

2022

JA WORLDWIDE BRAND GUIDELINES



OUR STORY

From the original Junior Achievement logos (launched in 1919 and 1941), which used wings as their visual symbol, came the idea of flying, excelling, having the means to soar.

Yet our students do not stand alone, but impact those around them, sharing their newly acquired skillset and confident mindset. Just imagine if every JA student created jobs for just five others! Youth unemployment would soon be a thing of the past.

For this reason, we started with JA's original soaring bird (from 1919 and 1941), and turned it into a flock of six (the JA student + five others impacted by that student). We then brought in similar lines and angles from the JA symbol that launched in 1967, reintroduced the kite logo (launched in 1955) via the negative (white) space of our new symbol, and kept a strong correlation with our longest-running symbol, launched in 1986.

JA's brand symbol honors our long and impactful history while moving us into the future.

HISTORIC JA LOGOS



1919-1941



1941-1955



1955-1967

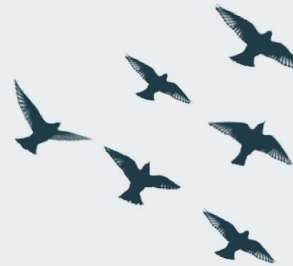


1967-1986



1986-2021

NEW SYMBOL DESIGN



SYMBOL: FULL COLOR

The full-color symbol on a white background is a striking image.

FIXED:

Use this symbol only on white or on the colors shown on the next page. When overlapping other colors, use the colors other than white or the four shown on the next page, use the monochrome version in this section. Also see notes in the “Signage” section about the alignment of the points in the symbol.

Make this symbol your website favicon and your social-media profile picture (both ready for you as downloads).

FLEXIBLE:

Temporarily replace your social-media profile pictures with event- or campaign-specific images, as desired, reverting back to this design at the end of the campaign.

