



Loan Guaranty Service

BRAND GUIDELINES

Version 03 | February 2024

VA



U.S. Department of Veterans Affairs

Veterans Benefits Administration

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One LGY

To drive overall awareness of and affinity for LGY, the office is taking a “One LGY ” brand approach.

This approach will help establish a consistent, strong LGY brand to fuel recognition, connection, and action across our important audiences and stakeholders, including the Veterans we serve, industry, and regulators. The typography and colors detailed in this guide should be used in all LGY communication and outreach products, and the new tagline “A Key To Homeownership For Those Who Served,” will help to convey the greater mission of LGY.



Typography

MYRIAD PRO

Myriad Pro is the official typeface of both VA and LGY, and all professionally designed materials for LGY must use this font for brand consistency. The entire Myriad Pro font family can be used with the following stipulations:

- **Myriad Pro regular** should be used for general body text.
 - » **Myriad Pro Bold** and **Myriad Pro Italic** can be used for emphasis within general body text.
- **Myriad Pro Bold** can also be used for headings.
- **Myriad Pro Condensed** and its family can be used in situations where there is limited space or stylistically in certain circumstances, but should not be the first option.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
1234567890(~!@#\$%^&*)

CALIBRI

While Myriad Pro should be used whenever possible, many LGY professionals and their affiliates may not have access to the Myriad Pro font family. For example, products created through Microsoft Applications (Word, PowerPoint, Excel, etc) may be widely distributed to individuals who do not have Myriad Pro on their computers. In these instances, Calibri should be used for LGY communication and outreach products.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
1234567890(~!@#\$%^&*)

Colors

The following colors should be used to maintain a consistent LGY brand identity. Whenever a secondary color is used, at least one of the two primary colors should also be prominently featured as part of the design.

PRIMARY COLORS



VA Blue

CMYK: 100, 60, 0, 40

RGB: 0, 63, 114

Hex: 003F72



VA Light Blue

CMYK: 100, 30, 0, 0

RGB: 0, 131, 190

Hex: 0083BE

SECONDARY COLORS



PMS 310 C

CMYK: 50, 0, 4, 0

RGB: 105, 210, 241

Hex: 69D2F1



PMS 3435 C

CMYK: 87, 15, 77, 69

RGB: 20, 72, 53

Hex: 144835



VA Green

CMYK: 50, 0, 100, 40

RGB: 89, 133, 39

Hex: 598527



VA Gold

CMYK: 0, 10, 100, 0

RGB: 243, 207, 69

Hex: f3cf45

CONTRAST COLORS



Off-Blue

CMYK: 85, 46, 14, 1

RGB: 32, 121, 171

Hex: 2079ab



Off-Green

CMYK: 69, 30, 99, 14

RGB: 87, 128, 59

Hex: 57803b

The off-blue and off-green contrast colors are slightly darker variants of the VA Light Blue and VA Green that meet the color contrast requirements of 508 compliance against a white background. These contrast colors should only be used when creating graphs or other color-based data representations that require additional colors beyond VA Blue and PMS 3435 C.

LGY Brand Graphics: No Longer in Use

Over the years, multiple LGY logos and brand graphics have been developed (several examples shown below).

Going forward, no LGY logos or brand graphics should be used in any LGY materials.



Only the official VA logo and Veterans Benefits Administration variation of the VA logo (seen below) should be used for internal and external LGY materials.



LGY Tagline

LGY's new tagline, **"A Key To Homeownership For Those Who Served,"** symbolizes, metaphorically, how the VA home loan unlocks opportunities for Veterans, service members, and surviving spouses.

The LGY tagline can be freely used in messaging or content for both internal and external audiences.

When using the LGY tagline:

- Every word in the tagline should be capitalized
- Do not add or remove any words from the tagline
- Do not feature the tagline by itself in a manner similar to a logo or brand graphic
- Do not combine the tagline with any elements of the VA logo or outdated LGY house graphics

Email Signature

All LGY employees should use the following structure for their email signature in order to provide brand consistency and convey a sense of professionalism in all of their email correspondences.

Firstname Lastname

Position Title

222.222.2222 [Optional*]

firstname.lastname@va.gov

Loan Guaranty Service

U.S. Department of Veterans Affairs

"A Key To Homeownership For Those Who Served"

Name: Calibri Bold, 12 pt, LGY Dark Blue (#003F72)

Title: Calibri Italics, 11 pt, black

Email and Phone Number(s): Calibri, 11 pt

Loan Guaranty Service: Calibri Bold, 12 pt, LGY Dark Blue (#003F72)

VA and Tagline: Calibri, 11 pt, black

To set up your email signature in Outlook:

1. Create a new, blank email by selecting **New Email** under **Home**
2. Within the new email, go to **Insert** and select **Signature**
3. With the **Signature** window opened, select **New** under **Select signature to edit**. It will prompt you to name the new signature. Enter whatever name will help you to remember that this is the proper signature for LGY.
4. With the new signature created and now visible under **Select signature to edit**, enter or paste the LGY signature in the Edit signature box.
5. Select **Save** when you're done.
6. With your new signature selected from the list above the editing box, go to **Choose default signature** and choose whether to apply the signature to new messages and to replies and forwards.
7. Select **Save** again.

