

**MILITARY** ★  
**SPOUSE**  
★ **EMPLOYMENT**  
**PARTNERSHIP**  
**DEPARTMENT OF DEFENSE**

**MAY 2025**

# Visual Style Guide



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# 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

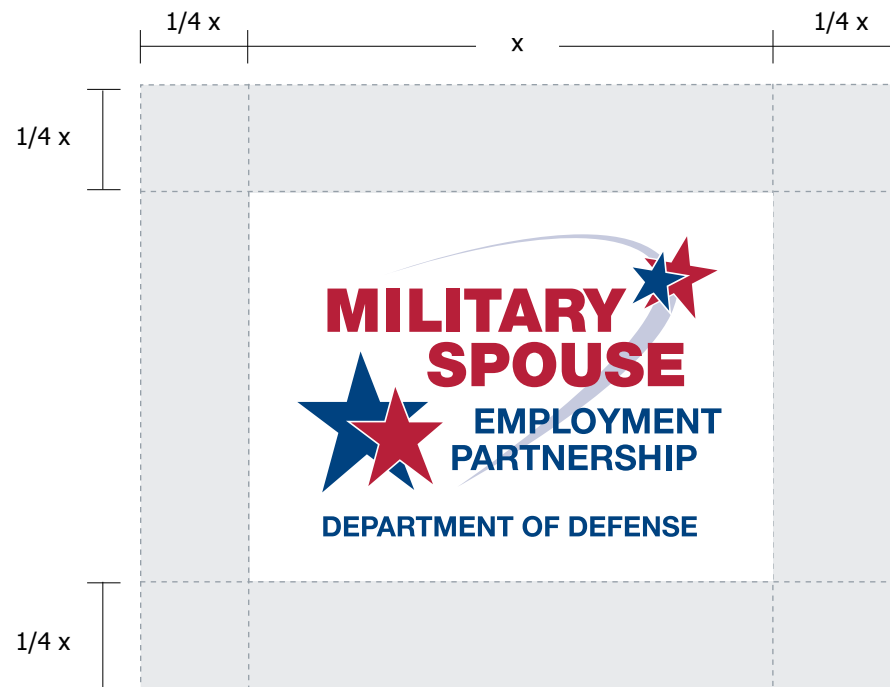
A safe area around the logo will ensure visibility and impact. As illustrated, the minimum safe area measures  $\frac{1}{4}$  width of logo.

$x$  = 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

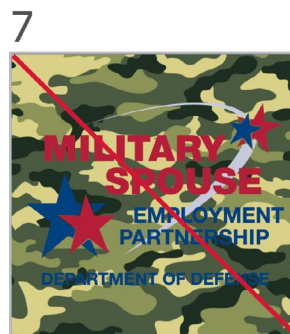
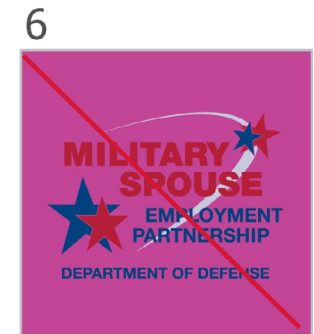
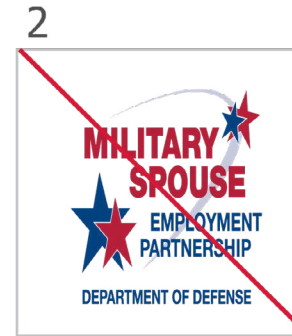
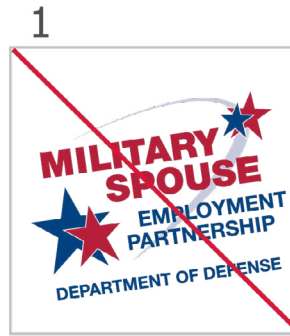




# Incorrect Usage

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 videos or broadcasts, use the red-green-blue — RGB — values. For web applications, refer to the hexadecimal — HEX — values associated with each color.

