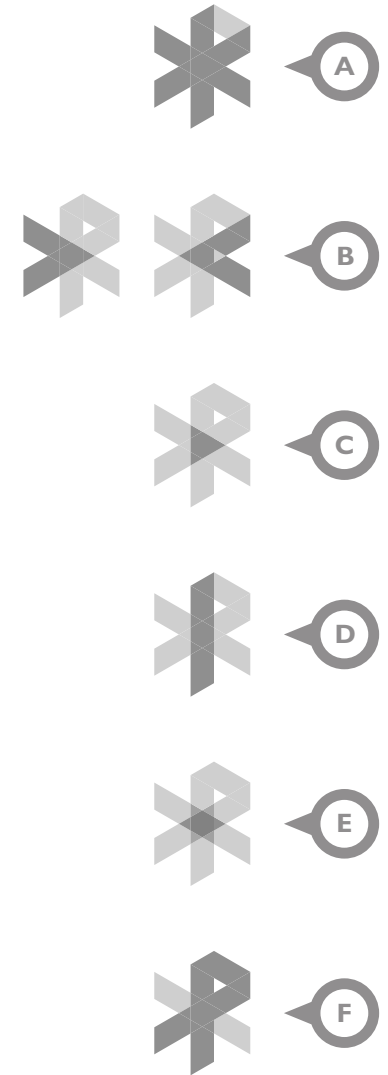


E Kaleidoscope

The faceted center of the asterisk evokes a kaleidoscope—the multicolored, vibrant, ever-shifting, fluid spectrum of human diversity.

F Awareness Ribbon

The I*DEA awareness ribbon raises awareness and shows support for inclusion, diversity, equity, and access at VA.



STANDARD BRAND MARK

The I*DEA brand mark should feature prominently in all branded materials.

The standard brand mark is primarily comprised of three brand colors:

A Persimmon

Downward stroke

B Cherry

Upward stroke

C Marigold

Vertical stroke

Analogous colors make up the central kaleidoscope and ribbon folds.

See *Brand Colors* for additional color information.



BRAND MARK TREATMENT

The I*DEA brand mark may be presented in standard, gradient, or white depending on the background color.

A Brand Mark - Standard

This standard color treatment can be used on white or dark backgrounds.

B Brand Mark - Gradient

A gradient may be used on white and dark backgrounds. Gradient brand marks must be segmented as shown.

See *Color Gradients* for additional gradient information.

C Brand Mark - White

On dark backgrounds, the brand mark may be presented in white.

On gradient backgrounds, the brand mark must be presented in white.

White brand marks must be segmented as shown.



04

LOGO

The I*DEA logo is an integral component of the brand. It should be present in all forms of I*DEA communications—both internal and external to VA.

The logo for I*DEA features a stylized asterisk symbol between the letters 'I' and 'D'. The 'I' is a solid orange vertical bar. The asterisk is composed of six orange rectangular segments arranged in a star-like pattern. The 'D' is a large, bold, orange letter. The 'E' is a large, bold, magenta letter. The 'A' is a large, bold, magenta letter. The entire logo is set against a light gray background.

I*DEA

PRIMARY LOGO

The primary I*DEA logo is comprised of the brand mark and the logotype and emphasizes the acronym for the four pillars of this initiative: Inclusion, Diversity, Equity, and Access.

A Brand Mark

The brand mark—a stylized asterisk—is centered between the I and the D.

The proportions of the brand mark to the logotype should not be altered.

B Logotype

The logotype—based on the font Korolev Compressed Bold—is an artistic element of the logo and should not be altered or used without the embedded brand mark.

To represent the equal importance and weight of all I*DEA components, the letters and asterisk are uniformly spaced at 3.13% of the total logo width.

The proportions of the brand mark to the logotype should not be altered.



SECONDARY LOGO

The secondary I*DEA logo emphasizes the logomark—highlighting everything the asterisk represents.