DOWNLOAD
FULL-COLOR SYMBOL

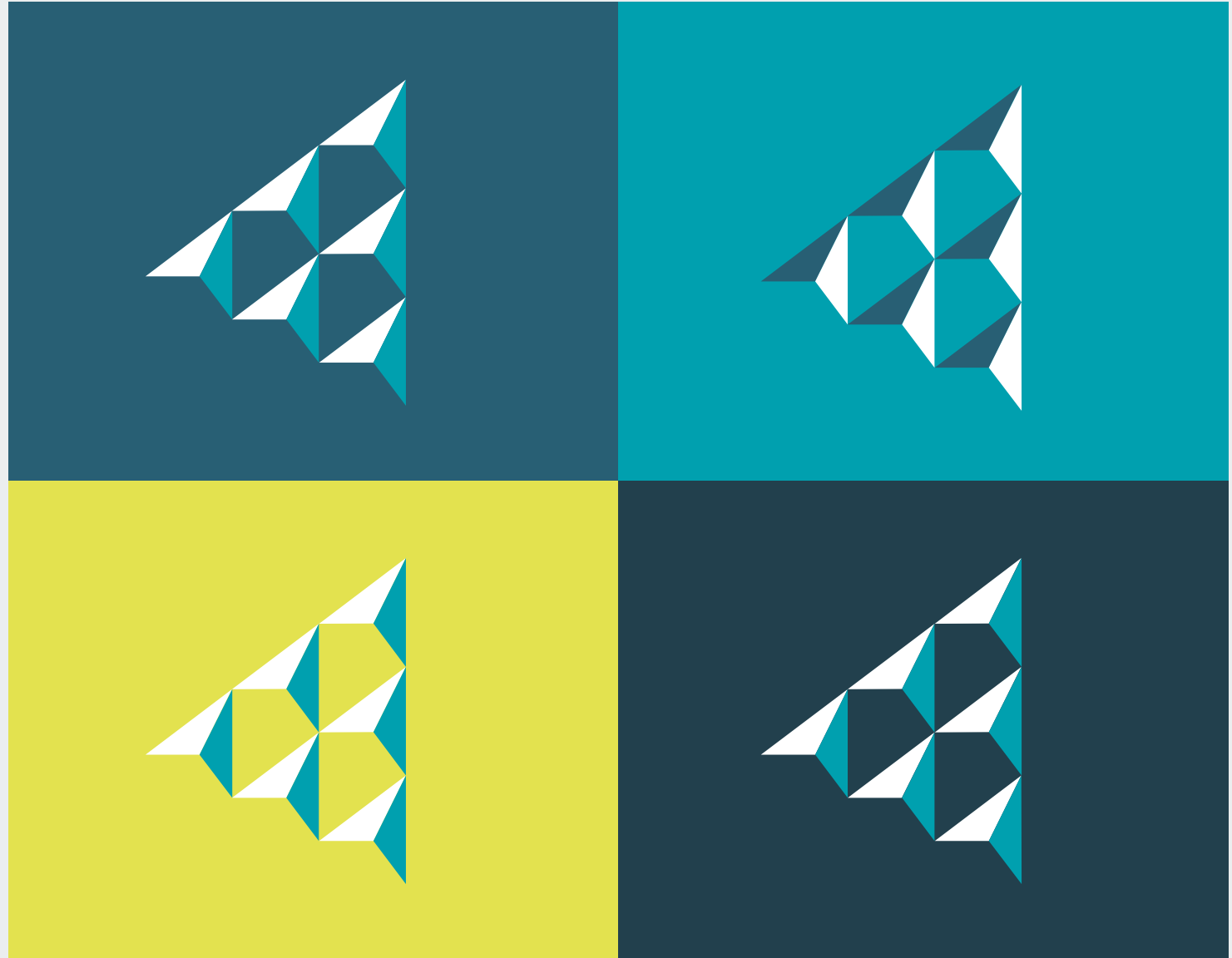


SYMBOL: ADDITIONAL COLOR OPTIONS

Here are examples of the symbol placed on four primary colors; Boundless Blue, Resilient Turquoise, Yellow Inspiration and Immersive Blue-Black.

FIXED:
Use these symbol in only these combinations.

When placing the symbol on any other color or image, use monochrome symbols shown on the following page.



DOWNLOAD ADDITIONAL
COLOR SYMBOLS



SYMBOL: MONOCHROME

When our monochrome symbol, the right half of each bird remains a solid color, while the left side is 50% translucent, using the same color.

FIXED:

At least one of the colors must be from the primary color palette.

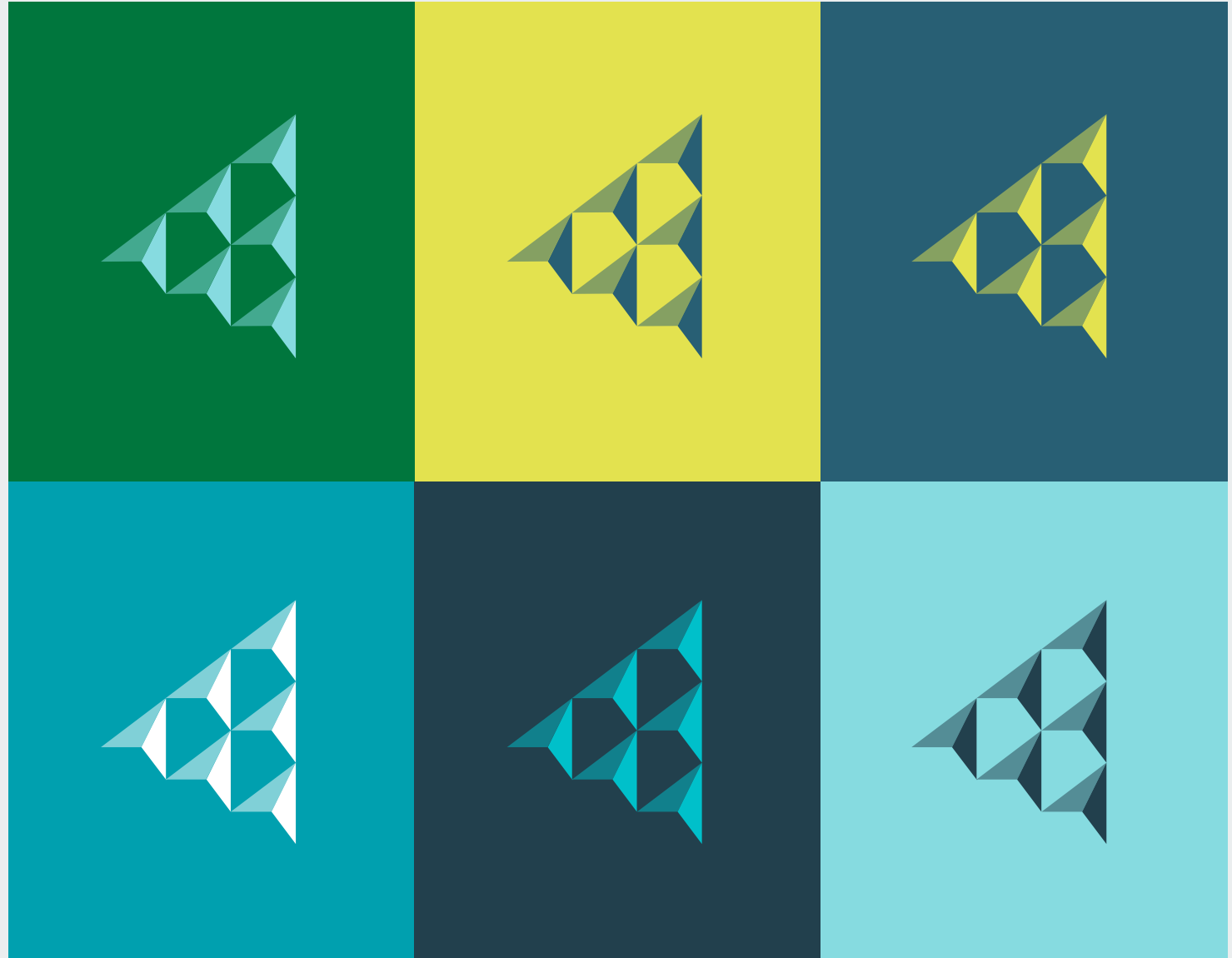
The colors on one side of each bird should be only a 50% translucency. (We've consistently made the left side more transparent, but you may alter this to the right side, as needed.)

