my
degree.com

Brand Guidelines

2026

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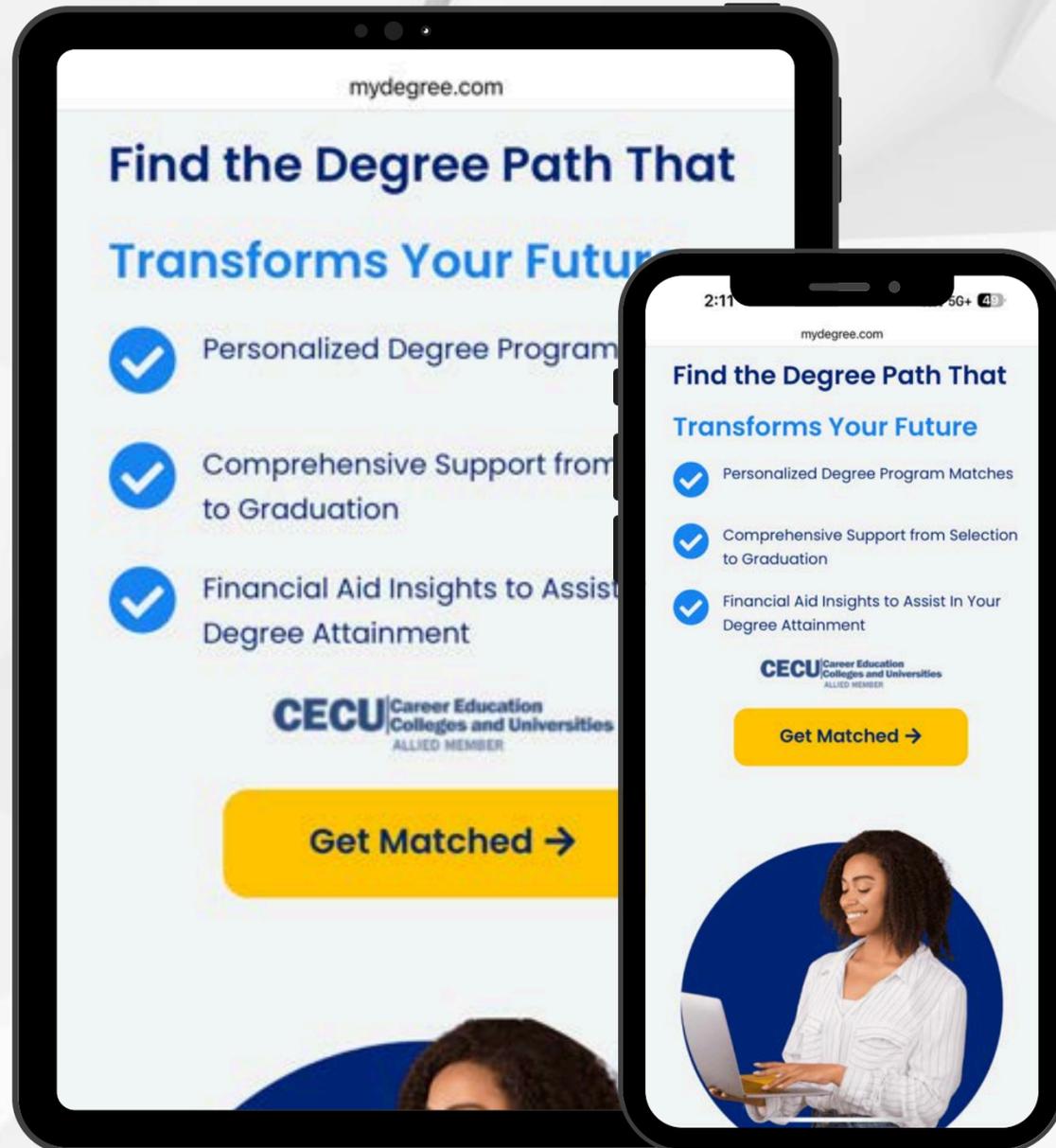
Brand Story

Founded in 2007, MyDegree has always believed in the transformative power of education—one that extends beyond individuals to positively impact entire communities. Over the years, we've grown and adapted to the changing landscapes of higher education, continually refining our approach to better serve the needs of prospective students. Our mission is to be the catalyst for positive transformation, simplifying our prospects' journey to finding their ideal degree program - whether online or campus based. By connecting prospective students with institutions that match their academic goals and personal needs, and supplying them with valuable resources such as how to navigate funding options and what to expect when enrolling for the first time, we make the path to success more accessible, ensuring support for future students every step of the way.