A Secondary Logo

The brand mark is enlarged and centered horizontally between the I and D, with the lower right segment overlapping the D and the upper left segment overlapping the I.

The proportions of the brand mark to the logotype should not be altered.



RESPONSIVE LOGO

The I*DEA logo is designed to be responsive and emphasize the brand mark (asterisk) as the size is reduced.

The logotype must always be legible, and the logo should be no smaller than 0.5" in width..

Below 0.5" wide, the brand mark should be used alone in place of the logo.



1.5"



1"



0.5"



0.25"

VA LOGO TREATMENT

I*DEA logos work seamlessly with the VA logo and seal. If the VA logo or seal will be adjacent to the I*DEA logo in a design, the arrangements outlined here should be used.



LOGO ON WHITE BACKGROUNDS

On white backgrounds, the primary I*DEA logo may be presented in graphite or the brand colors shown. It may also be filled with a smooth gradient.

The secondary logo may be presented only in indigo and charcoal.

When applying a gradient to the logo on a white background, persimmon and cherry should be dominant. See *Color Gradients* for additional guidance.

508-compliance must be prioritized when choosing logo colors to complement a design.

INDIGO



I*DEA



GRAPHITE



I*DEA



PERSIMMON



I*DEA

GRADIENTS



I*DEA

LOGO ON DARK BACKGROUNDS

On dark backgrounds, the primary I*DEA logo may be presented in white or punch. It may also be filled with a smooth gradient.

When applying a gradient to the logo on a dark background, marigold and persimmon should be dominant. See *Color Gradients* for additional guidance.

508-compliance must be prioritized when choosing logo colors to complement a design.

WHITE



I*DEA



PUNCH



I*DEA

GRADIENTS



I*DEA

LOGO ON GRADIENT BACKGROUNDS

On gradient backgrounds, the primary I*DEA logo should be presented in white.

It must never be presented in color on gradient backgrounds.

508-compliance must be prioritized when choosing logo colors to complement a design.



CELEBRATION LOGO

When used to highlight specific events, groups, or initiatives (celebrations), the I*DEA brand mark may adopt the celebration's color story to signal connection to and support of the celebration.

A Celebration Segment

The vertical segment may adopt the colors of the target event, group, or initiative.

B Solid Color Segments

Remaining brand mark segments must be presented in a single solid color:

- B1** One of the celebration colors, or
- B2** An I*DEA brand color that harmonizes with the celebration colors and overall design.
See *Brand Colors*.

C Celebration Logo Examples

C1 Veterans Day

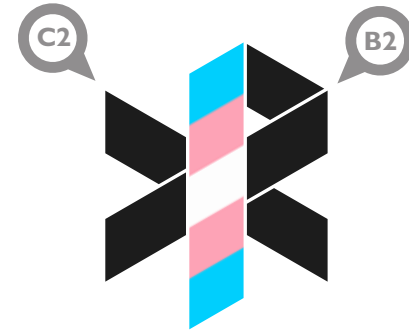
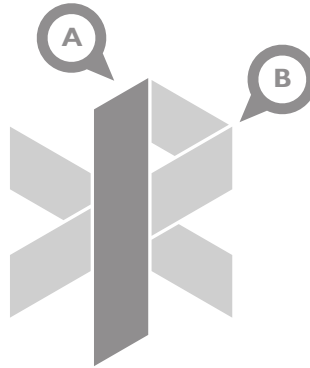
Solid color segments are presented in the navy blue from the American flag.

C2 Transgender Awareness Week

Solid color segments are presented in the brand color graphite.

C3 Black History Month

Solid color segments are presented in the black from the Black History Month colors.



05

BRAND COLORS

The I*DEA color palette captures the authentic, approachable, and friendly personality of the brand.

COLOR PALETTE

The I*DEA brand is authentic, empathetic, and welcoming, and the brand comes to life with a vibrant color palette that is friendly, approachable, and optimistic.



