



DEFENSE HEALTH AGENCY BRAND STANDARDS

2025



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Change Register

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INTRODUCTION

The **Defense Health Agency (DHA)** is a joint, integrated Combat Support Agency that enables the Army, Navy, and Air Force medical services to supply a medically ready force and ready medical force to Combatant Commands in peacetime and wartime. DHA delivers first-class care to its military force, providing comprehensive care and military health benefits to eligible beneficiaries.

MISSION: DHA supports our nation by improving health and building readiness—making extraordinary experiences ordinary and exceptional outcomes routine.

VISION: Unrelenting pursuit of excellence as we care for our joint force and those that we are privileged to serve. Anytime, Anywhere—Always.

Why do we need brand guidelines?

The DHA brand represents the trust our beneficiaries place in us to take care of their health needs. Using the brand in a positive and consistent manner is part of showing DHA is worthy of that trust. DHA's work is of highest interest to Congress, military and veteran organizations, DOD leaders, federal agencies, and the healthcare industry worldwide. This guide provides the details and specifics on how to use the DHA brand.

This brand guide details the required use of the DHA marks to ensure:

- Protection of the DHA brand
- Appropriate use of the DHA registered marks in relation to all services and products
- Consistent use of the DHA marks in compliance with trademark registration

Who should use this brand guide?

DHA staff, other DOD organizations, contractor partners, and licensees should use these guidelines when reproducing the DHA registered marks on or in relation to their communications products and services.

What does this brand guide cover?

The specific parameters of this guide are intended to preserve and protect DHA's brand identity related to:

- Logo standards
- Seal standards
- Color palette and usage
- Font selection
- Trademark use guidelines

DHA MARKS

DHA Logo



Cobranding with the DHA Logo



Figure 1

The DHA logo and seal 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 or when a cobranded partner's only mark is a seal. For all other cases, the logo is the preferred mark.

When using a DHA mark with another brand, match logo to logo and seal to seal. Figure 1 shows a logo-to-logo example. Figure 2 shows a seal-to-seal example.

When using a single DHA mark, use the logo for:

- Staff business cards
- Presentations, slides, posters, banners, and other signage
- DHA publications including reports, fact sheets, graphics, and web content
- Banners to announce events not governed by protocol standards (for example, blood drives and special clinics)

When using a single DHA mark, use the seal for:

- Official organization letterhead
- Official certificates, medals, and awards
- Banners to announce events governed by protocol standards (for example, town hall sessions and change of leadership ceremonies)

DHA Seal



Cobranding with the DHA Seal



Figure 2

DHA LOGO

The DHA logo has a contemporary and clean design and should not be distorted in any way, keeping its relative dimensions.



Logo elements include:

1. ***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.
2. ***“Defense Health Agency”*** is spelled out and centered under the DHA abbreviation.
3. Finally, the ***registration mark symbol*** ® is required when using the logo. The registration mark must be visible in both print and electronic products.

DHA LOGO

The DHA logo is registered with the U.S. Patent and Trademark Office and will not be modified. Care should be given when copying the logo to ensure it's not distorted. (Hold down the Shift key when resizing to constrain proportions.)

To ensure prominence and legibility, surround the DHA logo with a field of clear space equal to one-half the height of the logo, as shown to the right. This clear space isolates the DHA logo from the competing graphic elements such as text, photography, or other seals that may divert attention from the DHA logo.

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.



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INCORRECT USE OF THE DHA LOGO

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.

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

PROGRAM LOGO CUSTOMIZATION

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.



