DEFENSE HEALTH AGENCY
BRAND STANDARDS

2021

DHA
Defense Health Agency ®

CONTENTS

DHA
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The Defense Health Agency (DHA) is a joint, integrated **Combat Support Agency** that enables the Army, Navy, and Air Force medical services to **provide a medically ready force and ready medical force** to Combatant Commands in both peacetime and wartime. The DHA supports the delivery of integrated, affordable, and high quality health services to Military Health System (MHS) beneficiaries and is responsible for driving greater integration of clinical and business processes across the MHS. DHA manages TRICARE, the nation's largest health benefit plan.

Why do we need brand guidelines?

The DHA brand is new to many of its audiences as the DHA takes over administration and management of military hospitals and clinics around the world. It's important to present the DHA brand in a consistent manner to ensure new DHA employees and staff at military hospitals and clinics grow to understand their role in the mission and build trust in DHA's leadership. This guide provides the details and specifics on how to use the DHA brand.

Who should use this brand guide?

DHA staff, staff at military hospitals and clinics, their support organizations, contractor partners, and licensees should use the guidelines when reproducing DHA logos on or in relation to their communications products and services.

Which brand guide should I use?

The MHS has three primary enterprise brands: TRICARE, MHS, and DHA.

Refer to the TRICARE style guide when communicating about the health benefit plan and coverage.

Refer to the MHS brand guide when communicating health and lifestyle information to beneficiaries; official communications from the office of the Assistant Secretary of Defense, Health Affairs; and for wayfinding and signage within military hospitals and clinics.

Refer to this guide when communicating administrative, management, and training information to DHA staff, including staff at military hospitals and clinics, and for official DHA correspondence.

How do I cobrand with other organizations?

Since DHA is an internal brand, cobranding is not an option unless otherwise approved by the MHS brand manager.

The DHA logo and seal are unique identifiers that have unique uses and restrictions. Due to the seal's intricate design (typical of most seals), it should be used only in an official capacity within the organization. The logo will be used in all other cases. The following defines the uses and restrictions of the logo and seal:

- The DHA logo is used on all organization staff business cards.

- The DHA logo is used on all presentations, slides, posters, banners, and other signage except when used in official ceremonies (for example, promotions, awards) or when other official seals such as DOD or other service seals.

- The DHA logo is used in organizational publications (for example, reports, stationery, and web pages).

- The DHA seal will not be used in conjunction with departmental sub-brands or logos.

- The DHA logo will not be used on official organization letterhead.

- The DHA seal will not be used on banners to announce events.

- The DHA seal will be used for all official certificates, medals, and awards.

The DHA logo, which has a contemporary and clean design, is more flexible than the seal. The logo should not be distorted in any way and should keep its relative dimensions.

Logo elements include the Defense Health Agency abbreviation and a three-colored design reminiscent of the U.S. flag, the colors of which represent our national colors of red, white, and blue.

The logo also represents a transformation from the TRICARE logo, previously used to brand the TRICARE Management Activity, to the DHA, as evidenced by the flag banner and star.

It is also registered for trademark protection with the U.S. Patent & Trademark Office. Specifics about trademarks are in the Trademark Usage section of this guide..

Incorrect use of the DHA logo can compromise its integrity and effectiveness. To ensure accurate and consistent reproduction of the logo, always use the approved digital artwork. Never alter, add to, or recreate the DHA logo. Approved artwork can be downloaded from www.health.mil/brand.

Under no circumstance may any of the following applications be used to represent the DHA logo. All of the below mentioned are misuses of the DHA Logo.

Do not change the size of any part of the overall unit

Do not put the name on top of DHA or change the size

Do not rearrange any of the elements in any way

Do not compress the dimension

Do not re-align any part of the overall unit

Do not change case

Do not rotate or overlap the logotype and URL

Do not change the stroke weight

DO

Due to the DHA seal's intricate design (typical of most seals), it should be used only in an official capacity within the organization. The logo will be used in all other cases.

