



2025 BRAND BOOK



VETSOLUTIONS.ORG

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WELCOME

If you're reading this, you have elected to become a part of the transformative work of VETS. Our mission is to END the veteran suicide epidemic. Your support of this mission is critical to the future of our work, **and we're so glad you're here.**

This comprehensive brand book is your guide to who we are, what we stand for, and how we **carry the VETS mission forward** in all that we do. It sets expectations for the nature and quality of outputs, and is a guide to presenting the VETS brand with consistency and authenticity.

VETS was founded in a space of resolve and inspiration, and our hope today is for you to step into your own resolve and inspiration, and within the guidelines of this book, help us change the world.



AMBER CAPONE
CEO + CO-FOUNDER

"You're not in this fight alone. We're all struggling with something and we all have a story. I've been in a very dark place in the past and I was able to climb out. Peace is possible. We love you, and life can get better, I promise. There are things that can help... Let us fight alongside you."



MARCUS CAPONE
CHAIRMAN OF THE BOARD + CO-FOUNDER



PURPOSE OF THIS BOOK



This book serves as a guiding star for all VETS stakeholders, partners, collaborators, supporters, contractors, and associates. As you navigate your work with VETS, the information and guidelines contained herein should serve as a reference for how to best represent VETS in all work products.

Consistency in visual design and messaging, aligned with VETS' mission, vision, values, and impact goals, is critical. This collective discipline primes our brand for widespread reach, solidifies awareness, and conveys professionalism and proficiency.

For any questions or comments regarding these guidelines, or how to implement them, please contact: media@vetsolutions.org



 THROUGHOUT THESE GUIDELINES, YOU WILL SEE POINTER ICONS THAT REPRESENT CLICKABLE RESOURCES LINKED TO THE RESPECTIVE TOPICS.

01

FOUNDATIONS

BRAND NARRATIVE

Veterans Exploring Treatment Solutions (VETS) was founded out of a desire to provide hope, healing, and actionable solutions to U.S. military veterans suffering from conditions like traumatic brain injury (TBI), post-traumatic stress disorder (PTSD), and addiction.

Born from a deeply personal journey of discovery and transformation, VETS is committed to ending the veteran suicide epidemic through the provision of resources, the support of research, and strategic legislative advocacy.

Our work is driven by a singular vision: to ensure that veterans have access to the most advanced healthcare options to heal from the mental and physical wounds of war.



OUR STORY

VETS was born from a deeply personal journey marked by frustration, discovery, and an unyielding commitment to healing. Founded in 2019 by Amber and Marcus Capone, VETS emerged from their quest to find effective treatment for Marcus' traumatic brain injury (TBI) and post-traumatic stress disorder (PTSD) following his 13 years of military service as a U.S. Navy SEAL.

When conventional treatments failed, they discovered the powerful potential of psychedelic-assisted therapy. This breakthrough not only transformed Marcus' life, it also ignited a mission to extend this hope to other veterans facing similar challenges.

Today, VETS is leading the charge in providing critical resources and education, advancing scientific research, and advocating for legal, clinical access to psychedelic-assisted therapies for veterans. With integrity, determination, and compassion, we work tirelessly to end the veteran suicide epidemic and ensure that our nation's veterans receive access to the care they deserve.

Through our Foundational Healing Grant Program, we help veterans access these innovative treatments at vetted facilities abroad, and provide a comprehensive framework of support. We conduct and support research in collaboration with leading institutions to demonstrate the efficacy of psychedelics in treating conditions like PTSD and TBI. VETS also plays a key role in policy reform, working with lawmakers to reduce barriers, secure research funding, and advocate for legislative change that prioritizes veteran health.

"After so many failed treatments, I felt that I had nothing to lose at that point. But when my treatment was a complete success, I knew we had to pay this forward to other combat veterans."

— **MARCUS CAPONE** CHAIRMAN OF THE BOARD + CO-FOUNDER



MISSION

Our mission is to END the veteran suicide epidemic by providing resources, research, and advocacy for U.S. military veterans seeking psychedelic-assisted therapies for traumatic brain injury (TBI), post-traumatic stress disorder (PTSD), addiction, and other health conditions.

VISION

We envision a world where veterans have access to the most advanced healthcare options available to heal from the mental and physical wounds of war.



VALUES

INTEGRITY

We are the vanguard in finding effective and practical tools to heal fellow veterans.

RESOLVE

For veterans considering suicide, every minute counts. We are committed to finding the most effective solutions, no matter the challenges.

COURAGE

We honor the immense strength required to overcome trauma, and we empower others by leading the way in finding the best tools for healing.

SERVICE

Dedicated to transforming lives, and serving fellow veterans, their families, and communities. We work with gratitude and generosity toward those who support our mission.

COMPASSION

Understanding the challenges that often follow service to our country, we offer heart-centered wrap-around support to empower our community to rise above.

TRUST

We have faith in the character, strength, and commitment of veterans who seek healing with psychedelic-assisted therapy.

01

RESOURCES

Bridging the Gap to Healing

The heart of VETS' mission is to expand access to psychedelic-assisted therapies through our Foundational Healing Grant Program. Given the current restrictions on these treatments in the United States, VETS provides financial grants to veterans, allowing them to receive treatment at vetted, third-party clinical facilities abroad, where these therapies are legal or unregulated.

MEDICAL DISCLAIMER: VETS EMPLOYEES, STAFF, VOLUNTEERS, AND AMBASSADORS ARE NOT PRACTITIONERS; ALL PSYCHEDELIC-ASSISTED THERAPY TREATMENTS TAKE PLACE AT VETTED, THIRD-PARTY FACILITIES THAT ARE MONITORED BY MEDICAL PROFESSIONALS.

VETS recognizes that successful healing extends beyond the treatment itself. We provide robust, wrap-around support that includes preparation and integration coaching, spouse and family support, and healing workshops - along with lifetime access to a supportive community platform. This approach ensures that each veteran is fully equipped to make the most of their healing journey — before, during, and after their treatment experience.

