



**Junior Chamber International**  
Worldwide Federation of Young Leaders and Entrepreneurs

# Brand Guidelines

## Introduction

Corporate Brand Guidelines ensure that the visual design elements of JCI are applied correctly in every application in which 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 regard to those of the JCI logo. The success of maintaining corporate identity depends on the ownership of its goals and values by every associate.



Any questions regarding JCI Corporate Brand Guidelines should be directed to the JCI Secretary General, Tel. 1-636-449-3100  
Email [identity@jci.cc](mailto: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 and benefits. A brand is created in the hearts and minds of the consumer. Brands are an emotional connection – way 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, web sites, etc. 360-degree branding captures the thought that every point of contact that an individual has 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.

Andorra  
Argentina  
Armenia  
Australia  
Austria  
Bangladesh  
Belarus  
Belgium  
Benin  
Bermuda  
Bolivia  
Bosnia  
Brazil  
British JC  
Bulgaria  
Burkina Faso  
Cameron  
Canada  
Catalonia (Spain)  
Central African Rep.  
Colombia  
Cote D'Ivoire  
Croatia  
Cyprus  
Cuba  
Denmark  
Dominican Rep.  
Dutch Caribbean  
Ecuador  
El Salvador  
Estonia  
Fiji  
Finland  
France  
Gabon  
Germany  
Greece  
Guatemala  
Haiti  
Honduras  
Hong Kong, China  
Hungary  
Iceland  
India  
Indonesia  
Ireland  
Italy  
Japan  
Jordan  
Kenya  
Korea  
Latvia  
Lithuania  
Luxembourg  
Macao, China  
Madagascar  
Malawi  
Malaysia  
Mali  
Moldova  
Mongolia  
Morocco  
Mozambique  
Nepal  
Netherlands  
New Zealand  
Nigeria  
Norway  
Pacific  
Pakistan  
Panama  
Paraguay  
Peru  
Philippines  
Poland  
Puerto Rico  
Russia  
Scotland  
Senegal  
Singapore  
Slovenia  
South Africa  
Spain  
Sri Lanka  
Suriname  
Sweden  
Switzerland  
Tanzania  
Thailand  
Togo  
Tunisia  
Turkey  
Uganda  
Ukraine  
Uruguay  
United States  
Venezuela  
West Indies  
Zimbabwe










## The JCI Corporate Mark

The JCI Corporate Mark is comprised of three trademarked elements:

1. The logotype
2. The JCI Crest
3. The tagline

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, Mr. Benny Ellerbe. Tel. 1-636-449-3100 Email [bellerbe@jci.cc](mailto:bellerbe@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, worthy 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.

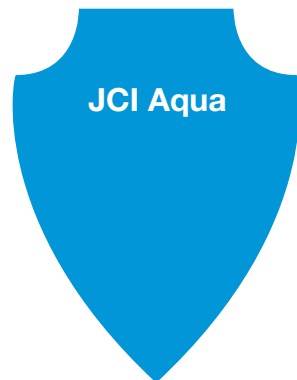


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## The JCI Primary Colour Palette

The JCI Corporate Mark is a one colour identity. In order to reflect the JCI's heritage whilst giving it a fresh new feel, a dark aqua has been chosen as the JCI organisation's primary colour. Known as JCI Aqua its colour reference is PMS 2925 from the Pantone Matching System, an internationally recognized standard of matching colored inks used in the printing industry.

It can also appear in black, or reversed out of JCI Aqua, black or dark grey. No other exceptions in color usage are allowed



### Pantone 2925

CMYK	RGB
C 87%	R 0
M 23%	G 151
Y 0%	B 215
K 0%	Web #0097D7



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## Correct Usage of the JCI Corporate Mark

The JCI Corporate Mark has been specially designed as a unit and must not be recreated. These correct variations of the JCI Mark are supplied on the official brand cd. Consistent application of the mark will reinforce JCI as a brand .