FLEXIBLE/FREESTYLE:

The symbol can take any color from our color palette and go over any color from the color palette, as long as there's enough contrast, and as long as the one-color-from-the-primary-color-palette requirement is met, above.

When the symbol is used as part of a design, the birds can take on multiple colors. See the "Collateral" section for examples.

DOWNLOAD
LIBRARY OF SYMBOLS



ONE COLOR SYMBOL

When the symbol needs to be etched, engraved, or screen-printed, or in any other cases when the full color or monochrome symbol can't be used, use this etching.

FIXED:

Except when etched or engraved (which is a colorless process), **this symbol must be used over one of colors in the primary color palette.**

DOWNLOAD
ONE COLOR SYMBOL



PRIMARY PALETTE

Our primary colors are the cornerstone of our brand identity. Empowered Yellow makes an exceptional highlight color, while Immersive Blue-Black is an excellent replacement for Black or Charcoal as your main font color.

Note: While fewer than 2,000 Pantone colors exist, there are over 11 million colors available in RGB/HEX, so consider the Pantone colors shown here a close substitute for our brand colors. Also, never use Pantone colors in Canva!

FIXED:

Use at least one of the five non-white primary colors in all designs, exclusive of text color. In other words, **one of the five non-white primary colors should always play a dominate role in your designs.**

Note: Sustainable Green was added to the primary color palette to ease the transition from our old brand. Next year, we may move Sustainable Green to the secondary palette. We'll solicit input from the network before making such a change.

DOWNLOAD
COLOR PALETTE



BOUNDLESS BLUE

CMYK 92, 53, 39, 16
RGB 40, 95, 116
HEX #285F74
PANTONE 7707 C

RESILIENT TURQUOISE

CMYK 89, 11, 31, 0
RGB 0, 160, 175
HEX #00A0AF
PANTONE 7710 C

STARTUP WHITE

CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX #FFFFFF

EMPOWERED YELLOW

CMYK 15, 0, 99, 0
RGB 227, 226, 79
HEX #E3E24F
PANTONE 388 C

SUSTAINABLE GREEN

CMYK 90, 29, 99, 17
RGB 0, 118, 61
HEX #00763D
PANTONE 7726 C

IMMERSIVE BLUE-BLACK

CMYK 91, 64, 51, 40
RGB 34, 64, 77
HEX #22404D
PANTONE 7477 C

SECONDARY PALETTE

Ten secondary colors round out our brand color palette.

FIXED:

Use secondary colors in conjunction with at least one of the five primary colors (not including Startup White and not including text). At least one primary color should always play a dominate role in your designs.

When a design consists of many pages, slides, or frames (such as reports, PowerPoints, websites, videos), the rule above can be ignored, as long as the front cover, home page, beginning bumper and text utilize the primary palette.

Also, review the “Accessibility” section of these guidelines before adding text to your images.