A Word document containing a sample email signature is also available on the ["About" page on the LGY intranet](#).

*If you do not want to add a phone number to your signature, you may use the VA Home Loan Benefits number, 1.877.827.3702, or remove that portion of the signature block. You may also add a link to your LinkedIn profile beneath your email address.

Design Samples

LGY POWERPOINT TEMPLATE



Loan Guaranty Service | A Key To Homeownership For Those Who Served

Sample Title Slide

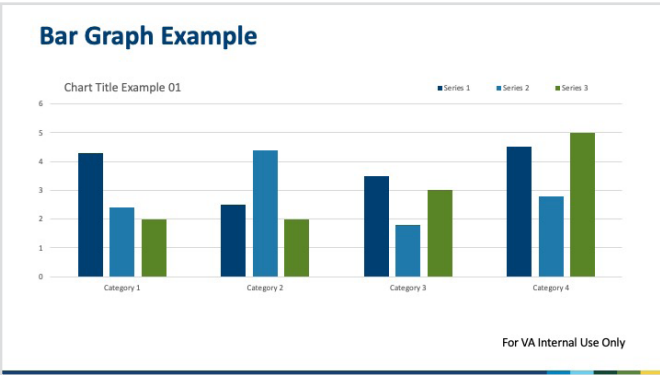
Presenter First Name Last Name

Presenter Title

April 4, 2023

For VA Internal Use Only





Text with Images and Subheadings



Subheading 1

► Lorem ipsum dolor sit amet, consectetur adipiscing elit.

► Etiam ac eleifend arcu. Morbi consectetur faucibus ante, vitae malesuada felis feugiat non.



Subheading 2

► Lorem ipsum dolor sit amet, consectetur adipiscing elit.

► Etiam ac eleifend arcu. Morbi consectetur faucibus ante, vitae malesuada felis feugiat non.



Subheading 3

► Lorem ipsum dolor sit amet, consectetur adipiscing elit.

► Etiam ac eleifend arcu. Morbi consectetur faucibus ante, vitae malesuada felis feugiat non.



Subheading 4

► Lorem ipsum dolor sit amet, consectetur adipiscing elit.

► Etiam ac eleifend arcu. Morbi consectetur faucibus ante, vitae malesuada felis feugiat non.

For VA Internal Use Only

Contact Us

VA Home Loan Benefits

https://www.benefits.va.gov/HOMELANS/contact_rlc_info.asp

1-877-827-3702

Native American Direct Loan Program

NADL@va.gov

888-349-7541

Monday – Friday, from 8:00 a.m. – 6:00 p.m. ET.

For VA Internal Use Only

Loan Guaranty Service:
A Key To Homeownership For Those Who Served



LGY WORD TEMPLATE

VA | Loan Guaranty Service

Loan Guaranty Service (LGY) Word Template [Style: Heading 1]

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus lobortis elementum feugiat. Quisque at turpis tellus. Donec mattis at nunc a maximus. Etiam pellentesque pharetra lorem, ut dignissim quam maximus ac. Vivamus egestas metus dolor, eu placerat libero eleifend quis. [Style: Normal]

[Style: Heading 2]

Cras in velit sed orci ultrices tincidunt vel vitae quam. Cras ornare, justo vitae porttitor suscipit, urna mauris interdum eros, vel semper est sapien sit amet urna. [Style: Normal]

[Style: Heading 3]

Praesent maximus magna a vehicula sodales. Donec sodales lectus vitae felis semper, eu molestie erat bibendum. Nam id consequat urna. [Style: Normal]

[Style: Heading 4]

Vivamus risus sapien, commodo at vulputate et, suscipit ac erat. [Style: Normal]

[Style: Heading 5]

Phasellus elementum purus semper mi iaculis tristique.

