



**MILITARY SPOUSE EMPLOYMENT PARTNERSHIP**

# Visual Style Guide

August 2023

## Contents

Introduction to the Logo	3
Safe Area and Size	4
Incorrect Usage	5
Color Palette	6
Other Brand Elements	7
Typography	8
Tone and Style of Photography	9
Print Examples	10
Screen Examples	11



### Introduction to the Logo

The visual identity is the outward expression of the 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 MSEP 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

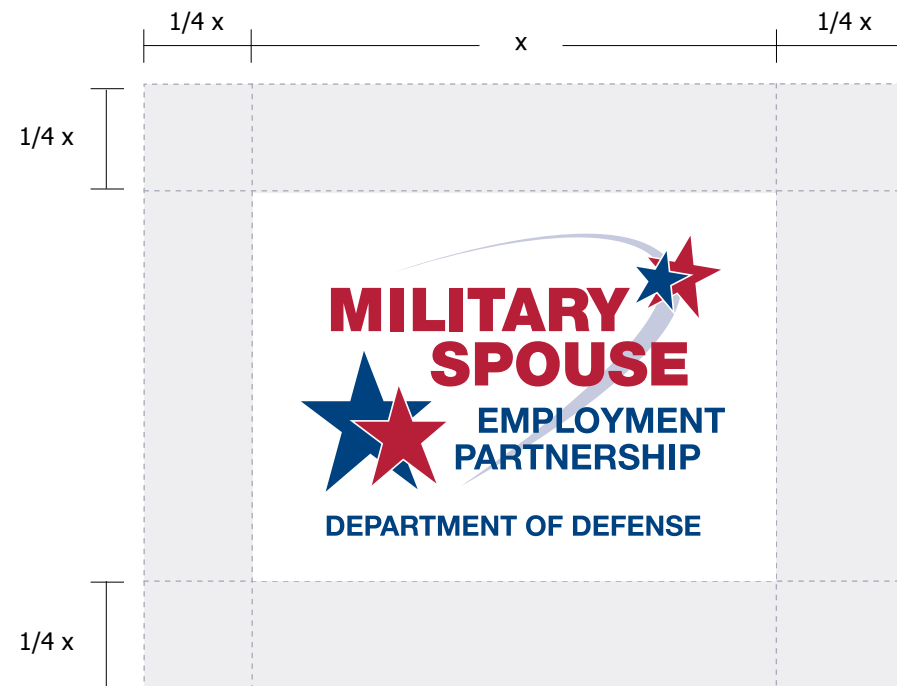
A safe area around the logo will ensure visibility and impact. As illustrated, the minimum safe area measures  $\frac{1}{4}$  width of logo.

$x$  = 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.

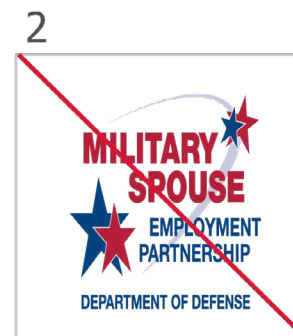
Minimum = 100 pixels wide  
at 150 pixels per inch



## Incorrect Usage

Incorrect use of the MSEP 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.

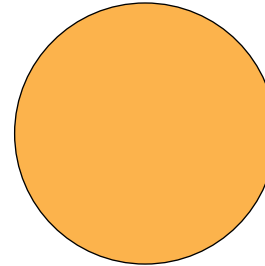
1. Do not reconfigure or change the size and placement of the logo.
2. Do not stretch or squeeze the logo to distort proportions.
3. Do not crop the logo or remove the logo text.
4. Do not change the logo colors.
5. Do not place the logo on a black background or one that would clash with the colors of 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.
9. Do not remove Department of Defense below the logo.



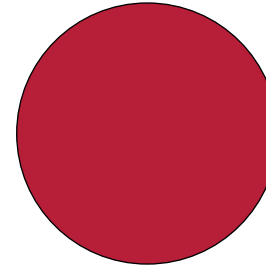
### Color Palette

The primary MSEP color palette consists of yellow, red and dark blue with secondary accents of lighter blue, teal and gray.

