



FLORIDA DEPARTMENT OF  
**EDUCATION**  
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# Division of Vocational Rehabilitation Brand Manual for External Partners and Vendors

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# Introduction

Thank you for taking the time to review the brand guidelines for the Division of Vocational Rehabilitation (VR). Here at VR, the value of our brand is built through the relationships we have with those we serve and consistency in that message is key to strengthening those connections.

This guide will provide you with basics on VR logo usage and best practices for creating your promotional materials.

**As you review this information, please keep the following in mind:**

- All materials promoting services paid for with VR funding must reference VR using the requisite language and/or include the VR logo.
- VR's Provider Management Unit will review all materials to ensure partners are approved to perform advertised services.
- Any use of the VR logo, including websites, brochures, signs and promotional pieces, must meet all identity standards and be cleared with the VR Communications Office.

# Requisite Language

Requisite language allows you to identify yourself as a VR partner or vendor and recipient of VR funds with or without the use of the VR logo.

**Any of the following phrases can be used in printed or digital media:**

- “We are registered with the Division of Vocational Rehabilitation (VR) and can provide services to VR customers.”
- “[Business name] is an approved vendor with the Division of Vocational Rehabilitation (VR) and we are happy to serve VR’s customers.”
- “[Career Camps or other event] are funded by Florida’s Division of Vocational Rehabilitation (VR). If you would like to participate, start by contacting your VR counselor.”

# The VR Logo: Standard



## Minimum Clear Space

The logo must be reproduced with a clear area around it that is free from other graphic elements or text. The minimum clear space is equal to one-quarter the height of the logo.

## Minimum Size

The height of the logo should never appear smaller than .5" in height, and only at that size if production standards ensure legibility. The logo should always be clearly legible and displayed on the front page of any publication.

# The VR Logo: Stacked



## Minimum Clear Space

The logo must be reproduced with a clear area around it that is free from other graphic elements or text. The minimum clear space is equal to one-quarter the height of the logo.

## Minimum Size

The height of the logo should never appear smaller than .5" in height, and only at that size if production standards ensure legibility. The logo should always be clearly legible and displayed on the front page of any publication.

# Logo Usage Requirements

## Logo Usage Requirements

Use the minimum-size and clear-space standards so that the VR logo maintains clarity, legibility and impact across every application. To ensure brand consistency, the VR logo may only be used in full color or one color versions (in black, grey, white, navy or Pantone 072c) as represented below. Reproduction in different shades or colors is not acceptable. Stretching or otherwise altering the appearance of the logo is not acceptable. Logos should not be placed on a “busy” or complex background.



# Plain Language

Plain language is a communication standard that makes it easy for an intended audience to “find what they need, understand what they find and use the information.” <sup>1</sup>

**To ensure your promotional materials can be easily understood by potential and current customers:**

- Avoid unnecessary information, jargon, or legalese.
- Aim for a reading level of 8<sup>th</sup> grade or below.
- Keep sentences short and concise.
- Use meaningful headers to organize your information.
- Use the active voice rather than the passive voice.

1) PlainLanguage.gov. (n.d.). *plainlanguage.gov* | *Federal plain language guidelines*. <https://www.plainlanguage.gov/guidelines/>

# People-First Language

**As a VR partner or vendor, people-first language and tone should be reflected in your promotional materials.**

- People-first language emphasizes the person first, not the disability. For example, when referring to a person with a disability, refer to the person first by using phrases such as: “a person who ...”, “a person with ...” or, “person who has...”
- Never use words or phrases like “victim,” “suffers from,” or “wheelchair-bound.”
- Be aware that preferred terms can change, what once was acceptable may no longer be. That’s okay, take the time to update yourself and your materials.

# Accessible Design Best Practices

## **Print & Web**

- Aim for the highest contrast when putting colored text on any sort of background.
- Avoid putting text in “true red” or “true green” because people with red-green color blindness will have difficulty reading it.
- Choose fonts that are the easy to read for people with and without visual impairments, such as, Arial (12pt or larger), Calibri (14pt or larger) or Verdana (12pt or larger).

## **Video & Other Media**

- Caption videos or provide a transcript for people with hearing loss.
- Use descriptive text for images or video that allow people with visual impairments to understand information they are unable to see.



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# Thank You

**If you have questions about this guide or its application, please contact your Provider Manager.**