DIRECTOR'S
COMMUNICATIONS
& PUBLIC AFFAIRS
DIVISION

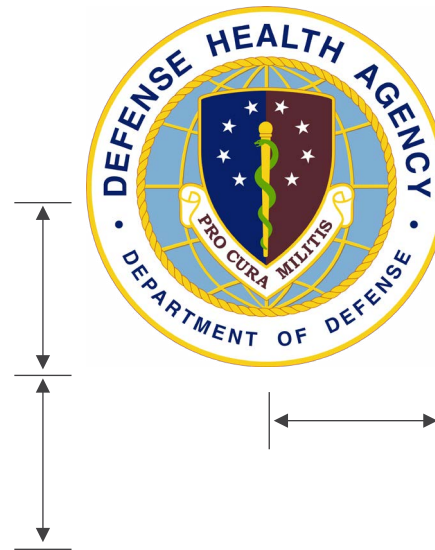


DHA SEAL

The DHA seal is registered with the and the U.S. Patent and Trademark Office. and will not be modified. It 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. (Hold down the Shift key when resizing to constrain proportions.)

To ensure prominence and legibility, surround the DHA seal with a field of clear space equal to one-half the height of the seal, as shown to the right. This clear space isolates the DHA seal from the competing graphic elements such as text, photography, or other seals that may divert attention from the DHA seal.

Incorrect use of the DHA seal can compromise its integrity and effectiveness. To ensure accurate and consistent reproduction of the seal, always use the approved digital artwork. Never alter, add to, or recreate the DHA seal.



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DHA Seal Symbolism

Light blue is traditionally associated with the Department of Defense, and the globe represents the health services provided for military men, women, and their families around the world. The gold rope, grid lines, and trim represent Navy Medicine; the blue on the shield represents Air Force Medicine; and the maroon on the shield represent Army Medicine. The eight white stars represent the uniformed services supported by the Defense Health Agency. The staff of Asclepius is a symbol traditionally associated with military medical units. The motto, "PRO CURA MILITIS," translates to, "the care of the warrior."

INCORRECT USE OF THE DHA SEAL

Incorrect use of the DHA seal can compromise its integrity and effectiveness.

To ensure accurate and consistent reproduction of the seal, always use the approved digital artwork. Never alter, add to, or recreate the DHA seal.

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



Do not reverse out the logo



Do not add other effects to the logo



MHS Military Health System
health.mil

Do not use the seal as part of another mark.



Do not tint the logo colors



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

HOW DO I COBRAND WITH OTHER ORGANIZATIONS?

These are the scenarios where you could cobrand with the DHA brand:

- **DHA | TRICARE:** Use this branding convention when talking about the TRICARE health benefit.



- **DHA | Military Medical Services:** DHA and military medical services may cobrand. The order of marks is DHA, Army, Navy, then Air Force.



- **DHA with other MHS entities:** When producing products where DHA collaborated with other MHS organizations, use the MHS logo using the rules outlined in that brand guide.



- **DHA | Hospital/Clinic:** If a military hospital or clinic has a logo registered* with the U.S. Patent and Trademark Office or an emblem designed and registered with the Institute of Heraldry, use this branding convention.



- **DHA | Other DOD or Other DOD | DHA:** Use this branding convention when producing products with one other DOD organization (outside the MHS). The lead brand is determined by either who the lead partner is or who created the product if the partnership is equal. If DHA collaborates with two or more DOD organizations, move to DOD branding and refer to that brand guide at defense.gov/Brand-Guide.



- **DHA with Another Executive Department:** Move to department-level branding and follow those brand guides. For example, it would be DOD and VA and not DHA and VHA. The lead brand is determined by highest-level executive department.



There is a protocol order or hierarchy to placing military seals and logos properly. The protocol order for uniformed services is: Army, Navy, Air Force, Marine Corps, Space Force, Coast Guard, National Oceanic and Atmospheric Administration, and Public Health Service.

*No new trademark registrations are allowed under this brand strategy. Any renewals for current registrations must be approved by the enterprise brand manager before renewal can be executed.

DHA TYPOGRAPHY GUIDELINES

The correct use of typefaces is essential to maintain the DHA 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 products a consistent and professional appearance.

