



# CORPORATE IDENTITY GUIDE



# INTRODUCTION

# **TAGLINE**

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*A phrase that defines us.*

**Developing leaders for a changing world**

**Desarrollando líderes para un mundo cambiante**

**Développer des leaders pour un monde en mutation**

**変化する世界に対応するリーダー育成**

# IMPORTANCE OF CONSISTENCY

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When working within an organization that exists at many levels across the entire world, keeping the brand visuals and the tone of written materials consistent is extremely critical. This is the purpose of these Corporate Identity Guidelines. JCI empowers its members to promote their projects, events and initiatives, and heavily encourages this self-starter and self-reliant mindset.

Because of this trust, it is important that JCI members create communications materials that uphold JCI's values, brand image and visual identity standards. When creating materials for a local or national organization, refer to the following guidelines, check the FAQ section at the end of this guide, or contact JCI World Headquarters for support in the Contact section.

# WHO WE ARE

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Our tagline is “Developing leaders for a changing world” – which we do through projects, events, training and programs. Our members are committed to growing and improving as individuals, supporting each other and making tangible change at local, international and global levels.

JCI connects its members through a worldwide network, uniting them through a shared set of core values laid out in the JCI Creed. JCI pushes its members to overcome challenges, creating opportunity from adversity and providing meaningful improvement at a global scale.

# BRAND PERSONALITY

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*What describes our messaging and actions?*

JCI is an organization created for enterprising young leaders ages 18-40. It is focused on professional development, economic opportunities and creative solutions to problems through all levels and corridors of society.

Because of this youthful energy and professional mindset, the JCI Brand Personality is colorful, vibrant and engaging, yet restrained and polished. Designs done in the JCI Brand name should be bold, but refined, without clutter or extra accessory shapes, lines or graphics.

**CONFIDENT**

**INNOVATIVE**

**PROFESSIONAL**



# BRAND IDENTITY

# 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.

The JCI Logo should always be shown in Aqua on a White background, or White on a background consisting of one of the five approved JCI colors.



# NATIONAL AND LOCAL ORGANIZATION LOGO

All JCI Local and National organizations should adhere to the following when creating their logos.

The JCI logo should appear unaltered in **JCI Aqua** with the local or national name appearing below it in 75 pt. Helvetica Neue type (see measurement “A” on the illustration to the left). The text color displaying the local or national organization name should be **JCI Gold**. If you need this logo created for you, please contact [identity@jci.cc](mailto:identity@jci.cc)



Name **centered** between start of the “J” and the point of the shield



When the name is too long to fit, name is **left aligned** with the “J”



When the name is so long it exceeds the TM letters, the name can be **center aligned** and include a second line of text

# LOGO SPACING



## 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.



**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

# ONE JCI STYLE



Use these Primary Colors most:

## NAVY

R58 G103 B177  
C83 M62 Y0 K0  
#3A67B1

## AQUA

R0 G151 B215  
C87 M23 Y0 K0  
#0097D7

Accessorize with these Secondary Colors:

## GOLD

R237 G189 B56  
C7 M25 Y91 K0  
#EDBE38

## SEAFOAM

R86 G189 B163  
C64 M1 Y45 K0  
#56BDA3

These colors are for typography:

## 90% BLACK

R65 G64 B66  
C0 M0 Y0 K90  
#414042

## OFF BLACK

R10 G15 B41  
C90 M83 Y52 K69  
#0A0F29

## WHITE

R255 G255 B255  
C0 M0 Y0 K0  
#FFFFFF

# ACCESSIBILITY

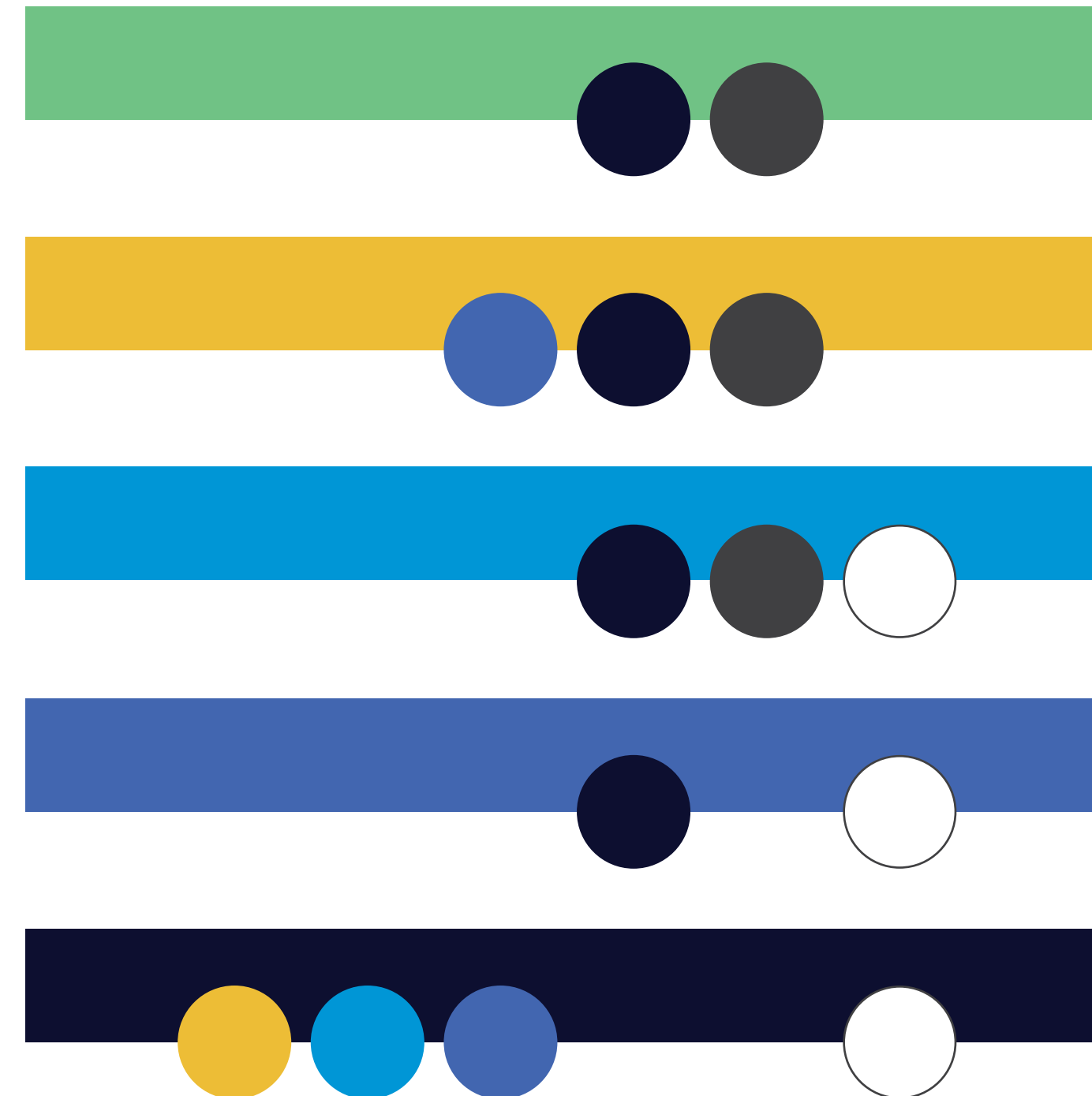
Our new color palette is full of diverse colors that work well together. To make sure that graphics, text and designs are clear and readable for all audiences, follow the guidelines below.

Background colors are represented by rectangles across the page, while acceptable foreground combinations are displayed as overlapping circles. When creating an image or design, choose from the color combinations below to ensure maximum readability.