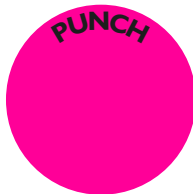
HEX #FF9200
RGB 255-146-0
CMYK 0-51-100-0
PMS 151 C



HEX #FF5533
RGB 255-85-51
CMYK 0-81-84-0
PMS 171 C



HEX #FC0860
RGB 252-8-96
CMYK 0-98-43-0
PMS 192 C



HEX #FF0098
RGB 255-0-152
CMYK 0-96-0-0
PMS Rhodamine Red C



HEX #E805E8
RGB 232-5-232
CMYK 31-84-0-0
PMS 807 C



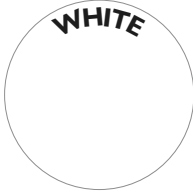
HEX #9600FF
RGB 150-0-255
CMYK 62-80-0-0
PMS 266 C



HEX #2869FF
RGB 40-105-255
CMYK 79-61-0-0
PMS 2727 C



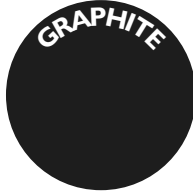
HEX #2E009E
RGB 46-0-158
CMYK 96-100-0-1
PMS Blue 072 C



HEX #FFFFFF
RGB 255-255-255
CMYK 0-0-0-0



HEX #FFFBF0
RGB 255-251-240
CMYK 0-1-6-0



HEX #1D1D1D
RGB 29-29-29
CMYK 72-66-65-76
PMS 532 C

COLOR EMPHASIS

The dominant I*DEA brand colors are warm: persimmon, marigold, cherry, and punch.

The bright, saturated secondary brand colors—raspberry and capri—offer flexibility and facilitate 508-compliance while maintaining the essence of the brand.

Cooler, darker colors—grape and indigo—provide balance and contrast to the warm, dominant colors and are more suitable for designs requiring a more serious or grounded look and feel.

I*DEA designs should primarily use a white or cream background. Full color and gradient backgrounds should be used when a punch of color is needed. Dark backgrounds can be used when a more serious look and feel is required.