OUR PLEDGE

As we are dedicated to helping higher education institutions achieve their enrollment objectives by connecting them with motivated, high-quality students, we commitment ourselves to transparency, integrity, and continuous innovation in our proprietary technology. Our focus is on driving measurable outcomes—enhancing enrollment, retention, and graduation rates for our partners, delivering sustainable success, with a clear emphasis on long-term results.

600+
Colleges and Universities

5K
University Degree Options

2.5M +
Students Served

10+
Years of Connecting
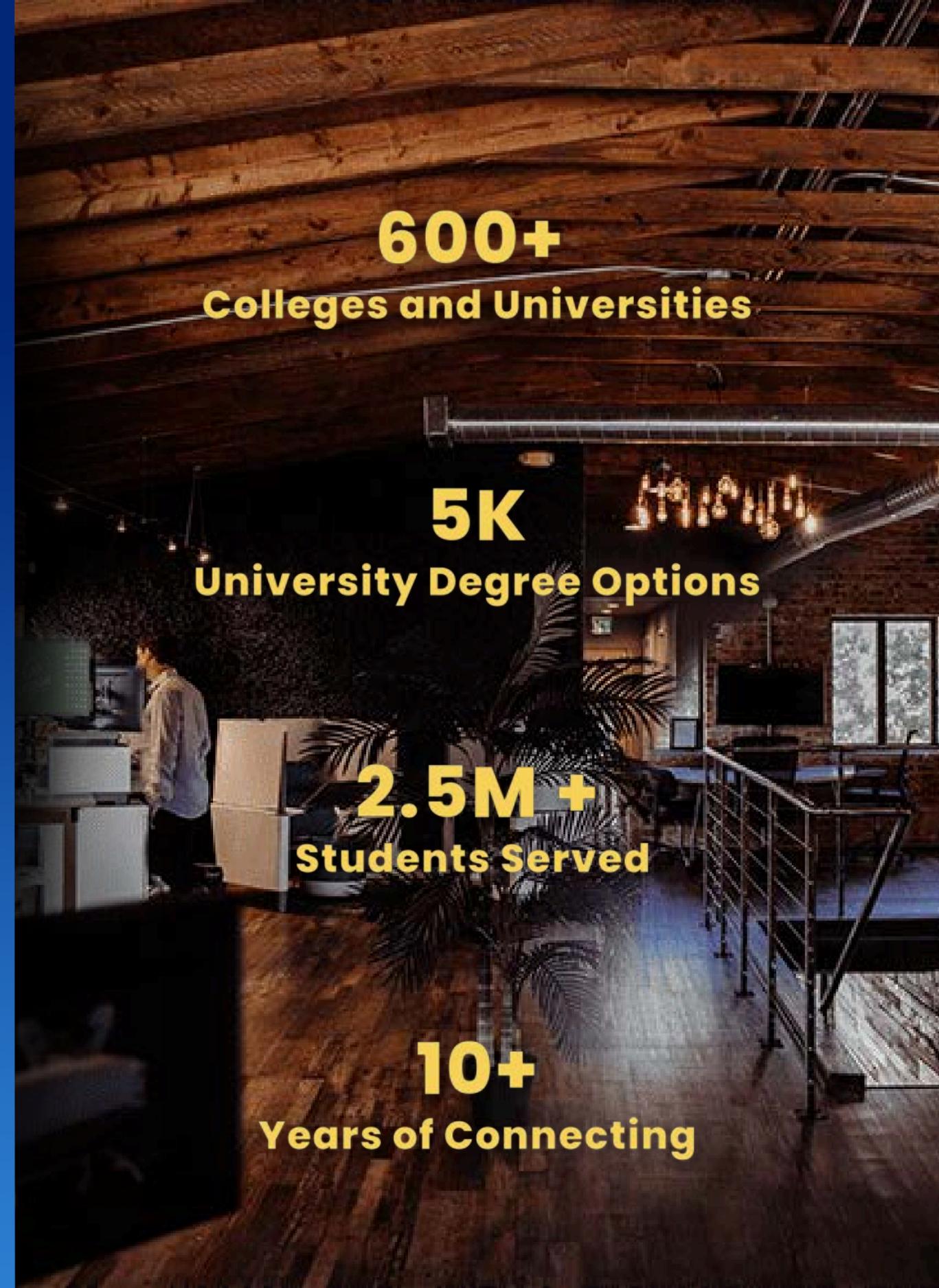
WHO IS OUR AUDIENCE?