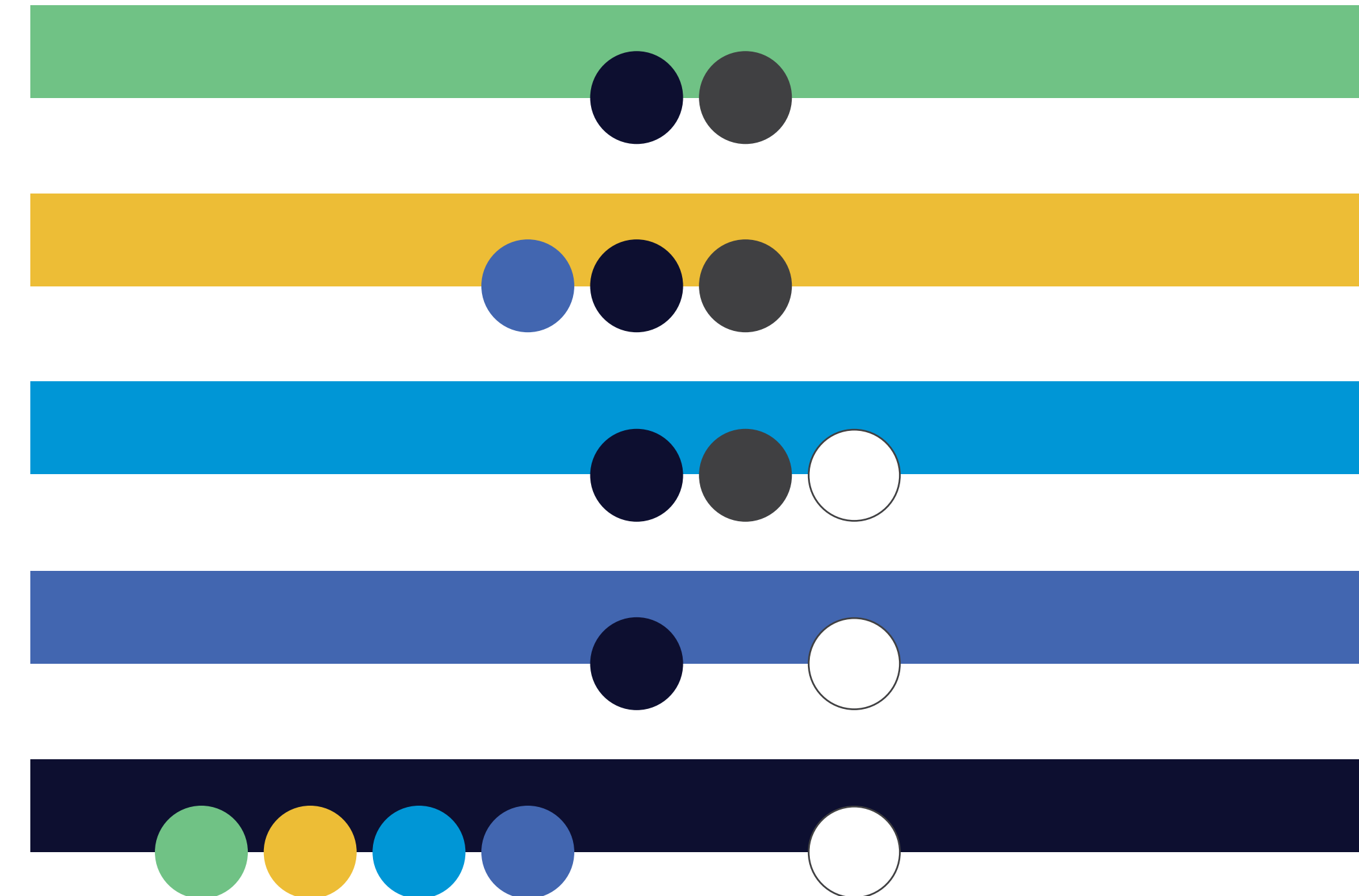
## BODY COPY



## HEADING TEXT



## GRAPHIC ELEMENTS



# TYPOGRAPHY

A CONSTANT COMPANION:

## HELVETICA NEUE

Helvetica Neue is JCI's chosen font for its clarity, legibility and versatility.

The three varieties of the Helvetica Neue font necessary to create JCI National and Local Organization logos and official JCI documents (letterhead, business cards, envelopes, etc) are:

**Aa**  
Bold

Aa  
Medium

Aa  
Light

All font styles in the Helvetica Neue font family are permitted for use on additional materials where no required template exists. Where Helvetica Neue is unavailable, Arial must be used. The JCI logo must always appear in Helvetica Neue. To obtain the Helvetica Neue font, please visit [www.linotype.com](http://www.linotype.com) or another website for purchasing fonts.

Rockwell Bold may be used as an accent to the Helvetica Neue family. Rockwell should only be used for large items such as headings and pull quotes.

**Aa**  
Bold

A NEW FRIEND:

**ROCKWELL**

# PHOTOGRAPHY

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JCI members and organizations help tell their stories by sharing photos of projects, programs and events. When sharing these photos as award entries or project features, please submit unedited, high resolution images. This means photos that have not been modified with graphics, texts or filters.