VETS is also committed to filling the information gap surrounding psychedelic-assisted therapy. Our education and awareness initiatives include providing guidance on treatment experiences, preparation protocols, the importance of consent, and integration practices. We offer resources like the Modern Recovery E-Course, Foundational Healing Workbook, and support for spouses and families, ensuring that veterans and their loved ones are fully informed and supported throughout their healing journey.

 [LEARN MORE ABOUT OUR RESOURCES.](#)

02

RESEARCH

Proving New Scientific Possibilities

VETS is committed to advancing the scientific understanding of psychedelic-assisted therapies through rigorous research. Although the healing potential of psychedelics is increasingly recognized, more data is needed to secure their legal and safe availability.

VETS supports cutting-edge research studies focused on veterans, particularly those with complex health conditions who are often excluded from traditional clinical trials. By helping to generate robust, evidence-based data, VETS aims to build the case for wider acceptance and clinical approval of these transformative therapies.

 [LEARN MORE ABOUT OUR RESEARCH EFFORTS.](#)

03

ADVOCACY

Nonpartisan, Fact-Based, and Focused on Results

In order to make psychedelic-assisted therapies available to all veterans, restrictions to research must change, and access and affordability barriers must be addressed. State and federal funding is necessary for both.

The barriers to accessing these transformative therapies are significant. Stigma, regulation, and bureaucracy make progress difficult. Most scientific studies on these treatments are not supported by traditional biomedical research, and when they are, the veteran population is largely excluded.

LEGISLATIVE GOALS:

- 1 Eliminate Research Barriers:**
Advocate for regulatory reforms to simplify approval processes, reduce research costs, and remove bureaucratic bottlenecks.
- 2 Increase Funding for Veteran Focused Research:**
Secure state and federal appropriations to advance clinical trials targeting PTSD, TBI, and related conditions.
- 3 Expand Regulated Therapeutic Access:**
Support legislation to establish safe, medically supervised access to psychedelic therapies with robust safeguards.
- 4 Facilitate Veteran Participation in Research:**
Address financial and logistical barriers to ensure veterans and their families can participate in clinical trials.
- 5 Coalition Building:**
Strengthen alliances through initiatives like the VALOR Coalition, uniting veteran organizations and advocates to drive systemic change.

DISCLAIMER: VETS DOES NOT ADVOCATE FOR DECRIMINALIZATION OR LEGALIZATION, BUT RATHER THE MONITORED, CLINICAL USE OF PSYCHEDELIC-ASSISTED THERAPIES.

 **LEARN MORE ABOUT OUR POLICY AND ADVOCACY WORK.**

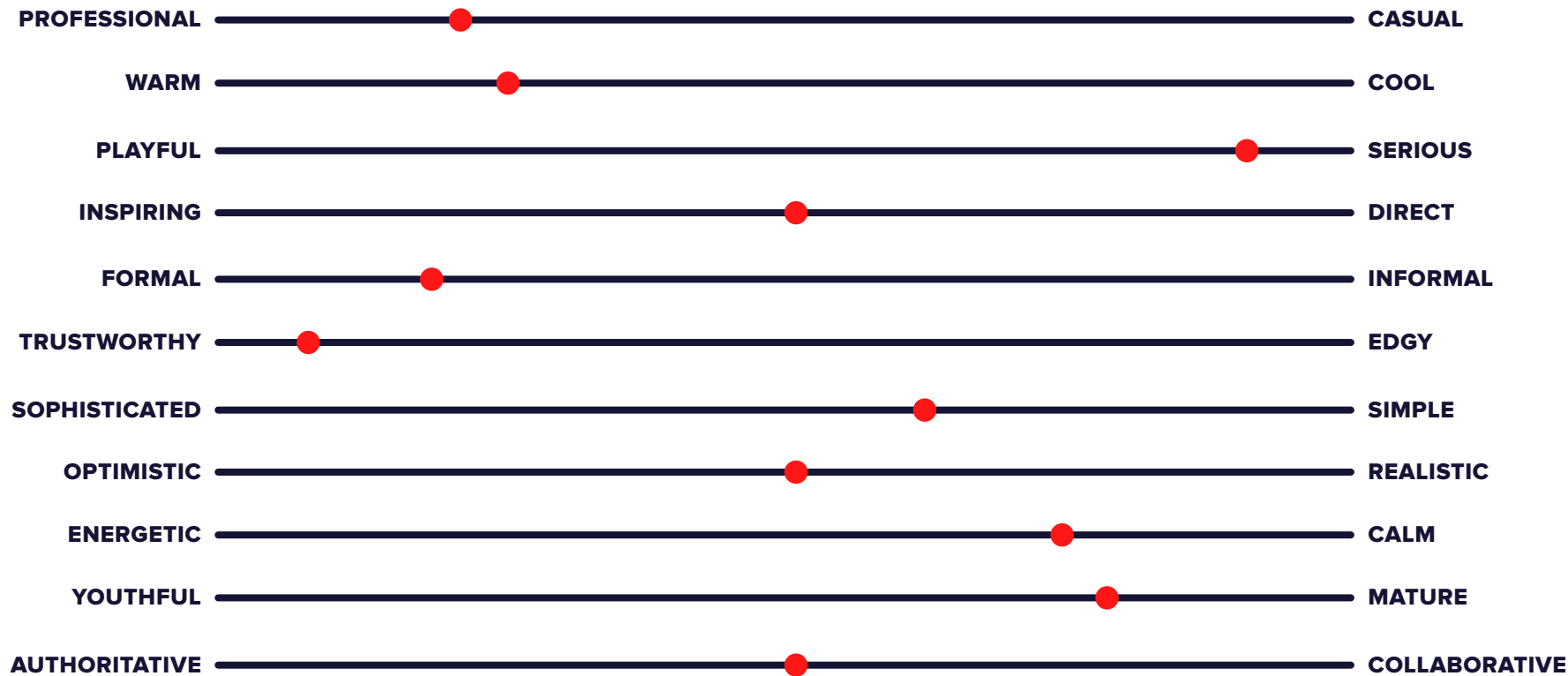


02 BRAND POSITIONING

VETS exists to help transform the lives of veterans by providing access to psychedelic-assisted therapies, supporting scientific research, and advocating for legislative policy change. As a brand, VETS is both a leader and an ally—a trusted source of information, a reliable support system, and a determined advocate for change. We aim to foster a deep sense of trust and partnership with our audience, encouraging them to join us in our mission to end veteran suicide.