The JCI Mark without a tagline



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The JCI Mark with a tagline



JCI Mark landscape version

## Clearance Zone

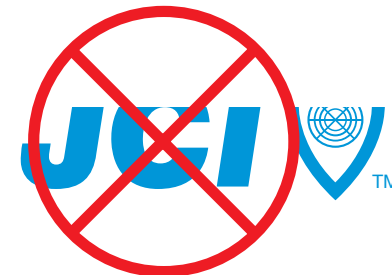
As shown here, the mark should always have a minimum clearance zone around it. This ensures clarity of communication and prevents the mark from becoming lost or crowded.



## Incorrect Usage of the JCI Corporate Mark

The correct variations of the JCI Mark are supplied on the official brand cd.

- Do not change the appearance, shape or size of any element of the mark.
- Do not use the elements of the mark independently from one another.
- Do not cut off any part of the mark.
- Do not change the proportions of any part of the mark in relation to the other parts.





## Regional JCI Identity Colour Variants

Each JCI National Organization can choose a signifying color from a secondary color palette. Each National Organization is free to choose a colour from this palette. However it should be noted that all chambers affiliated to a country must then adopt this secondary colour as well.



**Junior Chamber International Ireland**  
Worldwide Federation of Young Leaders and Entrepreneurs



**Junior Chamber International India**  
Worldwide Federation of Young Leaders and Entrepreneurs



**Junior Chamber International Japan**  
Worldwide Federation of Young Leaders and Entrepreneurs



**Junior Chamber International France**  
Worldwide Federation of Young Leaders and Entrepreneurs

## The JCI Secondary Colour Palette

The Secondary Colour Palette's main function is to provide a visual distinction mechanism for each regional JCI office. 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 colour.



JCI Dark Lilac

### Pantone 2582

CMYK	RGB
C 47%	R 145
M 65%	G 108
Y 0%	B 175
K 0%	Web #916CAF



JCI Lime

### Pantone 376

CMYK	RGB
C 56%	R 125
M 0%	G 194
Y 100%	B 66
K 0%	Web #7DC242



JCI Navy

### Pantone 2726

CMYK	RGB
C 83%	R 58
M 60%	G 103
Y 0%	B 177
K 0%	Web #3A67B1



JCI OJ

### Pantone 1665

CMYK	RGB
C 0%	R 243
M 69%	G 113
Y 100%	B 33
K 0%	Web #F37121

## The JCI Tagline

A tagline helps provide an emotional connection to JCI and communicates the essence of the brand. “Entrepreneurs In Action” and “Worldwide Federation of Young Leaders and Entrepreneurs” were selected to represent the attitude and mission of JCI. When either tagline is used, the JCI logo must always appear.

The word “Entrepreneurs” has a vast range of positive meanings. It’s primarily used to describe “a person who organizes a business undertaking,” but it is currently used more and more to refer to someone who is innovative, bold, a risk taker, cutting-edge, creative, youthful; someone who has fresh, original ideas and is ready to risk implementing them.

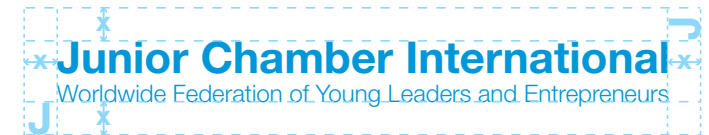
The words “In Action” were selected to describe how our members are active and proactive – always working towards change. Regardless of the area of enterprise – development, training, environment, children, peace, internationalism – our members help improve their communities, their countries and their world.

The slogan “Entrepreneurs In Action” depicts JCI members’ determination and courage to create change – portraying how they dare to break barriers and explore new fields. JCI creates opportunity. Its members blaze trails, and members are pioneers in business and in life; they radically redefine what is doable and how it can be done.

JCI’s ranks include leaders who are investors, venture capitalists, entrepreneurs and professionals in diverse fields. Their entrepreneurial action empowers them to forge change and to make the world a better place. They are visionaries, risk takers and mavericks; they transform great dreams into reality. With strength and determination, they are reaching new limits, continually striving to do more and be more in their businesses, their communities and in the lives they help change.

