

2022

JA WORLDWIDE BRAND GUIDELINES



TABLE OF CONTENTS

LOGO	3–12
------	------

SIGNAGE	13–27
---------	-------

COLOR	28–34
-------	-------

ACCESSABILITY	35–37
---------------	-------

TYPE	38–42
------	-------

PHOTOS	43–47
--------	-------

ICONS	48–54
-------	-------

GRAPHICS	55–62
----------	-------

MESSAGING	63–74
-----------	-------

COMPANY OF THE YEAR	75–81
---------------------	-------

COLLATERAL	82–120
------------	--------

LOGO

LOGO	3–12
------	------

SIGNAGE	13–27
---------	-------

COLOR	28–34
-------	-------

ACCESSABILITY	35–37
---------------	-------

TYPE	38–42
------	-------

PHOTOS	43–47
--------	-------

ICONS	48–54
-------	-------

GRAPHICS	55–62
----------	-------

MESSAGING	63–74
-----------	-------

COMPANY OF THE YEAR	75–81
---------------------	-------

COLLATERAL	82–120
------------	--------

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, exceling, 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.

When overlapping other colors, use the monochrome version on the next page. Also see note 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 available 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



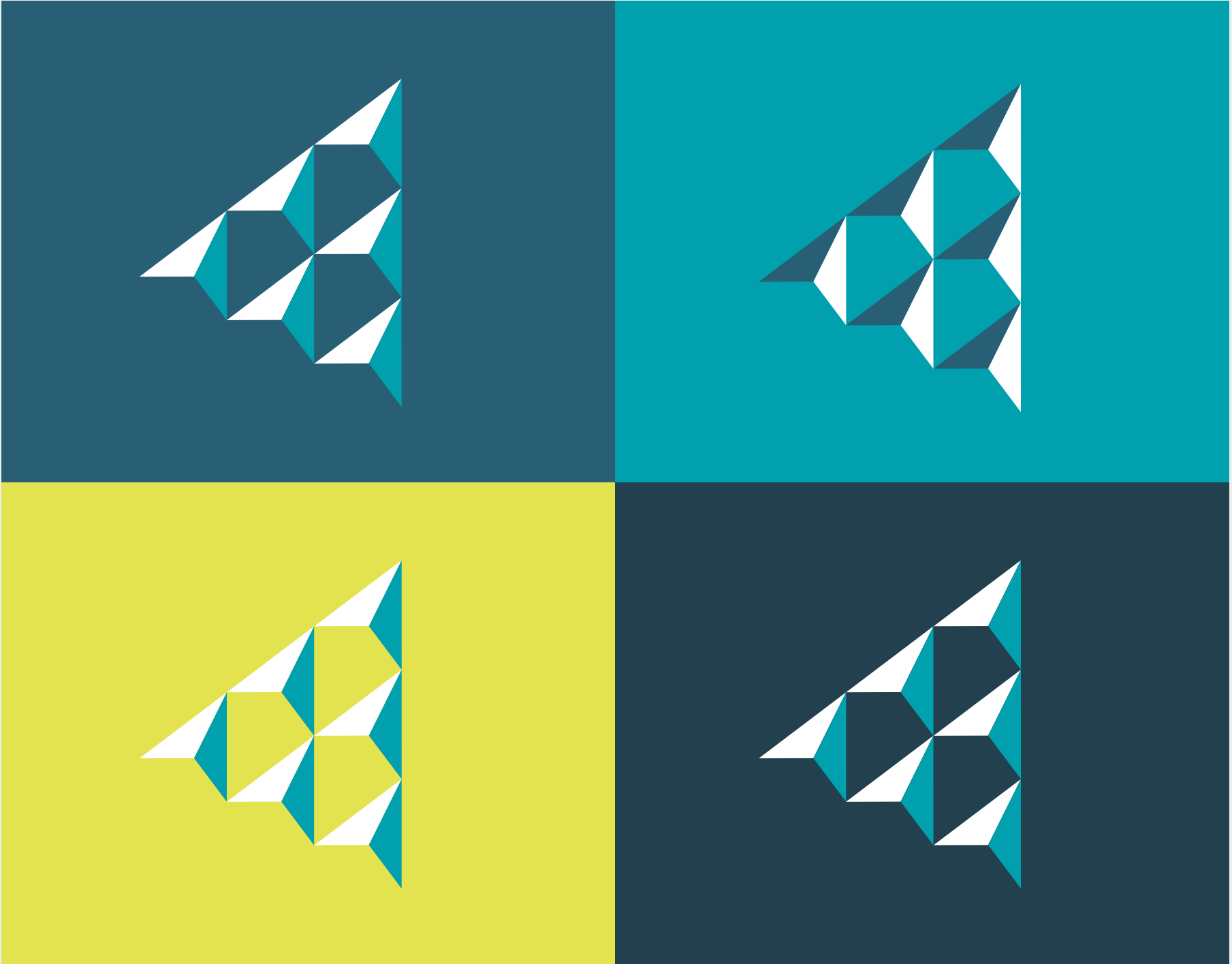
SYMBOL: ADDITIONAL COLOR OPTIONS

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.

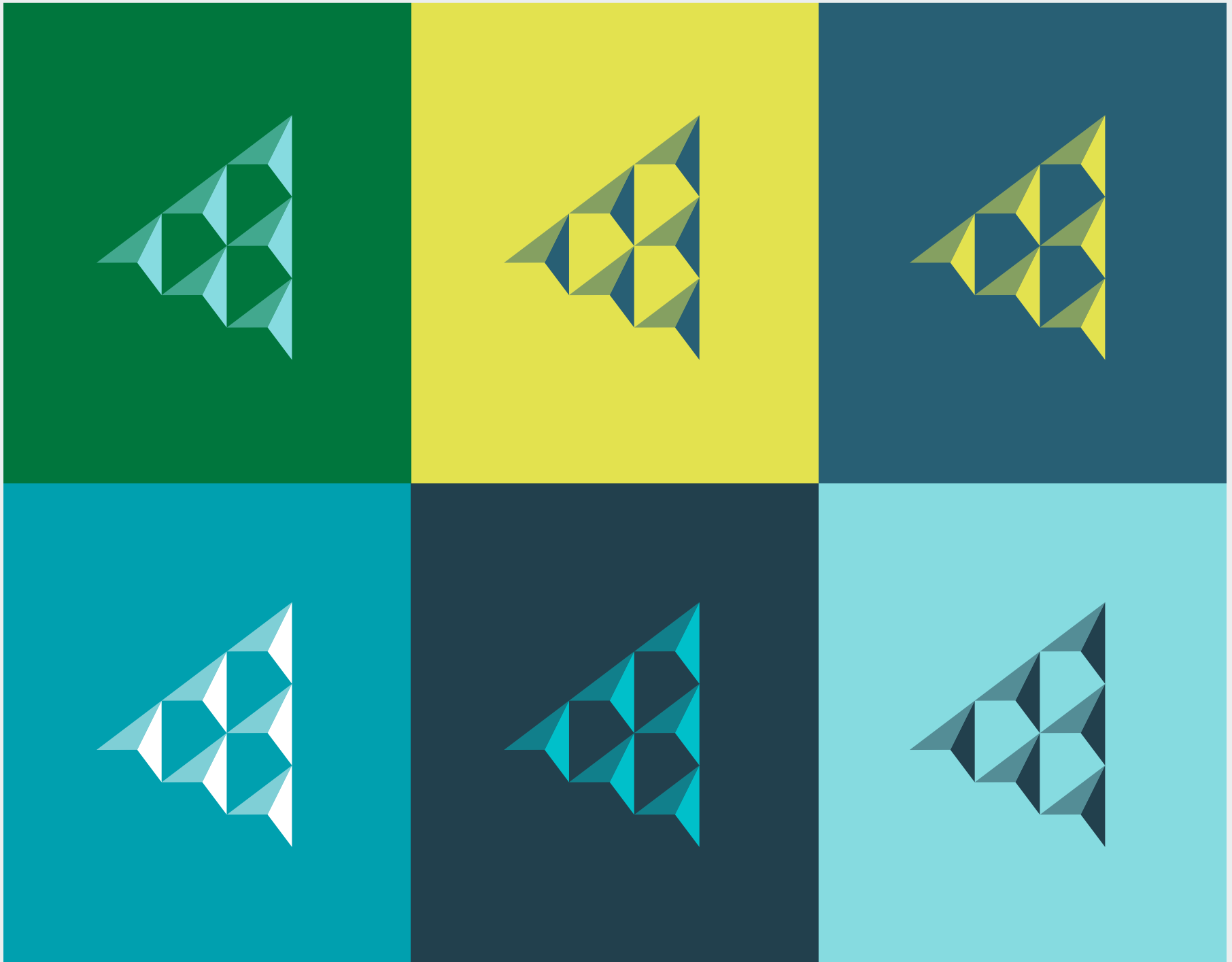
The colors on one side of each bird should be only a 50% translucency. (We've consistently made the left side more transparent, but you may alter this to the right side, as needed.)

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



SYMBOL AS ART

This design can be used to create 3D sculptures or art to decorate a space. It may also be used as a graphic element.

DOWNLOAD
ART SYMBOL



FULL-COLOR LOCKUPS

Our global symbol, combined with the name of each organization (and, for regional operating centers and member locations, “A Member of JA Worldwide”), creates a consistent global identity.

FIXED:

These lockups have been created for you and is fixed. The version shown here is for a white background. Also see note in the “Signage” section about the alignment of the points in the symbol.

FLEXIBLE/FREESTYLE:

Monochrome versions of the lockup can overlay any of our 14 colors, as long as one of the colors is from our primary palette.

DOWNLOAD
FULL-COLOR LOCKUPS



FULL-COLOR LOCKUPS

DOWNLOAD
FULL-COLOR LOCKUPS



MONOCROME LOCKUP

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

FIXED:

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

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 fixed requirement is met, above.

DOWNLOAD
MONOCROME LOCKUPS



SIGNAGE

LOGO	3–12
------	------

SIGNAGE	13–27
---------	-------

COLOR	28–34
-------	-------

ACCESSABILITY	35–37
---------------	-------

TYPE	38–42
------	-------

PHOTOS	43–47
--------	-------

ICONS	48–54
-------	-------

GRAPHICS	55–62
----------	-------

MESSAGING	63–74
-----------	-------

COMPANY OF THE YEAR	75–81
---------------------	-------

COLLATERAL	82–120
------------	--------

INTRODUCTION

Signage is a vital part of brand identity, both internal and external. Some JA locations own large buildings that require equally large signage. Others are located in small workspaces that will require only a sticker on a door. Still other offices are fulltime work-from home. No matter what your circumstance, you'll find advice and examples in this section.

NOTE: We made a mistake early in the process that we are trying to correct. In a nutshell: The symbol that has been used in the lockups and in most of the examples is not perfectly aligned. This means that, when the symbol is quite large (as on signage), the points will not align. Thanks to Junior Achievement USA locations that recognized (and fixed this), please download a perfectly aligned symbol to use in signage. Over the coming months, we'll replace all instances of the symbol with the perfectly aligned one, but this temporary fix will work for now.

DOWNLOAD SYMBOL
FOR SIGNAGE



LIGHTBOXES AND PANELS

There are two predominant shapes of the JA signage: square and rectangular. Square shape should hold the square lockups and rectangular shape should hold the elongated lockups. Signs may be backlit lightboxes, digital screens, or panels of varied materials (plywood, wood, plastic etc.)

SQUARE SHAPE



RECTANGULAR SHAPE LONG



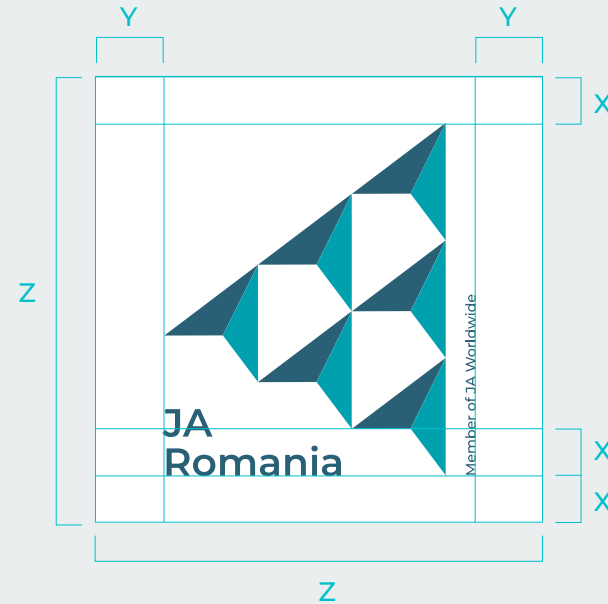
RECTANGULAR SHAPE SHORT



STRUCTURE

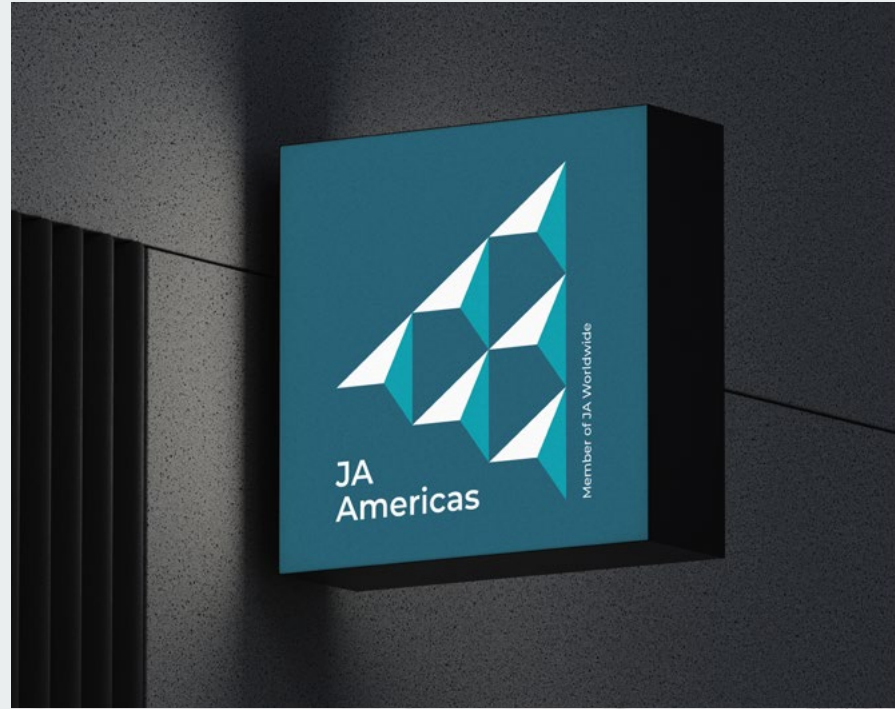
FIXED:

While the size of the panel may vary, **free space around the lockup is fixed**. In cases of rectangular formats the free space equals the height of one bird. For a square format, top and bottom space equals X and left and right spaces equal Y: see the example shown on the right.



