CREDENTIAL
AS YOU GO
INCREMENTAL CREDENTIALING

Brand Guidelines

2023

Transforming the Nation's
Credentialing System

Credential As You Go is a forward thinking, research-based approach to post-secondary credentialing in the 21st century. This new "brand" showcases the innovative shift Credential As You Go is bringing to the nation. *Please only use CAYG on social platforms.*

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C + ⬡ = ◧

The secondary logo for the brand is a simplified version without the secondary text line. The C logo mark could also be used on its own for favicons, profile images, and design elements.

A badge logo was also created for smaller placements, social media, and promotional materials.

If the logo is placed on a dark or gradient color, one of the white logo variants should be used, as seen in the bottom images. A black logo can also be used when full color is not available.

Logo Clear Space and Scaling

For maximum legibility, a minimum clear space must be used around each logo. The logo was also created to be scalable, so the brand is recognizable no matter what the placement.

GREEN GRADIENT

BLUE GRADIENT

#0E272D

#57C988

#368273

#5BC0CE

#356C84

#EDF4F4
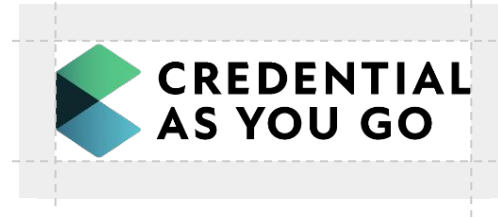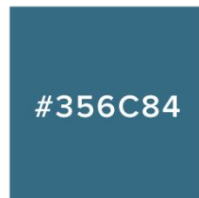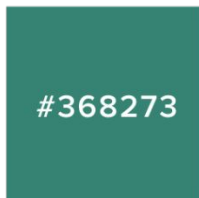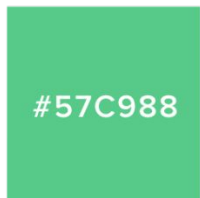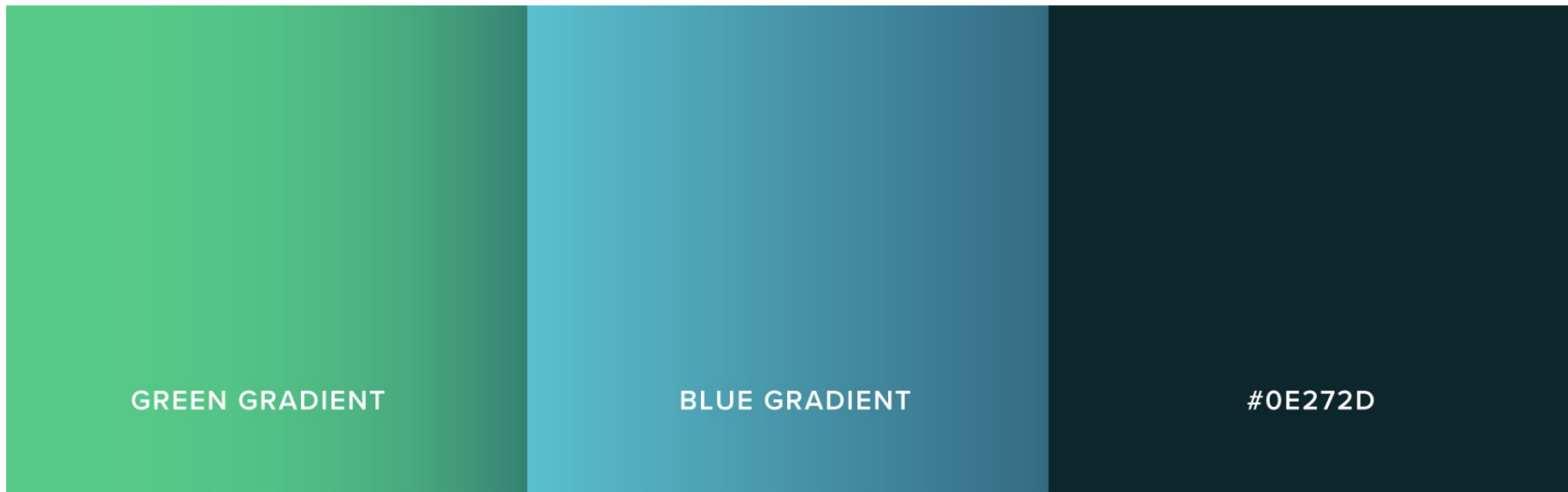
Aa

Proxima Nova

The primary typeface for Credential As You Go is Proxima Nova, a minimalist, highly legible sans-serif font that conveys the accessible nature of the brand. The bold weight should be utilized for all headers, while the regular weight should be used for body paragraphs.

If Proxima Nova is unavailable for use, substitute Mulish or Verdana.
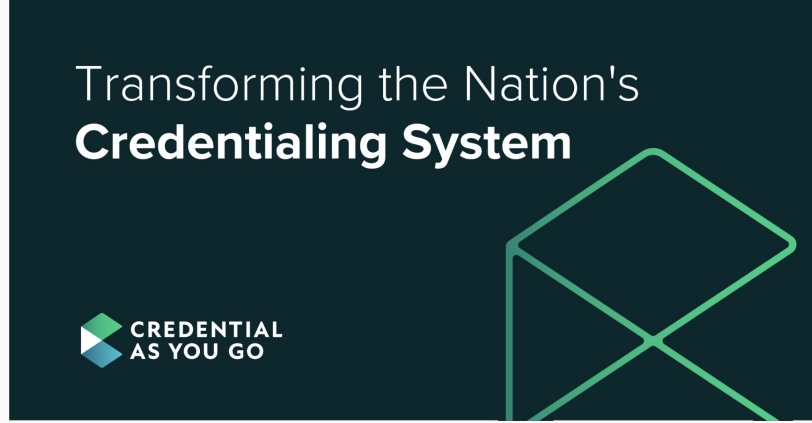
LIGHT — AaBbCc

REGULAR — AaBbCc

SEMIBOLD — **AaBbCc**

BOLD — **AaBbCc**

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The logo mark may be used as a design element throughout the identity in multiple ways. To the left are examples of the mark outlined, filled in, as a repeatable pattern, and cropped. This ensures the brand remains fresh through constant visual variability.

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System**