BRAND TRAITS

The VETS brand is determined, resolute, trustworthy, professional, informed, supportive, and positive. All communications, regardless of audience, should be mission-focused, with a warm, matter-of-fact approach. Content should balance compelling facts with authentic storytelling, guiding the audience toward awareness, engagement, and support.

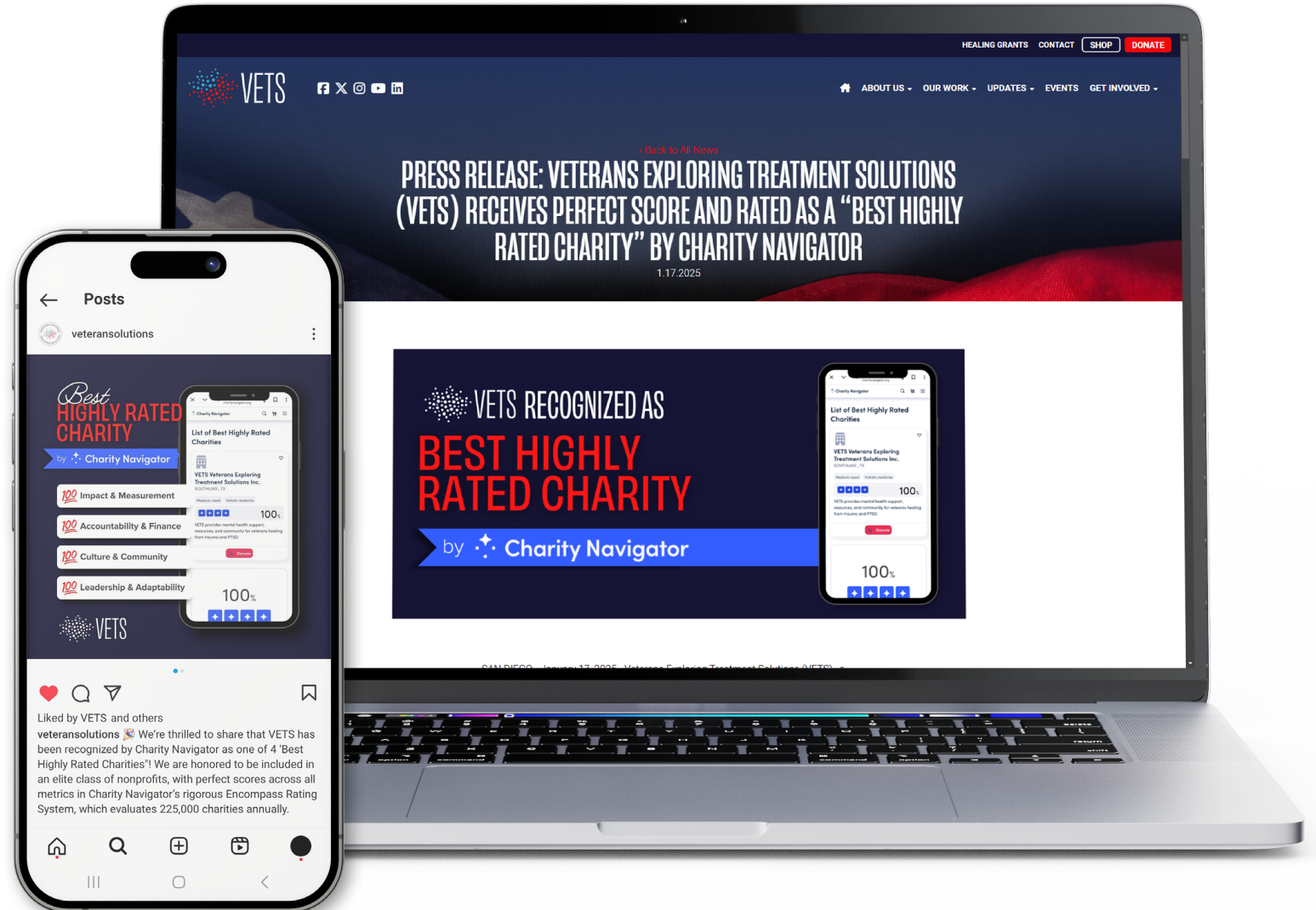


TONE OF VOICE

VETS' tone of voice is articulate, emotionally intelligent, and polished. It speaks with authority yet remains collaborative, embodying the voice of a leader in both the veteran community and the realm of psychedelic-assisted therapy. Our tone is always measured and consistently professional, with a calm, unflinching energy that crescendos to graceful enthusiasm in moments of victory.

VETS' tone can be thought of as a Leader—fierce, factual, and timely, always finding a subtext of perseverance and strength in every conversation.

EXAMPLES OF TONE IN DIFFERENT CONTEXTS



AUDIENCE

VETS' broadest audience is the general public, reflecting our commitment to raising awareness and breaking the stigma surrounding veteran health issues and psychedelic-assisted therapies. By educating and engaging a wide audience, we aim to build broader support for our mission and create a more informed and accepting society.

We acknowledge the diversity and breadth of motivating factors within our audience, ranging from the personal pursuit of healing, to an interest in psychedelic science, to patriotic service.

MAJOR AUDIENCE SEGMENTS

U.S. veteran, military, and Special Operations Forces community members, their spouses, families, and other allies.

Donors, philanthropists, and business leaders focused on veteran, psychedelic, or mental health issues.

Researchers, clinicians, and academics interested in veteran, psychedelic, or mental health issues.

Politicians, activists, advocates, and lobbyists interested in veteran, psychedelic, or mental health issues.



03

MESSAGING

VETS IMPACT

Since becoming a 501(c)(3) in 2019, VETS has made significant contributions to supporting veterans through psychedelic-assisted therapy:

Foundational Healing Grants:

Since its founding in 2019, through the end of 2024, VETS has awarded over \$3.2 million in grants, funding 955 Foundational Healing Grants for veterans to access psychedelic-assisted therapies at vetted, third-party facilities abroad.