At MyDegree, we cater to a diverse range of prospective students, with a primary focus on working adults, parents, and non-traditional learners. These individuals are driven by the desire to advance their careers, provide for their families, or achieve personal milestones. Our audience seeks flexible, accessible, and practical solutions to earning their degree.

- ✓ **Top Degrees of Interest:** Certificate programs, Bachelor's degrees, Associate degrees.

- ✓ **Enrollment Timeline:** Within 1-3 months

- ✓ **Age Ranges:** 21–25, 26–30, and 31–35 years old.

- ✓ **Education Level:** Predominantly high school diploma holders, those with some college experience, or individuals with an Associate degree looking to continue their education.

The Career Starter

- **Age Range:** 21–25
- **Education Level:** High school diploma
- **Top Degree Interest:** Certificate programs
- **Characteristics:** Individuals in this group are early in their professional journey and looking for short-term, career-focused programs to quickly gain job-ready skills. Flexibility and affordability are key priorities.
- **Motivators:** Immediate career entry, skill-building, and improved earning potential.

The Working Professional

- **Age Range:** 26–30
- **Education Level:** Some college
- **Top Degree Interest:** Bachelor's degree
- **Characteristics:** This group includes individuals who have already entered the workforce but want to advance their careers. They may need programs that allow for credit transfers and are structured around their busy schedules.
- **Motivators:** Career advancement, job qualifications, and financial stability.

The Family-Focused Learner

- **Age Range:** 31–35
- **Education Level:** Associate degree
- **Top Degree Interest:** Bachelor's degree
- **Characteristics:** These students are often balancing work, family responsibilities, and education. They seek flexible, online programs and resources to help with financial planning.
- **Motivators:** Providing for their families, career growth, and personal achievement.

The Skills Enhancer

- **Age Range:** 26–35
- **Education Level:** High School Diploma, Some college
- **Top Degree Interest:** Certificate programs
- **Characteristics:** This group is focused on gaining specialized skills to enhance their current careers. They prioritize affordable, industry-recognized programs that fit into their existing commitments.
- **Motivators:** Job security, career growth, and becoming leaders in their fields.

BRAND VOICE

Voice
Friendly, supportive, and informative. MyDegree.com speaks in a conversational tone, like a knowledgeable advisor who understands the challenges faced by working adults.

Tone
Encouraging, positive, and empathetic. The tone is motivational, without being overly formal. It should feel approachable but professional.

Copy examples

- You're juggling work, family, and life—but your education doesn't have to be another challenge. MyDegree.com can help you find flexible programs that fit your busy schedule. Start today!

- Dreaming of a degree but not sure where to start? Let MyDegree.com take the guesswork out of finding the right program. Answer a few quick questions, and we'll match you in minutes!

