

**SPOUSE EDUCATION AND
CAREER OPPORTUNITIES**

Visual Style Guide

September 2023

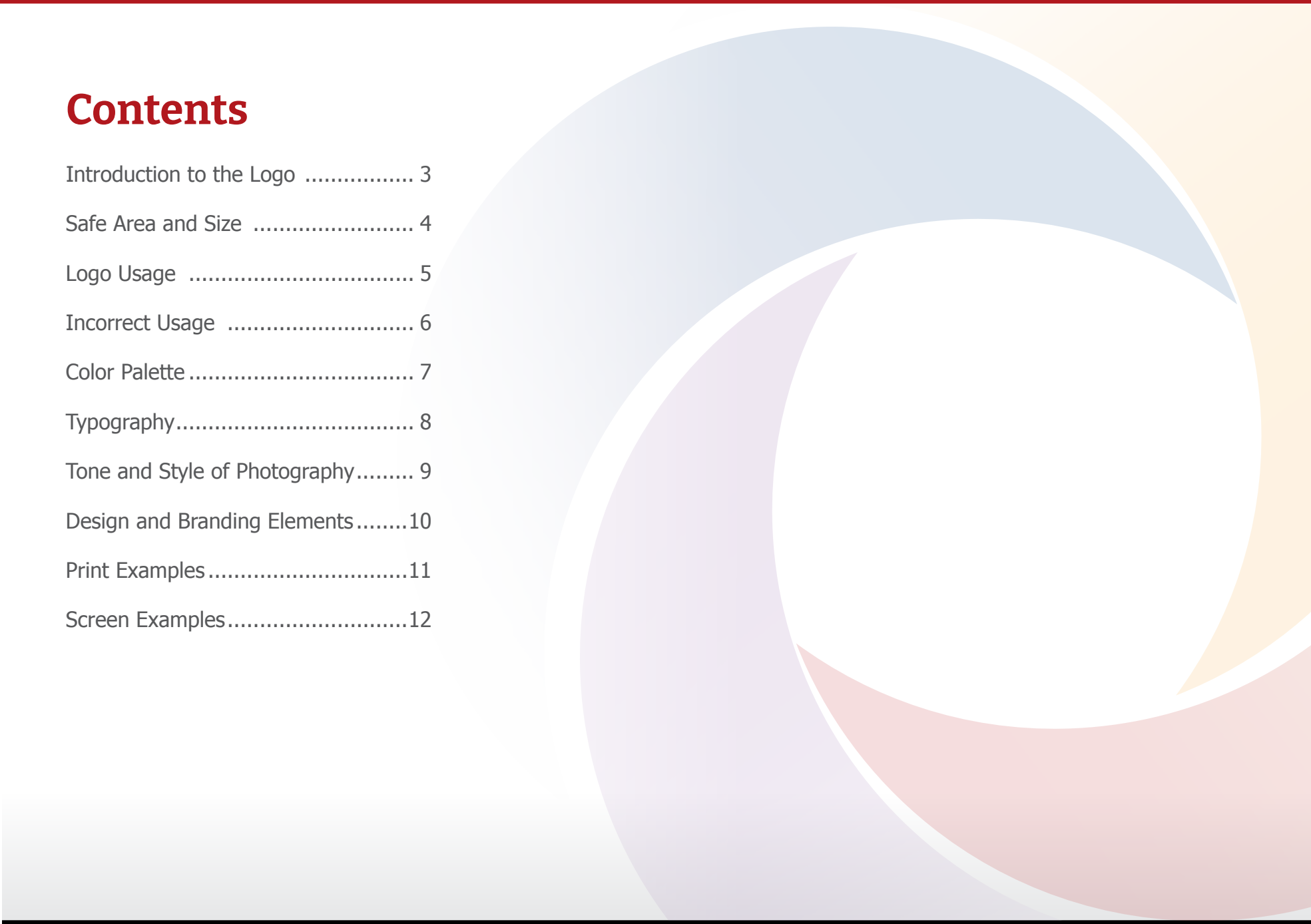


**SPOUSE EDUCATION &
CAREER OPPORTUNITIES**



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Introduction to the Logo

The visual identity is the outward expression of the Spouse Education and Career Opportunities program. 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 icon, combined with Myriad Pro Condensed as the typeface, is the official SECO program 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 $1/2$ the height of the logo for horizontal logos and $1/2$ the width for vertical logos.