### Tagline Format

The recommended typeface for the tagline is Helvetica Neue. Both taglines are supplied as artwork.



## The JCI Typeface

For continuity and simplicity, we use one typeface in our communications: Helvetica Neue. It has been chosen for its clarity, legibility and versatility. For primary font usage one of the three versions of Helvetica Neue are recommended.

Where Helvetica Neue is unavailable Helvetica regular must be used, however it is preferable to use Helvetica Neue as body copy in all communications. This is a universally available typeface. 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.

abcdefghijklm  
ABCDEFGHIJ  
1234567890

Helvetica Neue Light

abcdefghijklm  
ABCDEFGHIJ  
1234567890

Helvetica Neue Medium

abcdefghijklm  
ABCDEFGHIJ  
1234567890

Helvetica Neue Bold

## Promotional Products

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

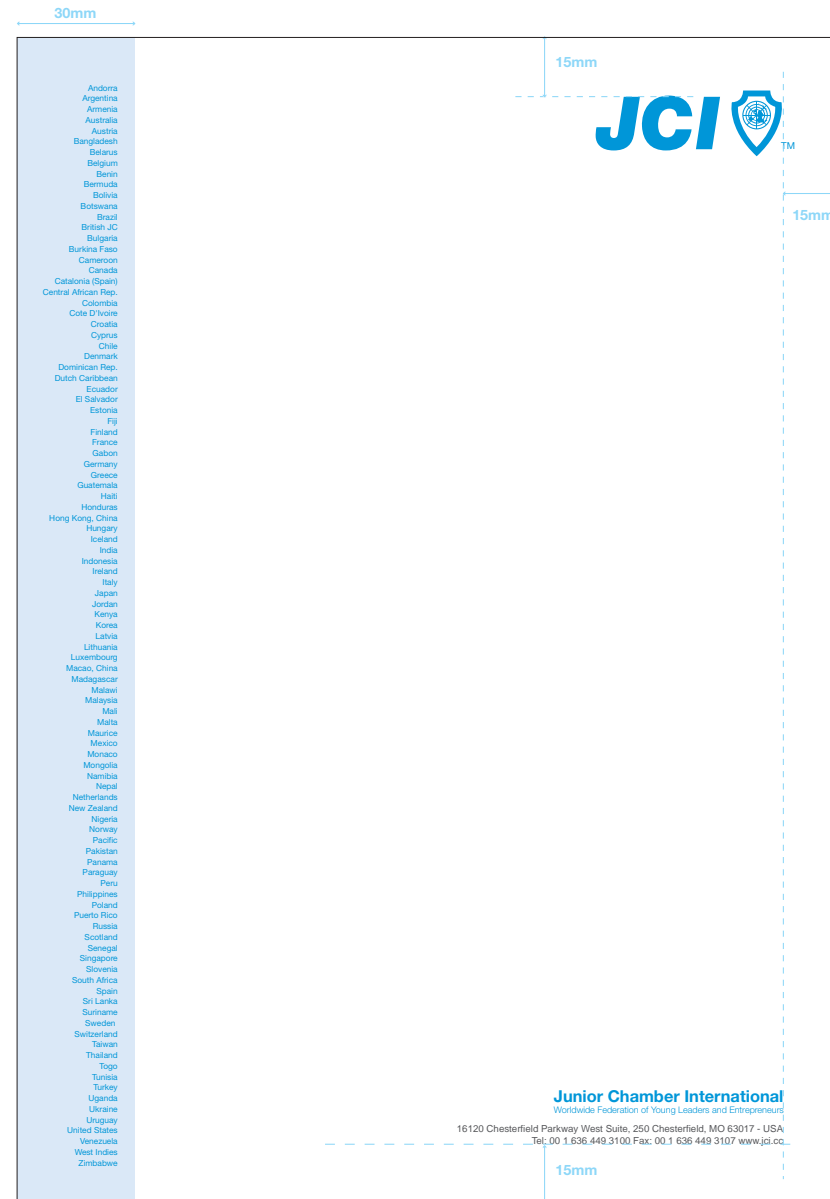
Official merchandise, clothing, awards, jewelry and other promotional applications must adhere to the logo specifications. Please contact the JCI Secretary General, Tel. 1-636-449-3100 Email [identity@jci.cc](mailto:identity@jci.cc) for approval.