Typeface Usage Best Practices

- Use Franklin Gothic for titles and shorter text blocks
- Use Garamond for longer text passages
- Condensed versions of these font families are reserved for graphics and visual aids. Do not use these versions in publications.
- Use 12-point font for documents such as reports, fact sheets, and web content
- Do not use special effects, such as drop shadow, that compromise legibility
- Do not expand, condense, or modify letterforms

DHA TYPOGRAPHY

ITC Franklin Gothic Font Family (Typeface Samples)

ITC Franklin Gothic Book

ITC Franklin Gothic Book Italic

ITC Franklin Gothic Medium

ITC Franklin Gothic Medium Italic

ITC Franklin Gothic Demi

ITC Franklin Gothic Demi 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 | 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!@#\$%^&*()-+:”?

OFFICIAL COLOR PALETTE

DHA's approved color palette is below. Give preference to this palette before any other color. This will help ensure the aesthetic quality and visibility of marketing materials. DHA Background Blue is reserved for call out text boxes like the one shown on page 8 of this guide.

Primary Colors:



DHA Dark Blue
RGB: 36/43/100
CMYK: 100/95/28/23
HEX: #092068



DHA Blue
RGB: 90/146/202
CMYK: 65/34/2/0
HEX: #5A92CA



DHA Maroon
RGB: 88/40/49
CMYK: 45/82/61/52
HEX: #582831



DHA Background Blue
RGB: 158/189/219
CMYK: 37/16/4/0
HEX: #9EBDD8

Secondary Colors:



DHA Green
RGB: 90/172/69
CMYK: 69/8/100/0
HEX: #5AAC45



DHA Yellow
RGB: 255/208/65
CMYK: 69/8/100/0
HEX: #FFD041



DHA Orange
RGB: 234/116/37
CMYK: 4/67/99/0
HEX: #EA7425

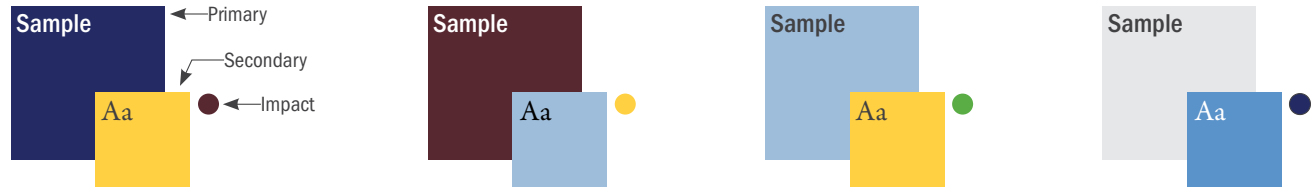


DHA Gray
RGB: 65/64/66
CMYK: 0/0/0/90
HEX: #414042

COLOR USE

Here are some suggested color combinations that work especially well together, using the DHA brand colors. It's important to remember that when using any of the colors as text, the contrast between the foreground and background must be at least 4.5:1 to ensure legibility and accessibility.

You can use <https://webaim.org/resources/contrastchecker/> to check color contrast.



Color in Action

Here are examples of how to combine the DHA color palette into a designed document. These examples lean into the dark blue color and use the contrasting brightest gray to define the brand and type, drawing the eye into the document. Although each document will be different, your use of color should achieve an overall brand color balance.

The sample document is titled "DHA Military Medical Training Pathway FACT SHEET". It features a dark blue header with the DHA logo and title. The main content area is white with dark blue text. A sidebar on the right contains "MILESTONES" and "TRAINING AND POST-GRADUATE REQUIREMENTS". The footer includes a QR code and the URL "HEALTH.MIL/GME".

Color annotations are provided for the document:

- Primary**: Dark blue (indicated by a dark blue dot and arrow pointing to the header background).
- Impact**: Dark red (indicated by a dark red dot and arrow pointing to the header background).
- Body**: Black (indicated by a black dot and arrow pointing to the main text).
- Type**: White (indicated by a white dot and arrow pointing to the header text).
- Secondary**: Light blue (indicated by a light blue dot and arrow pointing to the sidebar background).

TRADEMARK USAGE

The DHA seal and logo are registered with the U.S. Patent & Trademark Office as trademarks of the U.S. Department of Defense (DoD), Defense Health Agency (DHA). The symbol ® denotes that these marks are a registered trademarks 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 seal or logo are 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.”