Horizontal Logo - Safe Area

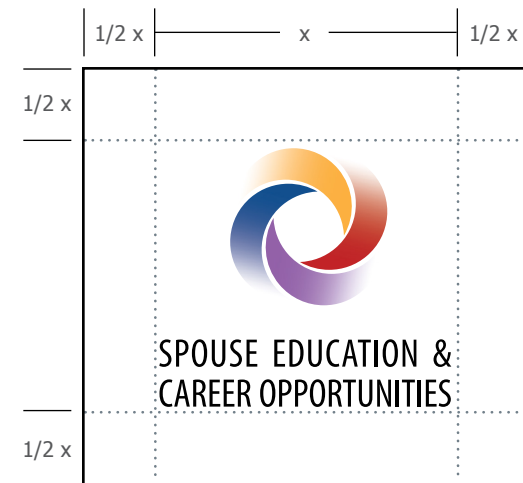
x = height of logo $1/2 x$ = safe area

Vertical Logo - Safe Area

x = height of logo $1/2 x$ = 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 100 pixels wide at 72 pixels per inch. These dimension limitations apply to both the horizontal and vertical logo variations.



Logo Usage

The preferred logo is a horizontal layout that uses black primary type on a white background. Multiple variations of the logo have been created to better complement a wide range of uses. These examples illustrate the SECO visual style in print products.

Horizontal Option (Preferred):

Horizontal option is suggested for use in horizontal spaces as an introductory element of the brand.



Vertical Option:

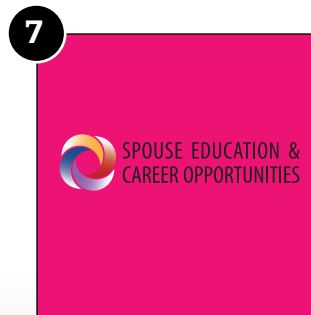
Vertical option is suggested for use in vertical spaces as a supporting element of the brand.



Incorrect Usage

Incorrect usage of the SECO 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.

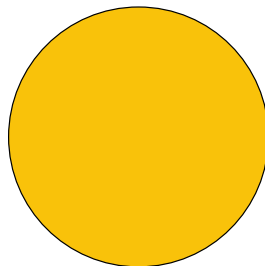
1. Do not reconfigure or change the size and placement of the logo.
2. Do not stretch or squeeze the logo to distort proportions.
3. Do not crop the logo.
4. Do not add a drop shadow to the logo.
5. Do not change the logo colors.
6. Do not place the logo on a complex patterned background.
7. Do not place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



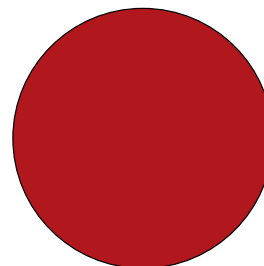
Color Palette

The primary SECO color palette consists of yellow, red, purple and light blue with secondary accents of dark blue, tan and gray.

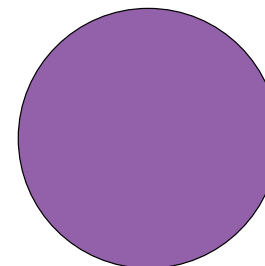
The SECO colors are equivalent to the Pantone® numbers listed here. For four-color process printing, use the cyan-magenta-yellow-black — CMYK — values. For on-screen applications such as video or broadcasts, use the red-green-blue values. For web applications, refer to the hexadecimal — HEX — values associated with each color.