## 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](mailto:identity@jci.cc) for approval.

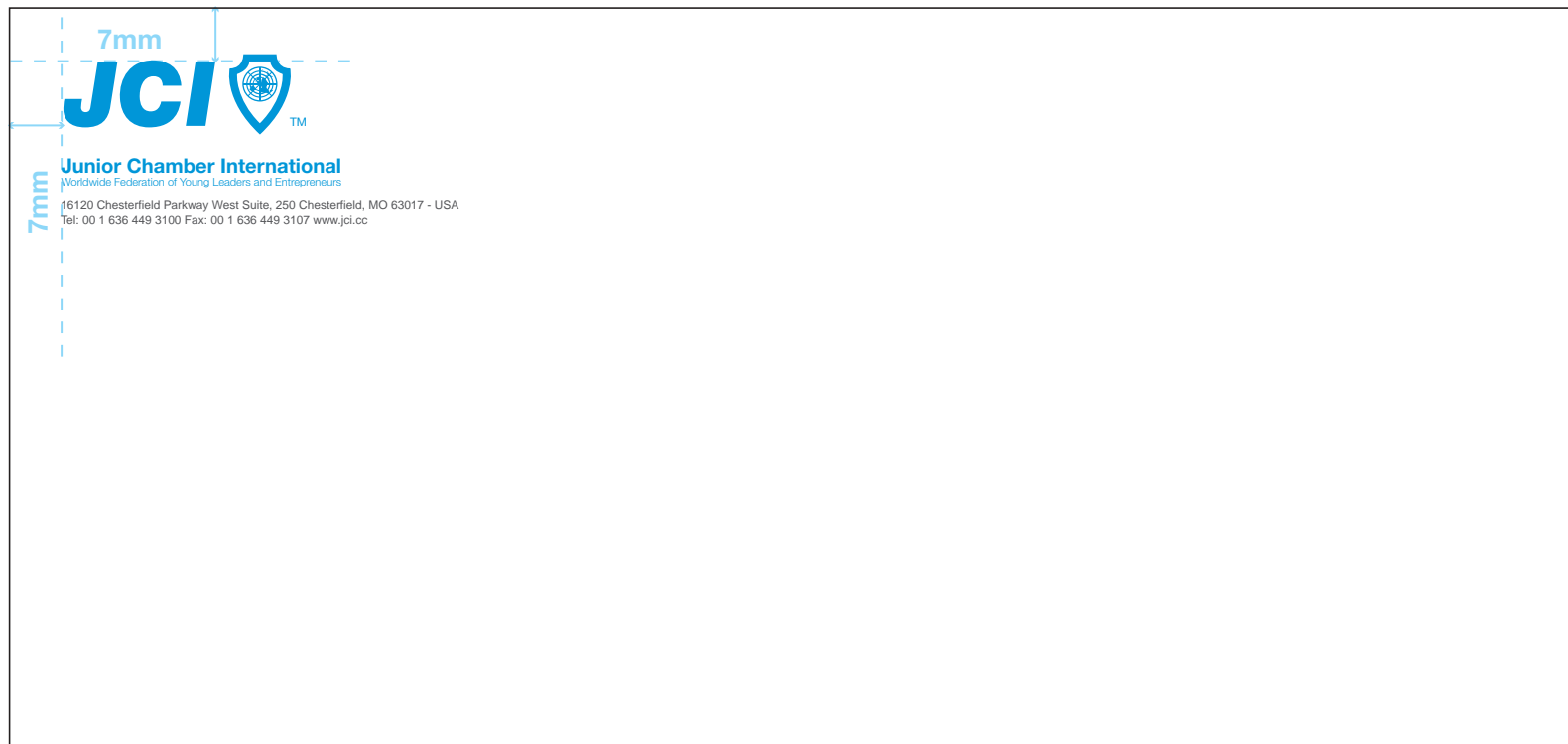
## The JCI Letterhead

The JCI letterhead is printed on white linen letter size paper. It should include the corporate logo and address printed in corporate blue (PMS 2925). The JCI logo should appear at the top right of the page with the address printed centered at the bottom of the page. The font used is Helvetica Neue, ranging in size from 8 pt. to 22 pt. on the letterhead.