- Your goals are within reach. MyDegree.com connects you to accredited colleges offering programs designed for working adults. Ready to begin?
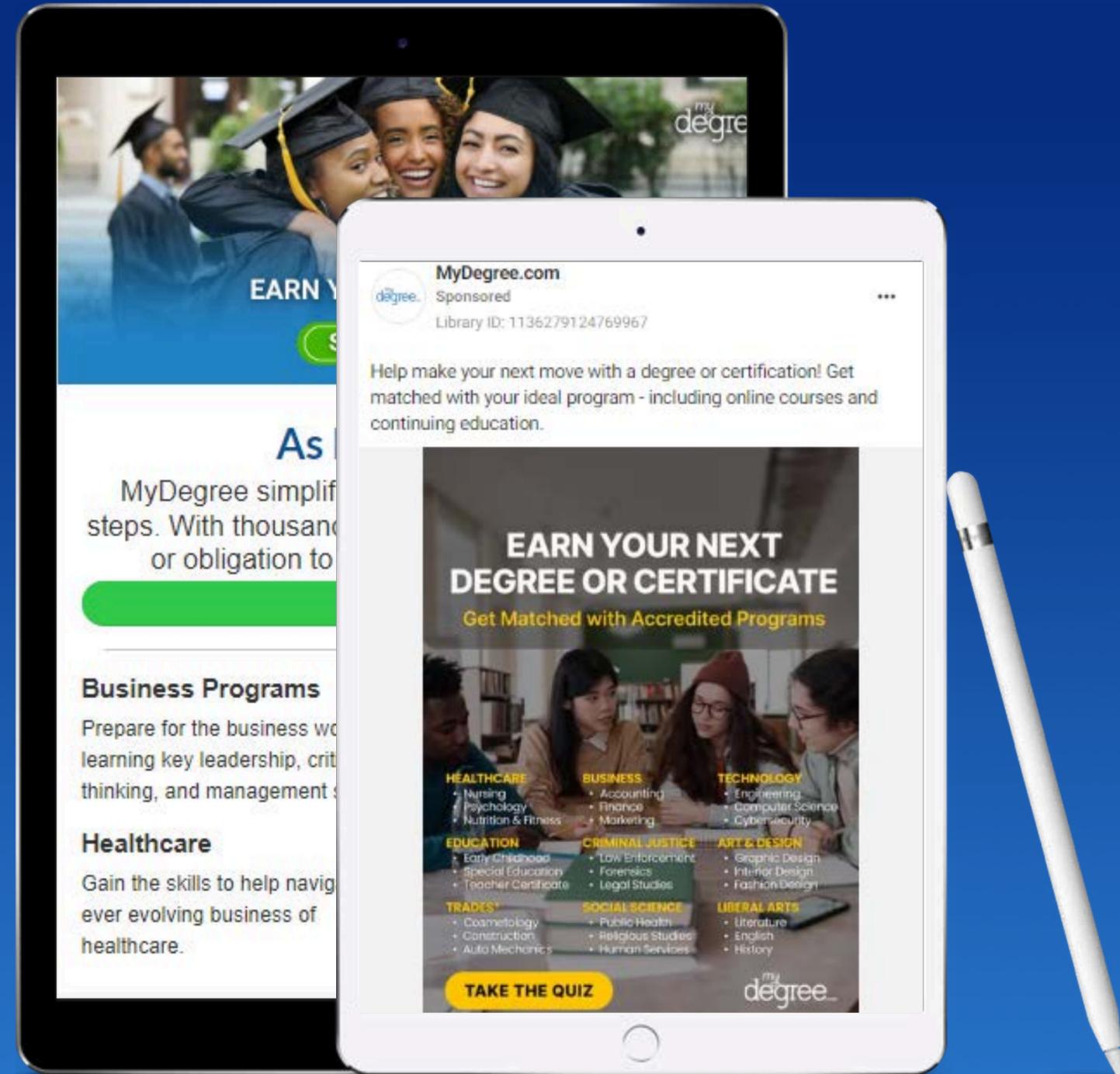
REFERENCING GUIDELINES

At MyDegree, we ensure all advertising and creative materials adhere to strict compliance standards to maintain trust and transparency with prospective students. When referencing financial aid or career-related outcomes, it is crucial to follow these guidelines to avoid misleading claims and ensure accuracy.