DOWNLOAD
COLOR PALETTE



ICE

CMYK 25, 0, 8, 0
RGB 195, 237, 239
HEX #C3EDEF
PANTONE 628 C

PALE BLUE

CMYK 43, 0, 15, 0
RGB 153, 217, 223
HEX #99D9DF
PANTONE 3105 C

AQUA

CMYK 81, 0, 27, 0
RGB 0, 192, 202
HEX #00C0CA
PANTONE 7466 C

TEAL BLUE

CMYK 93, 25, 35, 1
RGB 0, 139, 156
HEX #008B9C
PANTONE 7711 C

CERULEAN

CMYK 91, 45, 32, 6
RGB 40, 112, 139
HEX #28708B
PANTONE 7468 C

PALE YELLOW

CMYK 5, 2, 40, 0
RGB 243, 242, 179
HEX #F3F2B3
PANTONE 0131 C

APPLE GREEN

CMYK 34, 0, 99, 0
RGB 187, 209, 83
HEX #BBD153
PANTONE 382 C

KEY LIME

CMYK 55, 0, 100, 0
RGB 143, 196, 64
HEX #8FC440
PANTONE 368 C

JADE

CMYK 85, 0, 70, 0
RGB 70, 177, 123
HEX #46B17B
PANTONE 7480 C

GRASS GREEN

CMYK 96, 10, 100, 2
RGB 0, 148, 36
HEX #009424
PANTONE 7482 C

GRADIENTS

Gradients add variety to your designs while reinforcing our global identity. Five are shown here, but by combining primary and secondary colors, you can create 240 two-color gradients and even more three- or four-color gradients!

FLEXIBLE/FREESTYLE:

Make your own two-color or three-color gradients from any of the 16 colors of our color palette.

Note: Gradients made entirely from secondary colors should play a minor/background role in your designs. But as with the entire secondary color palette, when a design consists of many pages/slides/frames, this rule can be ignored, as long as the front cover, home page, beginning bumper, and text utilize the primary palette.

DOWNLOAD
GRADIENTS



RESILIENT TURQUOISE-
EMPOWERED YELLOW

SUSTAINABLE GREEN-
PALE BLUE

BOUNDLESS BLUE-
EMPOWERED YELLOW

IMMERSIVE BLUE-BLACK-
RESILIENT TURQUOISE

SUSTAINABLE GREEN-
IMMERSIVE BLACK BLUE

COLOR

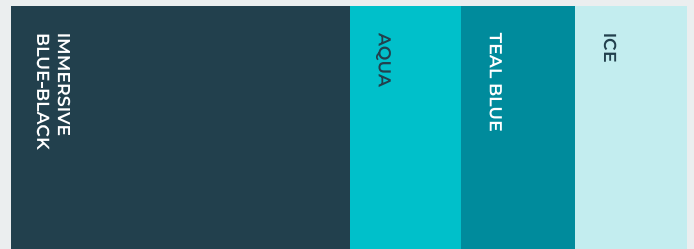
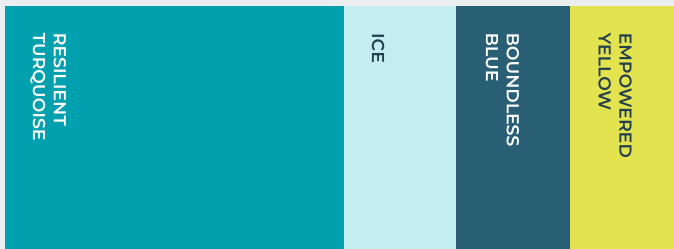
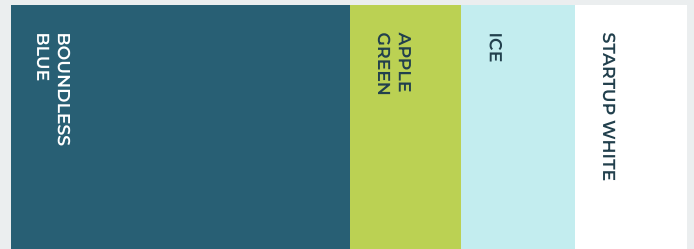
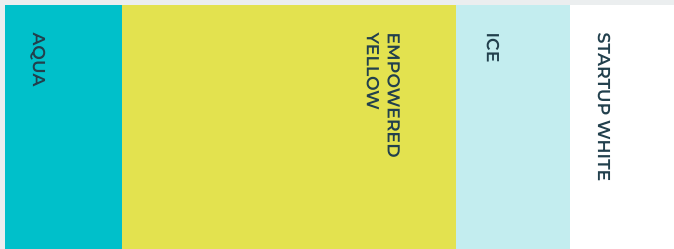
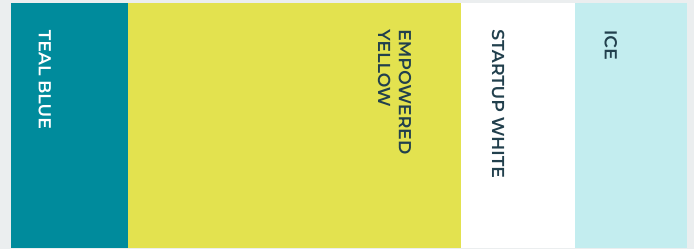
COMBINATIONS

