



FLORIDA DEPARTMENT OF
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Division of Vocational Rehabilitation Brand Manual for External Service Providers and Vendors

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Introduction

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

This guide provides the basics of the DVR brand and best practices for creating your promotional materials.

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

- All materials promoting services funded by DVR must include the requisite language.
- DVR's Bureau of Vendor and Contracted Services (BVCS) will review all materials to ensure service providers and vendors are approved to perform advertised services.
- All materials promoting services funded by DVR must meet all brand identity requirements and be approved by the DVR Communications Office.

Requisite Language

Requisite language is required to clearly and consistently identify yourself as an approved provider or vendor with DVR. This language ensures transparency, reinforces credibility and communicates your relationship.

Required Statement

The following phrase must be used when referencing your relationship with DVR:

- “We are an approved [provider/vendor] with the Division of Vocational Rehabilitation (DVR) and may provide services to Vocational Rehabilitation (VR) participants.”

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.” ¹

To ensure participants can easily understand your promotional materials:

- Avoid unnecessary information, jargon or legalese.
- Aim for a reading level of 8th 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 DVR service provider 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.