It is preferred to receive photos in a resolution of **100-150 pixels per inch (ppi)** – these display well on digital spaces. Sharing a photo from WhatsApp is not recommended as it reduces the quality of the image.

Many JCI organizations have professional photographers that take excellent photos of events and projects. **Please ensure copyright usage** for any photos you upload to the project gallery or online and include a credit if needed.



# SOCIAL MEDIA TIPS

# BRAND

You should feel empowered to share relevant articles, successful projects, best practice tips, photos of JCI events, and more. If you do choose to discuss JCI on your personal social channels, please identify yourself as a representative of the company. Remember you are JCI and your conduct online reflects on the organization as a whole.

## ***Please do not:***

- Engage in arguments or post inflammatory comments in defense of JCI
- Post negatively about our partners or stakeholders
- Use acronyms (such as “JBM” “MYE” “AMDEC” etc) in social media posts. These acronyms are not well-known to the general public and can be confusing for non-members and potential members
- Do not post about political issues, parties or organizations while representing JCI.

## ***Please do:***

- Make your posts clear and concise
- Keep it simple and avoid complicated words or phrasing
- Redirect members to JCI’s official social media channels and website
- Tag JCI in your posts and projects so we can share them
- Pass along articles, stories and photos to the World Headquarters Marketing and Communications Department ([marketing@jci.cc](mailto:marketing@jci.cc))
- Alert Digital Media Manager **[amarion@jci.cc](mailto:amarion@jci.cc)** and Marketing and Communications Director Dan Fox **[dfox@jci.cc](mailto:dfox@jci.cc)** if there is an urgent social media matter that requires JCI’s attention
- Avoid responding on behalf of the organization
- Make sure potential members know who to contact if they are interested in joining our organization

# HASHTAG USAGE TIPS

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Hashtags are used to track posts on social media platforms. When you are talking about a specific project or initiative, you use associated hashtags to allow others to see all similar posts. Original hashtags can be created by National and Local organizations to highlight a certain event or project. In general, hashtags should not be too long or too complicated.

As an organization, our official hashtag is: **#JCI**

When sharing a project or event related to the JCI RISE initiative, please use **#RISEwithJCI**. This helps JCI take inventory of all of the amazing efforts at the local and national level!

## CONNECT WITH JCI ON SOCIAL MEDIA!



@jciwhq



@jcileaders



/jciwhq



JCI



@jcileaders



@jcileaders\_



# YEARLY MESSAGING

# LEADING IS OUR DUTY



The color used in the presidential logo is **Pantone 286-C**. This color is only to be used in matters specifically related to the JCI President, without exceptions. In all other cases, the main colors for JCI, listed in the brand identity section, should be used.

2022 JCI President Argenis Angulo's theme for the year is "Leading is Our Duty," recognizing that all enterprising young leaders have an inherent set of responsibilities to themselves, their peers and society at large.

For more information about usage of this logo, please see the FAQ page.

**#LeadingIsOurDuty**

## 2022 VIRTUAL BACKGROUND

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*Below is a link where you can download the 2022 JCI President's Virtual Background. This is available for use by all JCI members in virtual meetings, however it is not to be modified in any way.*



# JCI RISE



The JCI RISE initiative was created to sustain and rebuild economies and workforce morale as we face the impact of COVID-19 together. Our three main objectives are

- 1. Rebuilding Economies**
- 2. Workforce Motivation**
- 3. Preserving Mental Health**



The JCI RISE logo is designed to be placed on top of project and initiative pictures. These logos are available as transparent PNG files. These can be placed over project photos, and shared with the **#RISEwithJCI** hashtag.

A full identity sheet for the JCI RISE initiative can be found on the JCI library or our Trello board. Resources such as videos and infographics are available in each of JCI's four official languages.