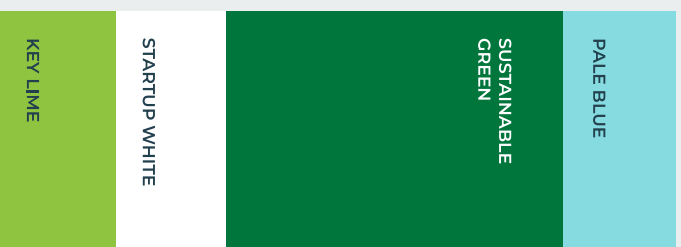
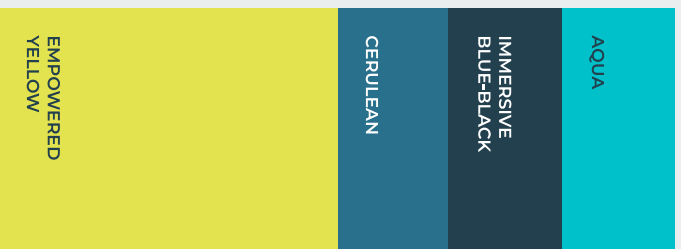
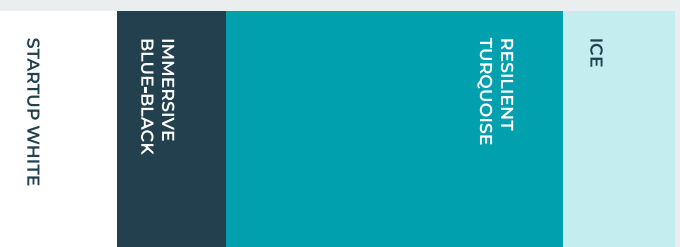
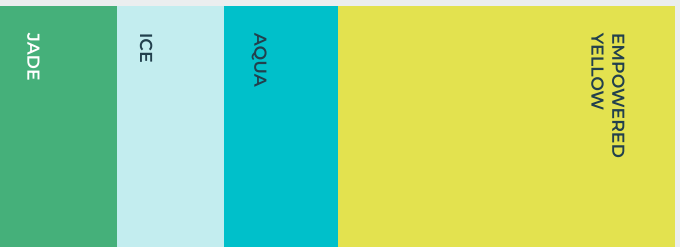
Unsure how to combine primary and secondary colors? Here are some color combinations to get your started.

Familiarize yourself with the “Accessibility” section of these guidelines before adding text to any color.

FIXED:

Remember that at least one of the five non-white colors in our primary color palette must be present in any design.





COMBINATIONS, CONTINUED

A FEW BASICS

An accessible website, online presentation, or live event is one that can be accessed by all visitors, taking into account their differing capabilities. Inaccessible content poses significant barriers to people with disabilities.

Besides alienating students, alumni, volunteers, partners, funders, and donors, inaccessible content may result in a fine—or even a lawsuit—in some localities.

Designing for accessibility can be best summed up through the four areas shown at right.

COLOR CONTRAST

Color contrast (see the following page) is the difference in brightness between foreground colors (say, the color of text or a button) and background colors. “High contrast” (lots of difference in brightness) ensures that people with moderately low vision can distinguish between the colors and see your content. “Low contrast” means that the difference in brightness is quite low; that is, the colors are too much alike, are not easily viewed by someone with vision impairment, and leads to inaccessible content.

CROWDING/OVERLAPPING

Including plenty of “white space” (the area of a design that does not have images or text) is a tenant of good design, but it is especially important when designing for accessibility. Be sure to allow plenty of blank space around text, images, buttons, and more, especially on mobile and other small devices. Avoid having your text overlap with other text. This is especially important when using our brand textures and patterns.

ALT TEXT

When you upload an image or graphic to a digital space (website, social media, etc), you’re often given the option to describe that image or graphic in words as “alt text.” In this way, visually impaired users can still understand that a photo shows, for example, “JA student chatting with the CEO of XYZ Corporation while in a meeting with other XYZ executives.”

It’s really that simple: You describe the photo or image in words. It takes a bit of extra time but ensures that your photos are accessible.

