The My Career Advancement Account Scholarship

Visual Style Guide

April 2016

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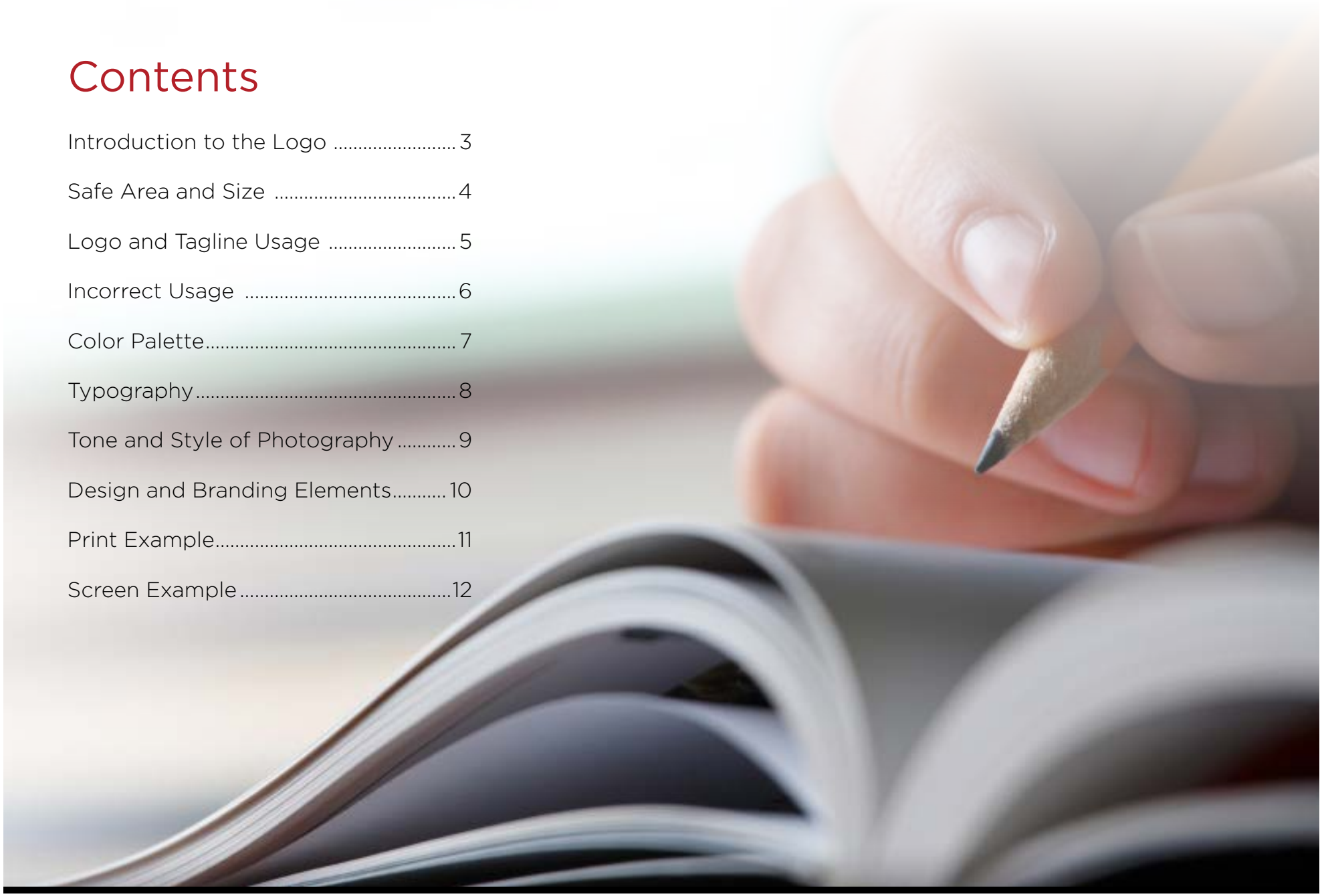


Introduction to the Logo

The visual identity is the outward expression of the My Career Advancement Account Scholarship. It uniquely and distinctively sets it apart from other organizations. The logo is the primary element of that identity. However, other components play an important role in establishing the visual style and include the following elements:

- Color
- Typography
- Imagery

The My Career Advancement Accounts Scholarship, a component of the Department of Defense Spouse Education and Career Opportunities Program, is a workforce development program

The artwork, combined with Gotham Medium as the primary typeface and Constantia Italic as the secondary typeface, is the official My Career Advancement Account Scholarship logo.

