



# Visual Style Guide

April 2016





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## Introduction to the Logo

The visual identity is the outward expression of Military Spouse Employment Partnership. 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 Military Spouse Employment Partnership visual style.

The artwork, combined with Helvetica Neue Bold as the primary typeface and Helvetica Neue Regular as the secondary typeface, is the official Military Spouse Employment Partnership logo.



## Safe Area and Size

A safe area around the logo will ensure visibility and impact. As illustrated, the minimum safe area measures  $\frac{1}{4}$  width of logo.

$x$  = width of logo  
 $\frac{1}{4} x$  = 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 150 pixels per inch.

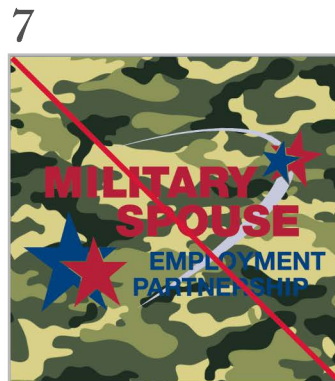
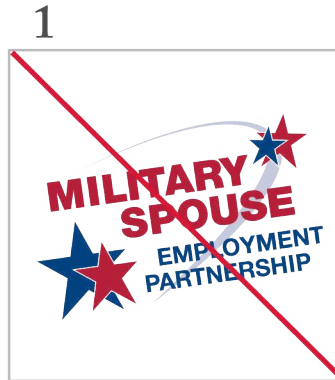
Minimum = 100 pixels wide  
at 150 pixels per inch



## Incorrect Usage

Incorrect use of the Military Spouse Employment Partnership logo can compromise its integrity and effectiveness. To ensure accurate and consistent reproduction of the logo, 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 or remove the logo text.
4. Do not change the logo colors.
5. Do not place the logo on a black background or one that would clash with the colors of the logo.
6. Do not place the logo on a neon background or one that would clash with the colors of the logo.
7. Do not place the logo on a busy photograph or background.
8. Do not recreate elements of the logo.



## Color Palette

The primary Military Spouse Employment Partnership color palette consists of yellow, red and dark blue with secondary accents of lighter blue, teal and gray.

The Military Spouse Employment Partnership 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 — 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 287 C  
C100 M75 Y2 K18  
R0 G48 B135  
HEX 003087

Pantone 277 C  
C35 M9 Y0 K0  
R171 G202 B233  
HEX ABCAE9

Pantone 7683 C  
C83 M55 Y0 K0  
R66 G109 B169  
HEX 426DA9

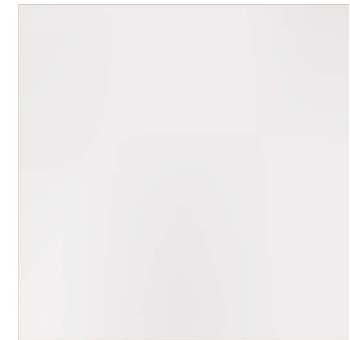
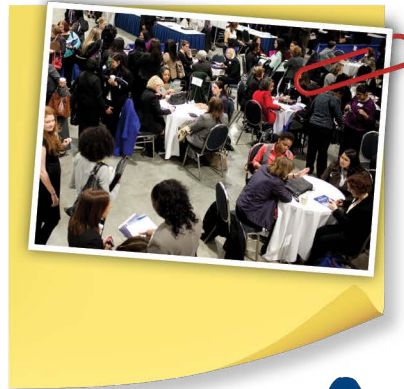
Pantone 430 C  
C33 M18 Y13 K40  
R124 G135 B142  
HEX 7C878E



## Additional Design and Brand Elements

The Military Spouse Employment Partnership brand also uses other brand elements such as icons and a unique footer.

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



# Typography

The Military Spouse Employment Partnership brand uses two primary typefaces. They are Gotham and Adobe Caslon Pro.

If these are not available use Arial can be used instead of Gotham and Cambria can be used instead of Adobe Caslon Pro.

When developing web-related products, two primary fonts should be used. Georgia should be used for headers and subheaders and Arial should be used for content areas.

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

*Gotham Light Italic*  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&.,;:\$%!?(\* )

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

*Gotham Book Italic*  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&.,;:\$%!?(\* )

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

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

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

*Gotham Bold Italic*  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&.,;:\$%!?(\* )

Adobe Caslon Pro Regular  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&.,;:\$%!?(\* )

*Adobe Caslon Pro Italic*  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&.,;:\$%!?(\* )

Adobe Caslon Pro Semibold  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&.,;:\$%!?(\* )

*Adobe Caslon Pro Semibold Italic*  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&.,;:\$%!?(\* )

Adobe Caslon Pro Bold  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&.,;:\$%!?(\* )

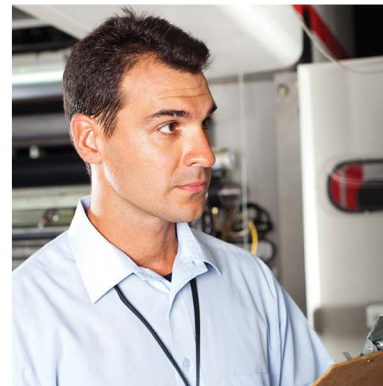
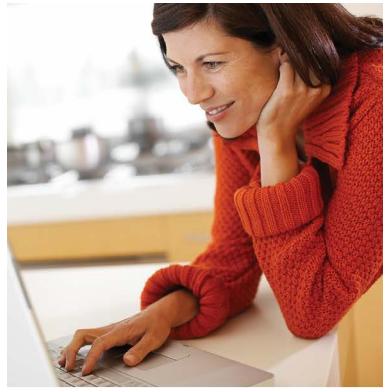
*Adobe Caslon Pro Bold Italic*  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&.,;:\$%!?(\* )



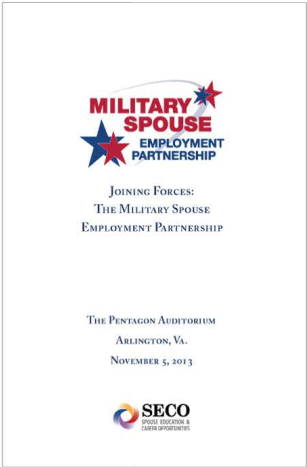
## Tone and Style of Photography

A significant feature of the Military Spouse Employment Partnership is the use of authentic military photography when possible.

To engage users, the images should be fun, but serious as well, in respect to the subject matter. Photography should be seen as casual so it doesn't intimidate, but formal enough to communicate the official nature of the partnership. Specific word associations may include patriotic, welcoming, friendly, clean, simple, official, trusted, progressive, warm, innovative, energetic and classic.



Print Examples





Screen Examples

