

VA.gov Content Style Guide Working Group

12/20/2018 agenda

Agenda

- Doodle poll follow-up: Coordinator role
- Draft charter
- Standardize this!
- Style guides inventory – primary; outdated; deprecated; missing?

December 20, 2018

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Using words consistently inspires **trust** and **confidence** in our customers.

It creates a feeling that we're competent, professional, and act on our customers' behalf as a **unified** organization.

DOD doesn't appear to have a standard, or if it does, does not use it consistently

https://www.militaryfactory.com/dictionary/military-terms-defined.asp?term_id=2948 – Service member

https://www.militaryfactory.com/dictionary/military-terms-defined.asp?term_id=439 – Service member

https://www.militaryfactory.com/ships/detail.asp?ship_id=USS-Cole-DDG67 – service member

<https://www.militaryfactory.com/5-star-generals.asp> - service member

<https://dod.defense.gov/News/Article/Article/1573240/dod-announces-policy-change-on-transfer-of-post-911-gi-bill-benefits/> - service member

DoD Announces Policy Change of Post-9/11 GI Bill Benefits

July 12, 2018

News

DoD News, Defense Media Activity

WASHINGTON -- The Defense Department issued a change to its policy on the transfer by **service members** in the 9/11 GI Bill educational benefits to eligible family members.

Effective one year from the date of this change, eligible benefits will be limited to **service members** with less than 10 years of service.

A qualified (certified) **Service member** who, from aircraft engaged in close air support and other of joint terminal attack controller will be recognized.

ates Marine Corps, a US **service member** killed in action

the motto "Gloria Merces Virtutis" translating to "Glory is

inia.

Outside VA and DOD

- Paralyzed Veterans of America <https://www.pva.org/veterans-employment>
- Today's Military <https://www.todaymilitary.com/joining/types-of-military-service>
- Tricare <https://www.tricare.mil/Plans/Eligibility/ADSMandFamilies>
- USA.gov <https://www.usa.gov/military-personnel-and-installations>
- Move.mil <https://move.mil/moving-guide>

Members, Units, and Facilities

Get guidelines on sending mail to **servicemembers**.



Joining
Research & Planning

ABOUT PAVE

Paving Access for Veterans Employment (PAVE) provides vocational counseling and placement assistance to any veteran, active duty **service member**, spouse or caregiver in the country. Our unique, **no-cost** program offers assistance with a variety of costs and expenses. Through the generous support of...

ACTIVE DUTY (FULL TIME)

As the most time-intensive service commitment, Active Duty is a full-time commitment. Active-duty **service members** are full-time members of the Military and immersed in military culture. After attending boot camp, they typically last two to three years.

Active duty **service members** (including DEERS) are eligible for TRICARE.

Your Health Plan Options

Active duty **service members** have several health plan options at their station.

- [TRICARE Prime](#)

<https://move.mil/moving-guide>

What does rank have to do with it?

The rank specified on your job/travel orders will be used to determine how much moving allowance (a.k.a. "how much stuff") you are allowed to take to your new station. As your rank increases, your moving allowance also increases. Any cost to move a **service member's** moving allowance will be charged to the **service member** after...

[Learn your weight allowance \(entitlements\).](#)

was created in the...
service members are...
their command, whi...

VA web properties, pages

Sometimes “Servicemember,” “Service member,” “servicemember,” and “service member”