 [LEARN MORE ABOUT OUR FOUNDATIONAL HEALING GRANT PROGRAM.](#)

Coaching and Support:

Since its founding in 2019, through the end of 2024, VETS has provided over 5,850 hours of preparation and integration coaching to veterans and their families, ensuring comprehensive support throughout the healing process.

Geographic Reach:

In total, VETS has served veterans across 49 U.S. states and internationally, including the United Kingdom and Sweden, extending our support beyond borders.

Military Branch Representation:

Veterans from all branches of the U.S. military, including the Navy, Army, Marine Corps, Air Force, and their families, have benefited from VETS' programs.

Research Contributions:

Collaborations with leading academic institutions, such as The Ohio State University, Johns Hopkins University, and Stanford University, have resulted in groundbreaking studies that demonstrate the efficacy of psychedelic-assisted therapies in treating conditions like PTSD and TBI.

 [LEARN MORE ABOUT OUR RESEARCH EFFORTS.](#)

Research Outcomes:

VETS is committed to measuring the impact of psychedelic-assisted therapies on veterans and supporting research that demonstrates their efficacy. Our independent research efforts and collaborations with leading institutions provide critical insights into the transformative potential of these therapies.

VETS Grant Recipient Internal Survey:

An internal survey of 474 VETS Foundational Healing Grant Recipients tracked outcomes at intervals over a year.

- ▶ One year after treatment, over **85%** of respondents reported experiencing slight or no PTS symptoms, compared to just **16%** before treatment.
- ▶ The proportion of respondents experiencing slight or no anxiety grew to **77%** one year following treatment, compared to just **11%** prior to treatment.
- ▶ Initially, slight or no depression was reported by just **2.5%** of respondents, but rose to **82%** one year post-treatment.
- ▶ The percentage of respondents rating their quality of life as good or very good increased from **23%** pre-treatment to **86%** one year later. **99%** of respondents reported satisfaction with VETS' wrap-around support process.
- ▶ Qualitative feedback also indicated significant personal improvements, including better relationships, sleep quality, fitness levels, a sense of purpose, and reduced reliance on medications.

VETS + Stanford University Ibogaine Study:

In collaboration with Dr. Nolan Williams at Stanford University, VETS conducted an observational study of 30 Special Operations veterans with TBI and PTSD.

- ▶ The study demonstrated that prior to ibogaine treatment, participants scored an average of 30.2 on the World Health Organization Disability Assessment Schedule 2.0, equivalent to mild to moderate disability. **At one month following ibogaine treatment, the average rating improved to 5.1, equivalent to no disability.**
- ▶ The researchers also found a statistically significant reduction in suicidal ideation from participants, **decreasing from 47% to 7% one month following treatment.** The participants experienced no serious side effects or heart complications resulting from the ibogaine treatment.

Advocacy Achievements:

HR 3684:

In 2023, led by Rep. Dan Crenshaw (R-TX) and supported by VETS, the historic **Douglas 'Mike' Day Psychedelic Therapy to Save Lives Act** was included in the passage of the 2024 NDAA.

HB 1802:

VETS led efforts to pass **Texas HB 1802**, the first government-funded psilocybin trial for veterans with PTSD at Baylor College of Medicine.

AB 2841:

VETS collaborated with California lawmakers to pass **AB 2841**, ending nearly a year-long delay on state approvals for critical psychedelic studies and VA research conducted in California.

 [LEARN MORE ABOUT OUR ADVOCACY EFFORTS.](#)

KEY FACTS & STATISTICS

The Veteran Suicide Epidemic

- ▶ According to the VA's Office of Mental Health and Suicide Prevention, **approximately 17 veterans are lost to suicide each day**, but research suggests the real figure could be significantly higher.
- ▶ A study by America's Warrior Partnership's Operation Deep Dive™ found that when accounting for often-overlooked self-injury mortality, **the number of veteran suicides could be as high as 44 per day.**
- ▶ According to the VA's Office of Mental Health and Suicide Prevention, **suicide is the 13th-leading cause of death** among veterans overall and the second-leading cause of death among veterans under the age of 45.
- ▶ Since 2001, **more than 140,000 veterans have died by suicide**, a stark contrast to the roughly **7,000 U.S. military service members who have lost their lives in combat** during the same period. (Source: VA's Office of Mental Health and Suicide Prevention)

 [2024 National Veteran Suicide Prevention Annual Report: Part 2 of 2](#)

 [Operation Deep Dive™ Summary of Interim Report](#)

Since 2001, **more than 140,000 veterans** have died **by suicide**, a stark contrast to the roughly **7,000 U.S. military service members** who have lost their lives in **combat** during the same period.

SOURCE:
VA'S OFFICE OF MENTAL HEALTH AND
SUICIDE PREVENTION



What Is Psychedelic-Assisted Therapy?

Psychedelic-assisted therapy is a unique combination of the clinical administering of psychedelic compounds with individually tailored psychotherapy.

Psychedelic-assisted therapy is not a standalone solution but rather a foundational element in a broader healing process. VETS emphasizes the importance of proper preparation before treatment and thoughtful integration afterward to maximize the benefits of psychedelic experiences.

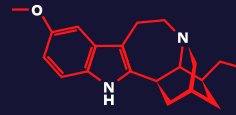
Integration coaching helps participants make sense of their experiences, apply insights gained during therapy to their daily lives, and sustain the progress made during treatment. VETS provides each Foundational Healing Grant recipient with five one-on-one sessions with a trained preparation and integration coach.

In addition to individual coaching, veterans receive support from a Peer Support Ambassador, support for the spouse and family, plus access to healing workshops and weekly group coaching sessions. This comprehensive approach ensures that veterans are not only prepared for treatment, but also supported throughout their healing journey, leading to more sustainable and meaningful outcomes.

What Are Psychedelics?

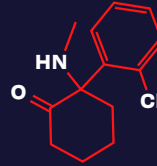
Psychedelics are a broad category of chemical compounds known for their ability to alter perception, mood, and cognitive processes.