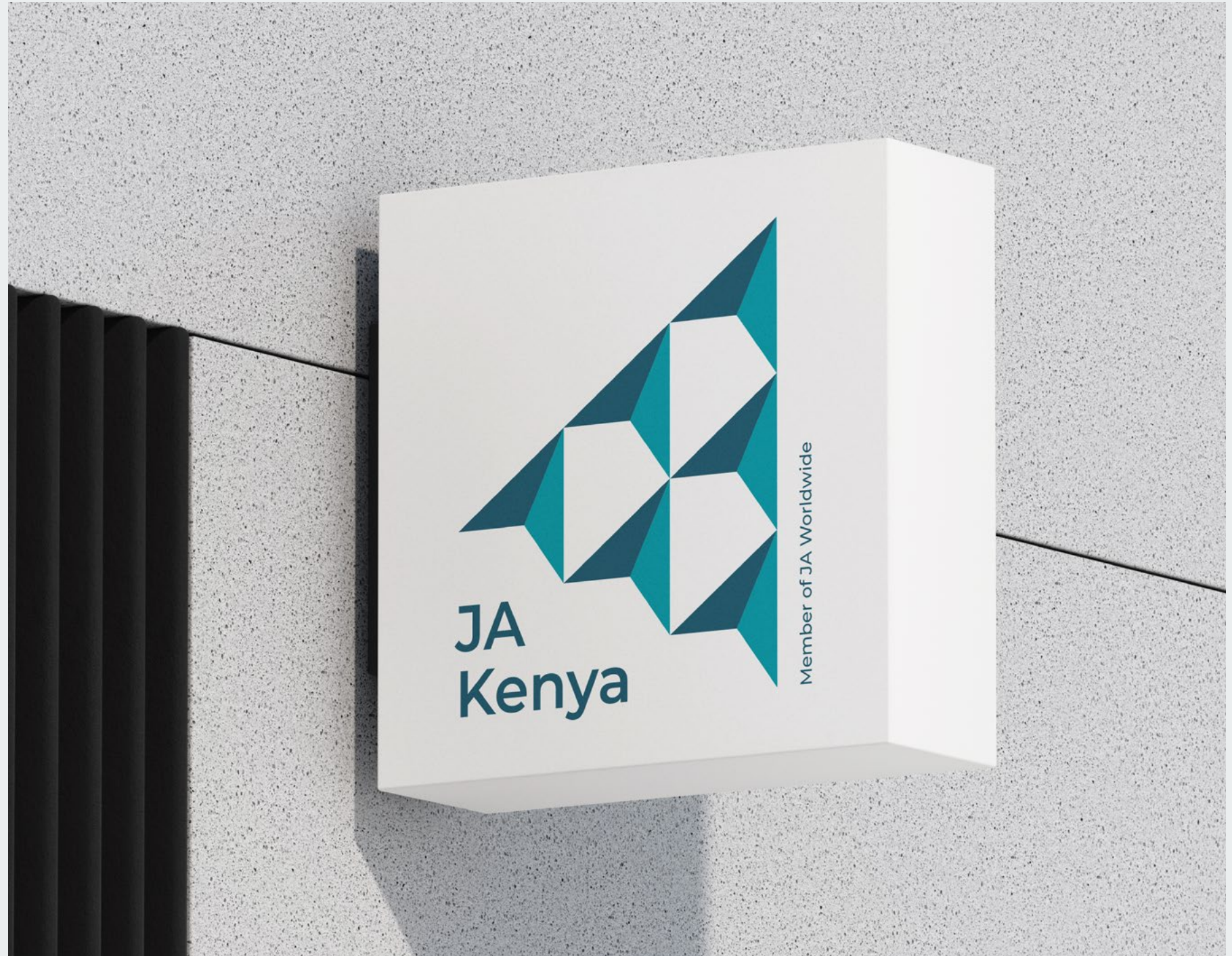
LIGHTBOXES AND PANELS

Here are examples of lightboxes and panels used for the external signage. White panels go well with the light colors of the facades, blue panels go better with the dark colors of the architecture.



LIGHTBOX DESIGN

Here's an example of the preferred lightbox design. The design is clean and simple and doesn't distract from the lockup.



GLASS APPLICATION: FULL COLOR

Whenever possible, use full color lockups when applying signage onto glass.



GLASS APPLICATION: ONE COLOR

When it's not possible to use the full color lockup application, consider this design in white.



FRET CUT DESIGN

Fret cut signage design looks best in cases of JA Worldwide, Junior Achievement USA local areas and districts, and some other subnationals (that is, lockups that don't include "Member of JA Worldwide"). Fret cut designs may be presented in color or polished metal.

FIXED:

When full color signage is applied to a gray or dark surface, use the Startup White and Resilient Turquoise lockup. When applied to the white surface, use the Boundless Blue and Resilient Turquoise lockup.



SIGNAGE

INTERIOR SIGNAGE

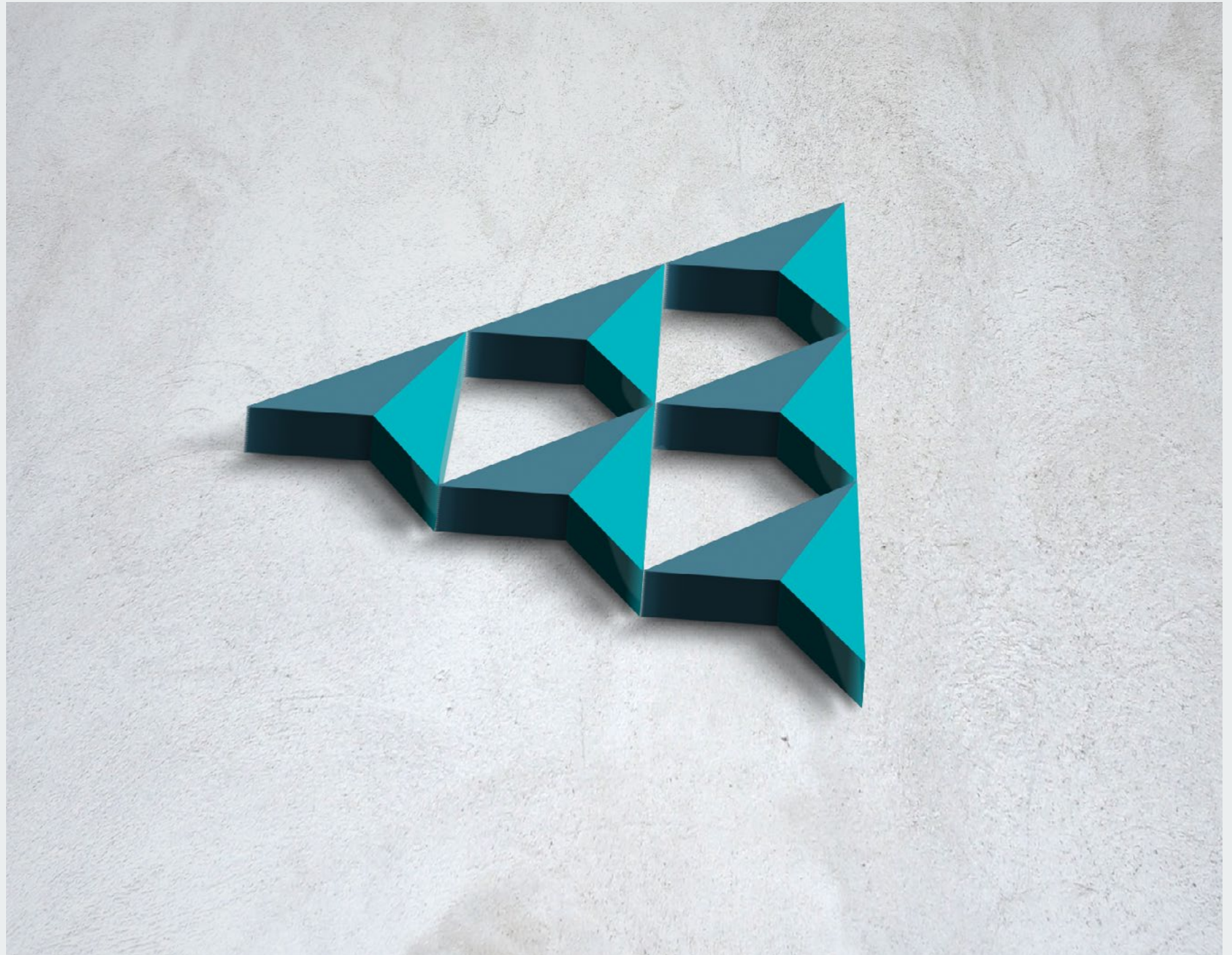
Here are few examples of interior signage used boldly on dividing walls, meeting room door, and on panels.



SYMBOL ON ITS OWN

In some cases, you may decide to use the JA symbol on its own. It can be made out of the number of materials: plastic, powdercoated metal, or wood.

DOWNLOAD FULL
COLOR SYMBOL



SYMBOL: MATERIAL INSTEAD OF COLOR

The JA symbol may also be carved out of wood, fretcut out of metal, or molded into stone or concrete.

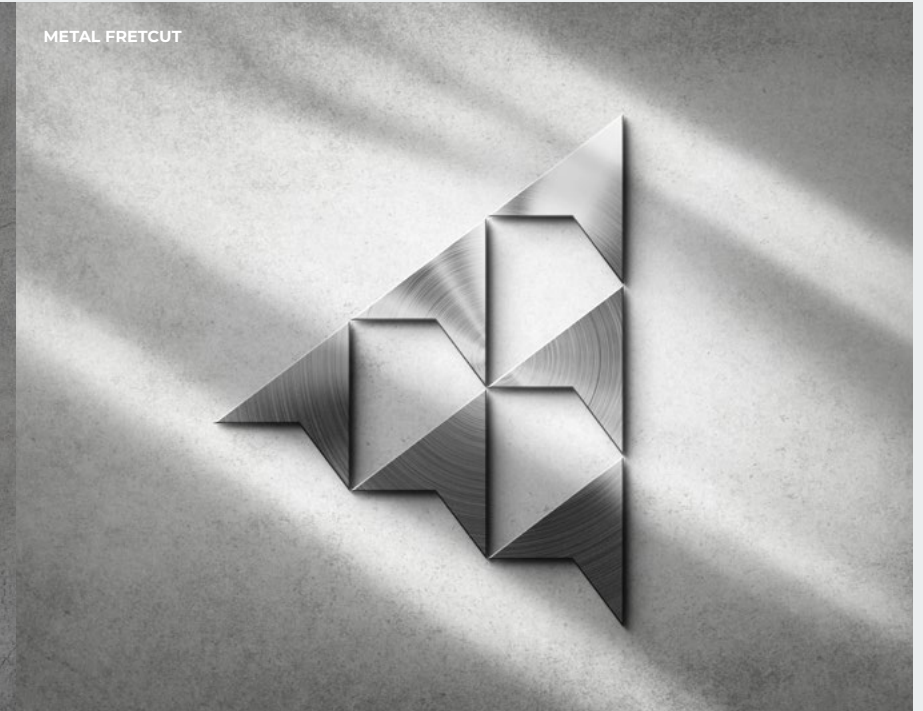
DOWNLOAD
ONE COLOR SYMBOL



STONE ENGRAVING



METAL FRETCUT



WOODEN CUTOUT



WOOD CARVING



SYMBOL AS ART

JA symbol can be converted into a piece of art to decorate an office space or space in front of JA building. It may be constructed out of wood or metal or any other durable material.