ILLEGIBLE TEXT




Text tends to be illegible (that is, not readable) for two reasons: Because it is too small, and because the font itself is so fancy that it becomes unreadable. Stick to basic fonts like Montserrat and Work Sans on your website, and be sure they are at least 14pt (when bold) or 18pt (when not bold).

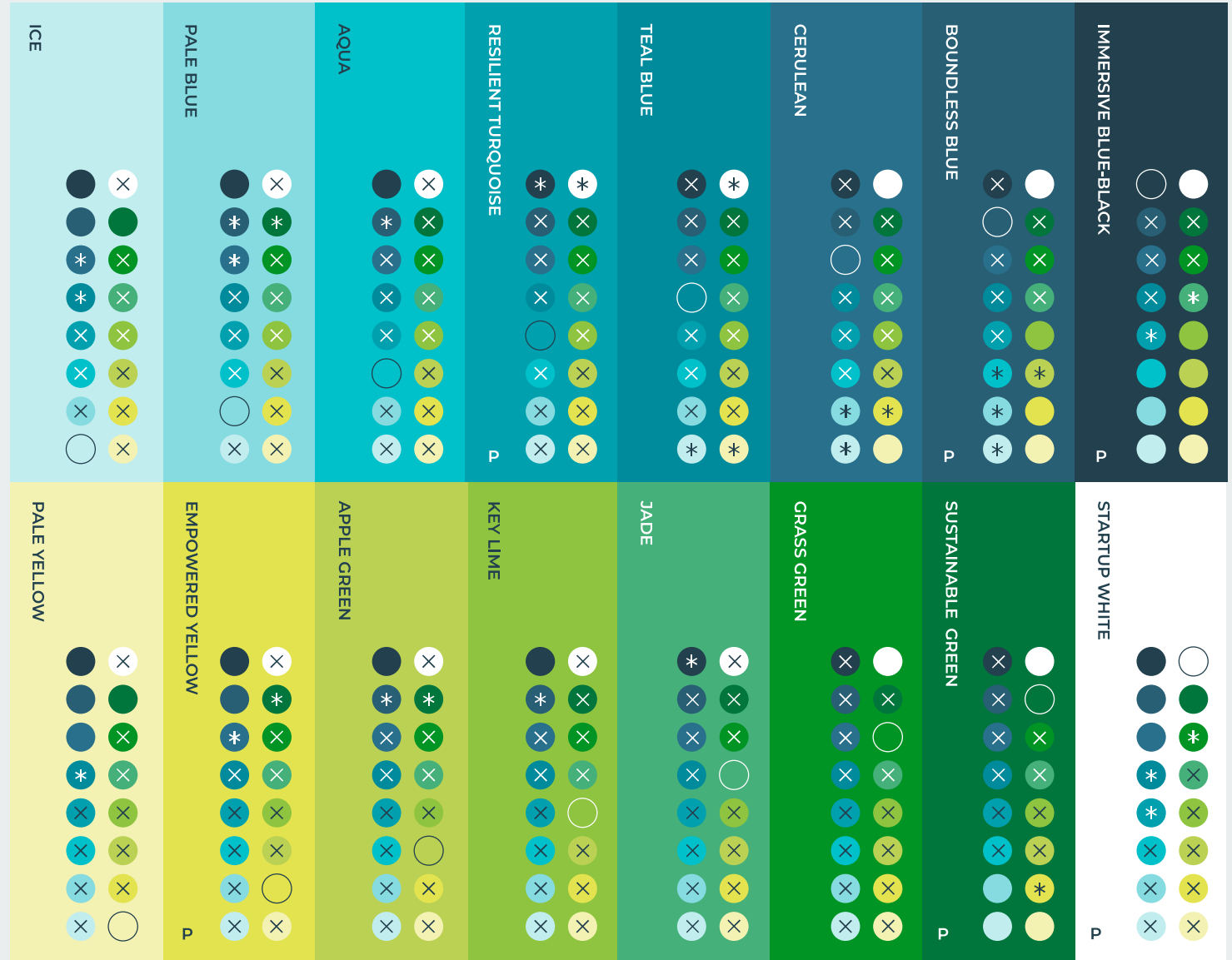
Very large text can be as difficult to read as small text, especially if the large text is hyphenated at odd places. Hyphenate sparingly and only between syllables.

COLOR-CONTRAST CHECKING

Use this guide to ensure that your graphics and images are accessible to people with vision impairment. Accessible designs feature a great deal of contrast between font/button/icon colors and background colors.