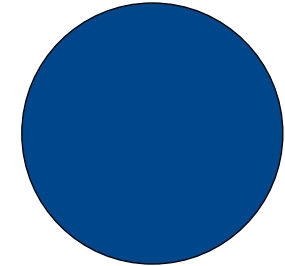
The MSEP colors are equivalent to the Pantone® numbers listed here. For four-color process printing, use the Cyan-Magenta-Yellow-Black — CMYK — values. For on-screen applications such as video or broadcasts, use the Red-Green-Blue — RGB — values. For web applications, refer to the hexadecimal — HEX —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



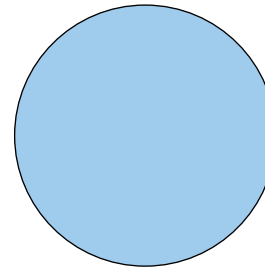
Pantone 7549 C  
C0 M22 Y100 K2  
R255 G181 B0  
Hex FFB500



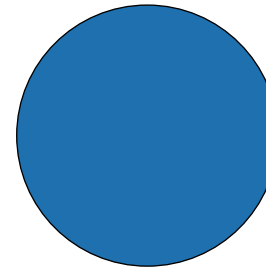
Pantone 7621 C  
C0 M98 Y91 K30  
R171 G35 B40  
Hex AB2328



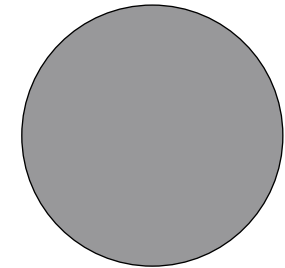
Pantone 287 C  
C100 M75 Y2 K18  
R0 G48 B135  
Hex 003087



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



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

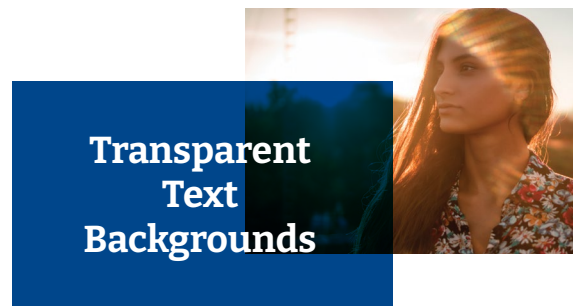
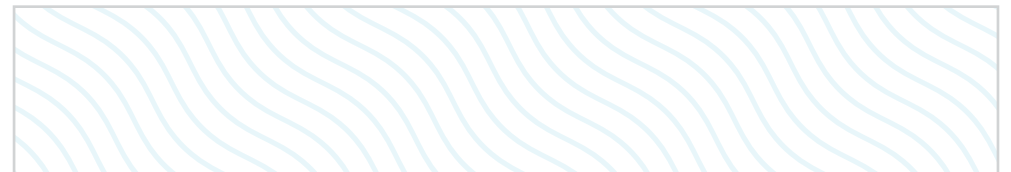
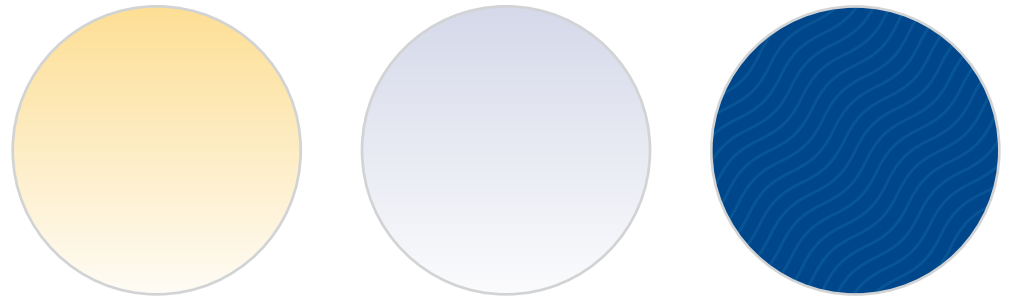


Pantone 430 C  
C33 M18 Y13 K40  
R124 G135 B142  
Hex 7C878E

### Additional Design and Brand Elements

The MSEP 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 MSEP 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.

Bitter Regular

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

Bitter Italic

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

Bitter Bold

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

Tahoma Regular

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

Tahoma Bold

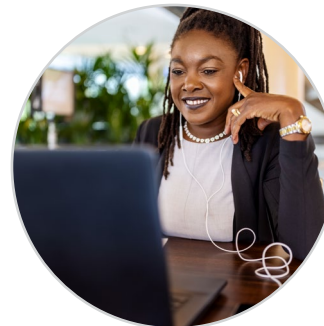
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890&.,:;\$%!?(\*)**



### Tone and Style of Photography

A significant feature of the MSEP is the use of authentic military photography when possible.