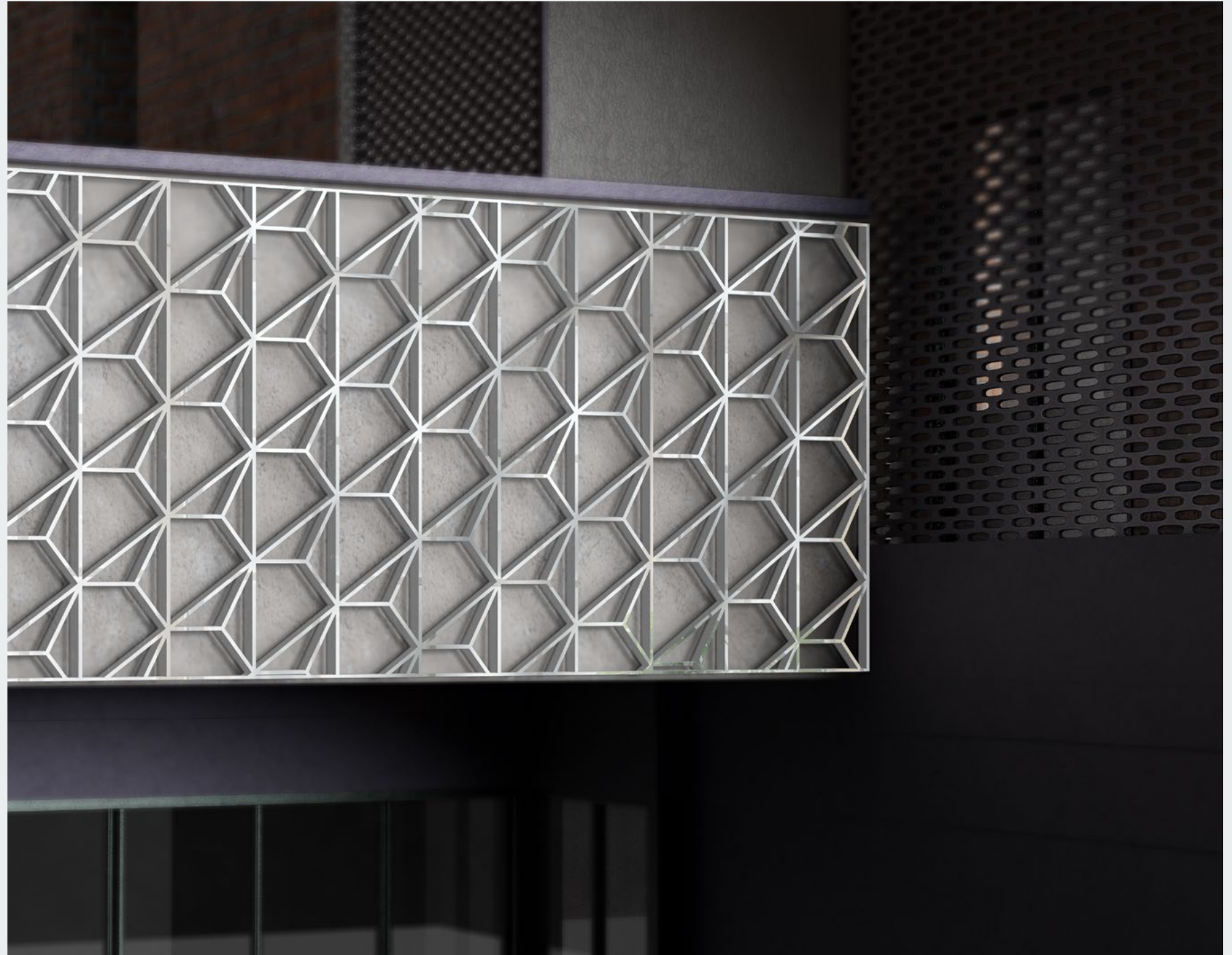
DOWNLOAD
ART SYMBOL



ARCHITECTURAL PATTERN

In some cases, where additional branding of the architecture is desired, a metal patterned skin can be applied to a facade.

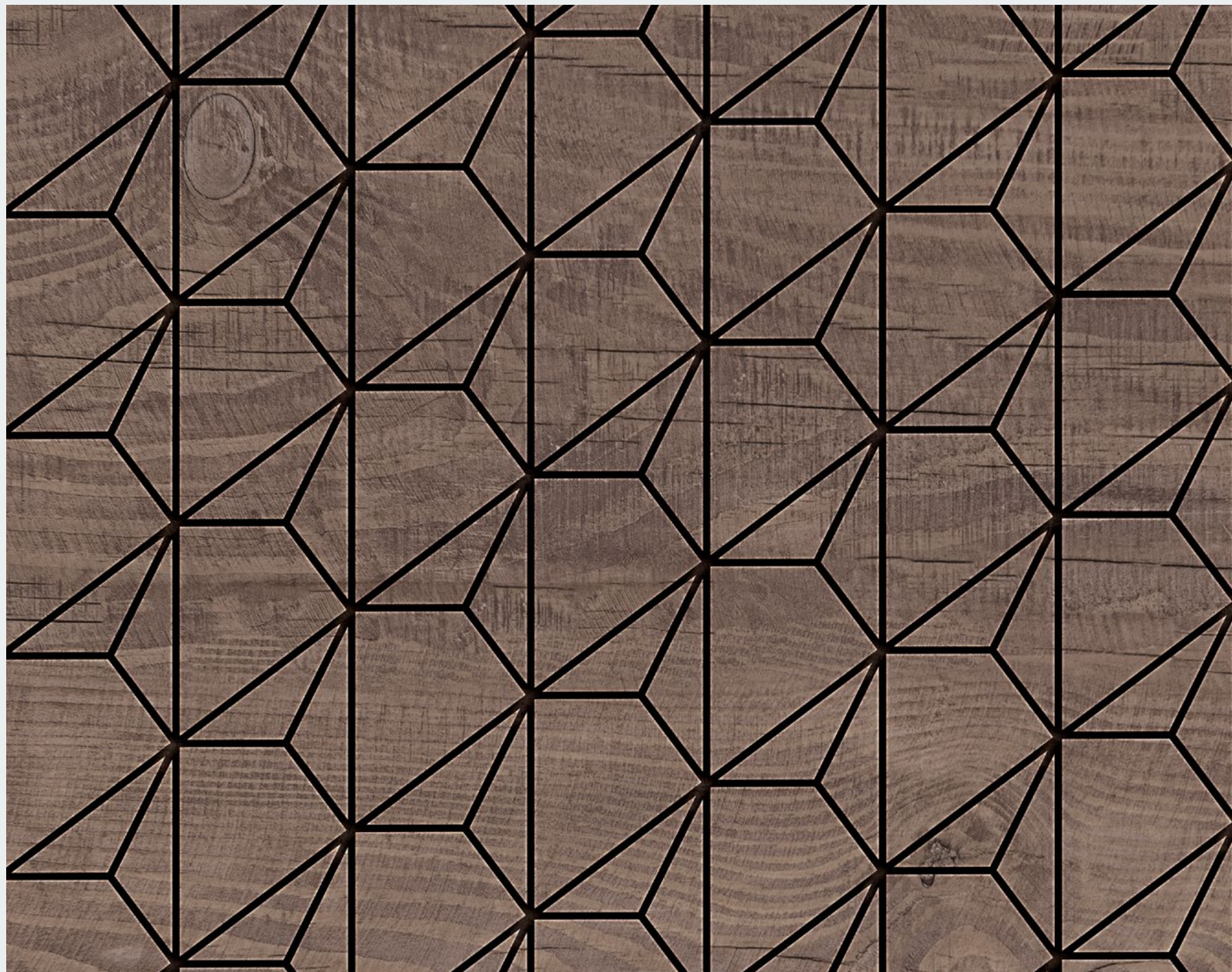
DOWNLOAD
ARCHITECTURAL
PATTERN



ARCHITECTURAL PATTERN

The pattern may be used to decorate the interior. In this case, it's applied to a wooden surface to add texture.

DOWNLOAD
ARCHITECTURAL
PATTERN



COLOR

LOGO	3–12
------	------

SIGNAGE	13–27
---------	-------

COLOR	28–34
-------	-------

ACCESSABILITY	35–37
---------------	-------

TYPE	38–42
------	-------

PHOTOS	43–47
--------	-------

ICONS	48–54
-------	-------

GRAPHICS	55–62
----------	-------

MESSAGING	63–74
-----------	-------

COMPANY OF THE YEAR	75–81
---------------------	-------

COLLATERAL	82–120
------------	--------

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 BLACK BLUE–
RESILIENT TURQUOISE

SUSTAINABLE GREEN–
IMMERSIVE BLACK BLUE

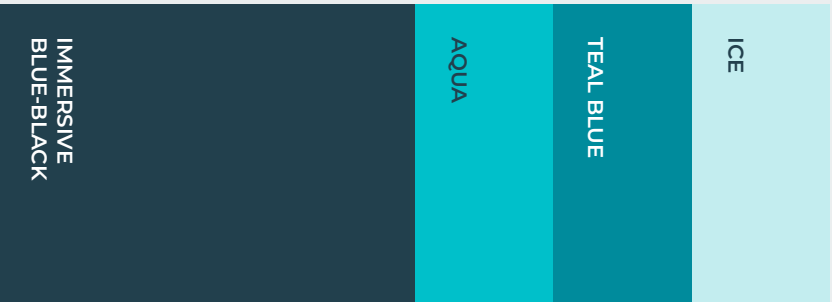
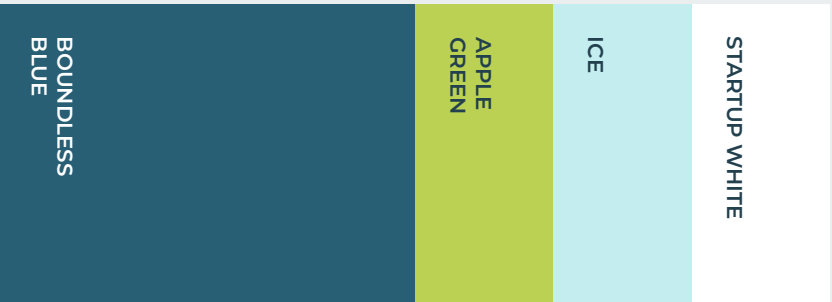
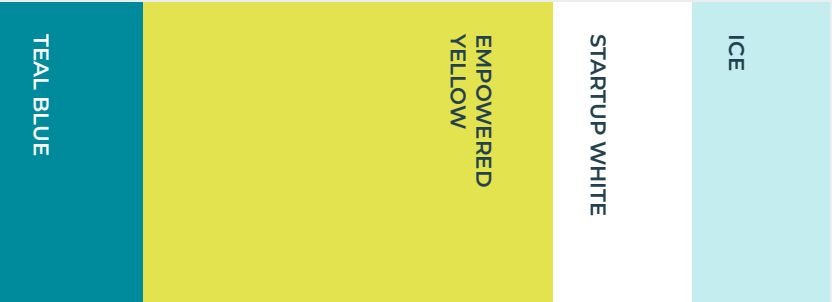
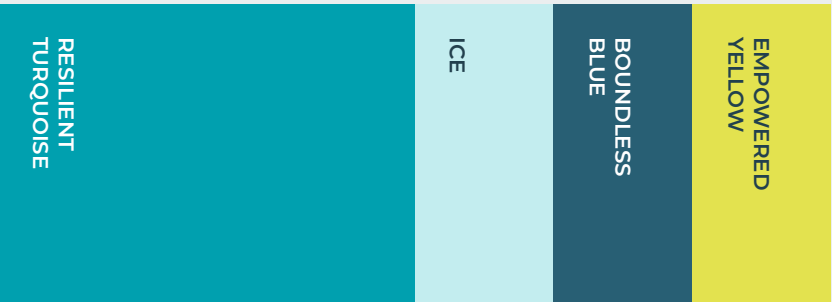
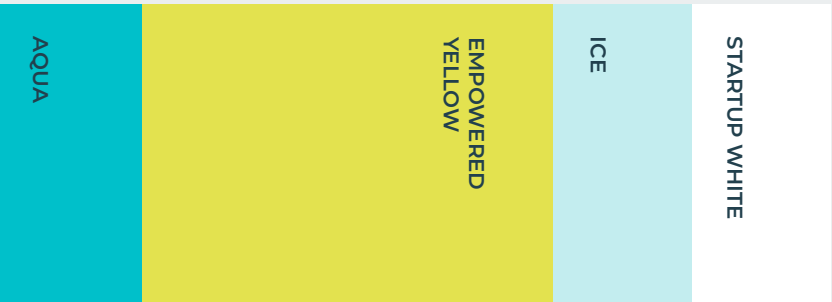
COMBINATIONS