MARIGOLD

PERSIMMON

CHERRY

PUNCH

RASPBERRY

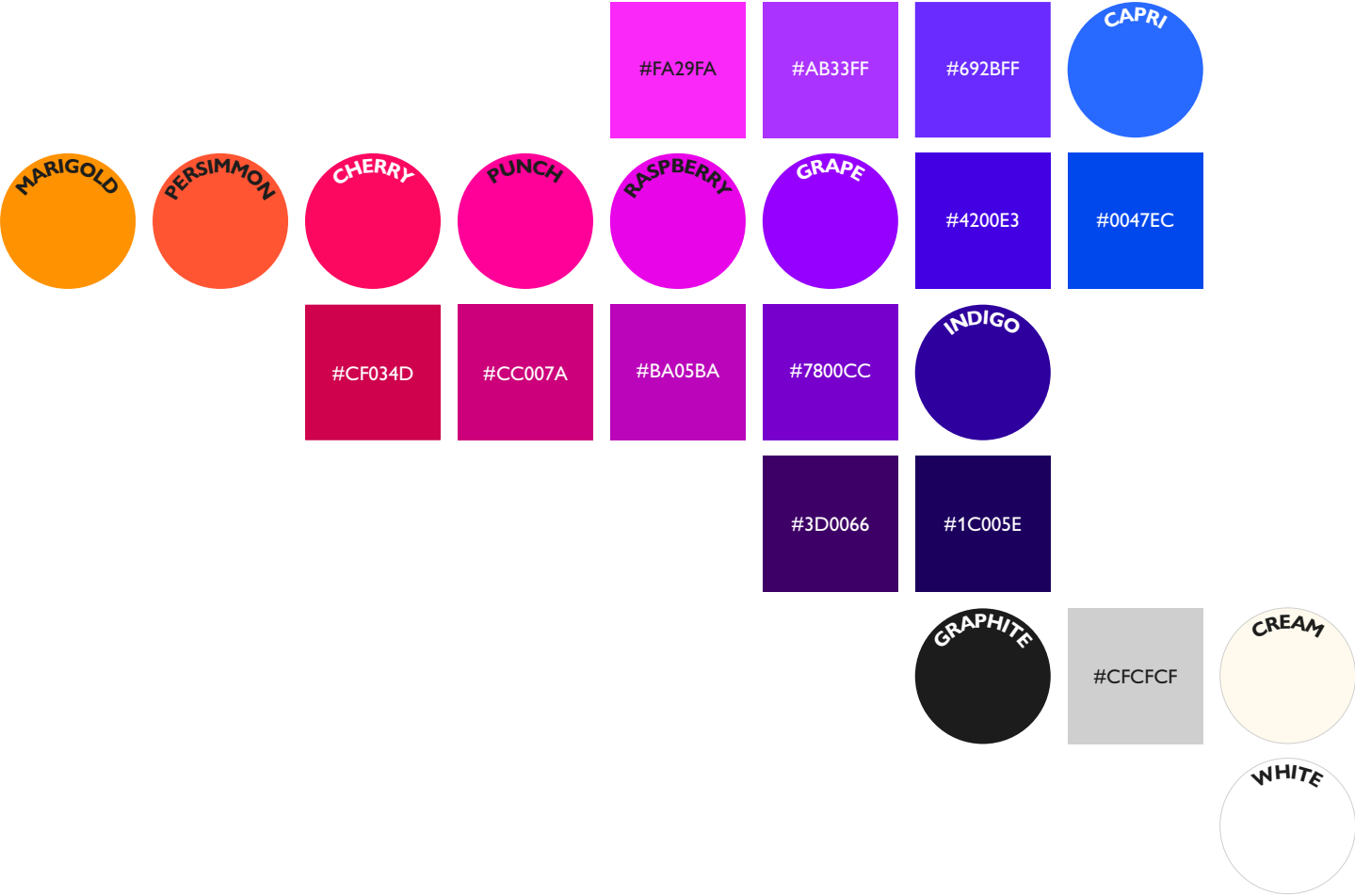
GRAPE

INDIGO

CAPRI

UNIVERSE OF COLORS

To supplement I*DEA brand colors, the shades and tints shown here may be used when necessary to achieve 508-compliance or convey a specific look and feel.



COLOR GRADIENTS

I*DEA color gradients add depth and movement to designs while emphasizing the shape of the brand mark. They evoke the beauty of diversity, intersectionality, and fluidity of difference, understanding, and progress that is foundational to the brand.

Linear and radial color gradients will be presented at one of the following angles:

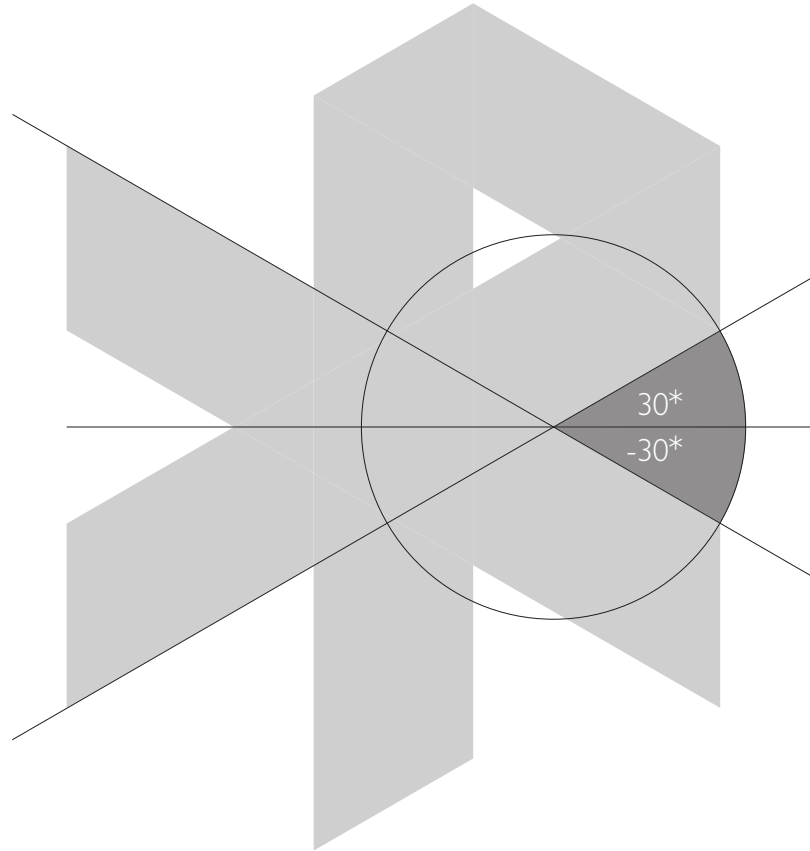
-30*

0*

30*

180*

Freeform gradients may also be used.



TWO-COLOR GRADIENTS

Gradients should be blended and subtle, avoiding bands of color and dramatic shifts between dissimilar colors. When applying gradients across large areas, up to four colors may be used.

















































 MARIGOLD PERSIMMON	 MARIGOLD CHERRY	 PERSIMMON CHERRY			
 MARIGOLD PUNCH	 PERSIMMON PUNCH	 PUNCH CHERRY			
 CHERRY RASPBERRY	 PUNCH GRAPE	 RASPBERRY GRAPE	 GRAPE CAPRI	 INDIGO CAPRI	 INDIGO GRAPE

508-COMPLIANCE

Inclusion and access are fundamental to the I*DEA brand. We demonstrate commitment to these ideals by ensuring brand assets and artifacts are 508-compliant.

















































Basic color testing using WCAG Level 2.1 is included here. *Learn more about 508-compliance at [section508.gov](#).*

SMALL TEXT
≤ 17 pt

Color Text on White								
Color Text on Cream								
Color Text on Graphite								
White Text on Color								
Cream Text on Color								
Graphite Text on Color								
	MARIGOLD	PERSIMMON	CHERRY	PUNCH	RASPBERRY	GRAPE	INDIGO	CAPRI

LARGE TEXT & GRAPHICS

≥18 pt or ≥14 pt Bold or Icons & Actionable Graphics

Color Text on White								
Color Text on Cream								
Color Text on Graphite								
White Text on Color								
Cream Text on Color								
Graphite Text on Color								
	MARIGOLD	PERSIMMON	CHERRY	PUNCH	RASPBERRY	GRAPE	INDIGO	CAPRI



TYPOGRAPHY

Our primary brand typefaces are Gill Sans Nova and Solitas Serif. Supporting brand typefaces are Flood Std and Gill Sans Nova Inline.

When brand fonts are not available, Verdana and Palatino Linotype system fonts should be used.

BRAND FONTS

Our primary typefaces are Gill Sans Nova and Solitas Serif.

Supporting typefaces are Flood Std and Gill Sans Nova Inline.

Primary Brand Font

Gill Sans Nova

Secondary Brand Font

Solitas Serif

Primary Support Font

FLOOD STD

Secondary Support Font

GILL SANS NOVA INLINE

GILL SANS NOVA

Gill Sans Nova should be used for headlines and body copy.

BOLD

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*!?

MEDIUM

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*!?

LIGHT

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*!?

BOLD ITALIC

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*!?

MEDIUM ITALIC

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*!?

LIGHT ITALIC

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*!?

CONDENSED BOLD

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*!?

CONDENSED MEDIUM

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*!?

CONDENSED LIGHT

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*!?

