**SPOUSE EDUCATION AND
CAREER OPPORTUNITIES**

Visual Style Guide

September 2023
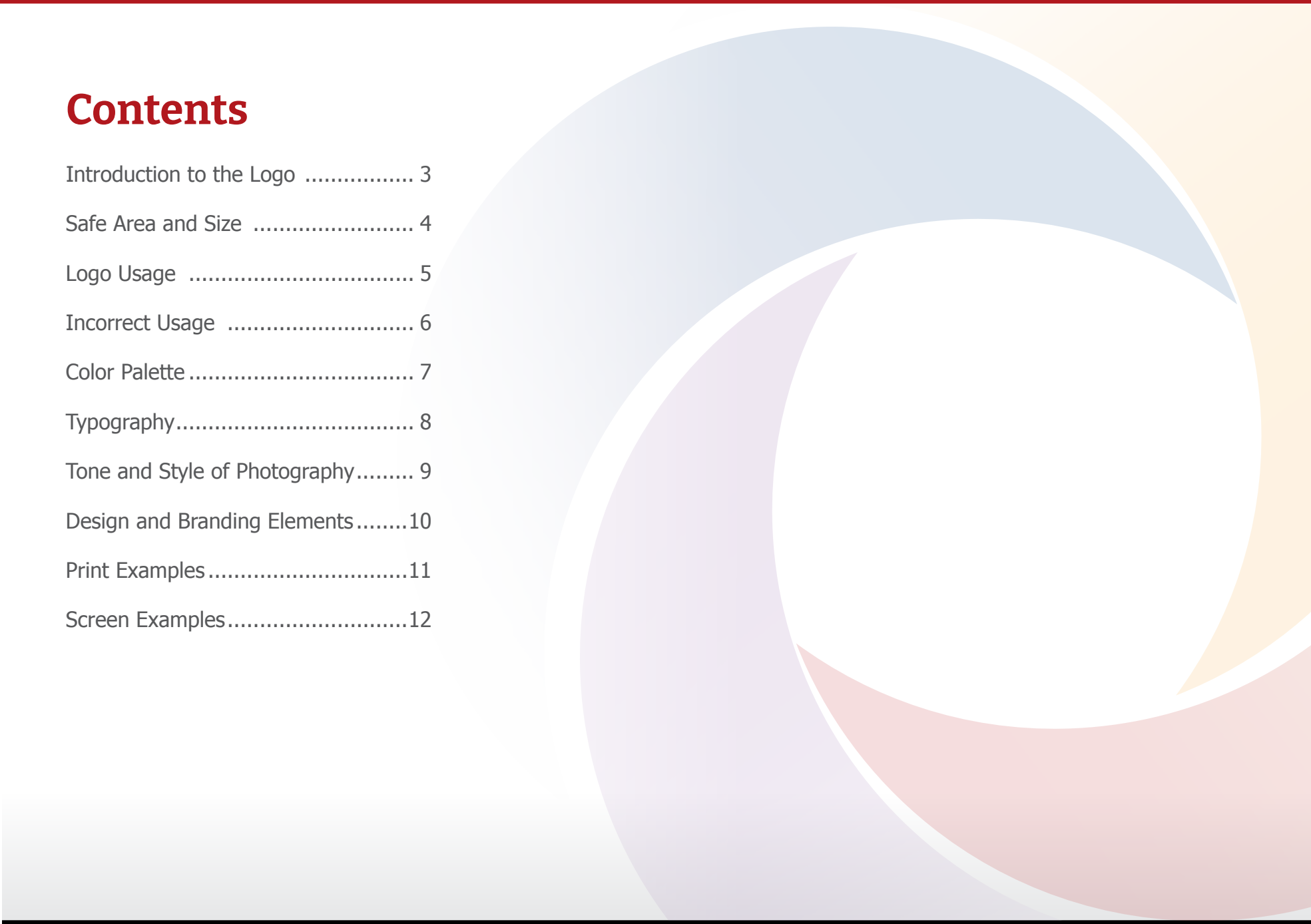

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Contents

Introduction to the Logo

The visual identity is the outward expression of the Spouse Education and Career Opportunities program. 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 icon, combined with Myriad Pro Condensed as the typeface, is the official SECO program 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 for horizontal logos and 1/2 the width for vertical logos.
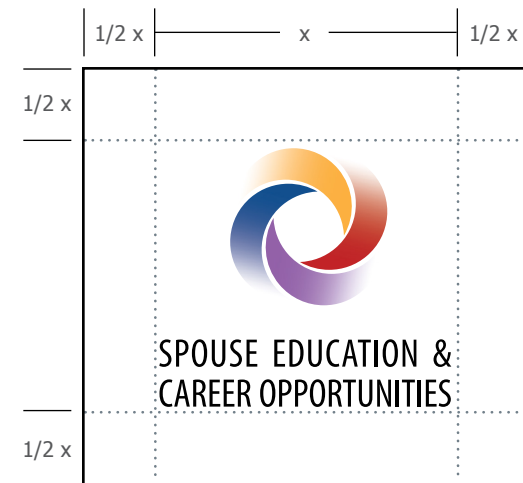
Horizontal Logo - Safe Area
x = height of logo   1/2 x = safe area

Vertical 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 100 pixels wide at 72 pixels per inch. These dimension limitations apply to both the horizontal and vertical logo variations.