# 2022 CONFERENCES

*When talking about official JCI events, please use the full and proper name beginning with the year.  
For example: 2022 JCI World Congress in Hong Kong.*



2022 JCI Asia and the Pacific  
Conference in SakaiTakaishi, Japan

**#jciaspac2022**



2022 JCI Conference of America  
in Willemstad, Curaçao

**#jciamerica2022**



2022 European Conference  
in Bruges, Belgium

**#jciec2022**



2022 JCI World Congress  
in Hong Kong

**#jciwc2022**

# GLOBAL LEADERSHIP MASTERCLASSES

*JCI's new Global Leadership Masterclass series follows a talented pool of professional coaches as they break down the key concepts that make an enterprising young leader. Each course is based around one of JCI's Four Areas of Opportunity: Business and Entrepreneurship, Individual Development, Community Action and International Cooperation.*



**GLOBAL LEADERSHIP  
MASTERCLASS**



# CREATIVE YOUNG ENTREPRENEUR

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*The Creative Young Entrepreneur program is an international competition with a main objective: to motivate and inspire JCI's enterprising young leaders to build creative start-ups that can be scaled up to become global unicorn businesses built around JCI's core values. CYE challenges young entrepreneurs to critically and creatively think by requiring them to provide an in-depth business model, their marketing position, and strategic goals on how their venture will begin to earn a profit and become sustainable. There are two CYE toolkits: one for the global contest and one to help create CYE programs at a national level, which can be accessed by clicking the link below.*



# BE BETTER

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“Be Better” is a slogan that embodies the spirit that all JCI members share and the purpose stated in our Mission.

## ***JCI Slogan Usage Guidelines***

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 JCI Aqua, 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.

## ***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 for the slogan can be found online in the Corporate Identity folder in the JCI Library.



**CONTACT**

# JCI WORLD HEADQUARTERS

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PO Box 4094, Chesterfield, MO 63096-4094 – USA

Tel: +1-636-449-3100

***JCI Monthly Newsletter***

Stories, news, media:  
**news@jci.cc**

Sales:  
**sales@jci.cc**

Technical Support:  
**itsupport@jci.cc**

General Inquiries:  
**info@jci.cc**

Share projects:  
**projects@jci.cc**



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# EXTRA RESOURCES

# EMAIL SIGNATURE

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*Please use the following format for your email signatures. You are free to add a phone number directly below your title. Additionally, you will find the footer image below, which you can add to your signature to promote JCI's RISE Initiative.*

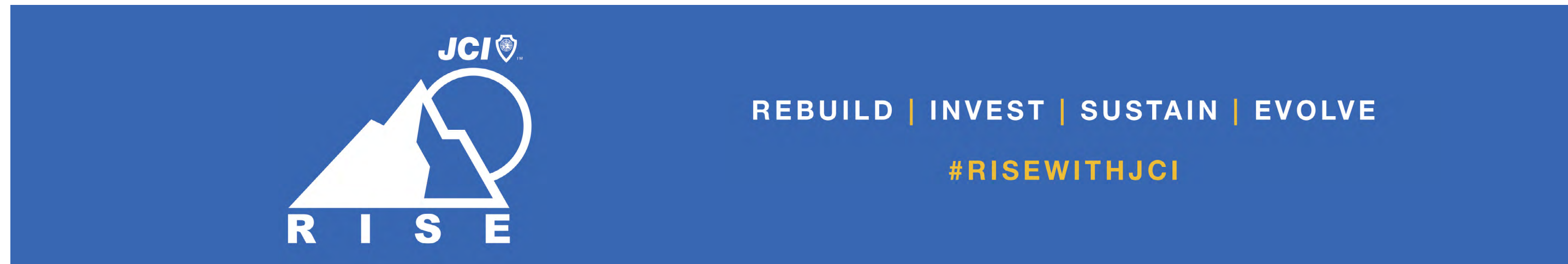
Sincerely,

**Argenis Angulo**

2022 JCI President

JCI – Junior Chamber International

Visit [www.juniorchamber.international](http://www.juniorchamber.international) to learn how we are developing leaders for a changing world.



# JCI LIBRARY

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The JCI Library is located on [jci.cc](http://jci.cc) and is available to JCI members when they log into the website. On the library, you can find resources such as

- Program toolkits ex: CYE, Awards, TOYP, Public Speaking, Debating, Twinning
- The JCI Constitution and Policy Manual
- 2022 JCI Talking Points
- JCI Letterhead
- Skills Development course materials

## TALKING POINTS

JCI's Talking Points are updated each year to reflect the Plan of Action, presidential goals and organizational strategy. These can be found on the JCI Library.

# TRELLO

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Trello is an online resource center that JCI World Headquarters uses to upload social media content and information for members and organizations to share.