- [Style: List Bullet]
 - [Style: List Bullet 2]
 - [Style: List Bullet 3]
 - [Style: List Bullet 4]
 - ◆ [Style: List Bullet 5]

1. [Style: List Number]
a) [Style: List Number 2]
i. [Style: List Number 3]
i. [Style: List Number 4]
01. [Style: List Number 5]



A Key To Homeownership For Those Who Served | 1

VA | Loan Guaranty Service

[Style: Table Heading]	[Style: Table Heading]	[Style: Table Heading]	[Style: Table Heading]
[Style: Table Cell]	[Style: Table Cell]	[Style: Table Cell]	[Style: Table Cell]
[Style: Table Cell]	[Style: Table Cell]	[Style: Table Cell]	[Style: Table Cell]
[Style: Table Cell]	[Style: Table Cell]	[Style: Table Cell]	[Style: Table Cell]

[Style: Caption]



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LGY QUARTERLY BUZZ

VA



U.S. Department
of Veterans Affairs

LGY Quarterly Buzz

Vol. 1, Issue 1



A Letter From the Executive Director

Greetings LGY Team. Happy New Year!

2023 is off to a great start in Loan Guaranty Service with lots of initiatives already in the works to ensure LGY continues to be the program of choice for our staff!



The Comms Team is expanding! This will improve internal and external communications with LGY staff as well as external stakeholders. Improvements in messaging to external stakeholders will improve the delivery of benefits to Veterans as well as save time for LGY staff by reducing the volume of questions from stakeholders as well as errors made by stakeholders.

In the New Year, we will continue to be laser-focused on our long term goals to **SERVE** Veterans.

Staff – Attract, develop, recognize, and retain our workforce
Ecosystem – Advance our technology
Regulations – Implement and enforce regulations and policies
Veteran – Advocate for Veterans
Excellence – Deliver a high-quality customer experience

Your voice matters! We are using the results of the All-Employee Survey (AES) to continue to make LGY a better place to work. Based on your responses, we continue to focus on workload as a top priority. Action plans are underway to address not only workload, but also growth, innovation, and communication. LGY is a wonderful place to work, and my goal is to

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continue to make LGY the program of choice for our staff, while growing and retaining our talented team.

Congratulations to LGY team members who received a Service Pin! Thank you for your dedication to serving Veterans who are obtaining, retaining, or adapting their home!

I love how a New Year always feels like a fresh start. If you have been thinking about your career, this might be a good time to get some

career advice from your supervisor or consider finding an informal mentor who could share their perspective and insights on career development.

May the New Year bring our LGY family more opportunities to **SERVE** together to make LGY the product of choice for our Veterans and program of choice for our staff.

With warmest wishes,
John

Years of Service Recognized

40 Years

Ann W. Markham

30 Years

Paula A. Jesse

25 Years

Thomas E. Brock

Michael D. Carn

20 Years

Paula M. Batteau

Carlotta M. Bell

Cheryl A. Goetz

Wanda Y. Holley

Berlethney J. House

Rashelle R. Nugent-Smith

Yvette M. President

Brian S. Venerick

15 Years

Kristine A. Agostino

Durwin D. Boone

Rhonda M. Denmon

Roger P. Farina

Michael Gutschentritter

Tammy A. Johnson

Lenora S. Yocum

Randy A. Wakeling

10 Years

Mark W. Lee

John T. McConnell Jr.

Takahiro Nakao

Amy E. Nevells

Erik C. Scott

Pedro Valle

Melanie A. Wilcher

Employee Recognition

Great Work on Loan Production Reports Yields Time Savings

John Bell III, Executive Director, has prioritized collaborative efforts between LGY and VA's Office of Information and Technology (OIT) aimed at improving the program's IT capabilities. The team made progress on this goal with the automation of Loan Production (LP) reports.

There are 20 LP Value Stream supervisors who work in support of the loan origination aspects of the VA home loan benefit. Each month, these supervisors complete a nearly 90-minute process of manually running various reports to provide valuable feedback and information for

their staff. To streamline and improve this task, a Data Analytics team developed functionality to automate report creation. The automated reports saved the LP Value Stream an estimated 30 hours of work per month, increased the frequency of reports run, brought consistency of metrics, and eliminated manual errors in report production.

The improvements to reporting means supervisors now have greater bandwidth and better tools to support their teams, Veterans, and industry partners with better, more personalized service. This is just one example of current and ongoing progress enhancements to help LGY remain the loan product of

choice for Veterans and the program of choice for staff.

A big THANK YOU to the team members playing a significant part in this effort: Bryan Roettger, Shawn Buermann, Grant Jordahl, Kent Koehler, Greg Black, Adi Gupta, Uma Chander, Joe Shrewsbury, Saugat Kandel, Neal Donahue, Lena Park, Kamsala Baskaradoss, Mitch Dixon, Moses Istigoy, Matt Eden, Anil Gadde, Lisa Ha, Karan Sharma, Satya Yerra, Brad Jacobson, Seshagiri Muddana, Katie Brewster, Rimpal Gupta, Ramana Challapalli, Brenda Bowen, Benu Chhabra, and Jake Ashworth.

