JCI Corporate Identity Guidelines

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Introduction

Corporate Brand Guidelines ensure that the visual design elements of JCI are applied correctly in every application JCI is identified. Published guidelines are essential for providing consistency in a large, diverse organization like JCI. These guidelines should be followed to give JCI a global uniform corporate identity, greater visibility and powerful marketing possibilities.

The purpose of the program is to create uniformity in the visual image of JCI's large and diverse organization. It is important that the standards are strictly followed, especially in regards to those of the JCI Logo. The success of maintaining corporate identity depends on the ownership of its goals and values by every member.

Edson A. Kodama
JCI Secretary General

Any questions regarding JCI Corporate Brand Guidelines should be directed to the JCI Secretary General, Tel.: +1-636-449-3100, e-mail: **identity@jci.cc**.

Building the JCI Brand

Brands are icons of our society reflecting our personal preferences, values and lifestyles. A brand is not something tangible, such as a label, logo, style and feature. In other words, it does not consist of rational features benefits. A brand is created in the hearts and minds of the consumer. Brands are an emotional connection – far beyond rational reasoning and logic, product superiority, product attributes or technical specifications alone.

The importance of building JCI's brand identity is vital to our success as an organization. It's like a fingerprint; it reflects the mood and tone you want to capture in whatever piece of communication – advertising, newsletters, brochures, signs, websites, etc. 360-degree branding captures the thought that every point of contact that an individual with JCI should reflect the same tone. Having the same tone doesn't necessarily mean that every piece of communication must look the same.
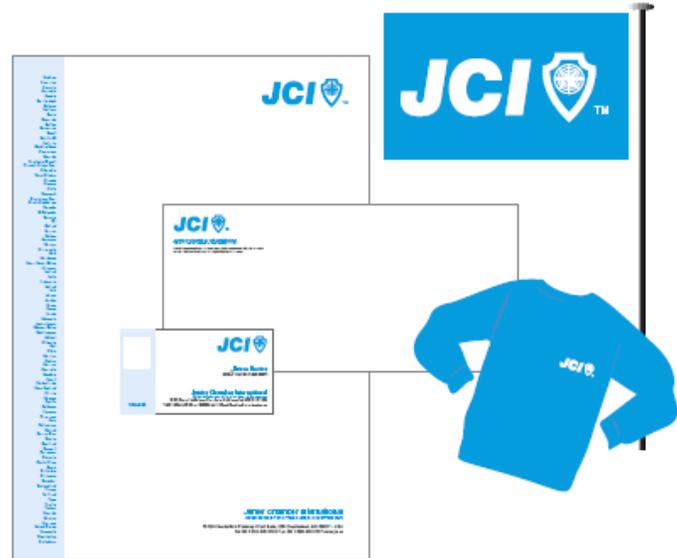
Any communication generated by JCI should reflect the passion that those affiliated with JCI have for the betterment of society.

History of the JCI Logo

The shield symbol was originally used by the US Junior Chamber to represent "one who protects or defends." As active citizens, JCI members were and are expected to protect and defend their communities and the world.

Originally, the US Junior Chamber used a map of the United States inside the shield. When the organization became international, the map was replaced by the globe symbol, which is a map of the world with the North Pole in the center. It is the exact same globe symbol used in the United Nations logo. As one of the first non-governmental organizations with Special Consultative Status in the UN, JCI was given permission at that time to use the UN symbol within our logo.

Each JCI Organization used a version of this mark with their organization name incorporated in their own way, until in 2003 all Junior Chamber organizations were asked to unite under the name JCI and follow the current version of the JCI Corporate Identity Guidelines.

The JCI Name

The JCI Constitution states:

> This international association of Junior Chambers shall be known as JCI (Junior Chamber International, Inc.). The use of the name shall be limited to National Organization Members, Local Organization Members and Individual Members of this association whose affiliation is duly recorded, and groups of NOMs which have been formally recognized under the provisions of Policy 3-11. All NOMs applying for affiliation or reaffiliation are required to use only the word "JCI" followed by the name of the nation or local community in their names and those of their LOMs. The right to use the name shall be automatically and forthwith forfeited on termination of any member's affiliation or any such group's formal recognition.

The use of the naming system outlined in the Constitution is necessary to properly apply the JCI Corporate Identity guidelines as stated in this document.