Pantone 129 C  
C0 M34 Y80 K0  
R252 G179 B76  
HEX #FBB24B

Pantone 200 C  
C20 M100 Y79 K10  
R183 G31 B57  
HEX #B61F39

Pantone 277 C  
C35 M9 Y0 K0  
R159 G203 B237  
Hex #9FCBEC

Pantone 288 C  
C100 M75 Y6 K24  
R0 G66 B128  
HEX #00417F

Pantone 3015 C  
C100 M53 Y4 K19  
R0 G92 B151  
Hex #005C97

Pantone 430 C  
C33 M18 Y13 K40  
R124 G128 B138  
HEX #727F8A

# 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

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 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.



**Join the Military Spouse Employment Partnership**

Get priority access to a talented and diverse group of professionals — military spouses.

When you join MSEP, you commit to recruit, hire, promote and retain military spouses.

Membership provides access to invaluable benefits, including:

- Unlimited access to a pool of talented professionals
- Free solutions for targeting and connecting with military spouses
- Partner recognition in promotional activities, social media and at public events
- Networking opportunities with the Defense Department and other leading industry partners
- An MSEP specialist assigned to your organization to support recruitment and retention efforts
- Partnership development through our LinkedIn partner group, partner-to-partner mentoring, employer and military spouse testimonials, military community and DOD hiring events and access to military installations worldwide

**Get started with 3 easy steps:**

1. Visit MSEP to learn more and submit an account request.
2. Complete the MSEP employer application.
3. Attend a one-hour virtual information session for potential partners.


**Get started — gain outstanding employees with 21st century skills**



**INTRODUCTION TO THE Military Spouse Employment Partnership FOR POTENTIAL PARTNERS**



**Community. Collaboration. Careers.**



**Fact Sheet**

**Connecting Talented Military Spouses to Committed Employers**

The Military Spouse Employment Partnership, or MSEP, connects military spouses with hundreds of employers who have committed to recruit, hire, promote and retain military spouses.

*"The talent, professionalism and expertise military spouses bring to our workforce is exceptional. Actively working at our headquarters or in the community they reside, these professionals continue to be a force multiplier for us as we continue to offer affordable tuition and employment opportunities. Columbia Southern Education Group, the parent organization of Columbia Southern and Waldorf Universities, will actively seek to employ more military spouses in the future."*

— Dr. Lillie S. Cannon, associate vice president of military and corporate outreach, Waldorf University

*"Being a part of MSEP not only allows our organization to continue its mission and impact the military spouse ecosystem but also gives us a vast network to continue the mission and work with other companies who want to truly make a difference in our military community."*

— Moll Jefferson, Association of Military Spouse Entrepreneurs

MSEP gives partners access to a unique and talented group of professionals — military spouses. Today's military spouses are skilled and motivated, characteristics highly valued by America's top employers. When MSEP companies and organizations hire military spouses, they gain employees who are tech savvy, mobile and educated, with a strong work ethic.

**The Military Spouse Employment Partnership benefits companies and organizations.**

**Partner benefits:**

- **Free solutions** for targeting and connecting with military spouses
- **Recognition opportunities** through promotional activities, social media and military community events
- **Networking opportunities** with the Defense Department and other industry-leading partners
- **Assigned MSEP specialist** to facilitate your organization's military spouse recruitment and retention efforts
- **Partnership development opportunities**, including:
  - LinkedIn partner group
  - Partner-to-partner mentoring

**MSEP Virtual Hiring Fair**

**April 30, 2025**  
11 a.m. to 3 p.m. EDT

**Military spouses — Register today to find a position in the health care industry**

- Engage in live chat with managers committed to hiring military spouses.
- Identify current opportunities, with a specific focus on health care.

**Be a strong candidate**

Connect with a SECO career coach now to prepare for the MSEP Virtual Hiring Fair. Participate in a video mock interview or take advantage of SECO's On-Demand Resume Review.

**Call the SECO Career Center at 800-342-9647 to schedule a consultation with a SECO career coach.**


**Search job openings**

Check out open remote and telework positions with MSEP employers by visiting the MSEP Job Search: <https://msep.seco.edu/jobs>


**Join for free to explore health care roles that work for you**

**Wednesday, April 30, 2025**  
11 a.m. to 3 p.m. EDT

**Registration is open!**  
Scan the QR Code



<https://www.msep.mil/career-spring-25>  
800-342-9647



# Screen Examples

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