Psychedelic Modalities Supported by VETS:



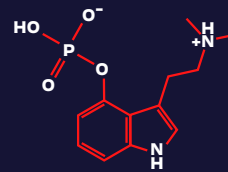
IBOGAINE:

Known for its potential to treat opioid addiction and mental health conditions, ibogaine has been studied for its effectiveness in reducing symptoms of PTSD and TBI.



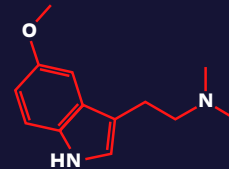
KETAMINE:

A legal compound in the U.S., ketamine is used in clinical settings to treat depression and other mental health conditions.



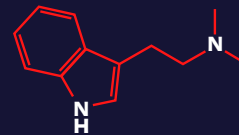
PSILOCYBIN:

Derived from certain mushrooms, psilocybin is being studied for its ability to alleviate depression, anxiety, and PTSD symptoms.



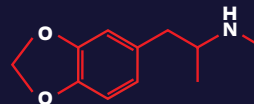
5-MEO-DMT:

A powerful psychedelic found in some plants, and the venom of certain toads, 5-MeO-DMT may be used to facilitate profound, transformative experiences.



AYAHUASCA:

A traditional Amazonian brew containing DMT, ayahuasca is used in spiritual and healing contexts and is being studied for its potential to help veterans with PTSD and TBI.



MDMA:

Commonly referred to as "Ecstasy," MDMA is being researched for its potential to enhance the therapeutic process, particularly in the treatment of PTSD.

**DISCLAIMER: VETS supports MDMA for research only.*

The term “psychedelic” means “mind-manifesting,” reflecting the potential of these substances to bring subconscious thoughts, feelings, and memories to the surface.

Psychedelics are increasingly studied for their potential therapeutic benefits, particularly in treating conditions like PTSD, depression, and TBI. These compounds, including psilocybin, MDMA, and ibogaine, are believed to enhance neuroplasticity and foster deep psychological insights, which can lead to lasting therapeutic changes.

When used in a controlled, supportive environment with proper preparation and integration, psychedelics can be powerful tools for healing. However, their effectiveness is closely tied to the “set and setting”—the mindset of the individual and the environment in which the therapy takes place.

Post-Traumatic Stress Disorder (PTSD):

PTSD is a severe psychological reaction to highly stressful events, such as combat, that is characterized by depression, anxiety, flashbacks, nightmares, avoidance of triggers, and suicidal ideation.

Approximately 8% of the U.S. population will experience PTSD at some point in their lives, but for military veterans, that figure rises to 11-17%.

While many veterans experience post-traumatic stress (PTS) as a natural response to trauma, PTSD is more

severe, persistent, and can last for months or years without treatment.

Current treatments for PTSD, including psychotherapies and medications, often have limited effectiveness and do not fully alleviate symptoms for many veterans.

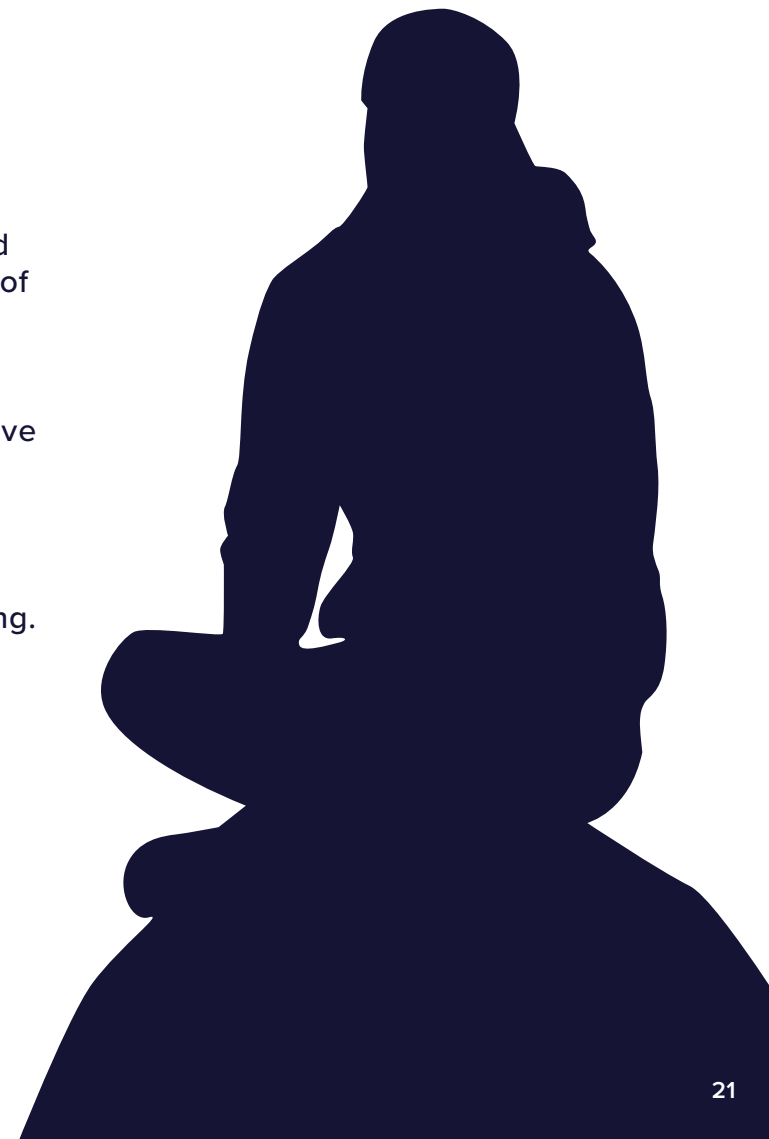
Traumatic Brain Injury (TBI):

TBI is a physiological disruption of brain function caused by an external force, leading to changes in mental status, such as confusion, disorientation, and memory loss. TBI is considered the signature injury of the Global War on Terror.

Over the last decade, more than 413,858 military service members, or about 8.4% of all personnel, have been diagnosed with TBI.

TBI and PTSD share many symptoms, including fatigue, memory issues, irritability, and depression, making accurate diagnosis and treatment challenging.