Proper use of the logo and how it is combined with other graphic elements is described on the following pages.

Safe Area and Size

A safe area around the logo will ensure visibility and impact. As illustrated, the minimum safe area measures 1/2 the height of the logo.

Horizontal Logo - Safe Area	
x = height of logo	1/2 x = safe area

Use the safe area between the logo and other graphic elements such as type, images and other logos, to ensure it retains a strong presence wherever it appears. Where possible, allow even more space around the logo when possible.

The minimum acceptable dimension is 75 pixels wide at 72 pixels per inch.

Logo and Tagline Usage

The My Career Advancement Account Scholarship logo is a horizontal layout that uses red and light blue primary type with gray secondary type on a white background. Two variations of the logo have been created, with and without the tagline. Using the official logo should always be a priority.

Option 1:

The preferred logo is placed on a white background. Use this option as an introductory element of the brand.

Option 2:

This is a secondary logo option used on very light gray background with no more than a 15 percent tint value of neutral black (see color palette).

Option 3:

If the logo is used on a dark or heavily patterned background, it should be contained within a white square frame with a two-point stroke using a 50 percent tint value of neutral black (see color palette).

Incorrect Usage

Incorrect usage of the My Career Advancement Account Scholarship logo can compromise its integrity and effectiveness. To ensure accurate and consistent reproduction, always use the approved digital artwork. Never alter, add to or recreate the logo.

1. Do not reconfigure or change the size and placement of the logo.
2. Do not stretch or squeeze the logo to distort proportions.
3. Do not crop the logo.
4. Do not add a drop shadow to the logo.
5. Do not change the logo colors.
6. Do not place the logo on a complex patterned background.
7. Do not place the logo on a neon or brightly colored background.
8. Do not place the logo on a busy photograph or background.
9. Do not recreate elements of the logo.

Color Palette

The primary My Career Advancement Account Scholarship color palette consists of yellow, red, light blue and gray with supporting colors of dark blue, tan and black.

The My Career Advancement Account Scholarship colors are equivalent to the Pantone® numbers listed here. For four-color process printing, use the Cyan-Magenta-Yellow-Black — CMYB — values. For on-screen applications such as video or broadcasts, use the Red-Green-Blue — RGB — values. For web applications, refer to the hexadecimal — HEX — values associated with each color.

Typography

The My Career Advancement Account Scholarship brand uses two primary typefaces for publishing collateral material. They are Gotham and Constantia. When Gotham is not available, Calibri should be used. When Constantia is not available, Cambria should be used.

Gotham Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;$%!?(*)

Gotham Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;$%!?(*)

Constantia Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;$%!?(*)

Constantia Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;$%!?(*)

Constantia Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;$%!?(*)

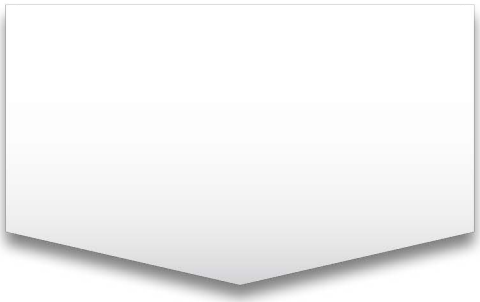
Tone and Style of Photography

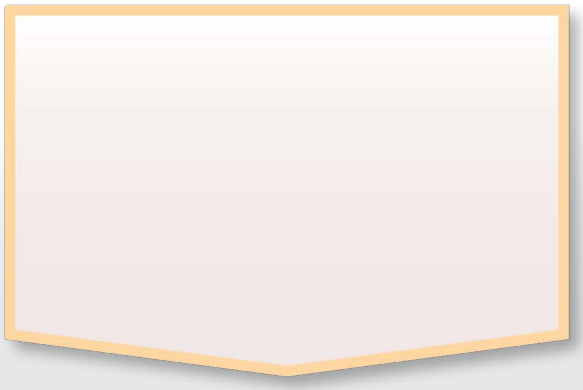
The My Career Advancement Account Scholarship imagery should consist of a wide range of young women and men with diverse ethnic backgrounds.