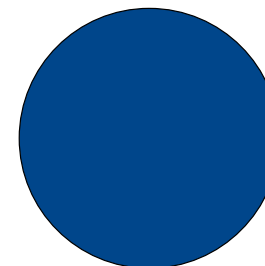
Pantone 7549 C
C0 M22 Y100 K2
R255 G181 B0
HEX #FFB500



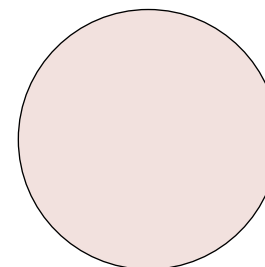
Pantone 7621 C
C0 M98 Y91 K30
R171 G35 B40
HEX #AB2328



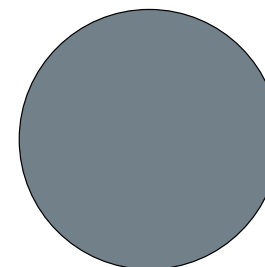
Pantone 2583 C
C47 M72 Y0 K0
R160 G94 B181
HEX #A05EB5



Pantone 287 C
C100 M75 Y2 K18
R0 G48 B135
HEX #003087



Pantone 7604 C
C0 M8 Y5 K4
R228 G213 B211
HEX #E4D5D3



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

Typography

The SECO 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

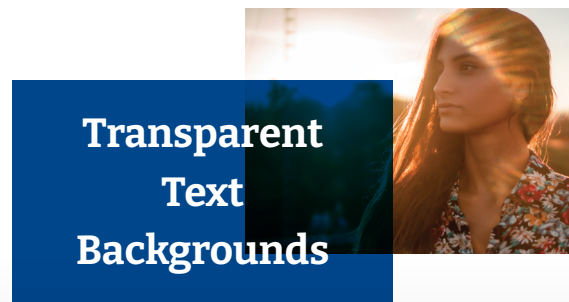
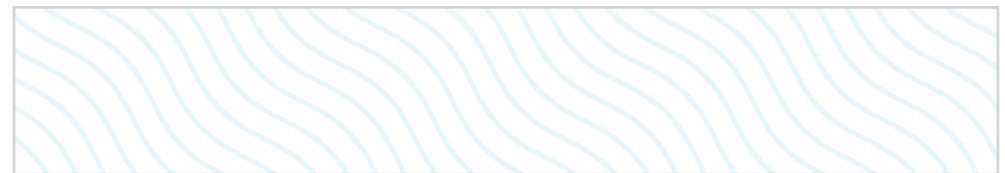
Spouse Education and Career Opportunities imagery should consist of a wide range of young women and men with diverse ethnic backgrounds.



Design and Branding Elements

Backgrounds and design elements may be used to further enhance the SECO brand, such as the gradients and textures shown here as well as the text backgrounds and dotted line.

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



Print Examples

These examples illustrate the SECO visual style in print products.



SPOUSE EDUCATION & CAREER OPPORTUNITIES



Info Sheet

Caregiver Support

The Spouse Education and Career Opportunities program assists military spouse caregivers as they take on new roles that may require a career change or adjustment.

If you are responsible for providing care for a sick or injured spouse, a child with medical needs, an elderly parent or other family member, you may face unique challenges as you pursue your education and career goals.

The SECO program offers comprehensive information, tools and resources to assist you in balancing your caregiving responsibilities with your career and education pursuits. Career coaches are only a phone call away to provide information and support on flexible education and career choices that may assist you as you add caregiving duties to your current schedule.



Resources

Key resources you may want to consider include the following:

- **My Career Advance** up to \$4,000 of full spouses who have to pursue a license portable career field Advancement Account
- **SECO career coach** coaching services Career coaches call education, training and career connect 800-342-9647 to sign up
- **The Military Spouse** allows you to search of MSEP companies recruiting, hiring a Search for position or refine your search job type.
- **The Spouse Ambassadors** MSEP companies assisting military spouses and career goals as to potential employment

Looking for a New Job? We can help!

The Spouse Education and Career Opportunities program has two new services to strengthen your resume and match you with job openings.

ON DEMAND RESUME REVIEW

Need a second set of eyes on your resume? Unsure of how to craft the perfect cover letter?

- Email them to SECOCareerCoach@MySECO.org along with your career goal or job description.
- Within three business days, a SECO career coach will send you feedback to strengthen your resume and cover letter.
- If you have questions, just email them to your career coach.
- It's easy, convenient and you don't need an appointment.