## The JCI Envelope

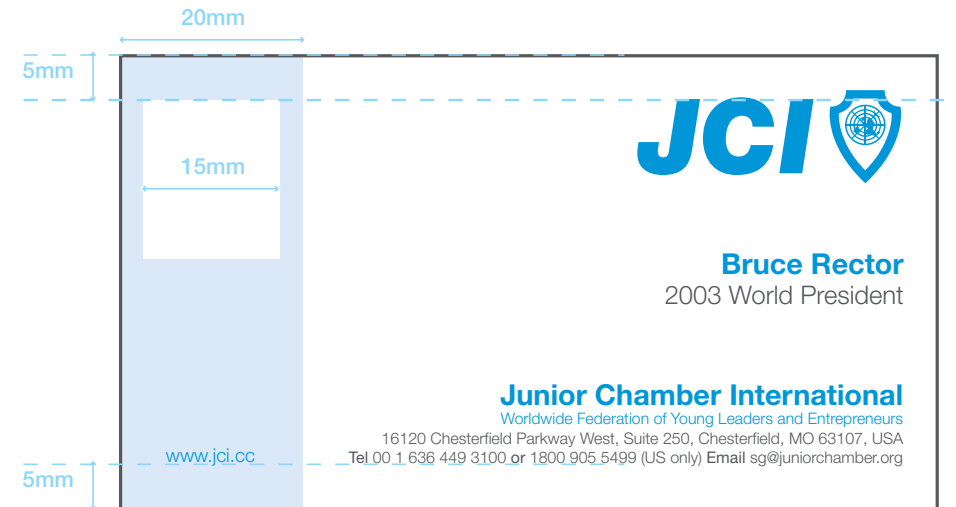
JCI uses #10 white linen business envelopes with the JCI logo placed in the upper left, in PMS 2925. The address should appear directly below the logo and be aligned left, flush with the left side of the logo, printed in black ink. The typeface used for the address is Helvetica Regular.



## The JCI Business Card

JCI business cards are printed on white linen card stock.