- The official Spanish translation shall be:
  Cámara Júnior Internacional

- The official French translation shall be either of the following:
  Jeune Chambre Economique
  Jeune Chambre Internationale

The JCI Logo

The JCI Corporate Mark is comprised of two trademarked elements:

1. The logotype
2. The JCI Shield

The JCI Mark is a registered trademark, and its use by any other organization is not allowed without expressed, written permission from the JCI Secretary General, Tel.: 1.636.449.3100, e-mail: **identity@jci.cc**

The primary purpose of a registered trademark is to prevent people from becoming confused about the source or origin of a product or service. Trademarks help people answer the question: "Who makes this product?" and "Who provides this service?"

As people become familiar with JCI's Mark and the goods or services it represents, it can acquire a secondary meaning as an indicator of quality. Thus, established trademarks help people answer another question: "Is this product or service a good one?" For this reason, JCI trademarks are valuable assets worth of protection.

JCI's corporate identity is an important asset, and managing it is an important responsibility. The objectives of JCI's corporate identity are as follows:

- To present a well-articulated, consistent and legally protected corporate identity.

- To lay the foundation for recognition of and preference for JCI among customers, associates, vendors, investors and the general public
- To demonstrate the essence of the JCI Brand.

Correct Formats of the JCI Logo

There is one format of the JCI Logo for use on the international level. The use of this logo *without* the name of the Local or National Organization is restricted to JCI international events and other official JCI materials. A JCI National or Local Organization must follow the guidelines for National and Local Organizations when creating their logo.

JCI Tagline

The JCI tagline, "Worldwide Federation of Young Leaders and Entrepreneurs," has been phased out following the recommendation of the 2008 JCI Strategic Planning Committee and the change of the JCI Mission approved at the 2008 JCI World Congress.

National and Local Organizations must eliminate the use of the tagline on any new materials produced. Organizations may e-mail **identity@jci.cc** if they have any questions or if they wish to have a logo created for their organization that does not include the tagline.

The slogan "Be Better™" will continue to be used as it represents the attitude and mission of JCI.

JCI Slogan

"Be Better" embodies the spirit that all JCI members share and the purpose stated in our Mission: to create positive change. JCI members constantly seek ways to live this concept. They not only believe that improvement is possible, they see it as their responsibility to initiate positive change both in themselves and in their local community. They seek solutions to the problems they see around them to create better nations, better environments and better societies. They also know that true lasting change starts from within. They learn through their experiences, becoming better citizens and better leaders with better skills to create a better future.

When the slogan is used, the JCI Logo must always appear somewhere on the item. The trademarked logotype of the JCI Slogan should be used only in Pantone 2925C, black, white or percent values of these colors. It should not be stretched or distorted in any way. It should not be obscured by other images or shapes.

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Translating the JCI Slogan
When used as a trademark, the JCI Slogan "Be Better™" may be used only in English. However, it may be translated so its meaning is understood when used in regular text.

Downloadable artwork and a style guide for the slogan can be found online at www.jci.cc/corporateidentity.

The JCI Typeface

For continuity and simplicity, we use one typeface to form the JCI Logo and in our communications: Helvetica Neue. It has been chosen for its clarity, legibility and versatility. Helvetica Neue is not the same font as Helvetica. The three varieties of the Helvetica Neue font necessary to create JCI National and Local Organization logos and the official business papers (letterhead, business cards, envelopes, etc) are listed below. All font styles in the Helvetica Neue font family are permitted for use on additional materials where no required template exists.

abcdefghijklm
ABCDEFGH
1234567890

Helvetica Neue Light

abcdefghijklm
ABCDEFGH
1234567890

Helvetica Neue Medium

abcdefghijklm
ABCDEFGH
1234567890

Helvetica Neue Bold

Where Helvetica Neue is unavailable, Arial must be used. However, it is preferable to use Helvetica Neue whenever possible. This applies to business documents, correspondence, promotional materials, displays, product labels, signs, Web pages and other media. However, the JCI Logo must always appear in Helvetica Neue.

To obtain the Helvetica Neue font, please visit **www.linotype.com** or another website for purchasing fonts.

National and Local Organization Logos

The usage guidelines are the same for Local and National Organizations.

Format
There is one approved logo layout for National and Local Organizations. Due to the fact that the JCI tagline, "Worldwide Federation of Young Leaders and Entrepreneurs," has been phased out, National and Local Organizations are to use the new logo format, if they have not already. Organizations must eliminate the use of the tagline on any new materials produced. To have a logo created for an organization that does not include the tagline, or for additional information, e-mail **identity@jci.cc**.