1/2 x   1/2 x

1/2 x

x

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1/2 x

1/2 x ⊢──── x ────⊣ 1/2 x

1/2 x

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1/2 x

Logo Usage

The preferred logo is a horizontal layout that uses black primary type on a white background. Multiple variations of the logo have been created to better complement a wide range of uses. These examples illustrate the SECO visual style in print products.

Horizontal Option (Preferred):

Horizontal option is suggested for use in horizontal spaces as an introductory element of the brand.

Vertical Option:

Vertical option is suggested for use in vertical spaces as a supporting element of the brand.

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Incorrect Usage

Incorrect usage of the SECO 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.
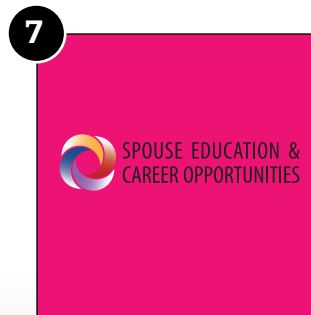
Color Palette

The primary SECO color palette consists of yellow, red, purple and light blue with secondary accents of dark blue, tan and gray.

The SECO colors are equivalent to the Pantone® numbers listed here. For four-color process printing, use the cyan-magenta-yellow-black — CMYK — values. For on-screen applications such as video or broadcasts, use the red-green-blue values. For web applications, refer to the hexadecimal — HEX — values associated with each color.
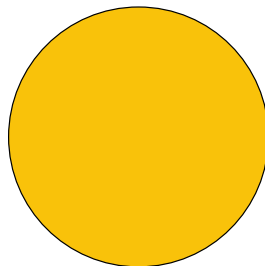
Pantone 7549 C
C0 M22 Y100 K2
R255 G181 B0
HEX #FFB500
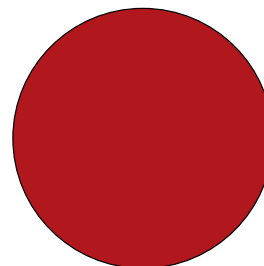
Pantone 7621 C
C0 M98 Y91 K30
R171 G35 B40
HEX #AB2328
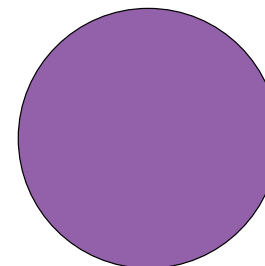
Pantone 2583 C
C47 M72 Y0 K0
R160 G94 B181
HEX #A05EB5
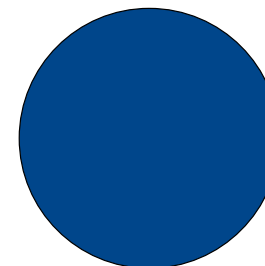
Pantone 287 C
C100 M75 Y2 K18
R0 G48 B135
HEX #003087
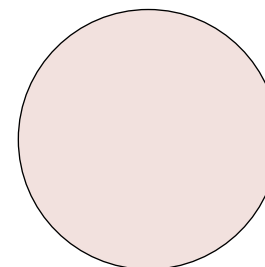
Pantone 7604 C
C0 M8 Y5 K4
R228 G213 B211
HEX #E4D5D3
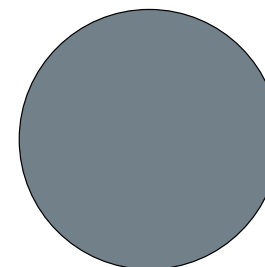
Pantone 430 C
C33 M18 Y13 K40
R124 G135 B142
HEX #7C878E

Typography

The SECO 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

Spouse Education and Career Opportunities imagery should consist of a wide range of young women and men with diverse ethnic backgrounds.

Design and Branding Elements

Backgrounds and design elements may be used to further enhance the SECO brand, such as the gradients and textures shown here as well as the text backgrounds and dotted line.

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

Transparent Text Backgrounds

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Print Examples

These examples illustrate the SECO visual style in print products.

Screen Examples

These examples illustrate the SECO visual style in digital content.