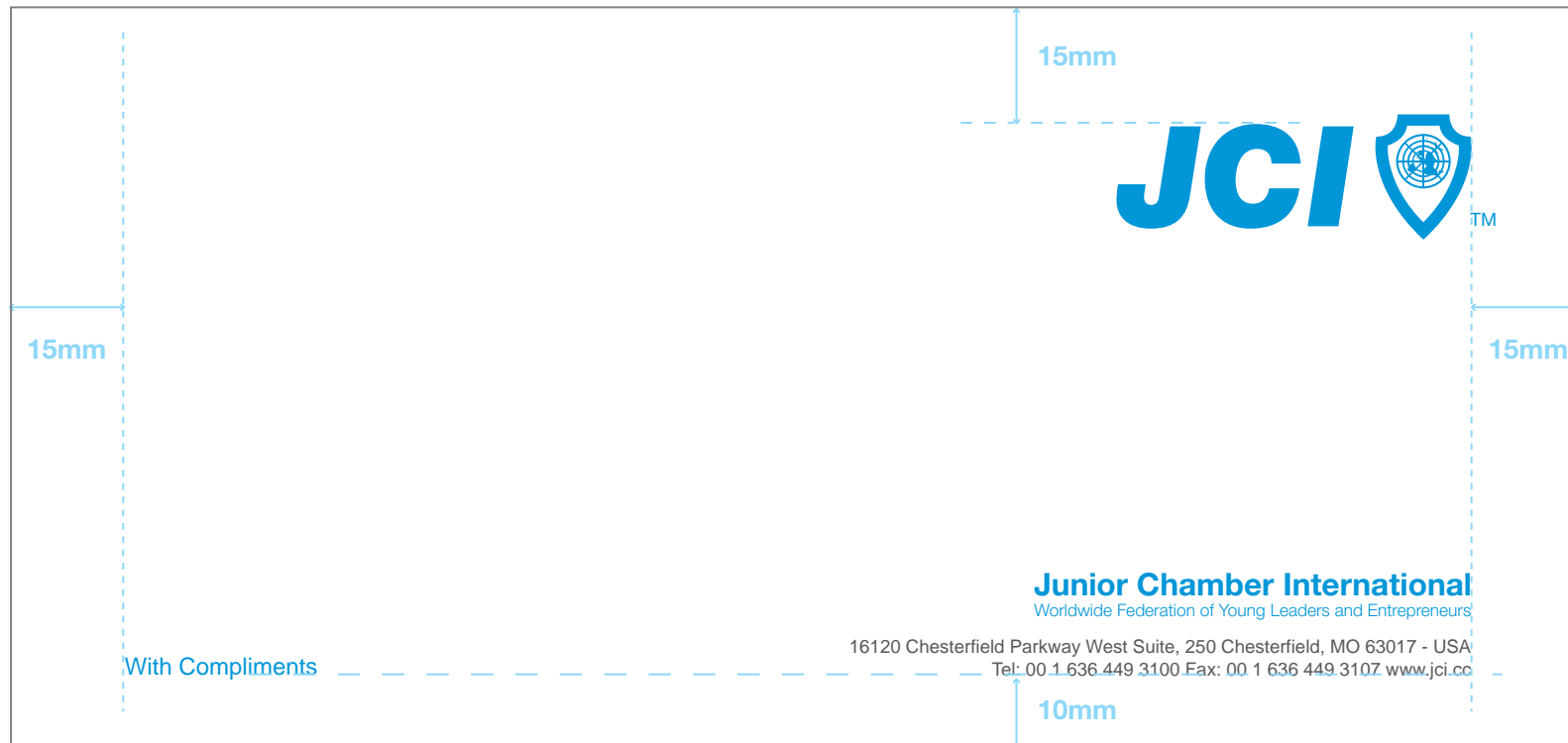
The dimensions of the card are fixed and the template must not be changed.





## The JCI Compliment Slip

The JCI compliment slip is printed on white linen paper. The artwork supplied must not be amended other than to change address.



## Signage and Imagery

When the JCI logo is used for signage or banners all mark, typography and colour guidelines should be followed. For a full review of content and design by the JCI Secretary General, call tel. 1-636-449-3100 or email [identity@jci.cc](mailto: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.

## Artwork

The JCI Corporate Mark and Stationery items are available on this disk in the following format: EPS.

The Corporate Mark is also supplied in jpeg format for use in applications such as powerpoint presentations and websites.

**EPS** (Encapsulated Post Script) files are vector artwork and are the recommended format for printing because they are a very high resolution (800 dpi) and feature transparent background areas. These files have been saved as Adobe Illustrator EPS files compatible with version 5.0 to the most recent. Macintosh and PC compatible.

### CD Contents

- Corporate Mark Folder
- Corporate Stationery Folder
- Font Folder
- JCI Dark Lilac Option Artwork
- JCI Navy Option Artwork
- JCI Lime Option Artwork
- JCI OJ Option Artwork
- JCI Corporate Mark for web
- JCI Powerpoint Cover Pages

## 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.** We use 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 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 – insert link). 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 I use the JCI tagline in a headline?

**A.** The tagline may be used as part of a headline or in body copy but only when it appears in the same typeface as the copy.

## 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 with the color options also. In keeping with all JCI communications, all powerpoint presentations should be clear and concise. A ppt. document is not intended to contain a large amount of information 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.