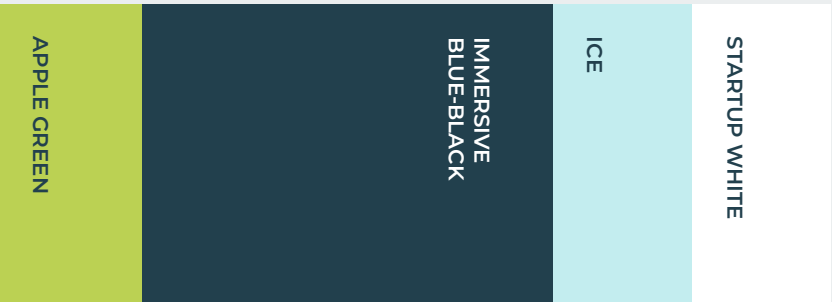
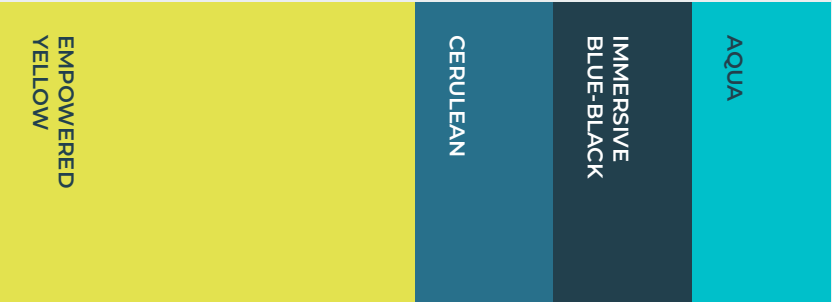
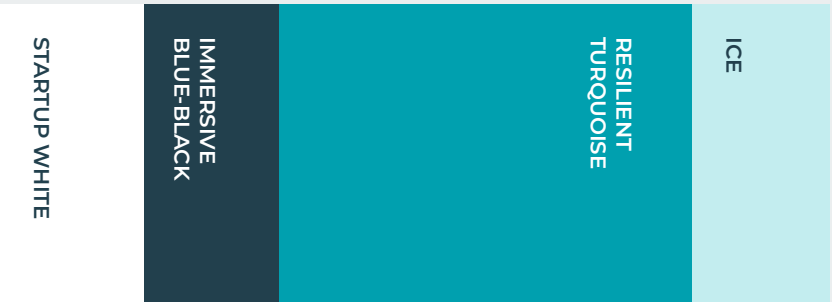
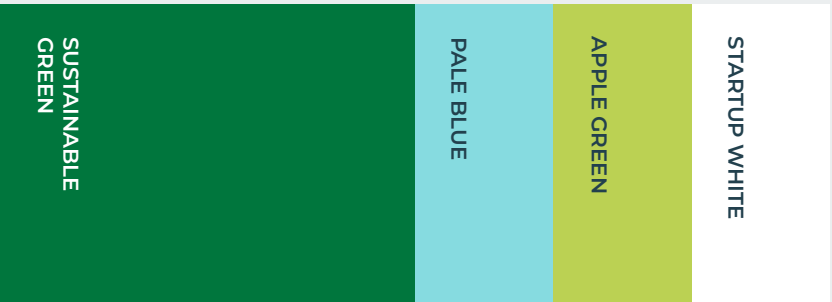
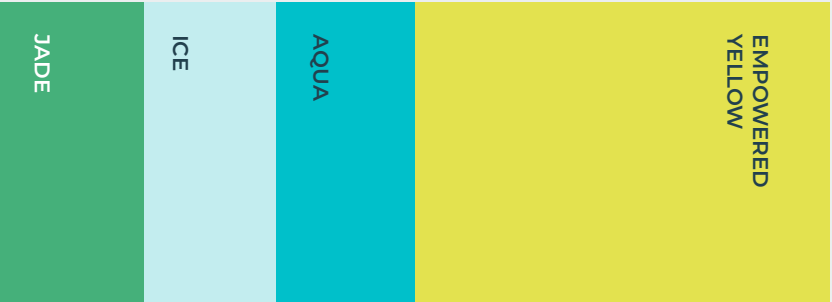
Unsure how to combine primary and secondary colors? Here are some color combinations to get your started.

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

CHARTS

Showing results or statistics in a chart? To reinforce our brand identity, use brand colors when you do so, even if Excel wants you to use a standard pastel-colored chart!

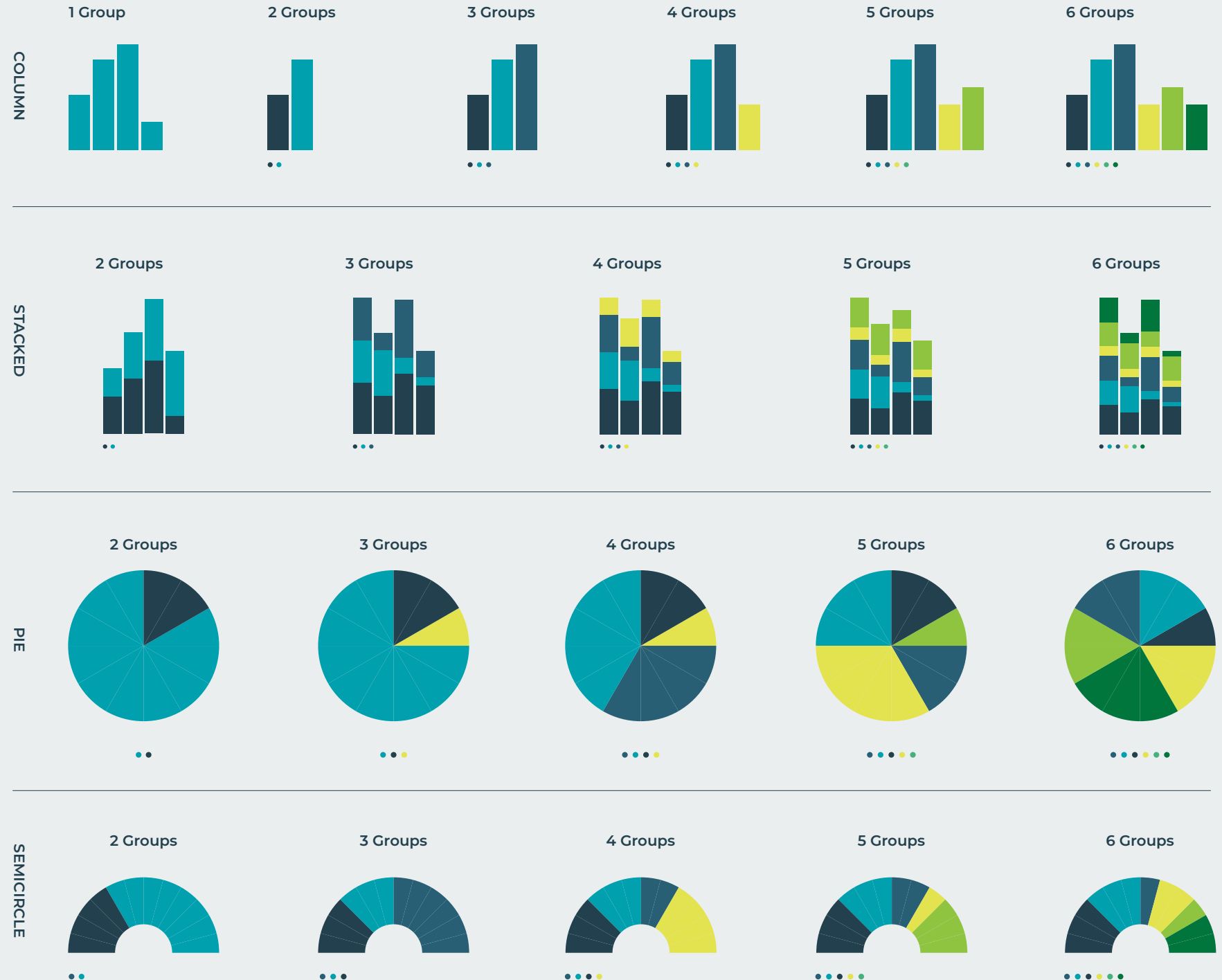
FIXED:

You do not have to use colors in the order shown here, but **you must always use at least one non-white color from the primary color palette in your charts.**

FLEXIBLE/FREESTYLE:

Column charts are best used to show change over time (percentage variation), compare different categories, or compare parts of a whole.

Pie charts are best used for making part-to-whole comparisons with discrete or continuous data and a small dataset.



ACCESSIBILITY

LOGO	3–12
------	------

SIGNAGE	13–27
---------	-------

COLOR	28–34
-------	-------

ACCESSABILITY	35–37
---------------	-------

TYPE	38–42
------	-------

PHOTOS	43–47
--------	-------

ICONS	48–54
-------	-------

GRAPHICS	55–62
----------	-------

MESSAGING	63–74
-----------	-------

COMPANY OF THE YEAR	75–81
---------------------	-------

COLLATERAL	82–120
------------	--------

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.

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.

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.

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 show.
-  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 largner
-  When you see an X, do not use this combination of text and background color.

ICE	                         
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TYPE

LOGO	3–12
------	------

SIGNAGE	13–27
---------	-------

COLOR	28–34
-------	-------

ACCESSABILITY	35–37
---------------	-------

TYPE	38–42
------	-------

PHOTOS	43–47
--------	-------

ICONS	48–54
-------	-------

GRAPHICS	55–62
----------	-------

MESSAGING	63–74
-----------	-------

COMPANY OF THE YEAR	75–81
---------------------	-------

COLLATERAL	82–120
------------	--------

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:

Montserrat may be difficult to read or too busy in body copy, especially on websites and in apps. We provide Work Sans as 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:

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 of 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

! ? / . , ; ' % { } # & + = - _ -

PHOTOS

LOGO	3–12
------	------

SIGNAGE	13–27
---------	-------

COLOR	28–34
-------	-------

ACCESSABILITY	35–37
---------------	-------

TYPE	38–42
------	-------

PHOTOS	43–47
--------	-------

ICONS	48–54
-------	-------

GRAPHICS	55–62
----------	-------

MESSAGING	63–74
-----------	-------

COMPANY OF THE YEAR	75–81
---------------------	-------

COLLATERAL	82–120
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CLOSE-UP PHOTOS

Photography showing young people is an important element of our global brand.

The first category of photos are close-ups that zoom in on facial expressions (concentration, surprise, confidence, joy, etc.), with the background either blurred or a solid color from the color palette.

FIXED:

Every photo will include “Photo by [name of photographer or organization]”, even if the name of the organization is yours. One exception: In a publication, you can credit all the photos at one time, in the front or back matter.

Also fixed: Be sure to obtain permission from all photography subjects and their parent/guardian before using photos.

ACCESS PHOTO
LIBRARY



Photo by Airdone



Photo by Riccardo Lennart Niels Mayer



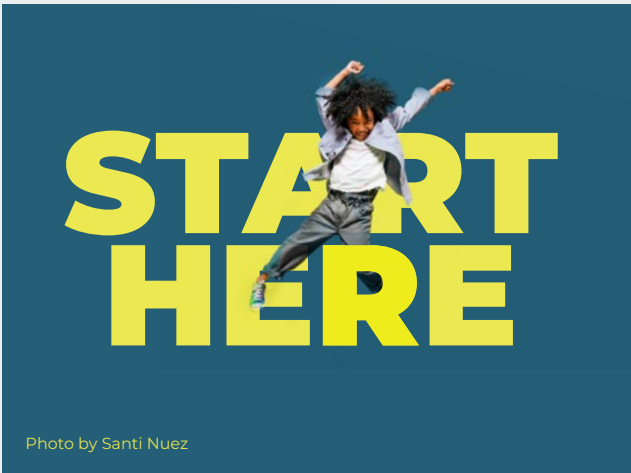
Photo by Darran Shen Tysa

ACTION PHOTOS

The second category of photos are action shots that exude real energy (jumping, laughing, dancing, reacting to good news, etc.). These photos may be used alone or interlaced into the symbol or into typography.

For all photos, ROCs and JA Worldwide are encouraged to also list a country of origin with the credit line.

ACCESS PHOTO
LIBRARY



GROUP PHOTOS

The third category of photos are group shots that communicate joy, camaraderie, diversity, and inclusion.

Whether taking photos or buying them, try to ensure that the photography on your website, in your social-media graphics, and in your reports reflects the diversity of your JA location, making a special effort to look for differences in age, ethnicity, disability, gender expression, and more.

ACCESS PHOTO
LIBRARY



Photo by Wavebreak Media



Photo by Church of the King



Photo by Monkey Business Images

DUOTONE PHOTOS

All three categories of photos mentioned in this section can exist in two-tone format (also called “duotone”). We’ve made it easy to duotone your photos by providing eight different pre-sets. You must use Photoshop, but you can be an absolute beginner: No experience required. Here’s how to create duotone photos:

Step 1: Open an image in Adobe Photoshop, and then click Image -> Mode -> Grayscale.

Step 2: Click Image -> Mode -> Duotone.

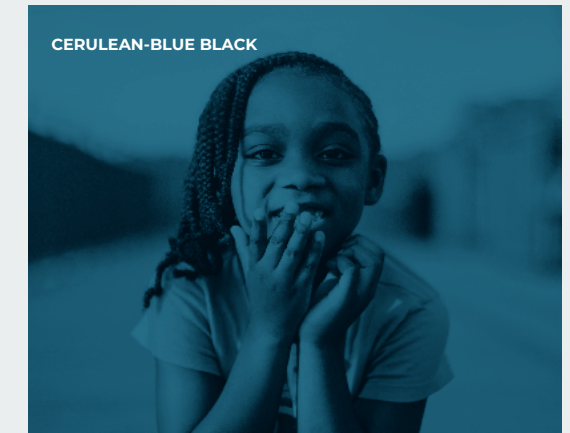
Step 3: In the dropdown menu under the gear symbol, choose Load Preset.

Step 4: Choose your preferred color preset from the Duotone Presets folder—for example, Aqua-Turquoise preset.

Step 5: Click OK.

Step 6: Convert the image into RGB mode by clicking Image -> Mode -> RGB.

DOWNLOAD
DUOTONE PRESETS



ICONS

LOGO	3–12
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SIGNAGE	13–27
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COLOR	28–34
-------	-------

ACCESSABILITY	35–37
---------------	-------

TYPE	38–42
------	-------

PHOTOS	43–47
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ICONS	48–54
-------	-------

GRAPHICS	55–62
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MESSAGING	63–74
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COMPANY OF THE YEAR	75–81
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COLLATERAL	82–120
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ICONS

Due to popular demand, we're continuing to offer JA branded icons, updated with our brand color palette and featuring an abstract, modern feel.

FIXED:

Use icons in small contexts: showing options on a website, standing in for text on a graphic or chart, or adding to a concept in a PowerPoint. When facing the urge to make these icons large, opt for a photo instead.

