



**THE MY CAREER ADVANCEMENT  
ACCOUNT SCHOLARSHIP**

# **Visual Style Guide**

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December 2023

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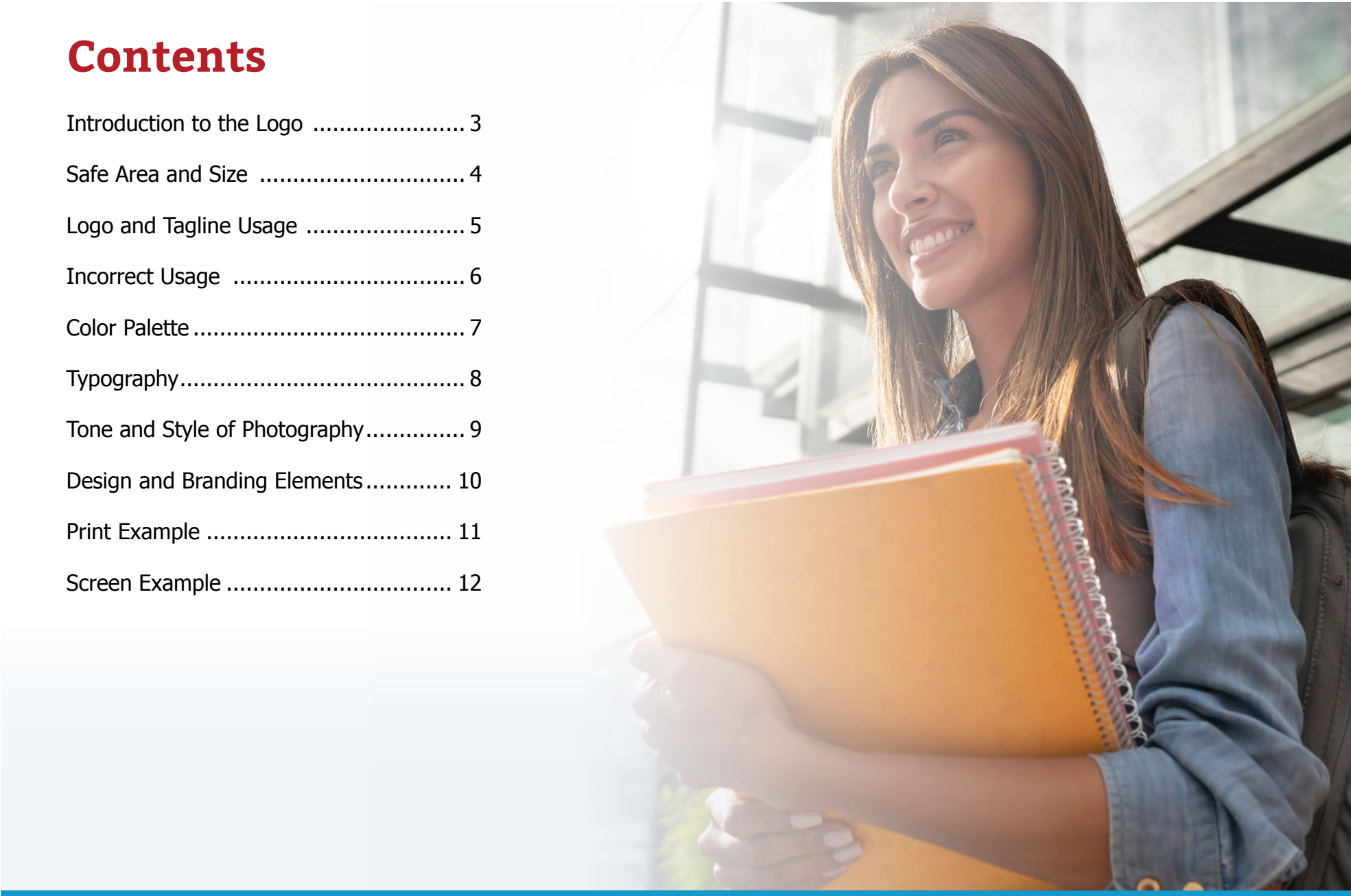
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*Apply. Advance. Achieve.*

## 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.

## Safe Area and Size

A safe area around the logo will ensure visibility and impact. As illustrated, the minimum safe area measures  $\frac{1}{2}$  the height of the logo.

