my Career
Advancement
Account

THE MY CAREER ADVANCEMENT
ACCOUNT SCHOLARSHIP

Visual Style Guide

December 2023

Contents

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 artwork, combined with Gotham Medium as the primary typeface and Constantia Italic as the secondary typeface, is the official MyCAA logo.

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

my **C**areer **A**dvancement **A**ccount

my **C**areer **A**dvancement **A**ccount

Apply. Advance. Achieve.

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.

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

Logo and Tagline Usage

The MyCAA 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% 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% tint value of neutral black (see color palette).

Incorrect Usage

Incorrect usage of the MyCAA 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.
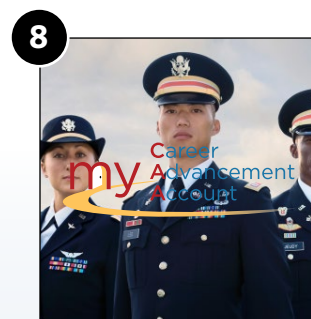
Color Palette

The primary MyCAA color palette consists of yellow, red and light blue with supporting colors of dark blue and black.

MyCAA 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.
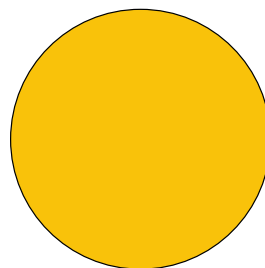
Pantone 7549 C
C0 M22 Y100 K2
R255 G181 B0
HEX #FFB500
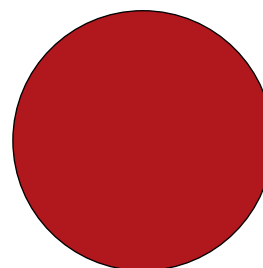
Pantone 7621 C
C0 M98 Y91 K30
R171 G35 B40
HEX #AB2328
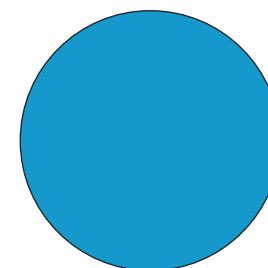
Pantone 7689 C
C77 M25 Y6 K0
R41 G143 B194
HEX 298FC2
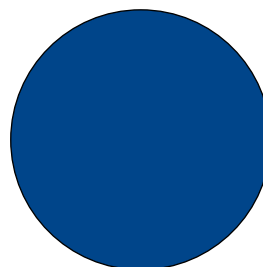
Pantone 287 C
C100 M75 Y2 K18
R0 G48 B135
HEX 003087
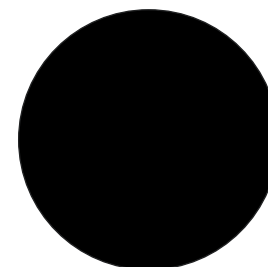
Pantone Black C
C0 M0 Y0 K100
R0 G0 B0
HEX 000000

Typography

MyCAA brand uses two primary typefaces for publishing collateral materials. They are Bitter and Tahoma. When Tahoma is not available, Calibri should be used. When Bitter is not available, Cambria should be used.

Tahoma Regular

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

Tahoma Bold

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

Bitter Regular

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

Bitter Italic

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

Bitter Bold

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

Tone and Style of Photography

MyCAA imagery should consist of a wide range of young women and men with diverse ethnic backgrounds.
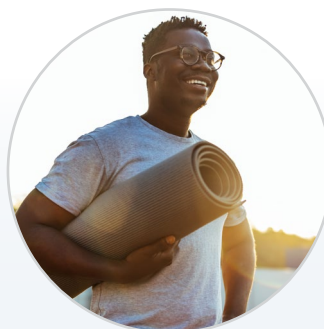
Design and Branding Elements

These backgrounds and design elements may be used to further enhance the MyCAA brand.

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

Transparent Text Backgrounds

Print Examples

Screen Example