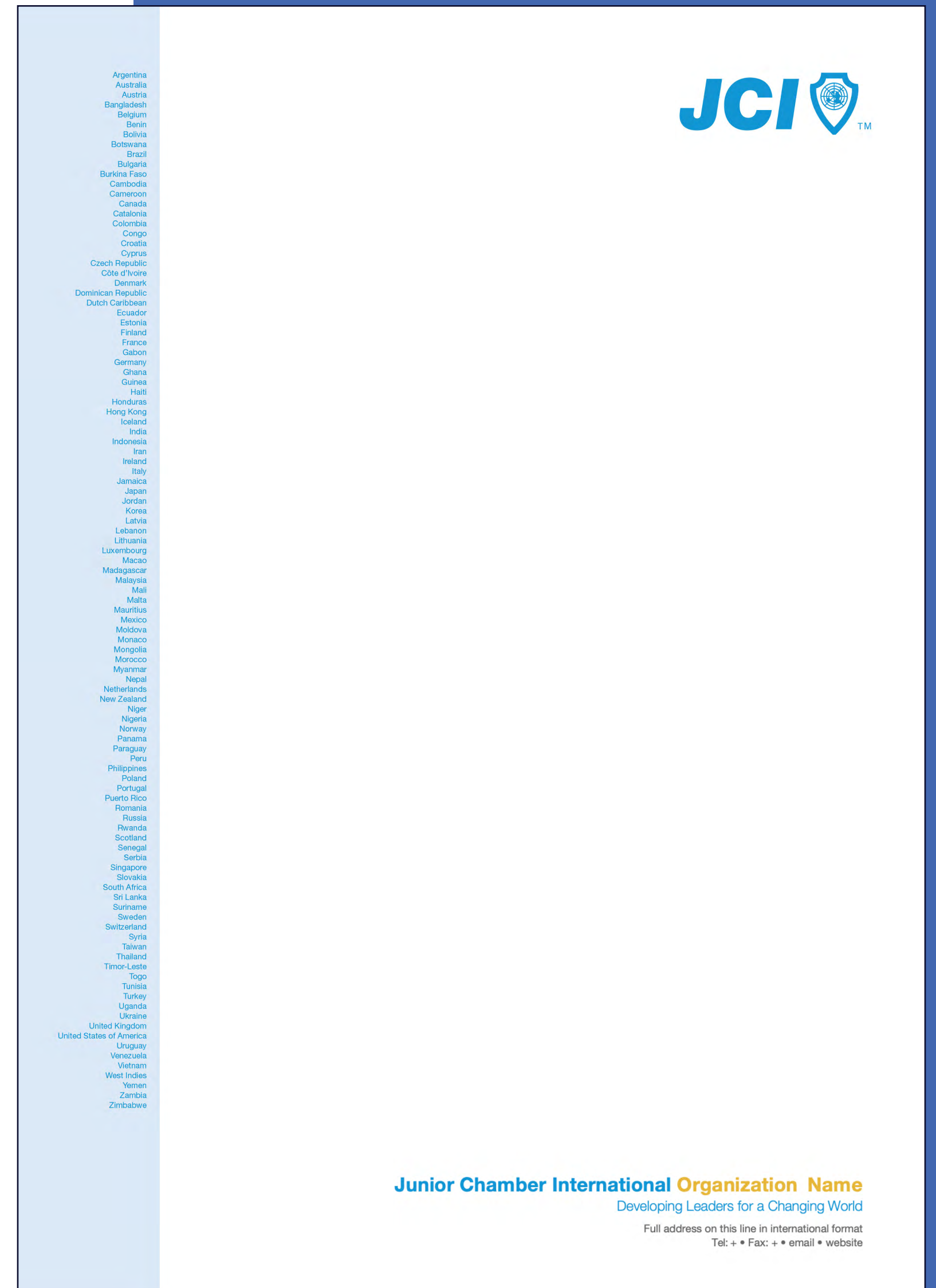
Here you can find:

- JCI print and digital logos
- Color swatches and identity guidelines
- JCI one-pager
- JCI RISE infographics, one-pager and social media assets
- Cover photos for Facebook, Twitter and LinkedIn
- TOYP assets
- Events promotional images
- Board of Directors posters
- PowerPoint templates, Letterhead & more!

# 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 Aqua. The JCI Logo should appear at the top right of the page. The words “Junior Chamber International \_\_\_\_\_” in JCI Gold 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.