### Horizontal Logo - Safe Area

$x$  = height of logo     $\frac{1}{2} x$  = 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).



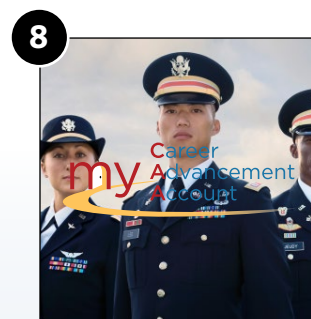
### Option 3:

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.

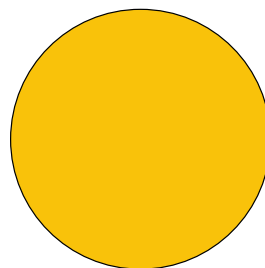
1. Do not reconfigure or change the size and placement of the logo.
2. Do not stretch or squeeze the logo to distort proportions.
3. Do not crop the logo.
4. Do not add a drop shadow to the logo.
5. Do not change the logo colors.
6. Do not place the logo on a complex patterned background.
7. Do not place 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.



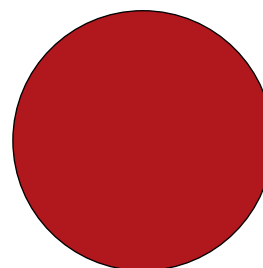
## Color Palette

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

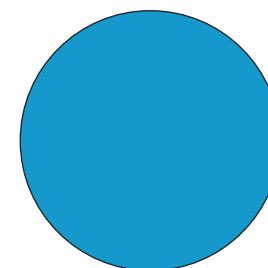
MyCAA colors are equivalent to the Pantone® numbers listed here. For four-color process printing, use the Cyan-Magenta-Yellow-Black — CMYB — values. For on-screen applications such as video or broadcasts, use the Red-Green-Blue — RGB — values. For web applications, refer to the hexadecimal — HEX — values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



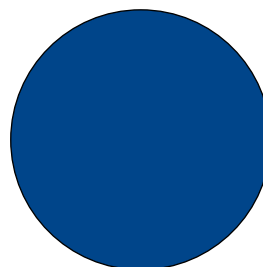
Pantone 7549 C  
C0 M22 Y100 K2  
R255 G181 B0  
HEX #FFB500



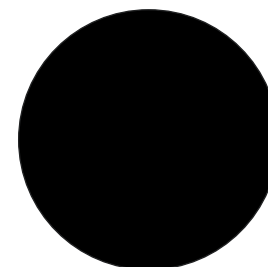
Pantone 7621 C  
C0 M98 Y91 K30  
R171 G35 B40  
HEX #AB2328



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

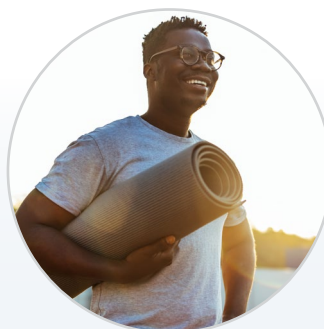
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890&.,;:\$%!?(\*)*

Bitter Bold

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

## **Tone and Style of Photography**

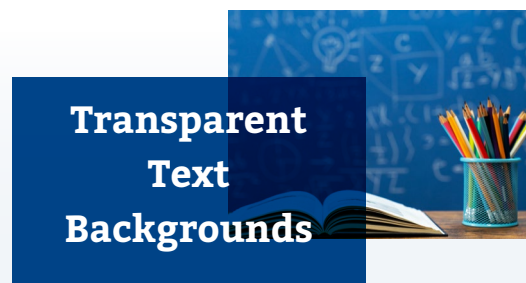
MyCAA imagery should consist of a wide range of young women and men with diverse ethnic backgrounds.




