

Brand Guidelines

September 2023

DBHDS 

Virginia Department of Behavioral Health
and Developmental Services

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Brand Story

The Virginia Department of Behavioral Health and Developmental Services (DBHDS) facilitates a complex system of community-based behavioral health care and services for individuals with developmental disabilities as well as operating nine behavioral health facilities, one training center, one medical center, and one behavioral rehabilitation center. DBHDS also licenses and contracts with Virginia's 40 locally-run community services boards and licenses hundreds of private providers of community services. The Commonwealth of Virginia is home to the oldest mental health hospital in the nation and founded the first mental health hospital for people of color. Historically, services for behavioral health and developmental disabilities were delivered while separating individuals from society. Today, however, the goal is to deliver compassionate and person-centered services within the community whenever possible.



The behavioral health and developmental disabilities system involves many different stakeholders working together with the common purpose of helping individuals receiving services, which adds to the complexity of bringing about meaningful change. The person-centered, community-based, integrated system managed by DBHDS involves the entire continuum of care. Virginia's system intersects with many different facets of the Commonwealth's vast and varied service delivery system: education, Department of Social Services, Medicaid, the criminal justice and courts systems, private hospitals and health systems, and providers, among others.

Collaboration is key. Accomplishing beneficial system changes requires identifying service innovations and best practices across the system of care. Although challenging, Virginia is poised to support and develop tangible and achievable means to close capacity gaps, with the goal that every individual will have access to the quality services they need, regardless of where they live. The passionate and dedicated workforce of DBHDS creates change by focusing on the overall system of care to advance our mission of supporting individuals by promoting recovery, self-determination, and wellness in all aspects of life.

Mission and Vision

Mission: Supporting individuals by promoting recovery, self-determination, and wellness in all aspects of life

Vision: A life of possibilities for all Virginians



Values

Focus first on the individual receiving the services.

Our decisions and actions consider first the best interests of individuals receiving services and their families. We respect the potential and capacity of each person who receives services. We value and support the healing and recovery process.

Be responsive to our external and internal customers.

We seek input and involvement from our customers. We share ideas and remain open to different opinions. We listen to and respect what our customers say and respond promptly to their requests.

Promote partnerships and collaboration.

We create opportunities for partnerships, encourage teamwork, and support each other to succeed. We accept shared ownership and seek win-win (mutually acceptable) solutions. We communicate openly and clearly. We are willing to take risks as we look for creative solutions and new ways of solving problems. We make decisions and resolve problems at the level closest to the issue.

Be good stewards of our resources.

We manage the assets and protect the interests of the entire services system. We value and take care of staff. We use the Commonwealth's resources in the most effective and efficient manner.

Maintain professionalism, integrity, and trust.

We recognize and celebrate individual and team successes. We use valid data that reflects best practices and positive results and outcomes. We take responsibility for ourselves, for our actions, and for how these actions affect others. We develop a supportive and learning environment and work continuously to improve the quality of the services we provide. We keep our word and deliver what we promise. We incorporate our values into everyday decisions.

Language and Tone

Name and Abbreviation

In most communications, the first mention of the Department should be fully written out as “The Virginia Department of Behavioral Health and Developmental Services (DBHDS).” After that, “DBHDS” may be used. “VaDBHDS” is not an acceptable abbreviation for the name. Do not shorten the name to “The Department of Behavioral Health.” In order to promote a “One DBHDS” philosophy, communications in Central Office should be written from DBHDS rather than individual offices or divisions.



Tone

DBHDS strives to communicate with a tone that can be described as professional but empathic, with a focus on the dignity and humanity of every person. Language should aim to be accessible and responsive to many different audiences and needs.

Audiences

In all communications, always consider the audience and the language they would be familiar with. DBHDS communicates with many audiences, including but not limited to:

- Individuals living in Virginia
- Individuals receiving services
- Individuals in need of services
- DBHDS staff
- Potential employees
- CSB staff
- Elected officials
- Reporters/media
- Advocates
- Community partners
- Other state agencies

Language Guidance

AP Style

DBHDS communications utilize AP style. For questions of grammar or structure, visit the AP Style Guide.

Plain Language

Most communications should be written in plain language in order to reach a wide audience. Exceptions would include legal documents or communications to specific audiences with knowledge of industry terms.

Sensitive Topics

DBHDS communicates about a number of topics that could at times reference sensitive material. Whenever communicating about such topics, check with a subject matter expert to ensure you use the most accurate and person-centered terminology.