Treatments for TBI, particularly mild TBI (mTBI) and blast TBI (bTBI), are limited, often leading to misdiagnosis and inappropriate treatment that can exacerbate symptoms.



DISCLAIMERS

Medical Disclaimer:

VETS employees, staff, volunteers, and Ambassadors are not practitioners; all psychedelic-assisted therapy treatment takes place at vetted, third-party facilities that are monitored by medical professionals.

Advocacy Disclaimer:

VETS does not advocate for decriminalization or legalization of psychedelic modalities, but rather the monitored, clinical use of psychedelic-assisted therapy.

Outcome-Related Content Policy:

Any and all communications and content generated by and for VETS should exclude assertions of specific health outcome claims, regardless of whether or not the outcomes are presented in direct Grant Recipient testimony (even if presented anonymously). Language asserting that psychedelic-assisted therapy treatment was effective at improving any medical or psychiatric condition, or improving the structure and/or function of the body, or any part or organ thereof, are prohibited from use in public-facing content.



04

VISUAL STYLE GUIDE

LOGO

VETS utilizes several logo variations to ensure responsiveness and optimization of our brand identity across a wide array of print, digital, web, apparel, and media placements. If you find yourself working with the VETS brand for any reason, please adhere to the following Logo Usage guidelines.

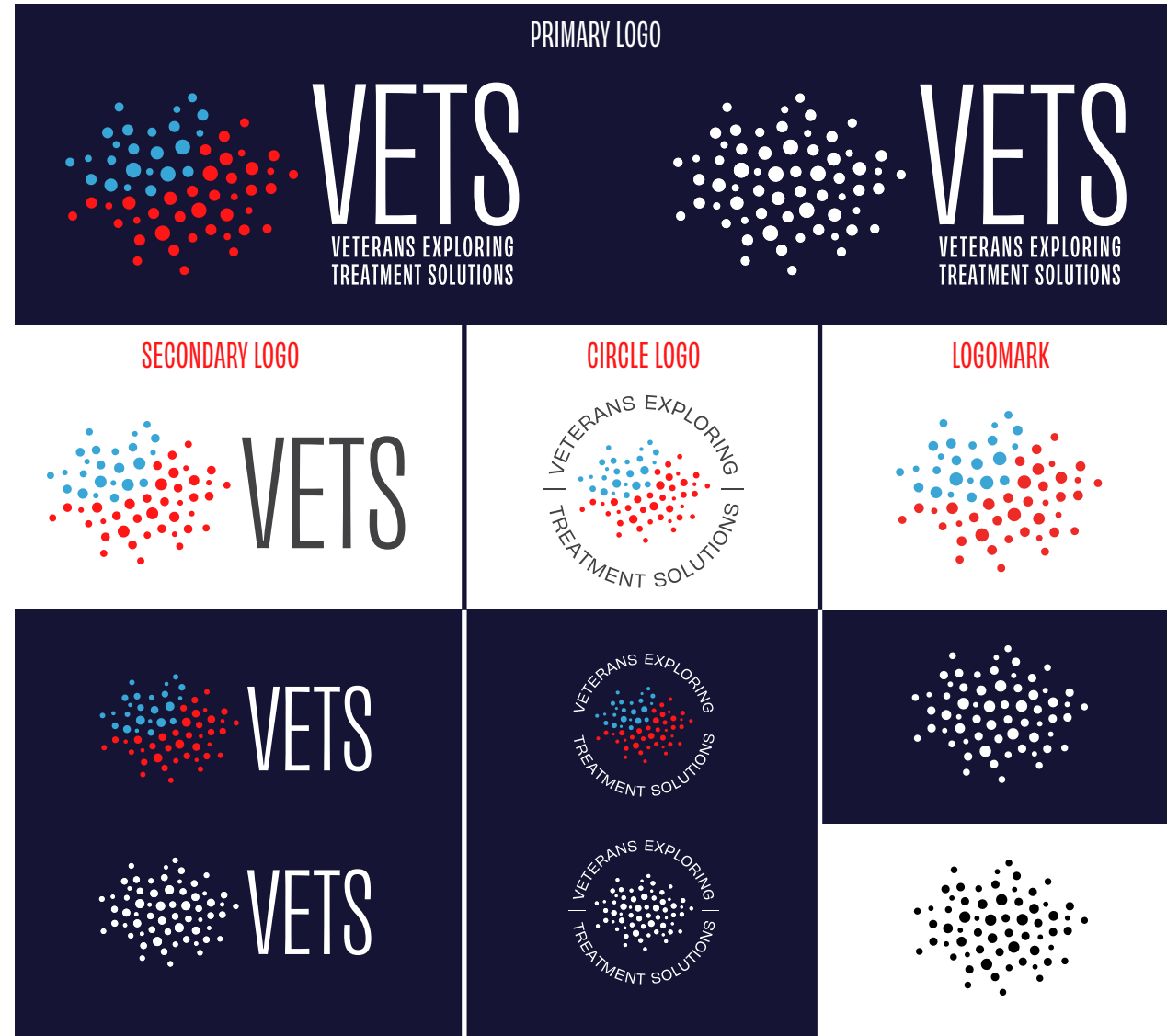
Primary Logo:



This is the main logo - it serves as the full representation of the logo family and your brand's visual identity. This is the reason we chose this particular shape, configuration, and graphic elements to the design.

How to Use This Logo Variation:

Use this version of the logo when there will be plenty of space around the placement, when you need to feature the full visual expression of the brand, or when the content purpose calls for it.



Logo Use Best Practices:

Maintain proper resolution, proportions, readability, spacing, and integrity of all official VETS logo variations. Ensure logos are displayed at optimal resolution and with adequate spacing.

Prohibited Logo Uses:

Modification, distortion, alteration, and additions to any of the official VETS logo variations is prohibited. Use of outdated, poor quality, or second-hand images of any of the official VETS logo variations is prohibited.