The National or Local Organization name must be placed directly below the corporate mark. If a Local Organization wishes, they may include their National Organization's name in parentheses after the name. The elements of the logo may not appear in any other layout or format in relation to each other.

Color
National Organizations must choose one of the JCI secondary colors for their logo. All Local Organizations affiliated to that National Organization must use the same secondary color in their logos. You can read more about the secondary colors in another section of this document.

Fonts

The font Helvetica Neue Bold is required to create your National and Local Organization's logos. Note that the actual Helvetica Neue Bold font must be used. The bold button that certain programs have is not suitable. Also note that Helvetica Neue and Helvetica are different fonts. It is best to have a graphic arts professional create your logo based on the samples available for download from the JCI website.

Helvetica Neue 75 Bold

Alignment

The National and Local Organization logo has specific alignment and spacing guidelines (pictured below) to ensure consistency. The best way to ensure you have the proportions and layout correct is to use a sample or template. Samples and templates are available for download from the JCI website. Click on Downloads -> Corporate Identity

The National or Local Organization name should be centered between the J and the point of the shield. When the name is too long to fit, it may be left aligned with the J.

Name **centered** between
start of the J and the bottom point on the shield

When the name is too long to fit in this space,
name is **left aligned** with the J

Minimum Space Requirements

The JCI Logo should always have a minimum clearance zone around it. This ensures clarity of communication and prevents the logo from becoming lost or crowded.

Examples of Incorrect Usage

- Do not stretch or distort the logo

- Do not change the proportions of any part of the mark in relation to the other parts

- Do not use color in any way other than as described in the guidelines

- Do not change the appearance, shape or layout of the logo

- Do not cut off any part of the logo

- Do not use the elements of the logo independently from one another

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The JCI Color Palette

The JCI Primary Color Palette
The Primary color of JCI Aqua was chosen to give JCI a fresh feel while also reflecting the organization's heritage. The color is important to the overall branding and should be identified with JCI. The color reference for JCI Aqua is PMS2925 from the Pantone Matching System, an internationally recognized standard of matching colored inks used in the printing industry. This color should always be a main color on all materials produced by JCI and JCI National and Local Organizations.
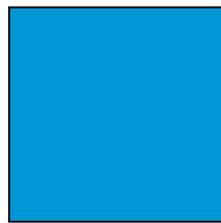
Pantone 2925

CMYK	RGB
C 87	R 0
M 23	G 151
Y 0	B 215
K 0	
Web# 0097d7	

JCI National and Local Organization logos can also appear in JCI Aqua with their secondary color, or in white or black.

The JCI Secondary Color Palette

The Secondary Color Palette's main function is to provide a visual distinction for JCI National and Local Organizations. And as such, it may also be used in publications, PowerPoint presentations and websites relating to that country. However, they should never overpower the primary color, JCI Aqua.
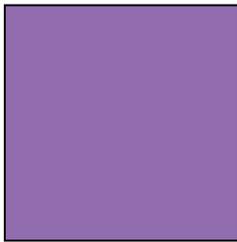
Pantone 2582

CMYK   RGB
C 47   R 145
M 65   G 108
Y 0   B 175
K 0
Web # 916caf
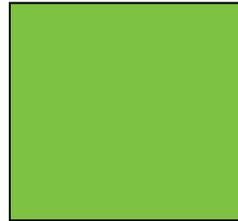
Pantone 376

CMYK   RGB
C 56   R 125
M 0   G 194
Y 100   B 66
K 0
Web # 7dc242
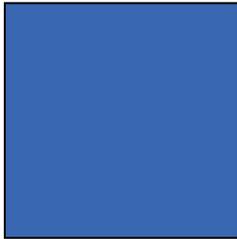
Pantone 2726

CMYK   RGB
C 83   R 58
M 60   G 103
Y 0   B 177
K 0
Web # 3a67b1
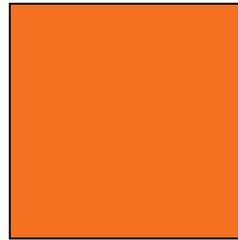
Pantone 1665

CMYK   RGB
C 0   R 243
M 63   G 113
Y 100   B 33
K 0
Web # f37121
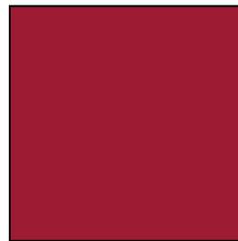
Pantone 201

CMYK   RGB
C 0   R 158
M 100 G 27
Y 63   B 52
K 29
Web # 9e1b34

## JCI National Organizations Identity and Color Variants

Each JCI National Organization should choose one of these secondary colors to form their logo. All Local Organizations must adopt the secondary color chosen by their National Organization. The name of the organization will appear in the secondary color in the logo.