In the chart at right, rectangles represent background colors, while circles represent text/button/icon colors that sit on top of that background color:

-  If a circle is blank, that color works well on the background color shown.
-  If you see an asterisk, the combination works only when the font is quite large (18pt or larger) or both bold and large (14pt or larger)
-  When you see an X, do not use this combination of text and background color.



FONTS

Montserrat, a Google font that mixes both contemporary and classic features, unites our global identity.

The Montserrat type family, which works with both Latin and Cyrillic alphabets, contains a wide range of weights, from Black to Thin.

FIXED:

Montserrat is the only font for our lockup and for all levels of headings in digital graphics, in print, on PowerPoints, and on websites.

FLEXIBLE/FREESTYLE:

Montserrat may be difficult to read or too busy in body copy, especially on websites and in apps. We provide Work Sans as an alternative. On web platforms that have a limited font selection, we suggested Roboto as an alternative.

DOWNLOAD
MONTSERRAT
FONT FAMILY



Aa Bb

MONTSERRAT BLACK

MONTSERRAT EXTRA BOLD

MONTSERRAT BOLD

MONTSERRAT SEMIBOLD

MONTSERRAT MEDIUM

MONTSERRAT REGULAR

MONTSERRAT LIGHT

MONTSERRAT EXTRA LIGHT

MONTSERRAT THIN

FONTS

FLEXIBLE/FREESTYLE:

Here's a sample proportional typographic hierarchy. Extra Bold is used for large headings; Semibold for subheadings, intro paragraphs and large quotes; Regular for body copy, but in your choice of Montserrat, Work Sans, or Roboto.

The larger your type, the tighter the leading (space between lines) should be.

Most designs and websites benefit from no more than three or four font sizes.

JA'S GLOBAL IMPACT!

Size: 10X
 Font: Montserrat
 Weight: ExtraBold
 Leading: Same as type size
 Use: Main Heading

APPROACH OUR WORK WITH PASSION, HONESTY, INTEGRITY, AND EXCELLENCE.

Size: 5X
 Font: Montserrat
 Weight: SemiBold
 Leading: Same as type size
 Use: Subheading

JA DELIVERS OUR EDUCATION PROGRAMS THROUGH VOLUNTEERS FROM ALL SECTORS OF SOCIETY, WHO BRING REAL-WORLD WORK EXPERIENCE TO STUDENTS.

Size: 2.5X
 Font: Montserrat
 Weight: SemiBold
 Leading: Auto
 Use: Intro paragraph or a large quote

INSPIRING YOUTH

JA serves as the nexus between the private sector, public sector, and young people. We serve as a bridge for companies, organizations, and individuals who wish to be involved in the youth economic-development movement. Our partners enable us to effectively execute our mission and, in turn, JA enables our partners to collaborate in addressing socio-economic priorities, such as youth unemployment and enterprise creation. Whether through financial contributions, board participation, classroom volunteering, or virtual mentoring, JA offers a collective ability to execute youth-empowerment programs and create a lasting, positive impact on the lives of young people.

Size: 1X
 Font: Work Sans
 Weight: Regular
 Leading: Auto
 Use: Body copy

ADDITIONAL FONTS

In addition to alternatives for body copy, Yesteryear and Allura provide options for more formal or fun designs. Montserrat, however, is an extremely flexible font that should always be your first choice.

Note: The Microsoft font is offered for documents that will be shared among non-JA partners who may not have Montserrat on their computers (PowerPoints and Word docs, for example). Our goal is to use the Microsoft default font as our Microsoft font. However, Microsoft is currently determining its default font, now that it has decided that Calibri will no longer have that role. Stay tuned, as Microsoft makes its decision!

DOWNLOAD
WORK SANS
FONT FAMILY



DOWNLOAD
YESTERYEAR REGULAR
FONT



DOWNLOAD
ALLURA REGULAR
FONT



WORK SANS FAMILY

Work Sans

BIERSTADT FAMILY (MICROSOFT FONT)

Bierstadt

YESTERYEAR REGULAR

Yesteryear Regular

ALLURA REGULAR

Allura Regular

FONTS

JA Stencil is a unique JA font based on Montserrat and employing a stencil look. Download the font to your computer and use it as you would any other font!

DOWNLOAD
JA STENCIL FONT



A B C

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

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VISION

When we look 20, 30, or more years in the future, what is our vision for the world's youth? We envision a world in which young people have the skillset and mindset to build thriving communities.

Our work contributes to this vision, of course. But the vision is bigger than JA. We may never reach all 2 billion global youth, but by advocating for experiential learning in every school in the world, and by nurturing partnerships with schools and other like-minded organizations, we envision a world in which no young person is left behind.

