



MARCH 2025

# Visual Style Guide

# Table of Contents

Introduction to the Logo .....	3
Safe Area and Size .....	4
Logo and Tagline Usage .....	5
Incorrect Usage .....	6
Color Palette .....	7
Typography.....	8
Tone and Style of Photography.....	9
Design and Branding Elements.....	10
Print Examples .....	11
Screen Example .....	12



# Introduction to the Logo

The visual identity is the outward expression of the My Career Advancement Account, or MyCAA, Scholarship. It uniquely and distinctively sets MyCAA apart from other programs. The logo is the primary element of that identity. However, other components play an important role in establishing the visual style:

- 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.



*Apply. Advance. Achieve.*

# Safe Area and Size

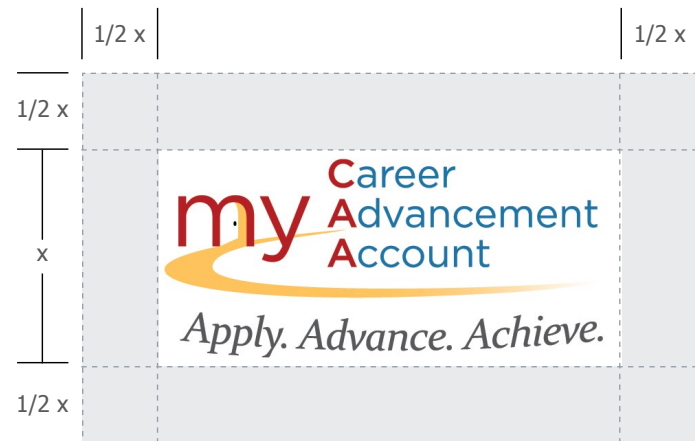
A safe area around the logo will ensure visibility and impact. As illustrated, the minimum safe area measures  $\frac{1}{2}$  the height of the logo.

## 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. This ensures that the logo 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:

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).

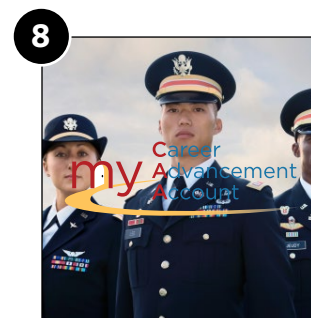




# Incorrect Usage

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, gray and black.

MyCAA 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 141 C  
C0 M25 Y75 K0  
R254 G195 B90  
HEX #FEC359

Pantone 7621 C  
C0 M98 Y91 K30  
R177 G24 B30  
HEX #B0171E

Pantone 7689 C  
C86 M48 Y15 K1  
R29 G118 B168  
HEX #1c76a8

Pantone 287 C  
C100 M75 Y2 K18  
R0 G70 B139  
HEX #00468B

Pantone 430 C  
C33 M18 Y13 K40  
R114 G128 B138  
HEX #727F8A

Pantone Black C  
C0 M0 Y0 K100  
R0 G0 B0  
HEX #000000

# Typography

The 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.

## 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

MyCAA imagery should consist of a wide range of young women and men with various educational and career interests.



# 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.



**Transparent  
Text  
Backgrounds**



# Print Examples

## My Career Advancement Account Scholarship New School Orientation Recap

The My Career Advancement Account Scholarship is a workforce development program that provides up to \$4,000 to eligible military spouses for the pursuit or maintenance of a license, certification or associate degree necessary for employment in an occupation or career field.

### Key information

**Spouse eligibility:**  
Spouses of active-duty service members and National Guard and reserve members on Title 10 orders in grades E-1 through E-9, W-1 through W-3 and O-1 through O-3.

**School or organization eligibility:**  
Each campus or location must apply separately to ensure grading, invoice payment and orientations are complete.

**Accreditation:**  
All institutions must be an accredited college, university or technical school in the United States or provide the education required by a government or government-sanctioned licensing body.

**Fiscal cap:**  
The fiscal year limit is \$2,000 for programs leading to a license, certification or an associate degree.

**Length:**  
The duration of an associate degree course cannot exceed 12 months and a license or certification program cannot exceed 18 months.

**Tuition assistance:**  
Once the Education and Training Plan is approved, the spouse can request tuition assistance for each course or exam no earlier than 60 days before its start date.





**Invoiceing:**  
Submit invoices through the Academic Institution (AI) Portal within 60 days after the course or exam start date.

### Tips for working with the MyCAA team

- Be prepared with the spouse's MyCAA identification number or your organization's invoice identification number before contacting an Education, Training and Licensing liaison.
- The Education, Training and Licensing team can search for students by MyCAA ID number, last name or email address. They do not have access to Social Security numbers.
- Institutions should use the invoice number they entered into the Defense Department AI Portal to inquire about status or payments and refunds.

## Military spouses:

Get up to **\$4,000** to help you reach your career goals with a MyCAA Scholarship.



### Make SECO career coaches and advisors your first stop.


No hassle, no selling, nothing but good guidance to get you going. Contact us for a free consultation to get you started on the right path!



**Get started here:**  
<https://mycaa.militaryonesource.mil/mycaa/>

Discover if the My Career Advancement Account Scholarship from the Defense Department can help you meet your career goals — with funding for licensure, certification, national testing or an associate degree.



# 8

## Steps for MilSpouses to Secure a MyCAA Scholarship



By applying for a **My Career Advancement Account Scholarship**, eligible military spouses can receive up to \$4,000 in financial assistance to advance their careers — from pursuing a license or certification, to earning an associate degree, to using the funds for continuing education credits or national testing.

### Steps to apply

- Create a DS Logon account.**  
Already have one? Skip to step 2.
- Create a MySECO account.** Click "Log In" from the menu at the top right of the MySECO website. You'll be prompted to log into your DS Logon Account from here.
- Create your profile.** Include your experience, certifications, education, etc. The more complete your profile, the better a SECO career coach/advisor can help you. If you're eligible, be sure to accept the MyCAA Terms and Conditions to complete your registration.
- Call 800-342-9647 to schedule a MyCAA coaching session with a SECO career coach.** We'll schedule your session within 2-3 days of your call.
- Connect with your SECO career coach** during your scheduled appointment. Your career coach will ask about your personal interests and goals, and help find the program that best suits you.
- Contact the selected school** for a MyCAA Education and Training Plan (ETP) after your SECO career coach helps you find the right program.
- Log in to your MyCAA Account to create your plan.** Include your goals, school, program and course(s). Upload your school-provided ETP. Your submission can take up to 14 business days to review.
- Wait for a message in your MyCAA Account** once a decision is made. If approved choose "Request Financial Assistance" in your account. Select the school, plan, term dates and course(s).



### Three things recipients should know:

- You have a window to request funding from 60 days before classes start to one day before classes begin.
- You will need to request financial assistance for every new course or program. (See step 8)
- As long as you remain eligible, you have 3 years from the date funding is first requested to use your \$4,000.

**Congratulations!** As you pursue your education or training, remember you can always contact a SECO career coach to create or review your resume, connect with employers and get personalized help. And make sure to view the MSEP Job Search tool for available jobs in your field. **Apply today.**



# Screen Example

