



## **Virginia Values Veterans Brand Standards of Use**

### What is included in the brand:

- “Virginia Values Veterans”
- “V3”
- The Registered V3 Logo and V3 Seal

The Virginia Department of Veterans Services encourages all V3-certified organizations to boast their V3 certification on their website, at their place of business, in their email signatures, and in other marketing scenarios. All V3-certified companies have permission to display the official V3 Seal, and brand themselves as V3-certified under normal usage.

However, under the Code of Virginia (§ 59.1-92.12), certain restrictions do apply to the use of this brand. The following uses are prohibited:

- Using the V3 brand to cause consumer confusion or deception as to the source or origin of services while offering for sale, distribution, or advertising those services.
- Using the V3 brand to indicate DVS endorsement of commercial goods or services.
- Counterfeiting, reproducing, copying, or colorably imitating the V3 brand without the Department of Veterans Services’ permission.

In simpler terms, here are some Dos and Don’ts (for V3-Certified Companies):

#### **Dos:**

- Place the V3 Seal on your website, place of business, or other marketing/recruiting scenarios
- Place the phrase, “A proud V3-certified company” (or something similar) on your website, place of business, or other marketing/recruiting opportunities
- When posting online, embed in the V3 Seal or text a hyperlink to <http://www.dvsV3.com> (this serves as credit to the source)
- Resize the V3 seal image to fit your marketing/recruiting needs, provided the text underneath the logo, "The Virginia Values Veterans (V3) Program is an official Commonwealth of Virginia, Department of Veterans Services Program. (c) 2014" can be read.



**Don'ts:**

- Don't Brand your individual commercial products as V3-certified, or V3-approved (e.g., "This bar of soap is approved by the Virginia Values Veterans Program!")
- Don't Use the brand to confuse customers into thinking you are acting on behalf of the V3 Program while offering goods or services
- Don't Distort the shape or color of the V3 Logo or Seal.
- Don't Use the V3 logo or seal in any way that implies sponsorship or endorsement of organizational services outside of recruiting, hiring, training, and retaining Veterans.
- Don't Distribute the Hi-Resolution images without DVS authorization.
- Don't Remove or blur any text, including the words, "The Virginia Values Veterans (V3) Program is an official Commonwealth of Virginia, Department of Veterans Services Program. (c) 2014" from the Seal.

If you have any questions regarding the use of the V3-Seal or brand, please let the V3 Program Manager know at [Ross.Koenig@dvs.virginia.gov](mailto:Ross.Koenig@dvs.virginia.gov).