# POWERPOINT

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JCI's official PowerPoint template is located in the **JCI Library > International Resources > JCI Identity > Marketing Materials**. Please use the current template only instead of versions downloaded prior to 2021.

# OLD MESSAGING

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*The following terms are no longer to be used in any way:*

- Active Citizen
  - *Active Citizen Day*
  - *Active Citizen Framework*
- Impact
- Local community
  - *Avoid the word “communities,” use “society” or “societies” instead*
  - *“Community Involvement”*
- Local network
- Social Responsibility
- References to being a charity and/or philanthropic organization
  - *In general, do not reference charity or philanthropy about JCI at all*
- “Creating a better world” or “Build a better world” etc.
- Environmental sustainability
- Campaigns:
  - *World Cleanup Day*
  - *Peace is Possible*
- Any Presidential slogan or initiative that is no longer focused on
  - *One Future*
  - *Be Better*
  - *Be the change*
  - *Change begins with me*
- The old JCI Tagline
- Contribute to society
- References to “Accomplishing our dreams”

# OLD MESSAGING CONTINUED

The following designs are no longer to be used in any way:



And should instead be replaced with our current messaging:

Examples of JCI organizations adopting the new guidelines!





# FAQS

# DESIGN CHECKLIST

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*Below is a quick way to ensure your design meets all of JCI's identity guidelines.*

- Helvetica Neue is used as the main typeface
- The JCI Logo appears unaltered with appropriate spacing and trademark
- The design uses JCI's official color palette
- The Local or National Organization name appears in JCI Gold
- Graphics/text are clearly legible against background colors
- Hashtags are used to describe projects or topics when sharing on social media
- The JCI shield is not used as a single element
- The JCI RISE logo appears in English

# FREQUENTLY ASKED QUESTIONS

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***Q: Can I use parts of the JCI Logo, either the shield design or “JCI” letters, separately?***

A: No, the JCI Logo must always be used as a single piece, and cannot be separated.

***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. Simply use the characters “JCI” in one of the approved fonts.

***Q: Can I display the JCI Logo in a color other than black, JCI Aqua or White?***

A: No. The logo should always be used in JCI Aqua, white or black, in that order of priority. Further, if white is used, the colored background the logo is placed on must be one of the approved secondary colors.

***Q: If I want to place the JCI Logo on a background that is more than 50 percent transparent, which version should I use?***

A: Use the White JCI Logo for the best results on backgrounds more than 50 percent transparent.

***Q: Do I have to use the “™” trademark identification along with the logo?***

A: Yes

## FREQUENTLY ASKED QUESTIONS CONTINUED

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***Q: Can the tagline, “Developing Leaders for a Changing World,” be used as part of the JCI logo?***

A: No, these two items can of course be displayed together, but should be separate entities. The tagline can be graphically incorporated into a photo, however.

***Q: Is the Helvetica Neue Font mentioned in the Brand Identity section the same as Helvetica Font?***

A: They are two separate fonts, and Helvetica Neue is the official font to use.

***Q: I use Rockwell in body copy?***

A: No, Rockwell has been included only for use as a Headline/Title font only, for visual diversity. To preserve JCI’s unique visual style, it should not be used as body copy.

***Q: My National Organization logo is now out of date because of the color changes. What do I do?***

A: Not a problem! These changes will take time to adopt. New logos in line with the updated guidelines are available on the [JCI Trello Board](#) and the [JCI Library](#) for each affiliated National Organization. If you need a new logo for your local organization, please submit a request to [identity@jci.cc](mailto:identity@jci.cc).

## FREQUENTLY ASKED QUESTIONS *CONTINUED*

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***Q: If printing in one color, can I print the JCI Logo in that color, even if it is not one of the approved colors for the logo?***

A: No, but you may include a colored box behind the JCI Logo, which should appear in black or white.

***Q: Can the “Be Better™” slogan be translated into another language?***

A: Not when used as the trademarked logo, but it can be translated in body text so its meaning is understood.

***Q: Can/Should I translate “JCI RISE” to another language?***

A: When used in a logo or in copy, do not translate “JCI RISE” - the initiative name should remain the same for easy identification. You can and it is recommended, however, to translate what the acronym stands for into a language easily read by your audience: Rebuild, Invest, Sustain, Evolve.