JCI Stationery

The JCI Letterhead

The JCI letterhead is printed on white letter size or A4 size paper. It should include the corporate logo and address printed in JCI blue (PMS 2925). The JCI Logo should appear at the top right of the page. The words "Junior Chamber International _____" in the appropriate color for the National or Local Organization must appear in the bottom right corner above the contact information. The font used is Helvetica Neue, ranging in size from 8 pt. to 22 pt. on the letterhead.
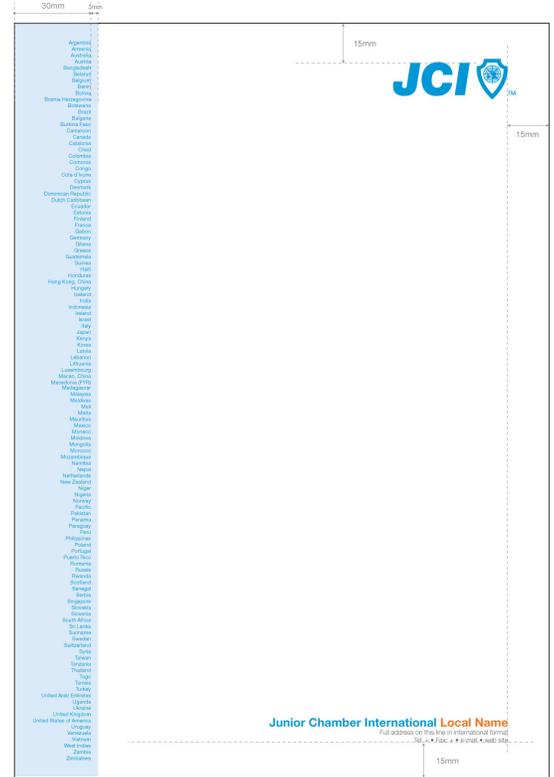
The JCI Envelope

JCI uses #10 white business envelopes with the JCI logo placed in the upper left, in PMS 2925. "Junior Chamber International _____" in the appropriate color for the National or Local Organization must appear below the JCI logo. The address should appear directly below the logo and be aligned left, flush with the left side of the logo, and printed in black ink. The typeface used for the address is Helvetica Neue Regular.

The JCI Business Card

JCI business cards are printed on white card stock. The dimensions of the card are fixed and the template must not be changed. All Local and National Organizations are encouraged to adopt the official business card designs as shown on the JCI website. Members are encouraged to use the back of their JCI cards to print their own business information or other pertinent local information. "Junior Chamber International _____" in the appropriate color for the National or Local Organization should appear in the lower right corner above the contact information.
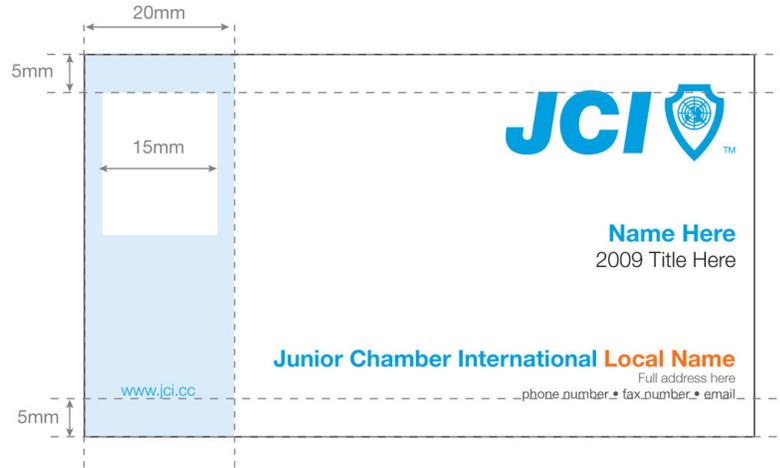
The JCI Compliment Slip