# 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.



Print Examples



### My Career Advancement Account Helping Spouses Reach Career Goals

**Fact Sheet**

The My Career Advancement Account Scholarship is a workforce development program that provides up to \$4,000 of tuition assistance to eligible military spouses. The scholarship assists military spouses in pursuing licenses, certifications or associate degrees necessary to gain employment in an occupation or career field. Spouses may use their My Career Advancement Account Scholarship funds at any academic institution approved for participation in the scholarship.

**Who is eligible for the My Career Advancement Account Scholarship?**

Spouses of service members on active duty in pay grades E-1 to E-5, W-1 to W-2 and O-1 to O-2 who have successfully completed high school and have the ability to request tuition assistance while their military sponsor is on Title 10 military orders are eligible. Spouses married to members of the National Guard and reserves in these same pay grades are eligible.

**Those who are *not* eligible include the following:**

- Spouses who are married but legally separated, or under court order or statute of any state or U.S. territory, from a member of the armed forces on Title 10 orders
- Spouses whose National Guard or reserves military sponsor is in a warning orders or alert, post-deployment, demobilization or transition status

**The My Career Advancement Account Scholarship will NOT pay for the following:**

- Tuition for courses and examinations not included in the spouse's Education and Training Plan and courses already started or completed by the spouse
- Reimbursements of any kind
- Books, supplies, equipment, uniforms, computers and electronic devices of any kind
- Student activities, events and entertainment
- Prepayment or deposits for future courses, unless costs are part of a block of study

**Fast Facts**

The My Career Advancement Account Scholarship provides a maximum tuition benefit of \$4,000 with an annual fiscal year cap of \$2,000 to assist eligible military spouses who need professional credentials to meet their career goals. Annual cap waivers are available for licensure and certificate programs if there is an upfront tuition cost that exceeds \$2,000, up to the maximum education benefit of \$4,000.

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

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**Where to get additional information or assistance**

**Contact a SECO career coach by calling Military OneSource at 800-342-9647**

Spouses with an established account with My Career Advancement Account Scholarship may use the Message Box feature to receive information and assistance quickly.

**Coaches are available**

**Monday through Friday**  
7 a.m. to 10 p.m. ET

**Saturday**  
10 a.m. to 5 p.m. ET

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Apply. Advance. Achieve.



### Want to be a My Career Advancement Account Scholarship school?

The My Career Advancement Account Scholarship has assisted thousands of eligible military spouses in finding and funding the education and training they need to pursue a career. If you're an accredited, military-friendly school with robust, proven career-oriented student services and programs of study, we want you to be a part of the My Career Advancement Account Scholarship program.

**If your institution is ready to join the expanding network of schools providing opportunities for military spouses, follow these three simple steps:**

**VISIT**

Visit the [For Institutions](#) page and review requirements and responsibilities.

**APPLY**

Complete the school application.





**ATTEND**

Once approved, complete the online orientation using the information provided to you via email.

### What does it take to be a My Career Advancement Account Scholarship school?

- **Be accredited** — Must be a national or regional accrediting agency recognized by the U.S. Department of Education, or a Department of Defense approved state board or commission, or industry regulating body.
- **Provide program documentation** — Provide program documentation to military spouses to show a plan of action.
- **Maintain standards of truth and fairness** — Maintain standards of truth and fairness when recruiting military spouses.

The My Career Advancement Account Scholarship is part of the Department of Defense Spouse Education and Career Opportunities program that offers comprehensive coaching, information, tools and resources to support military spouse career exploration, education, training and licensing, employment readiness and career connections. For more information, visit <https://mycaa.militaryonesource.mil/mycaa/>.

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## Screen Example