The SECO Job Search Navigator will review job openings at the more than 440 employers in the Military Spouse Employment Partnership to find positions that best fit your interests and qualifications.

- Your SECO career coach will give you information to the Job Search Navigator.
- Within three to five business days, you will receive a customized list of 10-15 job postings.
- This service does not guarantee employment; it provides strong job leads with MSEP partners.
- Connect with a SECO career coach at 800-342-9647 to take advantage of this new service.

The Spouse Education and Career Opportunities program provides expert education and career guidance to military spouses worldwide. To connect with a SECO career coach, call Military OneSource at 800-342-9647. For more information, visit <https://myseco.militaryonesource.mil>.



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SPOUSE EDUCATION & CAREER OPPORTUNITIES



Fact Sheet

Career Coaches

Free, comprehensive career coaching services are available to military spouses through the Spouse Education and Career Opportunities program. Career coaches work with military spouses to provide personalized coaching and guidance. Services are available through the Military OneSource Spouse Career Center at 800-342-9647 and through the MySECO website.

What does a career coach do?

Career coaches can help military spouses do the following:

- Identify current skills and determine required skills.
- Clarify career goals and investigate career options.
- Explore careers of interest and current labor market information.
- Decide on an education path and how to pay for it.
- Prepare for a job search and maximize job search efforts.
- Participate in resume reviews, video mock interviewing and salary negotiation tactics.
- Learn how to self-market and build networks.
- Investigate the skills and training required to become an entrepreneur.

Career Coaching Packages

Take advantage of the opportunity to work with the same career coach over multiple sessions! Our specialized **career coaching packages** are developed to help you succeed in your chosen career path or education goals.

Industry Specific Coaching Packages

- SECO Entrepreneurial Spouse Coaching Package
- SECO Science, Technology, Engineering and Math – STEM – Coaching Package
- SECO Health Care Coaching
- SECO Intelligence and Cyber
- SECO K-12 Education Coach
- SECO Federal Employment
- SECO Information Technology
- SECO Freelancing in a Gig
- SECO Helping Professions

Career Transition Coaching

- SECO Career Readiness Coach
- SECO Re-Entering the Workforce
- SECO New Spouse Coach
- SECO Career Pathways Coach
- SECO Permanent Change of Station
- SECO Gaining Experience Coach
- SECO Working Overseas Coach
- SECO Transitioning Spouse Coach

Individual Career Plans

Military spouses have the opportunity to develop a customized individual career plan with the help of a career coach through a specialty consultation or the self-service MyCP option on the MySECO website. Career coaches are available to spouses every step of the way to discuss their career goals and objectives, next steps, and the tools and resources available to them.

Education Guidance

Career coaches work with spouses to research education options for all levels, from high school completion through doctoral and professional credential programs. They help identify schools and programs of study, provide tools that compare the costs of education, determine the most appropriate education program and provide information on scholarships, financial aid and financial planning.

Licensing and Credential Support

Career coaches offer assistance and resources to ease the stress involved with the transfer of licenses and credentials when military spouses relocate to an installation in another state. They guide military spouses through the [Department of Labor CareerOneStop](https://www.dhs.gov/education) website and the Department of Defense [Military Skills Transfer Service](https://www.dhs.gov/education) website, which have the latest information on licenses and credentials.

The Importance of Career Coaching

Career coaches are a valuable resource for military spouses. They provide personalized attention and support and can target spouses' specific needs, questions or requirements to make sure they meet their education and career goals. As new needs arise, coaches research and vet information to ensure spouses receive the most up-to-date and beneficial information available to them. Coaches are available for spouse's current career and education questions, as well as future ones!

Connect With Us

- Facebook: <https://facebook.com/DoDMSP>
- Twitter: <https://twitter.com/DoDMSP>
- Instagram: <https://instagram.com/doomspouse>

The Spouse Education and Career Opportunities program provides expert education and career guidance to military spouses worldwide. For more information, visit <https://myseco.militaryonesource.mil>





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Screen Examples

These examples illustrate the SECO visual style in digital content.