CONDENSED BOLD ITALIC

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*!?

CONDENSED MEDIUM ITALIC

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*!?

CONDENSED LIGHT ITALIC

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*!?

SOLITAS SERIF

Solitas Serif should be used as a supporting typeface when variety is required.

BOLD

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&*!?

MEDIUM

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&*!?

LIGHT

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&*!?

BOLD ITALIC

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&*!?

MEDIUM ITALIC

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&*!?

LIGHT ITALIC

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&*!?

CONDENSED BOLD

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&*!?

CONDENSED MEDIUM

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&*!?

CONDENSED LIGHT

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&*!?

CONDENSED BOLD ITALIC

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&*!?

CONDENSED MEDIUM ITALIC

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&*!?

CONDENSED LIGHT ITALIC

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&*!?

FLOOD STD

Flood Std should be used in headlines
to emphasize key statements.

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&*!?

GILL SANS NOVA INLINE

Gill Sans Nova Inline should be used sparingly in headlines to emphasize key words or short phrases.

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$\$%&*!?

SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$\$%&*!?

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$\$%&*!?

CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$\$%&*!?

TYPE HIERARCHY

In both digital and print formats, type hierarchy plays a key role in capturing and engaging our audience.

Use of type hierarchy supports a consistent look and feel across all digital and print formats.

H1
Gill Sans Nova Bold
All Caps
Normal Leading [34 / 34]

H2
Gill Sans Nova Condensed Medium
Normal Leading [30 / 30]

H3
Gill Sans Nova Light
Positive Leading [18 / 20]

H4
Gill Sans Nova Condensed Bold
Positive Leading [14 / 16]

Body
Gill Sans Nova Light
Left-Aligned
Positive Leading [8 / 12]

Quote
Solitas Serif Condensed Light
Normal Leading [12 / 12]

MAKING I*DEA REALITY

I*DEA is All of Us

Building Brighter

The Department of Veterans Affairs has a Unique and Meaningful Opportunity

Long after their last day of military service, hundreds of thousands of Veterans continue to fight an uphill battle on uneven American ground. That battle isn't one they

signed up for. It's not one that protects this great country against our enemies. That fight is for something many of us have the luxury of taking for granted: Equity.

VA is in the midst of a cultural transformation—a transformation to ensure everyone who enters our facilities and interacts with our people feels safe, welcome, and valued.

ALTERNATE TYPE HIERARCHY

Alternate typefaces can be used for special emphasis or to influence the look and feel of the design.

H1 — ALT

Flood Std
All Caps
Normal Leading [34 / 34]

BRING YOUR WHOLE SELF.

H1 — ALT

Gill Sans Nova Inline Bold/Semibold/Condensed
Normal Leading [30 / 30]

BUILDING BRIGHTER

Body — ALT

Solitas Serif Condensed Light
Left-Aligned
Positive Leading [8 / 12]

Over the next few months and years, VA will become a model for I*DEA where everyone is treated with dignity and respect and has access to the care, benefits,

and opportunities they need to thrive. In doing so, we will blaze the trail for other federal agencies working to promote inclusion, diversity, and access, and together we will advance equity for all.

Quote — ALT

Gill Sans Nova Condensed Semibold Italic
Normal Leading [12 / 12]

We are embracing a new way of operating to promote inclusion, increase diversity, foster equity, and improve access and outcomes for Veterans and employees. Together, we are building a brighter future for us all.

BRAND FONTS IN ACTION

BRING YOUR WHOLE SELF TO WORK

• **H1**
Gill Sans Nova Bold

• **H1 - ALT**
Gill Sans Nova Inline Bold

VA is hiring tomorrow’s leaders, today.

• **H3**
Gill Sans Nova Light

VA is in the midst of a cultural transformation—a transformation to ensure everyone who enters our facilities and interacts with our people feels safe, welcome, and valued. We are embracing a new way of operating to promote inclusion, increase diversity, foster equity, and improve access and outcomes for Veterans and employees. Together, we are building a brighter future for us all.