The JCI compliment slip is printed on white paper. "Junior Chamber International _____" in the appropriate color for the National or Local Organization should appear in the lower right corner above the contact information.
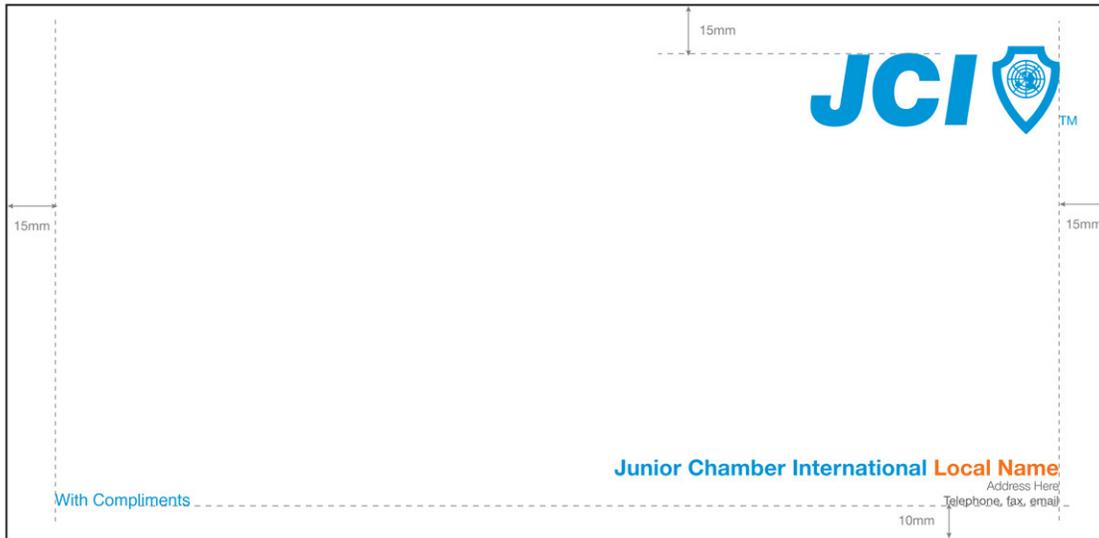
PowerPoint Presentations

PowerPoint presentations are an integral part of the overall brand of any institution. The templates provided comprise of a generic cover page and text slide. The National or Local Organization logo should be placed on the cover slide and the master slide so it appears on every page. The name of the organization that created the presentation should be visible at all times so that the origin of the information is clear.

In keeping with all JCI communications, all PowerPoint presentations should be clear and concise. A slide is not intended to contain a large amount of text but should be used as an aid when making presentations. It is recommended that copy is kept to a minimum and slides are not too crowded.

Official JCI International Events

Logos for JCI Area Conferences and JCI World Congress

The organizing committees of official JCI international events may create a logo for their event. Event logos must follow the guidelines below and must be approved by JCI before use in any materials. After being finalized and approved by the JCI World Headquarters, the logo must not be changed, recreated, edited, retyped, distorted, stretched or altered in any way without permission. It is recommended to work closely with the JCI World Headquarters from the beginning to ensure an appropriate and professional logo.

JCI World Congress and JCI Area conference logos must:
- Incorporate the JCI Logo
- Include the full event title such as "JCI World Congress" or "JCI Asia-Pacific Conference"
- Include the year
- Include the city where the event will be held
- Include the country if the city is *not* listed as an international stand alone city in the datelines entry of the AP Stylebook
- Use JCI Aqua (Pantone 2925)
- Be provided to JCI in vector format with all fonts converted to outlines
- Be in a JCI official language, and must use English for JCI World Congress
- Use at least one version of Helvetica Neue font
- Include the word "candidate" on materials distributed before the location is voted upon by the General Assembly

It is recommended to:
- Keep the logo simple and graphic
- Use a limited color palette, preferably including one or more of the JCI secondary colors
- Carefully consider the colors to be used in the logo and their associations
- Carefully consider the culture and symbols of the host city and country. Use images that will widely be associated with the location.
- Consider both the internal and external audiences for the logo. It will be primarily aimed at JCI members in your region, however people from all over the world who do not know about JCI will also see the logo. Consider the impression the logo will make on them.
- Consider including the dates of the event in the logo
- For Area conferences and regional events, create the logo in the language that is the primary language of the country if it is a JCI official language.
- Create a logo that will be possible to show in white on a dark color background
- Consider how the logo will be used and how it will fit on banners, brochures, websites, etc.
- Consider text legibility at different sizes

Event logos may **NOT** include:
- Overt representations of a country's flag
- Raster images or photographs
- Abbreviations or acronyms