I am an Active Duty **service member**

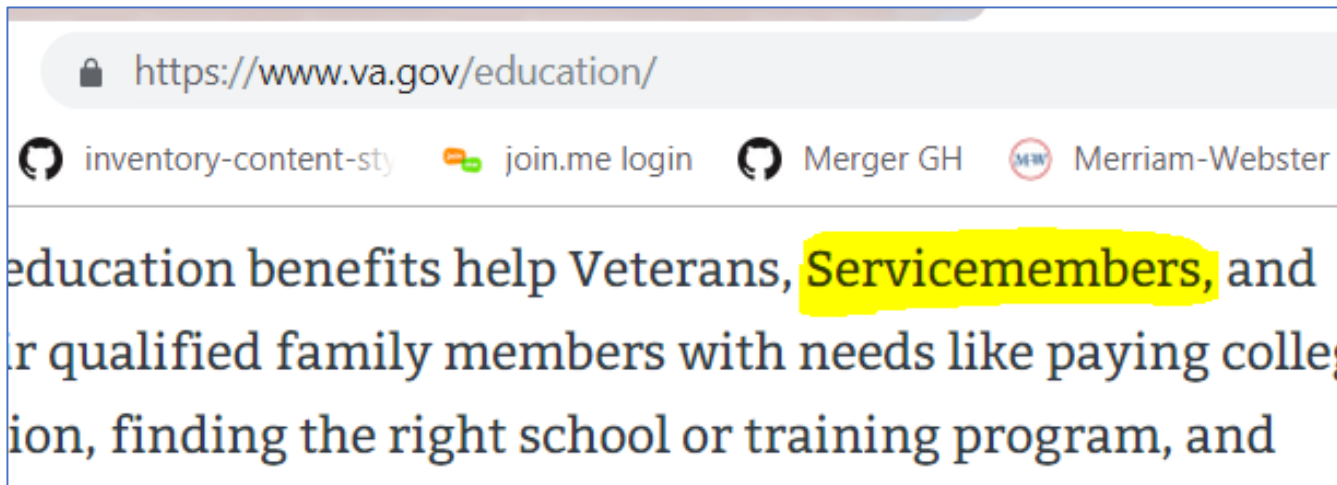
The term "**service member**" means a member of the "uniformed services", consisting of the armed forces (Army, Navy, Air Force, Marine Corps, and Coast Guard), the Commissioned Corps of the National Oceanic and Atmospheric Administration (NOAA) and the Commissioned Corps of the Public Health Services. Read below for information about VA benefits for active duty

...reserve components of the armed forces who die
in circumstances or who die while on training duty a
re **service members** and former **service members** wh
at the time of their death. Spouses, minor children a
ditions, dependent unmarried adult children are also

<https://www.cem.va.gov/pre-need/>

https://www.va.gov/opa/persona/active_duty.asp

<https://www.va.gov/education/>



https://www.va.gov/education/

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education benefits help Veterans, **Servicemembers**, and qualified family members with needs like paying colle...
ion, finding the right school or training program, and

VA web properties, pages

Sometimes “Servicemember,” “Service member,” “servicemember,” and “service member”

VA Support to **Service members** and Veterans

Your eligibility depends on where you are in the military lifecycle. To learn more, explore your resources

Active Duty

Service Members

Learn about the VA benefits available to you and your family throughout your military career.

Explore »

Warrior Training Advancement Center

The Warrior Training Advancement Center provides education and training opportunity created by the Department of Defense for Wounded Warriors and **Service members**. Participants complete training while serving in the military

VA » Health Care » Transition Care Management (TCM)

Transition Care Management

▼ Returning **Service members**
(OEF/OIF/OND)

Returning **Service members**
(OEF/OIF/OND) Home

What Can VA Do For Me?

<https://www.benefits.va.gov/tap/tap-index.asp>

<https://www.oefoif.va.gov/>

VantagePointStyleGuide_042518.pdf: <https://www.vapulse.net/docs/DOC-156855>

VantagePointStyleGuide_042518.pdf

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Please use AP style, i.e. no Oxford commas

###

Updates will be added as need to the bottom of this style guide for quick reference.

