

# The Basics of Brand Awareness

## Military Child Education Coalition

### MCEC LOGO



To download these fonts in JPEG- RGB, TIFF - CMYK and form please go to our website at the following link:

<http://www.militarychild.org/news-and-events/press-kit>

### FONTS

The **official font** of the Military Child Education Coalition publications is *Agenda Light*.

Agenda Light  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890 abcdefghijklmnopqrstuvwxyz

An acceptable substitute font is *Calibri*

Calibri  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890 abcdefghijklmnopqrstuvwxyz

### COLOR

The MCEC official colors

<div style="display: inline-block; width: 20px; height: 20px; background-color: purple; margin-right: 5px;"></div> <b>Purple</b> Pantone 268	CMYK      C=86   M=100   Y=0      K=12 RGB        R=79    G=45     B=127
<div style="display: inline-block; width: 20px; height: 20px; background-color: yelloworange; margin-right: 5px;"></div> <b>Yellow Orange</b> Pantone 130	CMYK      C=0     M=30    Y=100   K=0 RGB        R=240   G=171   B=0
<div style="display: inline-block; width: 20px; height: 20px; background-color: silver; margin-right: 5px;"></div> <b>Silver</b> Pantone Cool Gray 4C	CMYK      C=0     M=0     Y=0      K=30 RGB        R=191   G=191   B=191

## OTHER

### **Rules when using the seal:**

- When using the seal, it is not necessary to write out the name of the organization. Avoid it if at all possible.
- The seal should be used in four-color at all times.
- The seal should not be altered.
- Ensure the “TM” is visible with seal.
- Seal Minimum Size and Placement: sized no smaller than 1.25”; maintain approximately ¼ inch margin from the seal and other objects or text, and should be the dominant.
- When used with partner logos, the Military Child seal should be the dominant logo unless otherwise approved by the Marketing Department.

The following is guidance when using those **other logos**:

- The Military Child Education Coalition seal should always be the first and most dominant logo.
- Ensure the “TM” is visible with each logo

Please note that no other logos can be developed for use with the MCEC programs.

### **Representing the Military Child Education Coalition in the Media**

Please remember to use the name of the full organization when introducing a program [“Parent to Parent is a program created by the Military Child Education Coalition - you can find out more at [www.MilitaryChild.org](http://www.MilitaryChild.org).”] in interviews.

For questions regarding the corporate identity of the Military Child Education Coalition, please email Susan Connolly, Media Specialist, at **[Susan.Connolly@MilitaryChild.org](mailto:Susan.Connolly@MilitaryChild.org)**