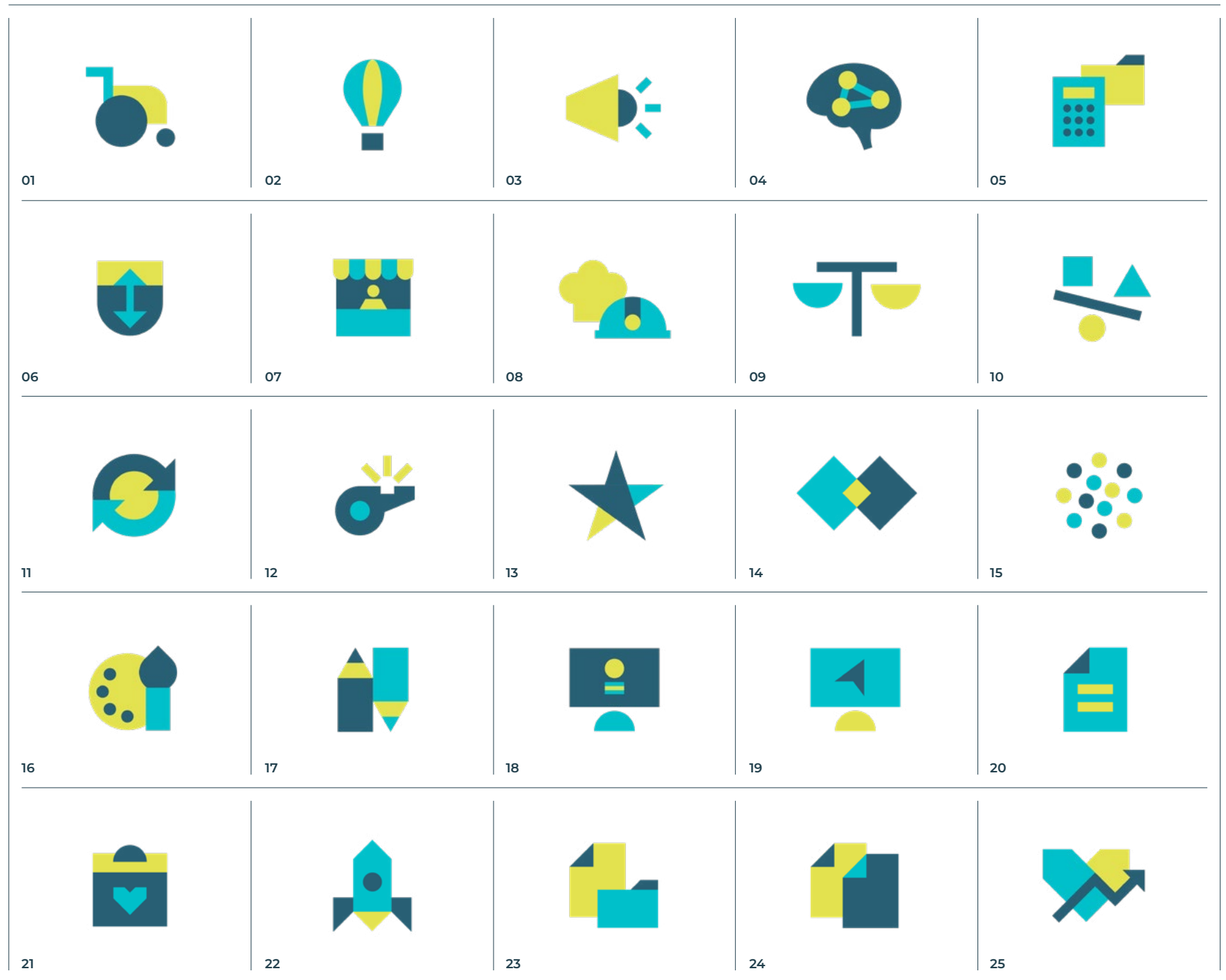
FLEXIBLE:

You may create additional icons, using the same solid-color scheme and look and feel you see here. Icons should be abstract, simple, and modern-feeling.

DOWNLOAD
ICONS



01. Access/accessibility
02. Air balloon
03. Air horn
04. Brain
05. Budget
06. Capacity
07. Capstone
08. Career exploration/
work rediness
09. Choice/equity
10. Choice
11. Circular economy/
continuous loop
12. Coaching
13. Confidence/star
14. Collaboration
15. Community
16. Creativity/paint palette
17. Creativity/pencils
18. Digital banking
19. Digital kkills
20. Document
21. Donations/fundraising
22. Entrepreneurship
23. Files/folders
24. Files
25. Financial health
26. Financial health/dollar
sign



- 27. Financial plan
- 28. Financial plan
- 29. Financial health/bank notes
- 30. Financial health/coins
- 31. Financial health/credit cards
- 32. Flame
- 33. Folders
- 34. Gear
- 35. Goal/summit/milestone
- 36. Gold medal
- 37. Government building
- 38. Graph
- 39. Growth
- 40. Home
- 41. Idea/light bulb
- 42. Image
- 43. Image
- 44. Images
- 45. Inclusion/community
- 46. Inclusion
- 47. Integrity/ethics/values
- 48. Leadership
- 49. Learning
- 50. Mentorship

 26	 27	 28	 29	 30
 31	 32	 33	 34	 35
 36	 37	 38	 39	 40
 41	 42	 43	 44	 45
 46	 47	 48	 49	 50



- 51. Microphone/podcast/speech
- 52. Milestone
- 53. Mobile app
- 54. Mobile connection
- 55. Mobile learning
- 56. Mobile signal
- 57. Mobile transaction
- 58. Navigate
- 59. Opportunity
- 60. Organizational chart
- 61. Partnership
- 62. People/inclusion
- 63. People
- 64. Performance
- 65. Plug In/charge
- 66. Power/lightning bolt
- 67. Power
- 68. Presentation
- 69. Programs/learning experiences
- 70. Programs/learning experiences
- 71. Question
- 72. Research
- 73. Resilience
- 74. Resourcefulness
- 75. Savings/savings account

				
51	52	53	54	55
				
56	57	58	59	60
				
61	62	63	64	65
				
66	67	68	69	70
				
71	72	73	74	75



- 76. School
- 77. Self-efficacy
- 78. Share/sharing
- 79. Shopping cart
- 80. Skills/skillset
- 81. Skills/tools
- 82. Small business
- 83. Sparks
- 84. Speech/conversation
- 85. STEM skills
- 86. STEM skills
- 87. Students
- 88. Success/trophy
- 89. Sustainability/growth
- 90. Sustainable development
- 91. Target
- 92. Teacher
- 93. Teamwork
- 94. Teamwork
- 95. Time/hours
- 96. Tools
- 97. Urgent/urgency
- 98. Video/movie
- 99. Viewpoint
- 100. Volunteer/heart

76		77		78		79		80	
81		82		83		84		85	
86		87		88		89		90	
91		92		93		94		95	
96		97		98		99		100	



101. Work readiness/career exploration
102. Youth development

More icons to come as the need arises.

				
101	102	01	01	01
01	01	01	01	01
01	01	01	01	01
01	01	01	01	01
01	01	01	01	01



GRAPHICS

LOGO	3–12
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SIGNAGE	13–27
---------	-------

COLOR	28–34
-------	-------

ACCESSABILITY	35–37
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TYPE	38–42
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PHOTOS	43–47
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ICONS	48–54
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GRAPHICS	55–62
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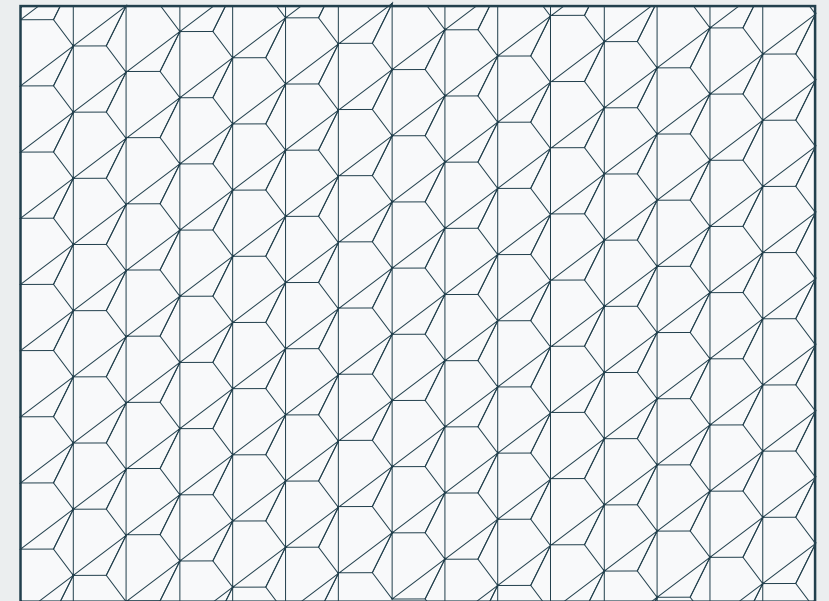
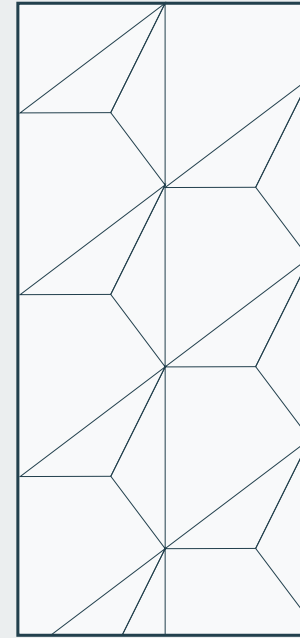
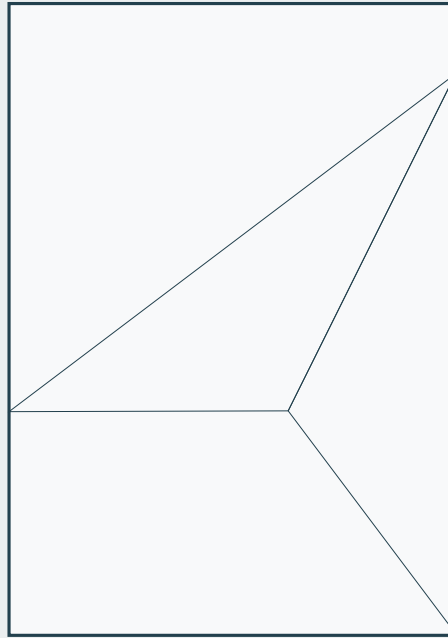
MESSAGING	63–74
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COMPANY OF THE YEAR	75–81
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COLLATERAL	82–120
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OUR SYMBOL AS A PATTERN

Each bird from our symbol can become a module to structure your graphics. The structure is flexible and fits a variety of formats, including portrait and landscape as well as digital media. The bird can also form a pattern that can be used as a background or repeater.

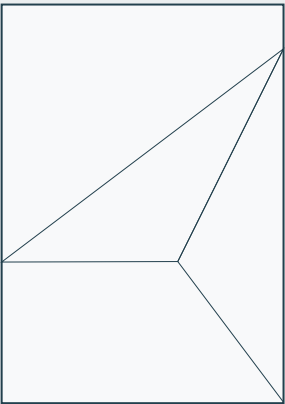


DOWNLOAD
PATTERN TEMPLATES

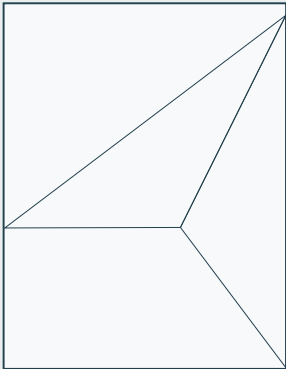
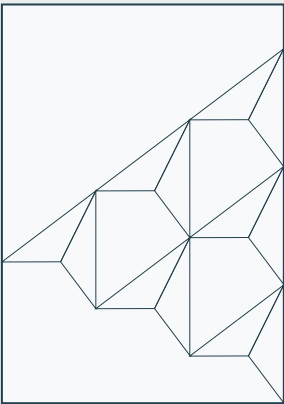


OUR SYMBOL AS A PATTERN

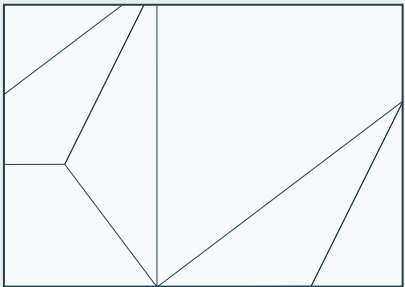
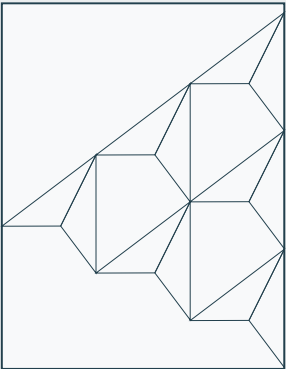
PRINT



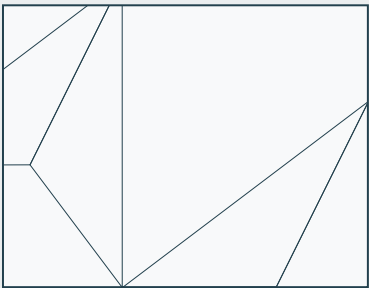
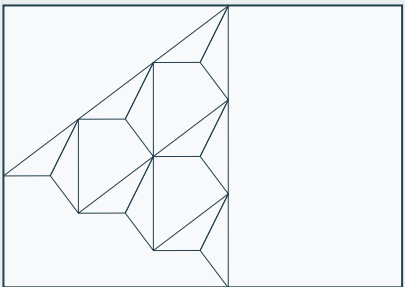
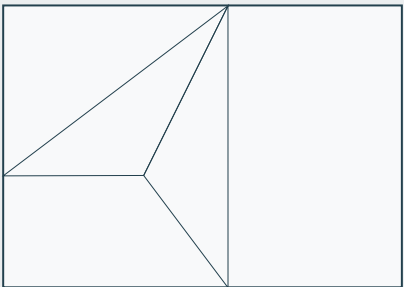
A1, A2, A3, A4