Financial Aid Statements

- **Always** use conditional language when discussing financial aid.
- **Always** include a source citation e.g., the Student Aid website. https://studentaid.gov/understand-aid/types/grants/pell

Examples:

- ✅ Financial aid may be available if you qualify.*
- ✅ You may apply for up to $7,395 in financial aid if you qualify.*
- ❌ Financial aid is guaranteed.
- ❌ Get free money.

Job and Career Outcome Statements

- **Avoid** definitive promises about employment or salary outcomes.
- **Always** reference credible data when discussing career opportunities. https://www.bls.gov/

Examples:

- ✅ Graduates may pursue careers in [industry] with opportunities for growth. Employment figures are based on national averages and may vary by location*.
- ❌ Your degree will guarantee you a high-paying job.

General Referencing Rules

- Ensure all data cited is from reputable sources, such as government organizations (e.g., BLS or O*NET) and is no more than two years old.
- Avoid making unverified quality claims (e.g., "the best programs") or misleading comparisons without citing independent rankings.
- Use neutral and factual language when presenting program benefits to remain clear, fair, and compliant.

THE APPROVED COLOR PALETTE

Primary Colors

Dark Blue

HEX: #022777

RGB: 2, 39, 119

Vivid Yellow

HEX: #FFC501

RGB: 255, 197, 1

Secondary Color

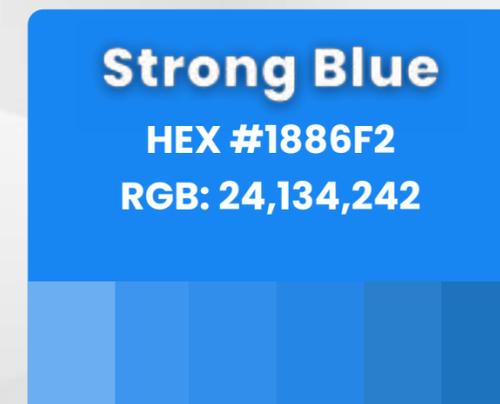### Strong Blue

HEX #1886F2

RGB: 24,134,242

This is the primary color for the MyDegree logo and should be used for prominent elements, such as headlines, buttons, or other focal points that need to stand out.

This vibrant yellow is ideal for accent elements, such as highlights, call-to-action buttons, or to draw attention to specific information.

Strong blue is best used for supporting elements like subheadings, backgrounds, or borders to create contrast and depth.

LOGO GUIDELINES

The MyDegree logo is a core element of our brand identity. It represents our mission to simplify the path to education and inspire success. Consistent use of the logo across all platforms ensures that our brand remains recognizable and professional.

Primary Logo (HEX #1886F2):
This version is designed for use on light or neutral backgrounds. It should always maintain its vibrant blue color to represent trust, reliability, and innovation.