The DHA seal is designed in the shape of a circle. Care should be given when copying the seal to ensure it's not distorted into an oval.

Spacing

To ensure the prominence and legibility of the DHA seal, always surround it with a field of clear space.

This field area isolates the DHA seal from competing graphic elements such as text, photography, or other logos that may divert attention from the DHA seal.

The amount of clear space required around the logo is equal to one-half height of the DHA seal. This ratio should be maintained as the minimum amount of space on all materials where the logo seal appears.

Example:
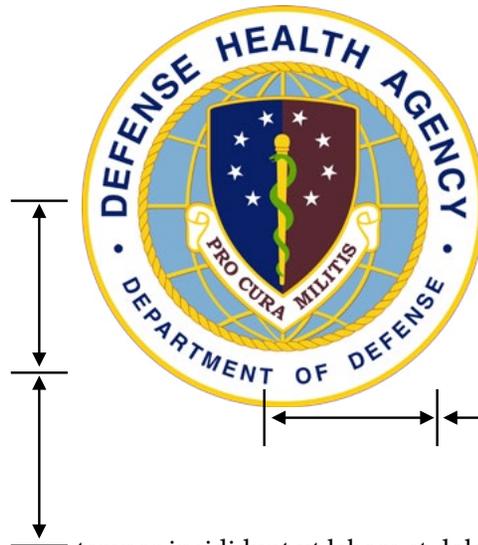
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in vollit anim id est laborum.

DON'T

Unacceptable Use

Incorrect use of the DHA seal can compromise its integrity and effectiveness. To ensure accurate and consistent reproduction of the logo, always use the approved digital artwork. Never alter, add to, or recreate the DHA seal. Approved artwork can be downloaded from www.health.mil/brand.

Under no circumstance may any of the following applications be used to represent the DHA seal.

Examples:
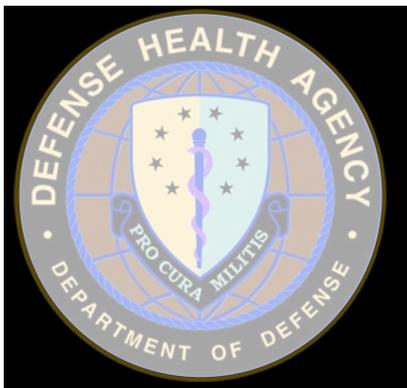
Do not reverse out the logo

Do not tint the logo colors

Do not scale the logo in a way that elongates the mark.

Do not add other effects to the logo

As we move to an enterprise solution to branding, individual office and program logos are not authorized for use on any internal or external products. The MHS Marketing and Branding Team is available to help you customize the DHA logo in a way that still allows program recognition from your audience. Here are some samples.

Custom DHA logos can only be used where the DHA brand is the appropriate mark. Do not use custom DHA logos on materials that should be branded MHS or TRICARE.

DHA
Defense Health Agency ®
CIVILIAN CORPS

DHA
Defense Health Agency ®
PATIENT SAFETY

DHA
Defense Health Agency ®
SOLUTION DELIVERY
DIVISION

DHA
Defense Health Agency ®

Typography Guidelines

The correct use of typefaces is essential to maintain the MHS brand identity by adding consistency and continuity. For DHA, this includes the typefaces Franklin Gothic and Garamond. Both typefaces include a wide variety of styles and weights that can be used in different arrangements to give DHA publications a consistent and professional appearance.

Typeface Usage

Adhere closely to these guidelines when using DHA typefaces:

- Do not use special effects, such as drop shadow, that compromise legibility.
- Do not distort the typefaces (for example, expand, condense or modify the letterforms).
- Do not substitute typefaces.