Update – April 25, 2018

service member - Per AP style, service member is two words, both lowercase. (Implemented by OPIA Media Relations, December 2016)

VHA Digital Media intranet: <https://vaww.va.gov/webcom/style.asp>

https://vaww.va.gov/webcom/style.asp

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Veteran	Capitalized at all times
Soldiers, Seamen, Airmen, Reservists and Guardsmen	Capitalized
service member	Two words, lower case, <u>updated 4/25/2018</u>
Central Office	Capitalized, as it's considered a proper noun
Program and Project	Capitalized only if part of the name
Governmentwide	One word. "G" is capitalized if referring to U.S. to State government
federal	Lower case "f", unless it is part of a proper name

VBA points to OPIA “service member” page

The screenshot shows a web browser window with the URL <https://benefits.va.gov/BENEFITS/index>. The browser's address bar includes icons for information, security, and search. Below the address bar, there are navigation links for "Most Visited", "Getting Started", "English", "GH vets.gov-conten...", "Design.va.gov-GH", "Edit files design.va...", and "Github". A red button labeled "Talk to the" is visible in the top right corner.

The main header of the website features the VA logo, the U.S. Department of Veterans Affairs seal, and the text "U.S. Department of Veterans Affairs". A search bar is located in the top right of the header.

Below the header, there are three main navigation categories: "VA Benefits and Health Care", "About VA", and "Find a VA Location".

The main content area is divided into two sections. On the left, there is a section titled "I AM A..." with a dropdown menu currently showing "Select One". Below this menu is a list of categories with right-pointing chevrons:

- ▶ Transition and Economic Development
- ▶ Compensation
- ▶ Education & Training
- ▶ Vocational Rehabilitation & Employment

On the right side of the main content area, there is a breadcrumb trail: "VA » Veterans Benefits Administration". Below this is the main heading "Veterans Benefits Administration" in a large, blue, serif font. The background of this section features a close-up image of a hand pointing at a document.

A more modern, standardized, and plain language direction aligned with VA's Digital Modernization Strategy

- service members – lowercase, two words [no change but clarify for VA.gov]
- Veterans – capitalized [no change]
- family members – lowercase [no change]
- spouses, dependents, survivors (and other family beneficiary terminology) – lowercase [no change]
- caregivers – lowercase [no change]
- health care – lowercase, two words [no change]

Exception: In branded names (such as the official names of VAMCs, forms, programs, etc.), defer to the branded style.

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Public Affairs Guidelines -- for Facility Public Affairs Practitioners, pp 115

<https://vaww.va.gov/opa/Internal/PAGuidelines/PA-Guidelines-FINAL-082018-508.pdf>

<https://vaww.va.gov/opa/Internal/PAGuidelines/PA-Guidelines-FINAL-082018-508.pdf>

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DOD military terms

been told that, prior to this date, seemingly petty rivalries sometimes resulted in duels being fought, treaties being broken and heads being lost — all over details of protocol.

Within any society, we need rules – if for no other reason than to prevent chaos. Protocol is a code of established guidelines on proper etiquette and precedence, which, when followed, lays the foundation for a successful event.

VA Style and Usage

The advent of Cabinet status for the Department of Veterans Affairs created many questions about proper style and usage. VA style and usage standards are found at http://vaww.va.gov/6102/VA_Graphic_Standards.asp.

Goes here: https://vaww.va.gov/6102/VA_Graphic_Standards.asp



The header features the VA seal on the left, the text "UNITED STATES DEPARTMENT OF VETERANS AFFAIRS" in the center, and "INTRANET" in a stylized font above it. On the right, there is a search bar with the text "Search All VA Web Pages" and a "Search" button, with a link to "Open Advanced Search" below it.

6102

VA Graphic Standards

[VA Seals](#) | [Improper Seal Usage](#) | [VA Signatures](#) | [Improper Signature Usage](#) | [Graphics Resource Center](#)

The following are excerpts from the **VA Graphic Standards Guide (GSG)**

Identification

The U.S. Department of Veterans Affairs (VA) Tier 1 Graphic Standards showcases major elements of the VA brand identity system and provides guidelines for their correct use in creating new components of the VA brand identity. 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.

VA Seal



The original Official VA Seal was created in 1989 to represent the newly established Department of Veterans Affairs, converted in 1988 from the Veterans Administration. Its regally distinguished rendering respectfully reflects the VA mission and esteemed