White Logo:
This version is intended for use on darker or colorful backgrounds to ensure maximum visibility and contrast.
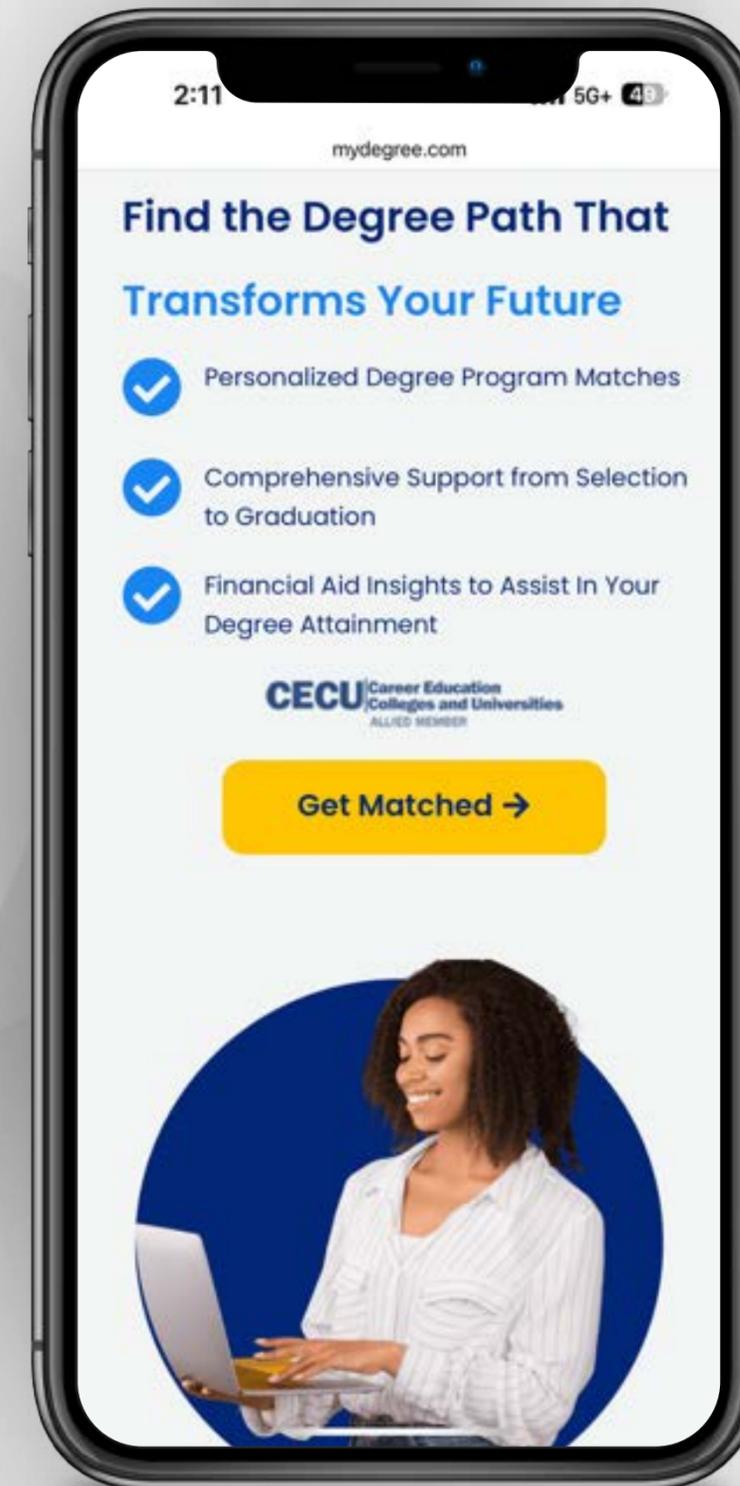
Usage Guidelines:

- Always maintain clear space around the logo equivalent to the height of the "M" in MyDegree.
- Do not distort, recolor, or modify the logo in any way.
- Avoid placing the logo over busy or cluttered backgrounds that reduce its legibility.
- The logo should always be scaled proportionally to maintain its visual integrity.

TYPOGRAPHY

Poppins (Sans-Serif)

Clean, modern, and versatile, Poppins reflects the approachable and innovative spirit of MyDegree. Its sans-serif style ensures readability and professionalism.

- Usage:
  - Headlines
  - Subheadings
  - Call-to-action buttons
- Recommended Sizes:
  - Headlines: 36–48px
  - Subheadings: 24–30px
  - Body Copy: 16–20px
- Alignment:
  - Maintain left-aligned text for readability across all platforms. Center alignment may be used for formal headers or quotes.
- Spacing:
  - Ensure appropriate line spacing (1.5x the font size) for body text to enhance readability.

mydegree.com

Find the Degree Path That Transforms Your Future

- ✓ Personalized Degree Program Matches
- ✓ Comprehensive Support from Selection to Graduation
- ✓ Financial Aid Insights to Assist In Your Degree Attainment

CECU | Career Education Colleges and Universities
ALLIED MEMBER

Get Matched →

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