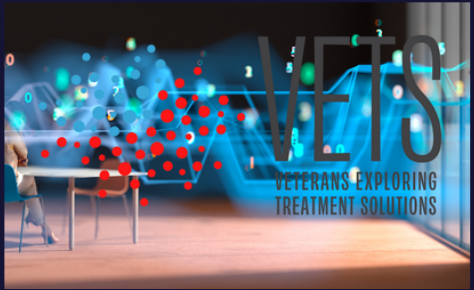





Co-Branding Guidelines:

All co-branded content and communications materials are subject to review and approval by the VETS Marketing and Communications department. When co-branding, maintain clear differentiation between VETS' logo and partner logos, adhering to size, spacing, contrast, and resolution guidelines.

Questions?

MESSAGE US! 

Please do not hesitate to contact the VETS Content Team with any questions regarding proper logo and brand usage.

 DISTORTION	 POOR QUALITY	 NOT RESPONSIVE	 RECOLORING	 BACKGROUND
				
				

COLOR

NIGHT HANG:

PRIMARY DARK

RGB	CMYK	HEX	PAN
21/20/53	60/62/0/79	#151435	276 C

MOON DUST:

PRIMARY LIGHT

RGB	CMYK	HEX
255/255/255	0/0/0/0	#FFFFFF

KINETIC:

PRIMARY MEDIUM

RGB	CMYK	HEX	PAN
255/22/22	0/91/91/0	#FF1616	1788 C

AIRSPACE:

SECONDARY MEDIUM

RGB	CMYK	HEX	PAN
56/167/215	74/22/0/16	#38A7D7	298 C

GUNMETAL:

SECONDARY DARK

RGB	CMYK	HEX	PAN
66/65/67	1/3/0/74	#424143	432 C

Color Usage:

- ▶ **PRIMARY EMPHASIS:**
Night Hang and Moon Dust for contrast and readability.
- ▶ **ACCENT COLORS:**
Kinetic and Airspace for key elements.
- ▶ **JUDICIOUS USE:**
Gunmetal for serious content where color may seem out-of-place.

Contrast Guidelines:

All visual content and designs must adhere to ADA contrast standards to ensure accessibility for all users.

✦ **RESOURCE: USE TOOLS LIKE THIS ACCESSIBILITY CONTRAST CHECKER TO VERIFY COMPLIANCE.**

TYPOGRAPHY

Font Usage Guidelines:

Maintain a clear hierarchy to guide the reader.

Size and Color Recommendations:

Ensure readability across all platforms, with special attention to contrast and spacing.

PROXIMA NOVA

Proxima Nova Bold should be used for headlines, section headers, and body copy.

Proxima Nova Regular should be used for body copy.

Proxima Nova Light should be used for body copy.

Proxima Nova Regular
A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o
p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
? ! @ # \$ % ^ & * ()

Italic

Proxima Nova Bold
A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o
p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
? ! @ # \$ % ^ & * ()
Bold Italic

OBVIOUSLY

Obviously Condensed Medium should be used for headlines only.

Obviously Condensed Medium

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o
p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
? ! @ # \$ % ^ & * ()

Condensed Medium Italic

OSWALD

Oswald Regular should be used for sub-headers.

Oswald Regular

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o
p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
? ! @ # \$ % ^ & * ()

False Italic (sheared)

IMAGERY

VETS Proprietary Photography:

VETS has curated a library of proprietary, high-quality photography that captures the essence of our mission and the spirit of the veterans we serve. These images should always be prioritized over stock imagery to maintain authenticity and emotional resonance in our communications.

▶ **Founders and Team:**

Professional images of our founders, board members, and staff engaged in VETS-related activities.

▶ **Legislative Advocacy:**

Photos of VETS representatives and partners with lawmakers, participating in press conferences, and engaging in advocacy.

▶ **Fundraising Events:**

Capturing the energy and community spirit of our events, these images highlight the collective effort to support veterans.

▶ **Wellness and Integration Activities:**

Photography that illustrates the holistic nature of our programs, including group sessions, meditation, and outdoor activities.

▶ **VETS Ambassadors and Grant Recipients:**

Candid and posed images that respectfully portray the veterans and their families who benefit from our programs.

▶ **VETS Shop Merchandise:**

High-quality product images that align with our brand's aesthetic and tone.





Stock Imagery:

When proprietary photography is not available or appropriate, carefully selected stock images may be used. VETS maintains a curated library of approved stock images that align with our brand personality and tone. Special consideration must be given to the selection of stock imagery portraying:

- ▶ **U.S. Military Service Members:**
Images should accurately and respectfully depict service members in uniform, during ceremonies, or in action. Avoid stereotypes or overly dramatic portrayals.
- ▶ **Psychedelic Modalities:**
Imagery related to psychedelics and their use should be handled with care. Use only images that portray psychedelic substances, ceremonies, or therapy in a responsible, respectful manner.
- ▶ **Veterans and Families:**
Stock images depicting veterans and their families should reflect diversity and avoid clichéd or overly sentimental representations.

Graphics:

All graphics used in VETS communications should align with the overall visual identity, ensuring consistency in color, typography, and style. Graphics should enhance the message, providing clear, visually appealing ways to convey complex information.

- ▶ **Infographics:**
Simplify and visualize key data points or processes, such as the veteran suicide epidemic statistics or the steps involved in psychedelic-assisted therapy.
- ▶ **Icons and Illustrations:**
Use brand-consistent icons to represent programs, services, or key points in a clean, modern style.
- ▶ **Presentation Templates:**
VETS-branded templates for presentations and other key stakeholder touchpoints ensure a cohesive look in all internal and external communications.

Creative Authenticity and Attribution:

Images and videos used in media and all forms of communications must be genuine and reflect the true nature of VETS' activities.

▶ **Proper Licensing:**

All images and videos used in content creation must be properly licensed, sourced from a legitimate common use platform, or be VETS' original owned content.

- ▶ Any images or videos licensed under Creative Commons must be properly attributed, and the terms of the license must be followed. It is important to check the specific type of Creative Commons license (e.g., CC BY, CC BY-NC) to ensure compliance with any restrictions, such as non-commercial use or requirements to share alike.

▶ **Limited Alterations:**

Alterations to images and videos should be cosmetic and should not misrepresent the context or the people involved.

▶ **Best Practices:**

When using Creative Commons-licensed content, ensure:

▶ **Attribution:**

Provide proper credit to the creator, include the title of the work, link to the license, and indicate if any changes were made.