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ITC Franklin Gothic Font Family (Typeface Samples)

ITC Franklin Gothic Book

ITC Franklin Gothic Book Italic

ITC Franklin Gothic Book Condensed

ITC Franklin Gothic Book Condensed Italic

ITC Franklin Gothic Medium

ITC Franklin Gothic Medium Italic

ITC Franklin Gothic Medium Condensed

ITC Franklin Gothic Medium Condensed Italic

ITC Franklin Gothic Demi

ITC Franklin Gothic Demi Italic

ITC Franklin Gothic Demi Condensed

ITC Franklin Gothic Demi Condensed Italic

ITC Franklin Gothic Heavy

ITC Franklin Gothic Heavy Italic

ITC FRANKLIN GOTHIC | REGULAR | 9PT

ITC Franklin Gothic, a sans serif font designed to be highly legible at a distance and in small text sizes, is the proposed primary typeface for headers and subheaders.

ITC FRANKLIN GOTHIC REGULAR | 48PT

Aa

ITC FRANKLIN GOTHIC DEMI CONDENSED | 48PT

Aa

ITC FRANKLIN GOTHIC BOLD | 48PT

Aa

ITC FRANKLIN GOTHIC MEDIUM ITALIC | 48PT

Aa

ITC FRANKLIN GOTHIC | REGULAR | 12PT

The Quick Brown Fox Jumps Over The Lazy Dog 1234567890!@#$%^&*()

Garamond Font Family (Typeface Samples)

Garamond Regular

Garamond Italic

Garamond Medium

Garamond Medium Italic

Garamond Semibold

Garamond Semibold Italic

Garamond Bold

Garamond Bold Italic

Garamond Light

Garamond Light Italic

GARAMOND | REGULAR | 9PT

Garamond, a classic old-style serif font, is the proposed primary typeface for body text. Its organic, yet structured style makes it adaptable to different layouts and well-suited for copy.

GARAMOND REGULAR | 48PT

Aa

GARAMOND ITALIC | 48PT

Aa

GARAMOND BOLD | 48PT

Aa

GARAMOND BOLD ITALIC | 48PT

Aa

GARAMOND | REGULAR | 12PT

The Quick Brown Fox Jumps Over The Lazy Dog 1234567890!@#$%^&*()-+:"?

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OFFICIAL COLOR PALETTE

DHA products should be created using some combination of the colors below.

	R: 9	C: 100	HEX: #092068
	G: 32	M: 95	
	B: 104	Y: 28	
		K: 23	

	R: 89	C: 65	HEX: #5992GA
	G: 146	M: 33	
	B: 202	Y: 1	
		K: 0	

	R: 88	C: 45	HEX: #582831
	G: 40	M: 82	
	B: 49	Y: 61	
		K: 52	

	R: 90	C: 69	HEX: #5AAB46
	G: 171	M: 9	
	B: 70	Y: 100	
		K: 0	

	R: 65	C: 0	HEX: #414042
	G: 64	M: 0	
	B: 66	Y: 0	
		K: 90	

	R: 255	C: 0	HEX: #FFD03F
	G: 208	M: 17	
	B: 63	Y: 85	
		K: 0	

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The DHA logo is registered with the U.S. Patent & Trademark Office as a trademark of the U.S. Department of Defense, Defense Health Agency. The symbol ® denotes that this mark is a registered trademark and may be used only by the DHA and its authorized partners and licensees. The registered ® symbol signifies that the DHA has the exclusive right to use the DHA seal and logo in connection with its goods and services. The infringement of DHA's exclusive right to the DHA seal and logo shall subject the infringer to such penalties as are provided for in the Trademark Act (15 U.S.C. §§1111-1129).

DHA's trademarks should be used in their exact form. Any alterations can jeopardize their protected legal status.

Whenever the DHA logo is used by partner or affiliated organizations on any commercial material, the following statement must appear in a clear, easily readable position on the material:

"DHA is a registered trademark of the Department of Defense, Defense Health Agency. All rights reserved."

QUESTIONS?

If you have questions about the DHA Brand Guide, have suggestions for items to include, or need to report an error, send a message to the MHS Marketing and Branding team.

dha.ncr.comm.mbx.mhs-marketing-and-branding@mail.mil

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