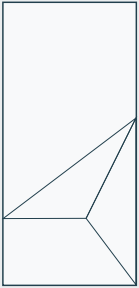
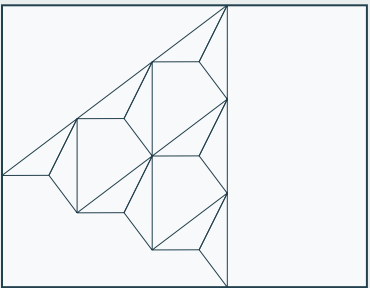
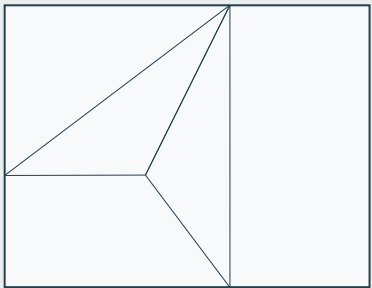
US LETTER



A1, A2, A3, A4



US LETTER



3 FOLD BOOKLET A4

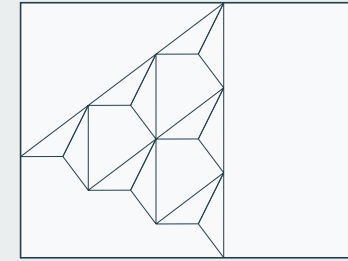
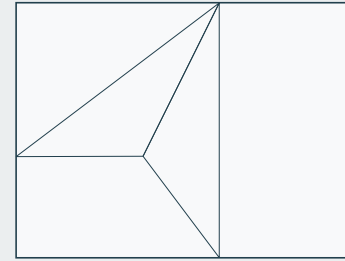
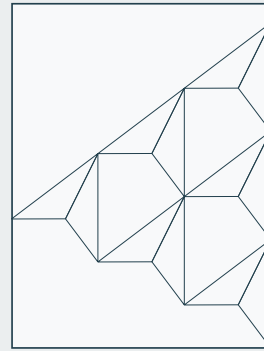
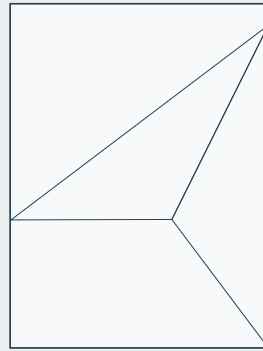
DOWNLOAD
PATTERN TEMPLATES



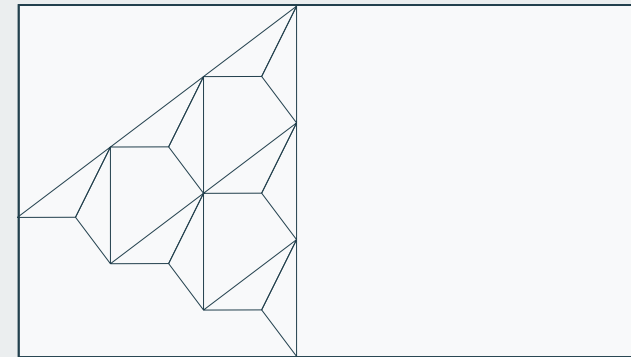
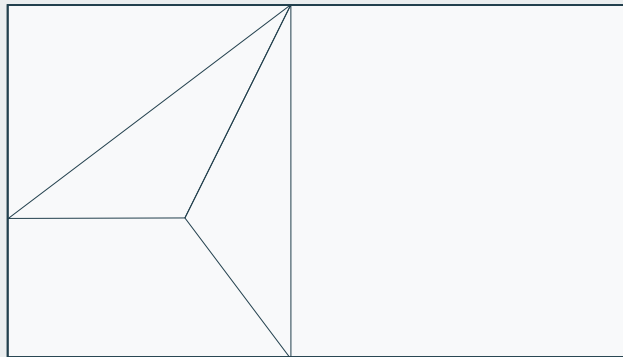
OUR SYMBOL AS A PATTERN

DIGITAL

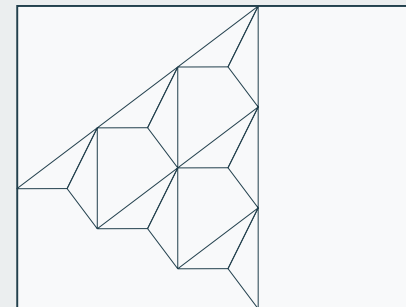
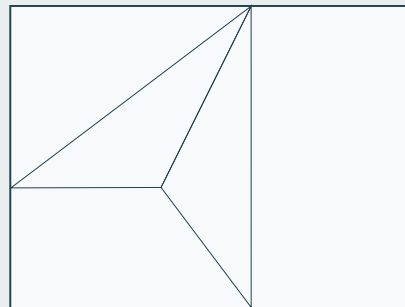
DOWNLOAD
PATTERN TEMPLATES



TABLET



DESKTOP 16:9



POWERPOINT 4:3



MOBILE

TEXTURES

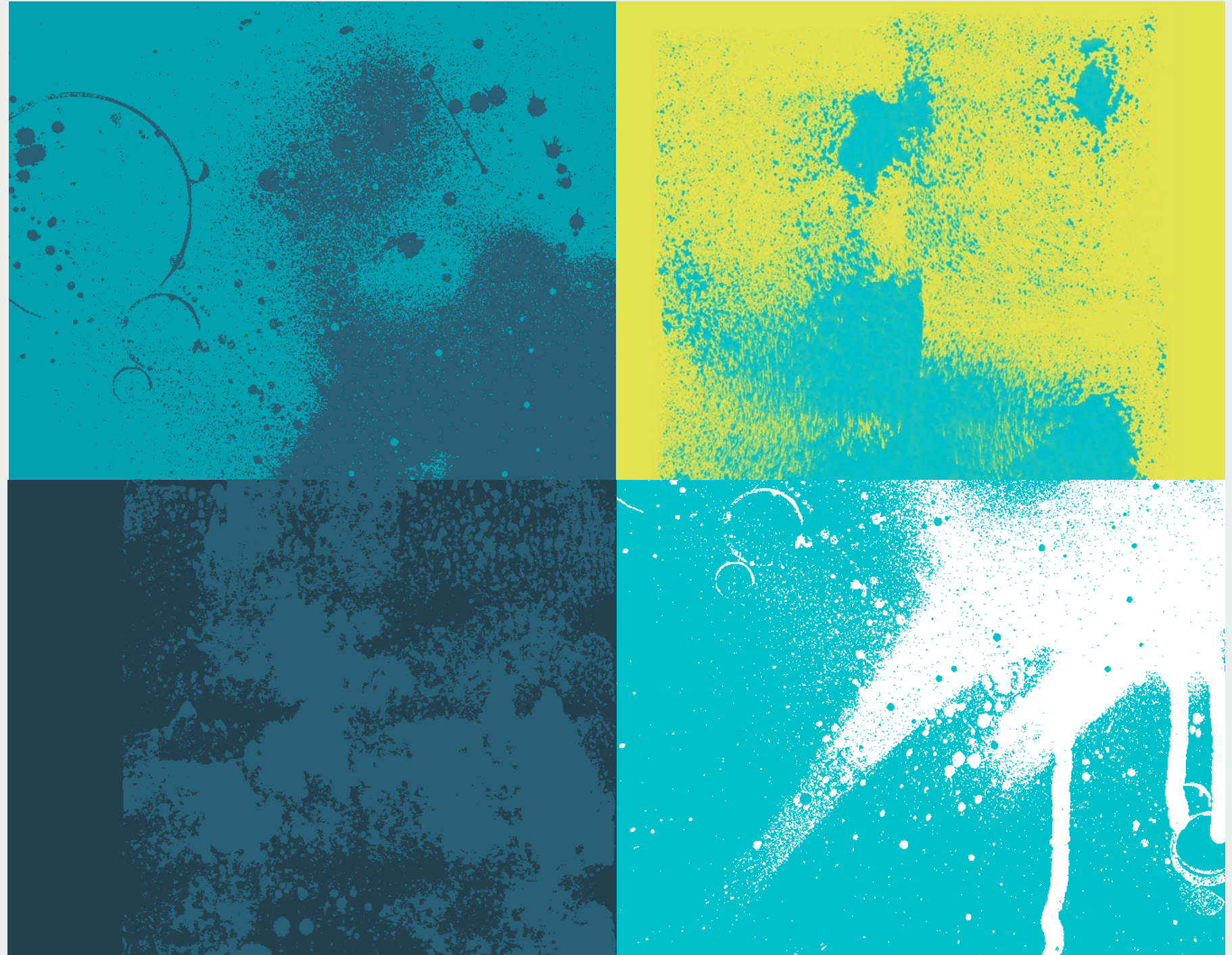
Using spray paint and rolled ink textures in your designs makes them stand out and demand attention.

If you're using text with textures, be sure to follow the advice in the "Accessibility" section of these guidelines.

FLEXIBLE/FREESTYLE:

We encourage you to purchase and download additional spray paint and/or rolled ink textures to use in your designs. Be sure to apply our brand colors to any textures you purchase.

DOWNLOAD
TEXTURES



RASTER IMAGES

You can add an additional texture to your graphic by rasterising the images with the shape of a bird from our JA symbol. Here's how:

Step 1: Download and install software called Vectoraster. (Note that it's available only for MacOS.)

Step 2: Download and install the JA Bird font. (Another special JA font!)

Step 3: Upload the image you want to rasterise to Vectoraster by clicking Sources panel -> Source image -> Image file -> Browse.

Step 4: In the Point Shape panel, under Point Type choose "Text character" and in "Text font" choose JA Bird.

Step 5: Adjust multi scale, point size, pattern, and spacing to achieve the look you desire.

Step 6: Go to File -> Export. Choose the format you desire.

DOWNLOAD
VECTORAster



DOWNLOAD
JA BIRD FONT



PATTERN

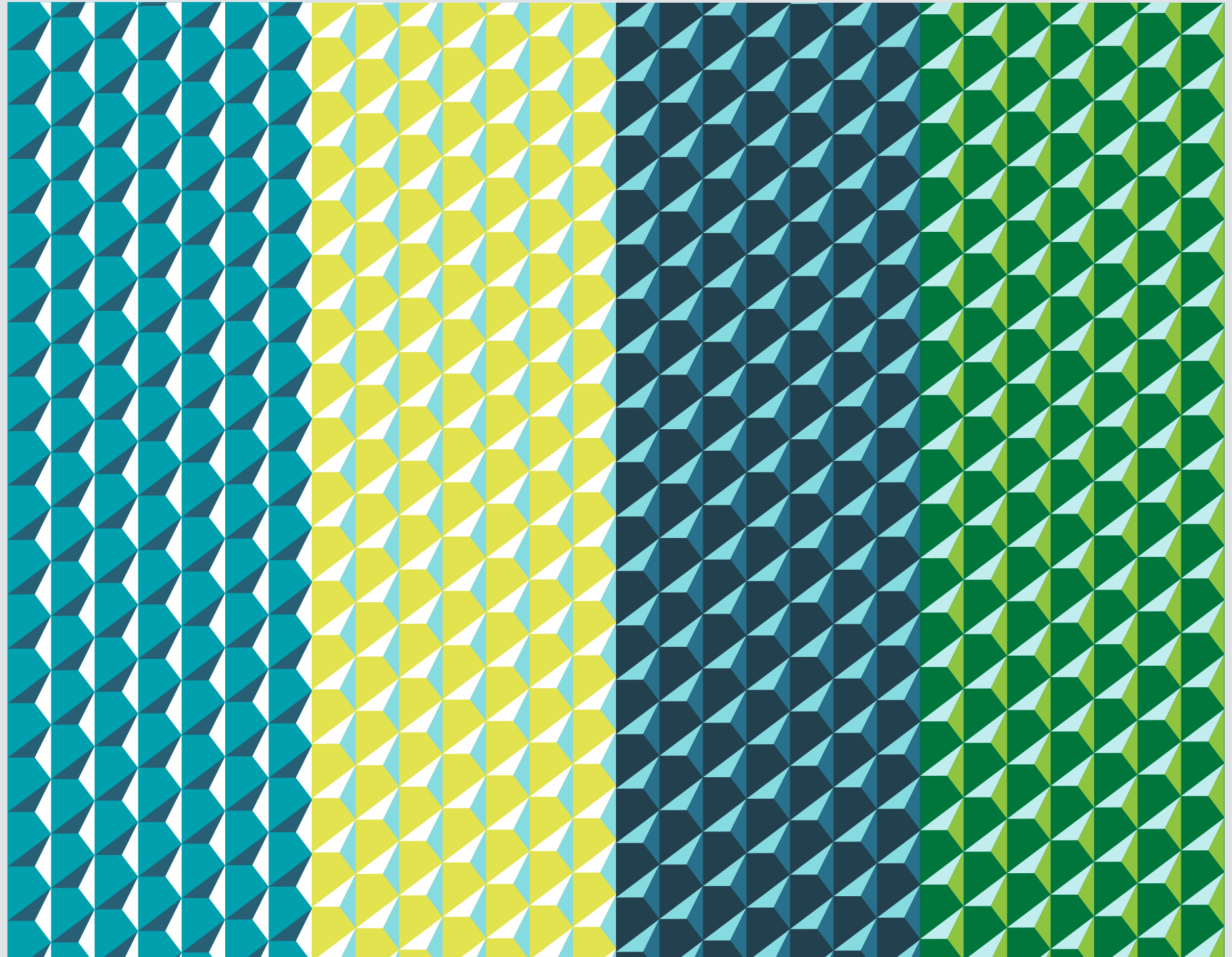
Use patterns to add richness to your graphics. You can also develop your own, and we encourage you to share any original patterns you create with the JA network.

If you're using text with patterns, be sure to follow the advice in the "Accessibility" section of these guidelines.

FLEXIBLE/FREESTYLE:

We encourage you to design additional patterns that incorporate the brand symbol and sharing them with the rest of the JA network.

