

# Jefferson Regional Foundation

## Client's Goal

Put this important new community foundation on the map in the Pittsburgh region

## Akoya's Role

Encapsulate the clear mission and sense of place at the heart of the Jefferson Regional Foundation

## Highlights

- Brand identity and applications
- Graphic standards
- Descriptive yet aspirational tagline

**Using the Jefferson Regional Foundation Logo**

The Jefferson Regional Foundation logo must always appear as shown in the examples at right and sized equally with other company logos or identifiers. The logo may not be altered, cut apart, separated, or otherwise distorted in perspective or appearance.

Logo typeface: Minion Pro Medium  
Recommended typeface for tag line: Gotham Narrow Book

**PLACEMENT**

- Do not place the logo on a busy image.
- Maintain a 1/8 inch area of clear space around the logo.
- Do not violate the clear space or overlap the logo with text or images.

**MINIMUM SIZE**

The logo may be resized but the proportions must be maintained. For legibility, the logo should not be reproduced smaller than the example shown. Legibility of the words must be maintained when the logo is used in Web or small applications.

**COLOR**

The logos may be used in a two-color version (rust and gray) or a one-color version (rust only). Alternate versions in black and reversed out to white are allowed as shown in these examples. The print and web colors are:

Rust PMS 7814  
Rust CMYK: 15/65/76/3  
Rust RGB: 205/107/60

Gray PMS 4051  
Gray CMYK: 54/50/51/18  
Gray RGB: 119/126/123

Gray hex: C8C8C7

BLACK VERSION      WHITE VERSION

**Jefferson Regional Foundation**

Investing in the health and vitality of Jefferson Hospital communities

jeffersonrf.org

# U.S. Department of Veterans Affairs

## Women's Health Services

## Client's Goal

Prepare the far-reaching VA system to effectively serve the growing population of women veterans

## Akoya's Role

Create an instantly recognizable identity for the vast array of campaigns and tools used in this culture change effort

## Highlights

- Tagline conveying vital mission
- Identity design and application standards
- Core tools including website and presentation templates



2012 VA Certificate of Appreciation  
2010 VA Ace Achievement Award

**ON THE FRONTLINES OF VA WOMEN'S HEALTH**

**Enhancing Services for Women Veterans**

**WOMEN VETERANS HEALTH CARE**

*You served, you deserve the best care anywhere*

At the frontlines of battle and the roles of care have changed dramatically in the past 50 years, so has the face of the U.S. military. Women now make up more than 14% of today's active-duty military, serving alongside men in fighter pilots, warship commanders, and military police units around the world. They represent the growing subpopulation of the U.S. military, and increasingly women are enrolling for health care at all levels. Soldiers from Operation Enduring Freedom, Operation Iraqi Freedom, and Operation New Dawn (OEF/OIF/OND) have added more than 1 million women Veterans to the rolls. During the past 10 years, those numbers are expected to increase dramatically. And based on the upward trend in all branches of the service, the number of women Veterans will keep climbing. The VA's commitment to provide the highest-quality comprehensive health care extends to every Veteran through its doors. To ensure this commitment is met for women, the VA has entrusted the Veterans Health Strategic Health Care Group (Women's Health) with enhancing services for Veterans. Working closely with other VA program offices and facilities nationwide, Women's Health is improving services, resources, facilities, and workforce to make health care more accessible to women Veterans, and of the highest quality for the women Veterans of today and tomorrow.

**WOMEN VETERANS HEALTH CARE**

*You served, you deserve the best care anywhere*

**Number of women Veteran VA patients in each year, FY00-FY12**

Fiscal Year	Number of Patients
FY00	~100,000
FY01	~100,000
FY02	~100,000
FY03	~100,000
FY04	~100,000
FY05	~100,000
FY06	~100,000
FY07	~100,000
FY08	~100,000
FY09	~100,000
FY10	~100,000
FY11	~100,000
FY12	~100,000

**Age distribution among women Veteran VA patients, FY09**

Age Group	Percentage
18-24	42%
25-34	31%
35-44	27%

**VA CARE EXCELLENCE**