Language Access

Virginia populations include people who speak many different languages, so it is important to consider language access when communicating. Consider the primary languages of your target audience. Critical information, updates, and alerts that are relevant to a wide group of consumers should be communicated in multiple languages.

ADA Compliance

DBHDS communicates with a variety of audiences across the Commonwealth, including those who may have a disability that would require alternative means of communication. Whenever possible, try to consider multiple ways to share information, such as providing alt text on social media or website content.



DBHDS Logo

Story

The arrows in the DBHDS logo and the transition from blue to green symbolize words commonly used across DBHDS systems and services: possibility, recovery, forward movement, progress, growth, and hope. The dots that make up the arrows symbolize both the individuals DBHDS serves and the people who contribute to a system of care across the Commonwealth. The shades of blue and green inspire feelings of calm, positivity, and modernity.



Logo Usage

The DBHDS logo may be used on any official DBHDS communications. The logo should not be altered or edited in any way, including separating the acronym from the arrow design. The only exception is the profile image for social media platforms, which may show the arrows without the acronym. The two-color version of the logo should be used whenever possible. However, if the background is too dark for the colors to show clearly, the solid white version may be used. Individual offices and divisions should not have or use logos other than the official DBHDS logo. DBHDS facilities, however, may use their own logos.



Important Reminders



DO NOT change the color. Use colors in the palette.



DO NOT add text to the logo.



DO NOT change the proportions or placement of any part of the logo.



DO NOT add shadow or any effects.



DO NOT add a box or other embellishments around the logo.

Seal of the Commonwealth

The Seal of the Commonwealth should only be used on the state-designed and approved business cards and official DBHDS letterhead. Letterhead should only be used on official DBHDS communications, such as communications from the Commissioner, cover letters for reports due to the Governor's Office or General Assembly, and constituent correspondence. Letterhead should not be used for informal communications such as newsletters or announcements.



Colors

Both the logo colors and secondary colors can be used for most design elements. However, readability is key. When using a dark background, make sure a lighter font is used, and vice versa.

Logo Colors



Pantone:
7690

RGB:
0 104 154

CMYK:
100 56 19 2

HEX:
00689A



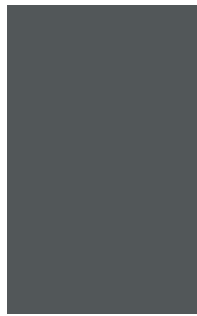
Pantone: 576
Adjusted

RGB:
117 161 66

CMYK:
62 21 100 0

HEX: 75A142

Secondary Colors



Pantone:
425

RGB:
83 87 90

CMYK:
66 56 53 29

HEX:
53575A



Pantone:
2915 C

RGB:
72 174 225

CMYK:
60 20 0 12

HEX:
48AEE1



Pantone:
7405 C

RGB:
232 185 0

CMYK:
0 18 91 9

HEX:
E8B900



Pantone:
2955 C

RGB:
7 67 105

CMYK:
100 75 35
22

HEX:
074369



Pantone:
359 C

RGB:
151 209 98

CMYK:
23 0 44 18

HEX:
97D162

Fonts

Logo Fonts

DBHDS: Helvetica Neue (Light)

Name: Acumin Variable Concept
(Light)



Virginia Department of Behavioral Health
and Developmental Services

Secondary Fonts

Font families may be used. For example, instead of Helvetica, you may choose to use Helvetica Light.

- Stylized Documents (Presentations, Posters, Graphics, Newsletters, etc.): Helvetica
- For Web-Based Communications (emails, etc.): Calibri
- For Official Communications appearing on Agency Letterhead: Times New Roman

Photography and Videography

When using images in DBHDS communications, try to focus on the solution, not the problem. For example, if the communication is about substance use, you might use a stock photo of a group meeting. If confusion about the topic might be a concern, you can always add a caption.

When sharing pictures or video of real people, it is DBHDS policy to obtain their permission before sharing publicly. This is critical for pictures of individuals from outside of the agency as well as employees of DBHDS. The DBHDS photo release form can be used for events where people may be photographed with the intent to share the photos publicly. DBHDS does not allow images or video of individuals receiving services from DBHDS.

Use approved stock photos and video clips. Avoid when possible using copyrighted images.



Contact the Office of Communications

If you have any questions, don't hesitate to reach out to:

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