DOWNLOAD
PATTERNS



SYMBOL WITH A PERSON

You can use these graphics on a website, poster, or any other marketing materials. To see examples of how these graphics are being used, see the “Collateral” section of these guidelines.

DOWNLOAD
GRAPHICS



MESSAGING

LOGO	3–12
------	------

SIGNAGE	13–27
---------	-------

COLOR	28–34
-------	-------

ACCESSABILITY	35–37
---------------	-------

TYPE	38–42
------	-------

PHOTOS	43–47
--------	-------

ICONS	48–54
-------	-------

GRAPHICS	55–62
----------	-------

MESSAGING	63–74
-----------	-------

COMPANY OF THE YEAR	75–81
---------------------	-------

COLLATERAL	82–120
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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.**

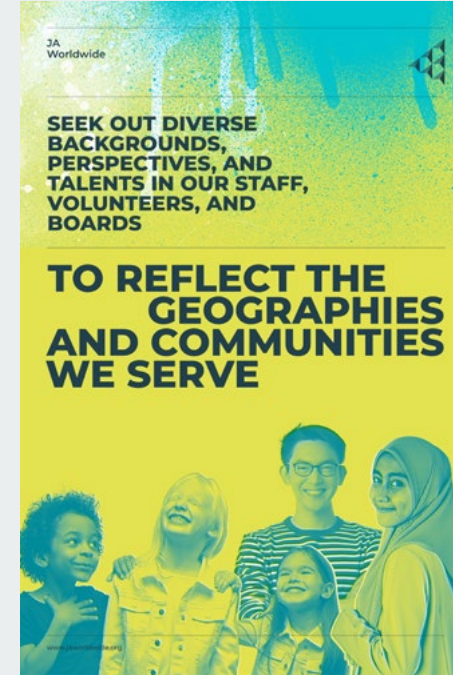
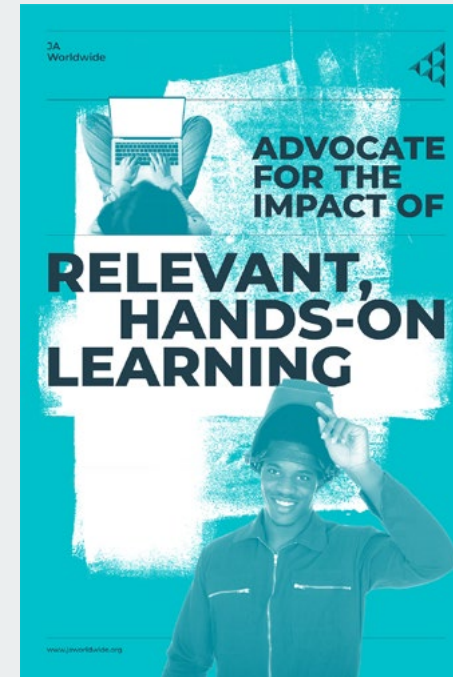
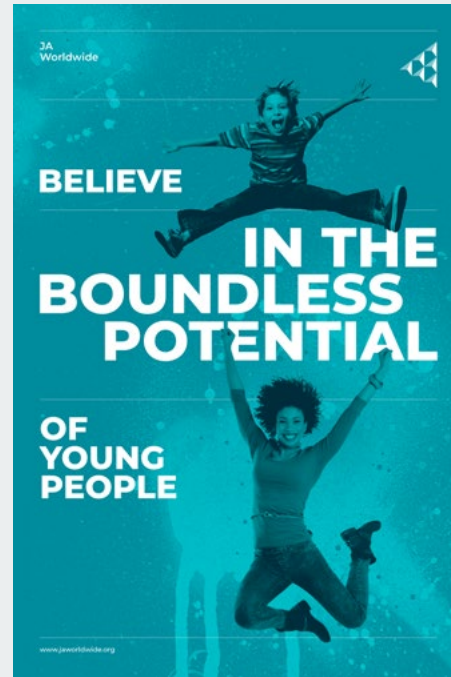
DOWNLOAD JA ONE-PAGER
WITH VISION, MISSION, "ABOUT
JA" BOILERPLATE, AND MORE



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.

YOUNG PEOPLE

What follows are seven unique JA audiences, starting with youth (on this page) and ending with board members. For each audience, you’re given general group characteristics to keep in mind as you create messaging. You’ll also see what they care about, what turns them off, and what JA messaging you can use. In addition, for each group, you can download additional collateral to use, edit, translate, etc.

DOWNLOAD
FLYER/BROCHURE CONTENT



DOWNLOAD
WEB/EMAIL/SOCIAL CONTENT



CHARACTERISTICS

- Digital native—may feel anxious without mobile device
- May also feel isolated by technology
- Excited to try new platforms and new technology
- Comfortable with diversity
- Entrepreneurial and competitive
- Driven by financial goals but seeking meaning in career and life
- Politically engaged on certain issues
- Busy with schoolwork, after-school activities, work, friends, and family

CARES ABOUT

- Connection and friendship
- Sustainability, especially the effects of climate change
- The economic realities they may face as adults
- Mental health

DISLIKES

- Boredom
- Busywork
- Disconnect between coursework and life/work
- Mistreatment of friends or classmates
- Being talked down to or disrespected
- Adults who assume students can’t make real contributions

JA MESSAGING

- JA is training for real life that fits your life right now.
- Start here. JA will take you wherever you want to go.
- We connect students to mentors.
- Ready to change the world? JA helps you solve the biggest challenges in your community . . . and in the world.
- You don’t have to wait to start a business. JA gives you startup tools you can use today.
- JA trains a new young entrepreneur every hour of every day, year in and year out.

ALUMNI

With the advent of Gather (the JA alumni community at gatheralumni.org), numerous global initiatives and campaigns, a toolkit for organizing local alumni communities, alumni conferences, and more, no additional messaging documents are provided for this audience.

ACCESS ALUMNI SECTION
OF ONEJA



CHARACTERISTICS

- Smart, career-driven, and entrepreneurial
- Eager to expand friendships, contacts, and mentors
- Feels deep connection to other alumni because of similar youth experiences
- Looking for long-term and short-term mentors
- Interested in new, emerging career paths
- Expects to have a high number of jobs and careers
- Confident that abilities and experiences will lead to meaningful career path
- Busy with work, volunteering, side hustle, networking, relationships
- Considering grad school, but also sees value in boot camps and mini-courses that can lead to accreditation

CARES ABOUT

- Developing and updating skills
- Making global connections
- Building personal brand
- Showcasing ideas and skills

TURNED OFF BY

- Volunteering that turns into free labor
- Being disrespected or not taken seriously
- Meaningless engagements (conferences or coffee talks that aren't well planned, for example)
- Conferences, courses, or opportunities that are too expensive
- Corporate-speak from JA
- Any platform that isn't mobile-friendly

JA MESSAGING

- Coffee talks and conferences not only build skills but also build networks.
- JA makes introductions□ you take it from there.
- Your ideas really can change the world. You are JA's global force for good.
- Challenges and competitions test your skills and help you build your CV.
- JA changed your life. Now you can help the next generation build thriving communities all over the world.
- Volunteering with JA helps build your personal brand.

EDUCATORS

DOWNLOAD
ELEVATOR PITCH/LEAVE-BEHIND



DOWNLOAD
POWERPOINT DECK



DOWNLOAD
EMAIL/LETTER/WEB CONTENT



CHARACTERISTICS

- Respects and understands youth
- Aims to be a memorable, impactful educator
- Sets high expectations for classrooms and schools
- Seeking ways to improve teaching and make it relevant
- Looking for ways to add sustainability, STEM, entrepreneurship, financial health, and work-readiness to current curriculum
- Values diversity
- Busy, possibly to the point of exhaustion

CARES ABOUT

- Creating a warm, welcoming, innovative learning environment
- Keeping students interested and engaged
- Teaching multiple real-world skills (for example, teamwork, creativity, and problem-solving) through single lessons
- Helping students find their place in the world
- Reaching isolated, disconnected, or underserved students

TURNED OFF BY

- Corporations trying to market to students through the classroom
- Cookie-cutter curricula that bypasses educator expertise
- Curricula requirements that don't have demonstrated impact on students

JA MESSAGING

- JA learning experiences bring real-world learning into the classroom, connecting students to mentors.
- JA is where business and education meet.
- We mix technology with hands-on, immersive learning that has a human element.
- Our programs can be fully customized by educators to make the most impact on students.
- JA seamlessly blends entrepreneurship, sustainability, STEM, and work-readiness.
- JA's programs animate even students who may be disconnected from other school subjects.

VOLUNTEERS

DOWNLOAD
ELEVATOR PITCH/TALKING POINTS



DOWNLOAD
EMAIL/LETTER/WEB CONTENT



CHARACTERISTICS

- Focused on building a career that is engaging, rewarding, and meaningful
- Looking for opportunities for professional growth and development
- Eager to get to meet new colleagues within the organization and work cross-departmentally
- Sees volunteering as a way to make a difference while also learning new skills and making new connections
- Happy to discuss work and career path with younger generations to help them on their way
- Often report that time spent with JA students was the most meaningful volunteering experience of their lives

CARES ABOUT

- Purpose—working for more than a paycheck
- Making connections within and outside of the organization
- Giving back to their communities
- Making connections with young people, especially about their career paths

TURNUED OFF BY

- Wasting their time or experiencing frustration—volunteering should be frictionless
- Students who aren't serious about learning or come unprepared
- Being taken for granted or unappreciated
- Spending too much of their own resources to volunteer

JA MESSAGING

- You can make a difference in young people's lives by sharing your expertise and experience.
- JA makes it easy to volunteer and mentor, with simple, step-by-step volunteer guides.
- As a mentor to emerging business leaders, you're preparing the next generation for employment and entrepreneurship.
- You can help the next generation build thriving communities all over the world.
- [add messaging about career development]

GOVERNMENT AGENCIES

DOWNLOAD
POWERPOINT DECK



DOWNLOAD
GENERAL GRANT CONTENT



DOWNLOAD
EMAIL/LETTER/WEB CONTENT



CHARACTERISTICS

- Eager to solve large-scale problems and looking to NGOs for solutions
- Wants to integrate agency priorities with JA ideas, either through existing JA programs or through co-creation
- May also need “last-mile” assistance with non-JA programs
- Looks to NGOs that have both experience and demonstrated impact
- May need quick fixes of a year or less, or may seek longer investments of many years or even decades
- Usually grateful for good PR but may have stringent guidelines
- Generally apolitical

CARES ABOUT

- Direct solutions to identified problems
- The biggest impact for the smallest investment
- On-time, well-formatted communication and reports
- Internal consensus and approvals, which may mean quick and extensive editing of applications, reports, learning content, project plans, or marketing/PR content

TURNED OFF BY

- Partisan or political actors
- Unscrupulous or suspicious accounting
- Lack of interest in impact measurement
- Lack of flexibility
- Pushing back too hard on requested changes

JA MESSAGING

- Problem X requires both scale and experience. We have both.
- JA prepares youth for life, for meaningful work, and for an opportunity to do good in the world.
- Global peace and prosperity are possible only when youth in all countries are economically empowered to succeed.
- Our work enables young people to develop the skillset and mindset to build thriving communities.
- JA provides “last-mile” implementation of programs and projects.
- We’re here for the long haul, bringing both experience and demonstrated impact.
- JA is the conduit between education, government agencies, and the business world.

CORPORATIONS AND FOUNDATIONS

DOWNLOAD
POWERPOINT DECK



DOWNLOAD
GENERAL GRANT CONTENT



DOWNLOAD
EMAIL/LETTER/WEB CONTENT



CHARACTERISTICS

- Eager to show impact around well defined priorities
- Unlikely to invest in an organization that doesn't match those priorities
- May want to work with existing JA programs, co-create new programs, or collaboration with several NGOs on joint programs
- May need "last-mile" assistance with non-JA programs
- Looks to NGOs with a scope and reach that matches their desired geographies
- Usually looking for specific PR and social-media metrics and may provide budget or corporate assistance in meeting those targets

CARES ABOUT

- The Global Goals, DEI (diversity, equity, inclusion), and ESG (environment, social, governance)
- Balancing per-student cost with impact
- Co-marketing and PR
- On-time, well-formatted communication and reports
- Opportunities for corporate volunteering

TURNED OFF BY

- Slow responses or incomplete information
- Mistakes in public communication (misspelling of CEO's name, etc.)
- Lack of flexibility and innovation
- Unscrupulous or suspicious accounting

JA MESSAGING

- Priority X is why JA exists. Here's more about our Priority X expertise.
- We're one of the few nonprofits with the scale and experience to work on Priority X.
- Here's how we worked with [another corporation or foundation] on Priority X.
- JA provides "last-mile" implementation of programs and projects.
- We're here for the long haul, bringing both experience and demonstrated impact.
- Our work enables young people to develop the skillset and mindset to build thriving communities.
- JA is the conduit between education and business.
- JA is where business and education meet.

BOARD MEMBERS

DOWNLOAD
ELEVATOR PITCH/TALKING POINTS



DOWNLOAD
APPEAL CONTENT



DOWNLOAD
WEB CONTENT



CHARACTERISTICS

- Often mid-career or late-career C-suite executive or entrepreneur
- Confident that skills, knowledge, and experience can make a real difference
- Busy—often values time over money
- May be too busy to attend meetings, but this likely has little to do with interest or commitment
- Enjoys in-person camaraderie and networking
- May have interest in mentoring JA staff
- Usually very interested in modernization and technology
- Is passionate about JA

CARES ABOUT

- Being informed on progress, issues
- Using connections and introductions to help the organization
- Making a difference through the organization
- The impact of time or funds given
- Being recognized
- Hearing directly from students

TURNUED OFF BY

- Wasting time
- Glossing over our challenges
- Not being asked (for help, for donation, etc.).
- Finding out about an issue after it's too late to help

JA MESSAGING

- JA prepares youth for life, for meaningful work, and for an opportunity to do good in the world.
- Global peace and prosperity are possible only when youth in all countries are economically empowered to succeed.
- Our work enables young people to develop the skillset and mindset to build thriving communities.
- JA learning experiences bring real-world learning into the classroom, connecting students to mentors.
- We mix technology with hands-on, immersive learning that has a human element.
- We need your experience to guide and mentor our organization.
- Too busy to attend meetings? Here's another way to stay involved.