Design and Branding Elements

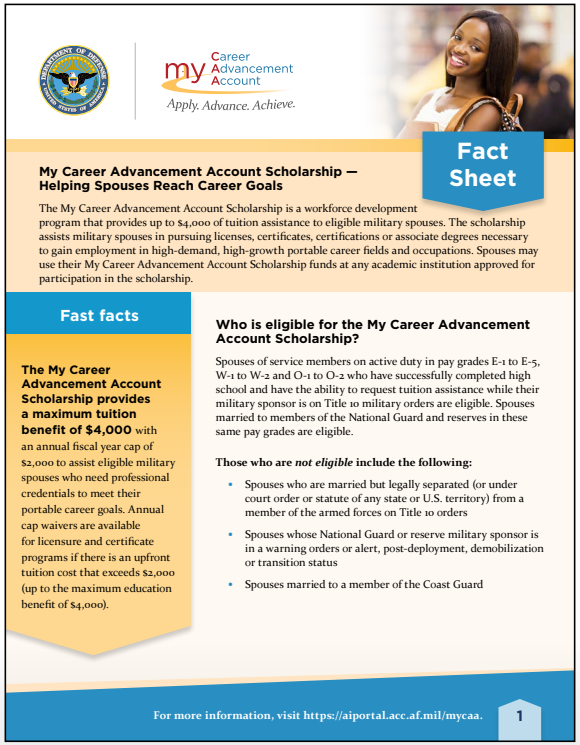
These backgrounds and design elements may be used to further enhance the My Career Advancement Account Scholarship brand.

As the brand evolves additional textures and design elements may be incorporated.





Print Example



my Career Advancement Account

Apply. Advance. Achieve.

Fact Sheet

My Career Advancement Account Scholarship — Helping Spouses Reach Career Goals

The My Career Advancement Account Scholarship is a workforce development program that provides up to $4,000 of tuition assistance to eligible military spouses. The scholarship assists military spouses in pursuing licenses, certificates, certifications or associate degrees necessary to gain employment in high-demand, high-growth portable career fields and occupations. Spouses may use their My Career Advancement Account Scholarship funds at any academic institution approved for participation in the scholarship.

Fast facts

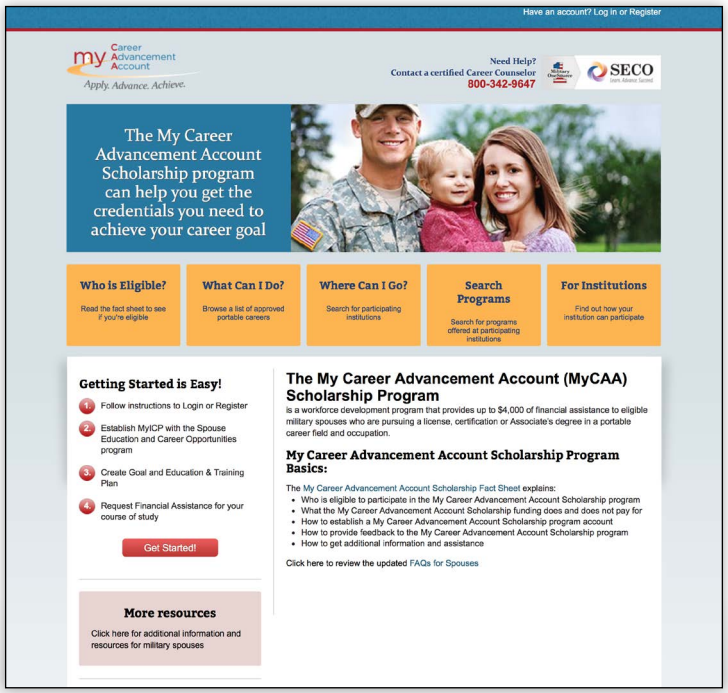
The My Career Advancement Account Scholarship provides a maximum tuition benefit of $4,000 with an annual fiscal year cap of $2,000 to assist eligible military spouses who need professional credentials to meet their portable career goals. Annual cap waivers are available for licensure and certificate programs if there is an upfront tuition cost that exceeds $2,000 (up to the maximum education benefit of $4,000).

Who is eligible for the My Career Advancement Account Scholarship?

Spouses of service members on active duty in pay grades E-1 to E-5, W-1 to W-2 and O-1 to O-2 who have successfully completed high school and have the ability to request tuition assistance while their military sponsor is on Title 10 military orders are eligible. Spouses married to members of the National Guard and reserves in these same pay grades are eligible.

Those who are *not eligible* include the following:

- Spouses who are married but legally separated (or under court order or statute of any state or U.S. territory) from a member of the armed forces on Title 10 orders
- Spouses whose National Guard or reserve military sponsor is in a warning orders or alert, post-deployment, demobilization or transition status
- Spouses married to a member of the Coast Guard

For more information, visit https://aiportal.acc.af.mil/mycaa. 1

Screen Example