▶ **Understanding Restrictions:**

Be aware of any restrictions, such as non-commercial use or derivative works, and adhere to them.

▶ **Linking to Source:**

Whenever possible, link back to the source of the image or video, especially in digital media.

ACCESSIBILITY

All visual designs must meet or exceed ADA contrast standards to ensure accessibility for all users. Use the accessibility contrast checker and follow **Web Content Accessibility Guidelines** to ensure compliance.

 **RESOURCE: WEB CONTENT ACCESSIBILITY GUIDELINES**

05

EDITORIAL STYLE GUIDE

EDITORIAL STYLE

In keeping with the professional, research-based nature of the content we produce, VETS publications generally default to APA writing style, with a few exceptions. This ensures that written content maintains a high level of academic rigor, clarity, and consistency.

SPELLING AND GRAMMAR

Active Voice:

Prefer active voice over passive to create clear, direct statements.

First-Person Tense:

Use first-person tense (“we,” “our,” “us”) to maintain a personal connection with the audience.

Veterans:

Do not capitalize “veterans” unless used in a title. In body text, it should appear as “veterans”.

Dates:

Write dates as “Month 00, YEAR” (e.g., January 15, 2024).

Numbers:

Spell out numbers one through ten. Use numerals for numbers 11 and above (e.g., three, 11).

Possession:

VETS deviates from traditional APA guidelines when expressing possession, placing the apostrophe at the end of VETS. For example, “The heart of VETS’ mission is to expand access to psychedelic-assisted therapies through our Foundational Healing Grant Program.”

Both possessive (eg. “VETS’ mission”) and proper noun (eg. “the VETS mission”) are acceptable forms, but their use depends on the tone and context:

► **Possessive Form (“VETS’ mission”):**

Use the possessive form when the tone is conversational, casual, or when brevity is essential. This form is better suited for shorter-form content such as social media posts, marketing copy, or email subject lines, where an active, approachable tone is required.

▶ **Proper Noun Form (“the VETS mission”):**
Use the proper noun form when writing polished, formal content such as legislative documents, press releases, research summaries, or the Brand Book itself. This version conveys professionalism, authority, and is appropriate for longer-form or official materials.

▶ **Quick Tip:**
For materials aimed at external stakeholders like legislators, researchers, or potential donors, default to the proper noun form for professionalism. For internal or audience-engaging materials like newsletters or captions, the possessive form adds warmth and accessibility.

ACRONYMS

SEALs:	U.S. Navy Sea, Air, Land
SOF:	Special Operations Forces
SF:	Army Special Forces (Green Berets)
JSOC:	Joint Special Operations Command
MARSOC:	Marine Forces Special Operations Command
USSOCOM:	United States Special Operations Command
TACP:	Tactical Air Control Party Specialist
PTSD:	Post-Traumatic Stress Disorder
TBI:	Traumatic Brain Injury
mTBI:	Mild Traumatic Brain Injury
bTBI:	Blast Traumatic Brain Injury
MRI:	Magnetic Resonance Imaging
fMRI:	Functional Magnetic Resonance Imaging
EEG:	Electroencephalogram
ECG:	Electrocardiogram
EKG:	Electrocardiogram (alternate spelling)
FDA:	U.S. Food and Drug Administration
MDMA:	3,4-methylenedioxymethamphetamine
5-MeO-DMT:	5-methoxy-N,N-dimethyltryptamine

WORD BANK

The tone and language used throughout VETS content and communications should reflect empowerment, emphasizing victory over victimhood, and always focused on perseverance and strength.

CONTENT CATEGORY:	PREFER:	AVOID:
GENERAL VETS LANGUAGE	VICTORY, WIN, OVERCOME	VICTIM, LOSE, SUCCUMB
	MISSION, FIGHT, ENDURE, PERSEVERE	STRUGGLE, CHALLENGE, BATTLE, WAR
	HOPE, HOPEFUL, OPTIMISTIC, ENCOURAGED	HOPELESS, LOST, IN NEED, HURTING
VETERANS, U.S. MILITARY SERVICE MEMBERS, AND FAMILIES	HEALING, HEALING JOURNEY, FOUNDATIONAL HEALING, SUSTAINED HEALING	RECOVERY, BOUNCE BACK, WAS HEALED, GOT BETTER, REVIVED, RECUPERATED
	SUPPORT, COMMUNITY, TEAM, TEAMWORK, TOGETHER, JOIN	BROTHERHOOD, INDUSTRY, COMRADE, ALONE, LONELY
	DIED BY SUICIDE, DEATH BY SUICIDE, LOST TO SUICIDE	COMMITTED SUICIDE, TOOK THEIR LIFE, KILLED THEMSELF
PSYCHEDELIC-ASSISTED THERAPY	THERAPY, THERAPIES, COMPOUND, MODALITY, TREATMENT, MOLECULE	DRUG, MEDICINE, PLANT MEDICINE, SUBSTANCE, CHEMICAL
	INTERNATIONAL, ABROAD, OUTSIDE THE U.S.	OVERSEAS, GLOBAL

CONTENT LENGTH GUIDELINES

Blog Posts:

2,000 words maximum; 800-1,200 words preferred.

Newsletters:

500-800 words per section.

Social Media Posts:

150 characters for Twitter; 1,300 characters for Facebook and Instagram.

Press Releases:

400-600 words.

Email Marketing:

200-400 words per email.

Direct Mail:

150-300 words per section, no more than 1,000 words in total.

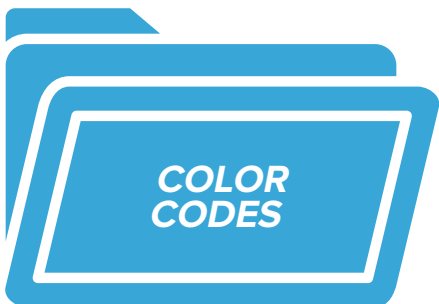
Video Length:

:30-:90 seconds for social media, 2-3 minutes for promotional videos, 5-7 minutes for educational content.



VETS BRAND TOOLKIT

Please click on any of these resources to be redirected to the respective information.



THANK YOU!

