COMPLIANCE WITH TIER 1 GRAPHIC STANDARDS GUIDE AND EXCEPTION REQUEST PROCESS

1. VA Directive 0023, Tier 1 Graphic Standards, dated May 24, 2013, requires all VA organizations to assure a unified corporate image throughout Central Office and all field facilities. The use of logos to identify internal sub-divisions is prohibited.

2. Pursuant to VHA Chief of Staff Memo, Retirement of VHA Style Guide, dated October 20, 2016, all previous VISN, VA medical facility, program office and underlying subset program/department/office logos must not to be used after September 30, 2018. The VHA Chief of Staff Memo on VHA logos can be accessed at [http://vaww.va.gov/webcom/docs/Style-Guide-Retirement-Signed-Final.pdf](http://vaww.va.gov/webcom/docs/Style-Guide-Retirement-Signed-Final.pdf).  **NOTE:** This is an internal VA web site that is not available to the public.

3. Ongoing Department-wide review of the graphic standards is conducted by the VA Office of Publication Services Division. Within VHA, term-limited exceptions to the Tier 1 Graphic Standards for product logos are reviewed on a case-by-case basis by VHA Digital Media, VHA Office of Communications, in conjunction with the VA Office of Publication Services Division. Requests for exceptions must be submitted at the VA Tier 1 Graphic Standards website, [https://vaww.vashare.vaco.va.gov/sites/brand/](https://vaww.vashare.vaco.va.gov/sites/brand/).  **NOTE:** A list of approved exceptions is also maintained at that site.

4. Questions from VHA organizations pertaining to VA graphic style may be referred to VHA Digital Media (10B2C), VHA Office of Communications, [vhadigitalmedia@va.gov](mailto:vhadigitalmedia@va.gov).

5. This VHA notice will be archived as of December 31, 2019. However, the information will remain in effect.

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Executive in Charge

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