• **Body-ALT**
Solitas Serif Condensed Light

COME AS YOU ARE.

• **H1 - ALT**
Flood Std

I*DEA is All of Us

• **H3**
Gill Sans Nova Light

VA is in the midst of a cultural transformation—a transformation to ensure everyone who enters our facilities and interacts with our people feels safe, welcome, and valued. We are embracing a new way of operating to promote inclusion, increase diversity, foster equity, and improve access and outcomes for Veterans and employees.

• **Body**
Gill Sans Nova Light

SYSTEM FONTS

When brand fonts are not available, Verdana and Palatino should be used for headlines and body copy.

Primary System Font

Verdana

Secondary System Font

Palatino

VERDANA

When Gill Sans Nova is not available, Verdana should be used for headlines and body copy.

BOLD

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*!?

REGULAR

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*!?

BOLD ITALIC

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&!?*

REGULAR ITALIC

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&!?*

PALATINO

When Solitas Serif is not available,
Palatino should be used as a supporting
typeface when variety is required.

BOLD

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&*!?

REGULAR

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&*!?

BOLD ITALIC

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&!?*

REGULAR ITALIC

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&!?*

07

GRAPHICS

I*DEA graphics should be clean and crisp.

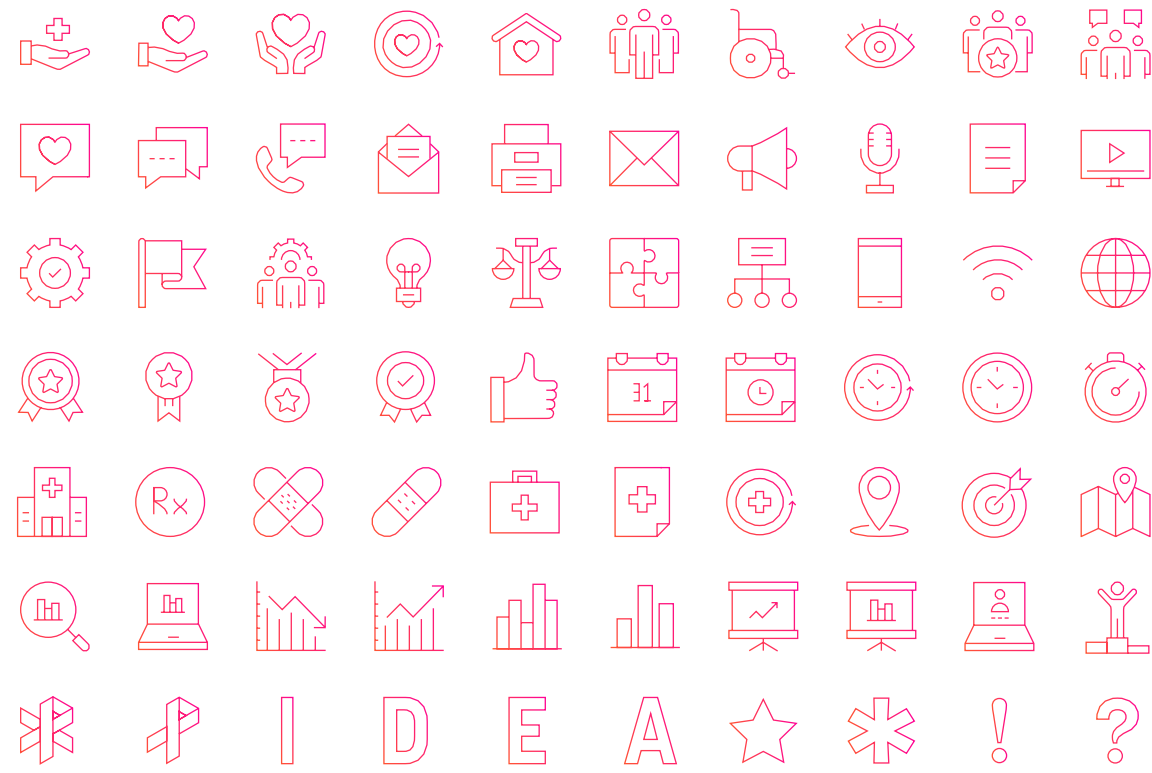
ICONOGRAPHY

I*DEA icons should symbolize the content they represent.

