

Announcement: BAS Has a New Look



We are very pleased to announce that the Business Applications Solution (BAS) program has been rebranded! Effective immediately, the BAS Program (and its associated branding materials) will reflect the program’s role as a major initiative for the agency and as a pilot program for the federal government modernization of mission support systems.

Project Manager Lindsay Hochberg said, “There is a great deal of energy surrounding the BAS Program at DOC and our customers seem excited at not only the opportunity to have new systems, but the opportunity to be involved in implementing those systems. Our new BAS brand reflects that excitement and energy while at the same time presents a modern and professional picture of all we hope to accomplish.”

The rebranding includes the launch of the program’s website, new logo, graphics, communications and correspondence. The BAS program’s new brand includes a dynamic logo and brand phrase, complete with a simplified color scheme and new visual communications. These collective materials utilize simple, bold graphics to convey complex solutions in an understandable way.

The BAS Program team, along with their Accenture partners, are looking forward to what comes next. Lindsay Hochberg further stated that “While BAS is a great undertaking for the department and will require dedicated hard work, it will provide improvements for our customers in how they provide mission support systems. With BAS’ structure and flexibility, our successful collaboration will bring us all to new horizons.”

Meaning Behind the Logo



The circle in the center represents the “O” in One Commerce, which is synonymous with BAS. The motion of the multi-colored pieces coming together depicts the contribution and collaboration of everyone in the community as we build the standardized BAS solution. The motion of the elements also symbolizes the ongoing enhancements that will be made to BAS after Go-Live to introduce new technologies and accommodate changing user needs. The spaces between the diamonds illustrate how users will be able to move with ease across all the components within BAS to perform their activities using a single sign-on.