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LGY Spotlight

Spotlight on Dr. Steve Stacey, LGY Assistant Director of Oversight

One of the many outstanding people supporting Loan Guaranty Service is Dr. Steve Stacey. Steve has been with LGY for over 13 years, during which he has held several positions conducting oversight of LGY programs. He works out of the Nashville, Tennessee, office.

He began his VA career in the Nashville Monitoring Unit conducting oversight of VA approved lenders. Steve's work over the years allowed him to grow and gain greater responsibilities within LGY, leading him to his current position as the Assistant Director of Oversight for LGY. In this position, he manages oversight of LGY operations and LoanSTAR accuracy reviews, lender

and servicer audits, and administration of LGY's Enterprise Risk Management Internal Controls Assessment program. Steve also facilitates audits, investigations, and inquiries pertaining to Office of Inspector General, Government Accountability Office,

or any other entities external to LGY. He is passionate about integrating oversight responsibilities to create synergies, reduce silos, and ensure reports are more useful, actionable, and easily accessible.

Steve worked in private industry prior to joining VBA, holding leadership positions in banking, credit underwriting, and mortgage lending. He earned an undergraduate degree in business management, a master's degree in business administration, and a Ph.D. in organizational leadership from Johnson University. Steve is a Veteran of the U.S. Marine Corps and currently serves as an officer in the U.S. Navy Reserves with more than 12 years of combined service.

Outside of work, Steve balances his time in the Naval Reserves with family time. He celebrated his 17-year anniversary with his wife, Lori, this year. The couple have two sons, Chris and Ben, a daughter, Evelyn, and two adorable dogs, Chloe and Piper. They live in Murfreesboro, Tennessee, and are active in their church and community. Steve enjoys golf, fishing, and boating in his free time.



Around LGY

Congratulations!

Congratulations to Mary Wilson, Loan Specialist. She married Kevin Whittington on Nov. 8, 2022, and the couple has jumped into remodeling their home to better suit their family. We're very happy for them and wish them the best of luck in their remodeling adventure.

Valuation Officer Speaks with Realtors™ about VA Appraisals

Michael Andrews, Valuation Officer, spoke at a meeting of the Atlanta Metro Realtors in Peachtree City, Georgia, Nov. 8, 2022. Mr. Andrews provided

updates and dispelled myths about VA appraisals, and discussed VA's Reconsideration of Value (ROV) process, an advantage of VA home loans. Over 100 Realtors were in attendance.

Pictured with Michael are Georgia Board of Realtors Chairs Angela Yoder (Right) and Kaley Butcher (Left).



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Fast Facts



Veterans Obtaining a VA- Guaranteed Home Loan Nationwide

- FYTD23 (as of 10/31/22): 39,406
- Purchase Loans: 29,548
- Cash-out Refinancing Loans: 9,715
- Interest Rate Reduction Refinancing Loans: 143
- Average Loan Amount: \$354,413



Number of Veteran Borrowers Assisted in Avoiding Foreclosure Nationwide

- FYTD23 (as of 10/31/2022): 11,870
- Amount of foreclosure claims avoided nationwide
- FYTD22 (as of 09/31/2022): \$3.99B



Default Resolution Rate

93.93% (as of 10/31/2022)

Partial Claims

- Requested thru September: 57,967
 - Disbursements in September: 6,073
- Note: The VA Partial Claim Payment (VAPCP) was a temporary program intended to assist Veteran borrowers specifically impacted by the COVID-19 pandemic to resume making their regular (pre-COVID) mortgage payments after exiting forbearance. VAPCP expired on October 28, 2022.



SAH Grants Approved Nationwide

FYTD23 (as of 10/31/22): 135

Contact Us

Thank you for reading the Buzz.

Have any ideas about how we can make the newsletter even better?

Are there topics or individuals you want to hear more about?

Submit your ideas to the [LGY Suggestion Box](#).



Employee Recognition

Please use [this link](#) to recognize LGY Team members in the LGY Buzz for their extra efforts serving our Veterans, stakeholders, and internal customers.

Be Heard

Have thoughts or feedback for LGY leadership? Share them through the [LGY Suggestion Box](#).

Be the Face of Change

It's not too late to make a contribution to your favorite charities through the Combined Federal Campaign (CFC). Please go to the CFC website for more information at <https://givecfc.org/home>. You may use the zip code of your office location to find your local CFC campaign.



A publication of the VBA Loan Guaranty Service

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Accessing Branding Materials

Visit the [“About” page on the LGY intranet](#) to download the following LGY brand materials and templates:

- Microsoft Word Template
- Microsoft PowerPoint Template
- Email Signature Sample in Word







VA



U.S. Department of Veterans Affairs

Veterans Benefits Administration