All icons should be single brand color or gradient line icons, and must maintain a consistent style across artifacts.

Unless required to align with specific content, gender neutral (androgynous) icons should be used.

Common icons are included here.





IMAGERY

I*DEA is all about people, and imagery that tells a story is an essential component of the brand.

PHOTOGRAPHY

Images selected to represent I*DEA must reflect the broad diversity of the American public with a particular emphasis on historically marginalized and underserved communities including women, people of color, persons with disabilities, and individuals who are lesbian, gay, bisexual, transgender, and queer (LGBTQ+).

Stock photography should be carefully selected to ensure authenticity, featuring naturally posed individuals and groups who represent the “average person” while celebrating the differences that make each person unique.

People with tattoos, piercings, or other traditionally stigmatized hairstyles, attire, appearance, or body modifications should be represented in the compendium of I*DEA imagery.

Subjects should appear generally happy unless subject matter specifically requires otherwise.

Overly posed, edited, or perfected photographs should be avoided.















IMAGE TREATMENT

Photography subjects should interact with the I*DEA brand mark and logo when possible, emphasizing unity and connection to the initiative.

Photographs may be full color or black and white. Black and white images must be balanced with brand colors in other design elements. They should be paired with a gradient or full color brand mark or logo or isolated on a solid color or gradient background. Color photographs must harmonize with the design and brand colors.

Unless required for context, original photo backgrounds should be digitally modified (blurred, desaturated, removed, or otherwise minimized) to highlight the human subjects and provide a clean background for text and design elements.



I*DEA

I*DEA



09

BRAND AT A GLANCE

Brand messaging, colors, logos, typography, and imagery all come together to tell a clear, cohesive story.



BE YOUR SELF

We are promoting inclusion.
Increasing diversity.
Fostering equity.
Improving access.
For employees.
For Veterans.
For all.

LEARN MORE @
[VA.GOV/ORMDI](https://va.gov/ormdi)



I*DEA

A woman in a white top and orange skirt is dancing, and a man is playing a guitar. The background is a warm, golden sunset. The text 'I * DEEA' is overlaid on the image, with the asterisk being a stylized red and white symbol.

I * DEEA

BE YOUR SELF

VA is in the midst of a cultural transformation—a transformation to ensure everyone who enters our facilities and interacts with our people feels safe, welcome, and valued. We are embracing a new way of operating to promote inclusion, increase diversity, foster equity, and improve access and outcomes for Veterans and employees.





I*DEA

JUST BE YOU.

VA is in the midst of a cultural transformation—a transformation to ensure everyone who enters our facilities and interacts with our people feels safe, welcome, and valued. We are embracing a new way of operating to promote inclusion, increase diversity, foster equity, and improve access and outcomes for Veterans and employees. Together, we are building a brighter future for us all.

VA



U.S. Department
of Veterans Affairs



JUST BE YOU

We are promoting inclusion.
Increasing diversity.
Fostering equity.
Improving access.
For employees.
For Veterans.
For all.

LEARN MORE @
[VA.GOV/ORMDI](https://va.gov/ormdi)



I*DEA

I*DEA

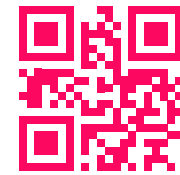
BRING YOUR
WHOLE SELF.

VA



U.S. Department
of Veterans Affairs





Visit va.gov/ORMDI
to learn more about
ORMDI and I*DEA