DOWNLOAD JA ONE-PAGER
WITH VISION, MISSION, "ABOUT
JA" BOILERPLATE, AND MORE



A WORLD IN WHICH ...

**YOUNG PEOPLE
HAVE THE SKILLSET
AND MINDSET TO
BUILD THRIVING
COMMUNITIES.**

MISSION

Our mission is the part JA plays in a wider vision for the future and represents the day-to-day work we do for the millions of young people we serve. Through JA, youth are inspired and prepared to succeed in whatever the global economy brings.

**JA INSPIRES AND
PREPARES YOUNG
PEOPLE TO SUCCEED
IN A GLOBAL
ECONOMY.**

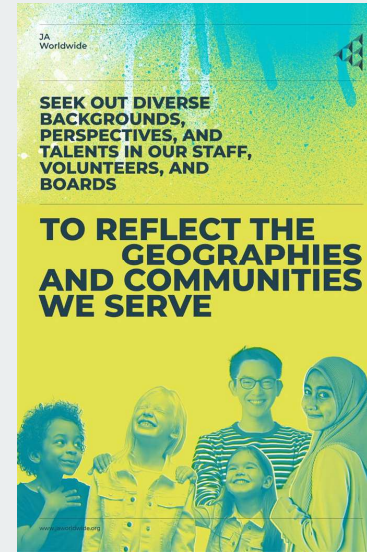
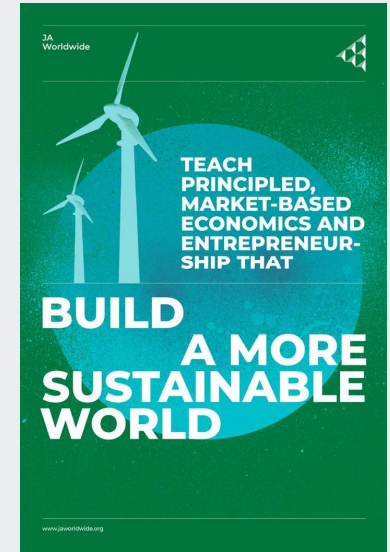
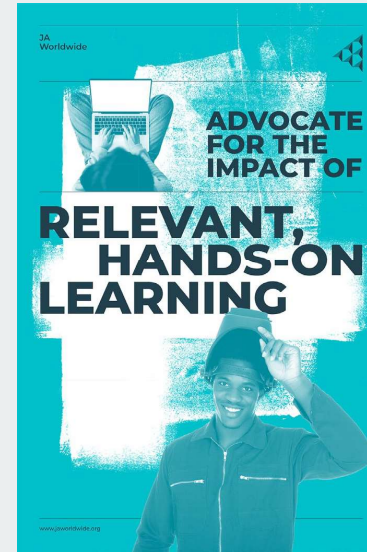
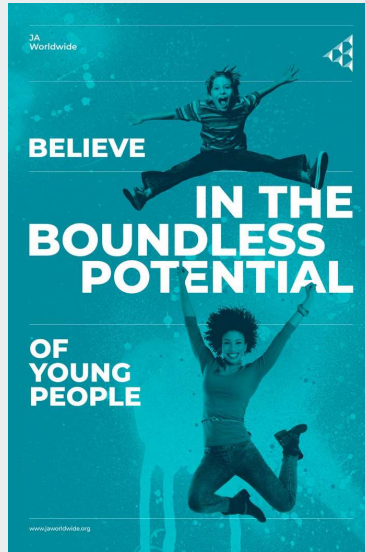
DOWNLOAD JA ONE-PAGER
WITH VISION, MISSION, "ABOUT
JA" BOILERPLATE, AND MORE



VALUES

How we approach our work is as important as our mission. Six values reflect the culture of the JA network and raise the bar for our interactions within and outside of the JA network.

DOWNLOAD
VALUES POSTERS



TAGLINES AND CAMPAIGNS

One of our goals when we started the JA Brand Project was to create a tagline that could be effectively translated into any language, would resonate with all audiences, and would transcend cultural differences.

A year later, we realized how impossible that task was. So, we present you with the three finalist tagline options, plus a fourth option that emerged late in the process but has tested effectively.

You may use any of these as your official tagline (or go without a tagline), a campaign themes, as poster and webpage color, etc.

In addition, **JA Worldwide will coordinate with the regional operating centers and member countries to create a global campaign each year around these taglines/themes** and will present the network with collateral and messaging for those campaigns.

INSPIRING YOUTH.

**A WORLD OF
POSSIBILITIES.**

TRANSFORMING LIVES.

START HERE.