- Copyrighted or protected images, such as an official country seal or borrowed designs
- A slogan or theme within the logo
- Overt or noteworthy resemblance to another existing logo
- The JCI Logo treated as text. The JCI Logo must be treated as an item separate from the official event name.
- Roman numerals (XI) or non-roman alphabets or scripts
- More than one format option. Multiple styles or formats of a logo often create confusion for the many people who are working to promote the event
- The logo of a partner or other organization incorporated into the event logo. Partner and sponsor logos should be shown separately in another space
- Imagery that is inappropriate for JCI

It is **NOT** recommended to:
- Use a font other than the versions in the Helvetica Neue font family. The Helvetica Neue family contains over 50 varieties, which provides ample opportunity for a unique combination. Other fonts may communicate a feeling or image that is not consistent with the JCI visual identity.
- Portray the borders or outline of a country, especially when border disputes or other political issues with neighboring countries are present
- Use imagery that could be viewed as religious, political or otherwise controversial

Web Addresses for JCI Area Conferences and JCI World Congress
JCI World Headquarters will provide a standard web address for JCI Area Conferences and JCI World Congress to maintain consistency.

National and Local Event Logos
While it is not required, Local or National Organizations may want to create a logo for a local or national event, such as a national convention. In these cases, it is not obligatory to get the logo approved by the JCI World Headquarters, however the design may be submitted to **identity@jci.cc** for feedback. Any local or national event must clearly state the official name and host of the event so as not to confuse the logo with a JCI international event. It is recommended to follow the guidelines stated here, however local languages may be used for local events.

Signage, Imagery, Promotion and Pins

When the JCI Logo is used for signage or banners, all logo, typography and color guidelines should be followed. For a full review of content and design by the JCI Secretary General, call +1.636.449.3100 or email: **identity@jci.cc** for approval.

Imagery Specifications

Photographs and illustrations make strong impressions on our audiences. They also play a significant role in conveying our Mission and purpose. You should select images that show the benefits members receive from being part of the JCI experience.

We should always be sensitive to our audiences and their cultures when selecting images for our communications.

Joint Promotions

Occasionally, JCI enters into a partnership agreement to jointly promote a JCI product or service. Joint promotion initiatives require a full review of content and design by the JCI Secretary General, Tel.: 1.636.449.3100, Email: **identity@jci.cc** for approval.

Promotional Products

Promotional products may bear the JCI trademarked elements as long as the logo and tagline specifications are adhered to.

Official merchandise, clothing, awards, jewelry and other promotional applications must adhere to the logo specifications. Please contact the JCI Secretary General, Tel.: 1.636.449.3100, Email: **identity@jci.cc** for approval.

JCI Officers Pins

Official JCI Officers pins are only available from JCI World Headquarters. The JCI Officers pins must adhere to the following corporate identity guidelines:

- The pin consists of the JCI logo and the position title.
- The position title is directly underneath the JCI logo with the final letter of the text justified with the bottom point of the JCI shield. The text is in ALL CAPS.
- The National Officer's pins are GOLD in color.
- The Local Officer's pins are SILVER in color.

Other JCI Pins

National and Local Organizations are only allowed to create pin and other jewelry if they receive the JCI Secretary General's approval of the design. Also they must follow all the rules of the Corporate Identity.

Frequently Asked Questions

Q. What is JCI's Pantone Matching System (PMS) Corporate Color?
A. PMS 2925

Q. What is JCI's Corporate Typeface?
A. Helvetica Neue

Q. When the background is more than 50% value, which logo should I use?
A. The reverse (white) should be used.

Q. If printing in one-color, can I print the JCI Logo in that color, even if it is not one of the acceptable colors?
A. No, but you can print the reverse (white) in a color bar.

Q. Is there a standard placement for the JCI Web address?
A. On JCI business cards, the Web address is placed in the bottom center of the color bar. Otherwise, there is no standard placement; however, you must maintain the minimum spacing around the logo (see Logo Specifications). We recommend using a font that has appeared somewhere else on the product.

Q. Is there a standard abbreviation of "Junior Chamber International"?
A. Yes, the abbreviation is "JCI".

Q. Can I use the JCI Logo in a headline?
A. The logo must never be used as part of a headline or in body copy.

Q. Can the slogan "Be BetterTM" be translated into other languages?
A. Not when used as a trademark, but it can be translated in body text so its meaning is understood.