To engage users, the images should be fun, but serious as well, with 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, classic, business and professional.



## Print Examples

These examples illustrate the correct use of MSEP brand usage guidelines in print products.





### Fact Sheet

#### Connecting Talented Military Spouses to Committed Employers

The Military Spouse Employment Partnership is a career partnership that connects military spouses with hundreds of partner employers who have committed to recruit, hire, promote and retain military spouses.

**"We greatly value the military spouse workforce, as they are a valuable resource to the communities they live in. They are hardworking, loyal and always looking for growth. We hope to employ many more and we are always available to discuss active and future opportunities."**

— Frontline National, LLC

**"I view MSEP as a competitive advantage ... This is a truly win-win opportunity!"**

— Greenback Expat Tax Service

The Military Spouse Employment Partnership gives partners first access to a unique and talented group of professionals – military spouses. They are skilled, diverse and motivated, with a strong work ethic. When MSP companies and organizations hire military spouses, they gain outstanding employees with 21st century skills.

#### The Military Spouse Employment Partnership works for companies and organizations.

**Partner benefits:**

- **Unlimited access** to valuable talent
- **Convenient solutions** for connecting with spouses and uploading job postings
- **Recognition opportunities** for partners featured in promotional activities, social media and at public events
- **Networking opportunities** with the Department of Defense and other industry-leading partners
- **Partnership development opportunities**, including:
  - LinkedIn partner group
  - Partner-to-partner mentoring
  - Spouse mentoring
  - Employer and spouse testimonials



For more information, visit <https://msepjobs.militaryonesource.mil>.

### Spouse Partnership Military spouses.

a solution to assist spouses in finding employment to achieve their career challenges of frequent relocation. It finds jobs and career opportunities in 30+ Search on MySECO.

a variety of industry sectors, including

- Healthcare Support
- Installation, Maintenance and Repair
- Legal
- Life, Physical and Social Science
- Management
- Office and Administrative Support
- Personal Care and Service
- Production
- Protective Service
- Sales
- Transportation

### 00 spouses hired through

of life and financial stability of military directly to the readiness and retention of our forces. Military spouses thrive when they are able to fulfill their aspirations.

### Our Goal

The shared goal of the Military Spouse Employment Partnership and the Spouse Education and Career Opportunities program is to ensure spouses have the opportunities and connections they need to obtain a satisfying career and receive wages commensurate with their level of training, work experience, accomplishments and credentials.



### Connect with us

- Facebook: <https://facebook.com/DoDMilitarySpouse>
- Twitter: <https://twitter.com/DoDMilitarySpouse>
- Instagram: <https://www.instagram.com/dodmilitaryspouse/>

### Partner Group:

<https://www.linkedin.com/groups/4449979/>


### Spouse Group:

<https://www.linkedin.com/groups/4159976/>




The Military Spouse Employment Partnership is part of the Department of Defense Spouse Education and Career Opportunities program that offers comprehensive information, tools and resources to support military spouse career exploration, education, training and licensing, employment readiness and career connections.

For more information, visit <https://msepjobs.militaryonesource.mil>.



## Working Through Change:

### Agility in a Changing Workspace



### Tips for Military Spouses to Navigate the Virtual Hiring Fair

- Log in to the hiring fair platform through <https://msepjobs.militaryonesource.mil>. You will arrive in the exhibit hall.

### Navigating to an Employer

- Hover over the arrows in the exhibit hall on the left and right side of the screen.
- You can also scroll through the list of employers under Employer's Index in the bottom left corner of the screen.
- If you have an employer in mind, search for the employer by name using the search bar at the top of the screen.
- Once you find an employer you are interested in, click on the booth graphic or the name of the employer in the list to enter the employer's booth.

### Explore Employer Offerings

- Within an employer's booth, click on the documents or links.
- You can click on employer's name to learn more.


### Apply for a Job

- Browse an employer's offerings to learn more.
- Within View Details, you can apply for the position.
- If you want to view all jobs in the exhibit hall, you can see

## MSEP Virtual Hiring Fair

### Oct. 14

### 11 a.m. - 3 p.m. EDT



## Screen Examples

These examples illustrate the correct use of MSEP brand usage guidelines in digital content.