COMPANY OF THE YEAR

LOGO	3–12
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SIGNAGE	13–27
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COLOR	28–34
-------	-------

ACCESSABILITY	35–37
---------------	-------

TYPE	38–42
------	-------

PHOTOS	43–47
--------	-------

ICONS	48–54
-------	-------

GRAPHICS	55–62
----------	-------

MESSAGING	63–74
-----------	-------

COMPANY OF THE YEAR	75–81
---------------------	-------

COLLATERAL	82–120
------------	--------

COY FONT AND LOGO

A Company of the Year stencil logo is a re-drawn version of the existing typeface Montserrat. It has distinctive, young and urban feel.

FLEXIBLE:

There are no fixed brand requirements for events and competitions. The designs in this section are offered for your use, but if you already have designs in place that match our modernized brand, by all means continue using them!

DOWNLOAD COMPANY OF THE
YEAR COLLATERAL



COY FONT AND LOGO

DOWNLOAD COMPANY OF THE
YEAR COLLATERAL



COY JA Company
of the Year
Competition

OTHER COMPETITIONS LOGOS

DOWNLOAD
COMPANY OF THE
YEAR COLLATERAL



COYC LOGO



YEC LOGO



EEC LOGO



NSLS LOGO



COY GRAPHIC ELEMENT

A six-sided graphical element (matching the six birds in our global symbol) can be featured broadly in event collateral: banners, podium stands, and more.

DOWNLOAD COMPANY OF THE
YEAR COLLATERAL



HALLWAY AND PODIUM SIGNS



BANNER

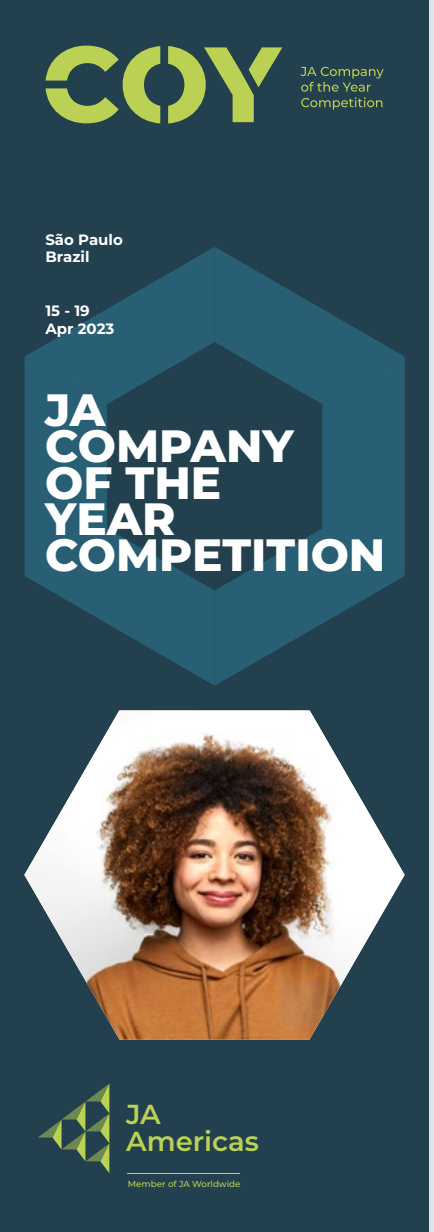


DOWNLOAD
COMPANY OF THE
YEAR COLLATERAL



BANNER STANDS

DOWNLOAD COMPANY OF THE
YEAR COLLATERAL



COLLATERAL

LOGO	3–12
------	------

SIGNAGE	13–27
---------	-------

COLOR	28–34
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ACCESSABILITY	35–37
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TYPE	38–42
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PHOTOS	43–47
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ICONS	48–54
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GRAPHICS	55–62
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MESSAGING	63–74
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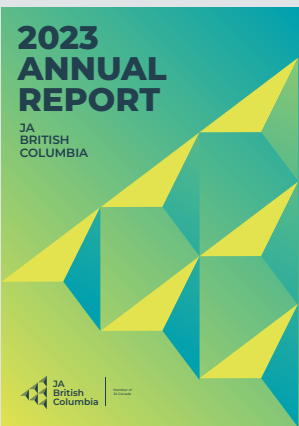
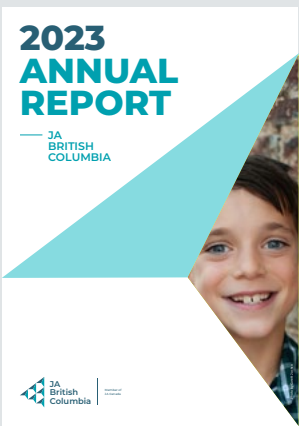
COMPANY OF THE YEAR	75–81
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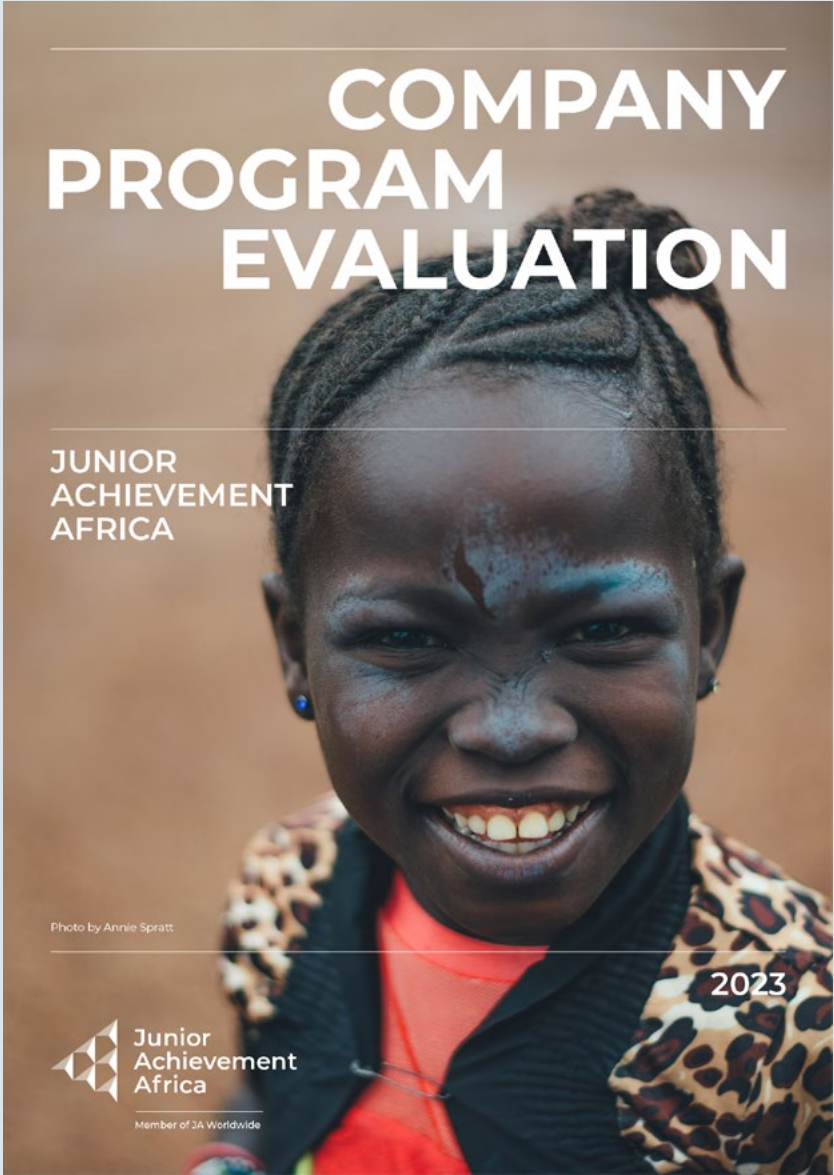
COLLATERAL	82–120
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REPORTS

OUR SYMBOL ANT ITS ELEMENTS

DOWNLOAD
REPORT
TEMPLATE







2022 — 2023

JA
IMPACT

MEETING TARGETS
MEASURING RESULTS

Summary of the longitudinal impact study results regarding the effectiveness of the Junior Achievement educational programmes

 Junior Achievement
Member of JA Worldwide

2022 — 2023

IMPACT
REPORT

A NEW
PERSPECTIVE
OF SUCCESS

At JA Portugal our ambition is to re-define what impact and success mean internally, in order to understand how we can better nurture and support Generation Z entrepreneurs.

 JA Portugal
Member of JA Worldwide

2022 — 2023

REPORTE
DE IMPACTO

INFORME
ARGENTINA

Na JA Argentina, nossa ambição é redefinir o que impacto e sucesso significam internamente, a fim de entender como podemos nutrir e apoiar melhor os empreendedores da Geração Z.

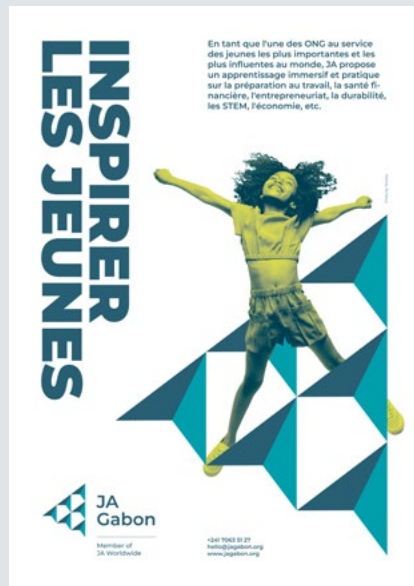
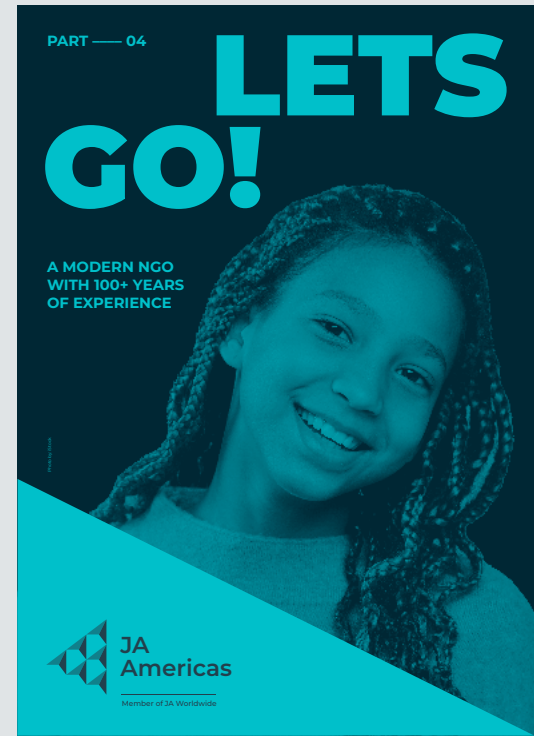
 JA Argentina
Member of JA Worldwide





POSTERS

TWO-TONE IMAGES



DOWNLOAD
POSTERS
TEMPLATES







POSTERS

TEXTURES

DOWNLOAD
POSTERS
TEMPLATES









START HERE

IIT ARCHITECTURE
CROWN HALL
WED, NOV 12, 2022
2:00 PM EST

OPEN HOUSE ANNUAL STUDENT EXHIBIT

+1-617-315-8563

www.jaworldwide.org

THE WORLD OUT THERE

GLOBAL LEADERS LECTURE SERIES

GRENADA
S. R. CROWN HALL
SPR 2023



WED, FEB 16, 6 P.M. YVONNE FARRELL Co-Founder, Grafton Dublin, Ireland	TUE, MAY 3, 4 P.M. YVONNE FARRELL Co-Founder, Grafton Dublin, Ireland
TUE, FEB 22, 3 P.M. YVONNE FARRELL Co-Founder, Grafton Dublin, Ireland	TUE, MAY 10, 6 P.M. YVONNE FARRELL Co-Founder, Grafton Dublin, Ireland
WED, FEB 23, 5 P.M. YVONNE FARRELL Co-Founder, Grafton Dublin, Ireland	WED, MAY 11, 5 P.M. YVONNE FARRELL Co-Founder, Grafton Dublin, Ireland
WED, MAR 23, 6 P.M. YVONNE FARRELL Co-Founder, Grafton Dublin, Ireland	THU, MAY 12, 6 P.M. YVONNE FARRELL Co-Founder, Grafton Dublin, Ireland
MON, APR 4, 4 P.M. YVONNE FARRELL Co-Founder, Grafton Dublin, Ireland	WED, MAY 18, 2 P.M. YVONNE FARRELL Co-Founder, Grafton Dublin, Ireland
MON, APR 11, 6 P.M. YVONNE FARRELL Co-Founder, Grafton Dublin, Ireland	TUE, MAY 24, 6 P.M. YVONNE FARRELL Co-Founder, Grafton Dublin, Ireland
MON, APR 18, 2 P.M. YVONNE FARRELL Co-Founder, Grafton Dublin, Ireland	FRI, MAY 27, 6 P.M. YVONNE FARRELL Co-Founder, Grafton Dublin, Ireland

STUDY ABROAD SUMMER 2023

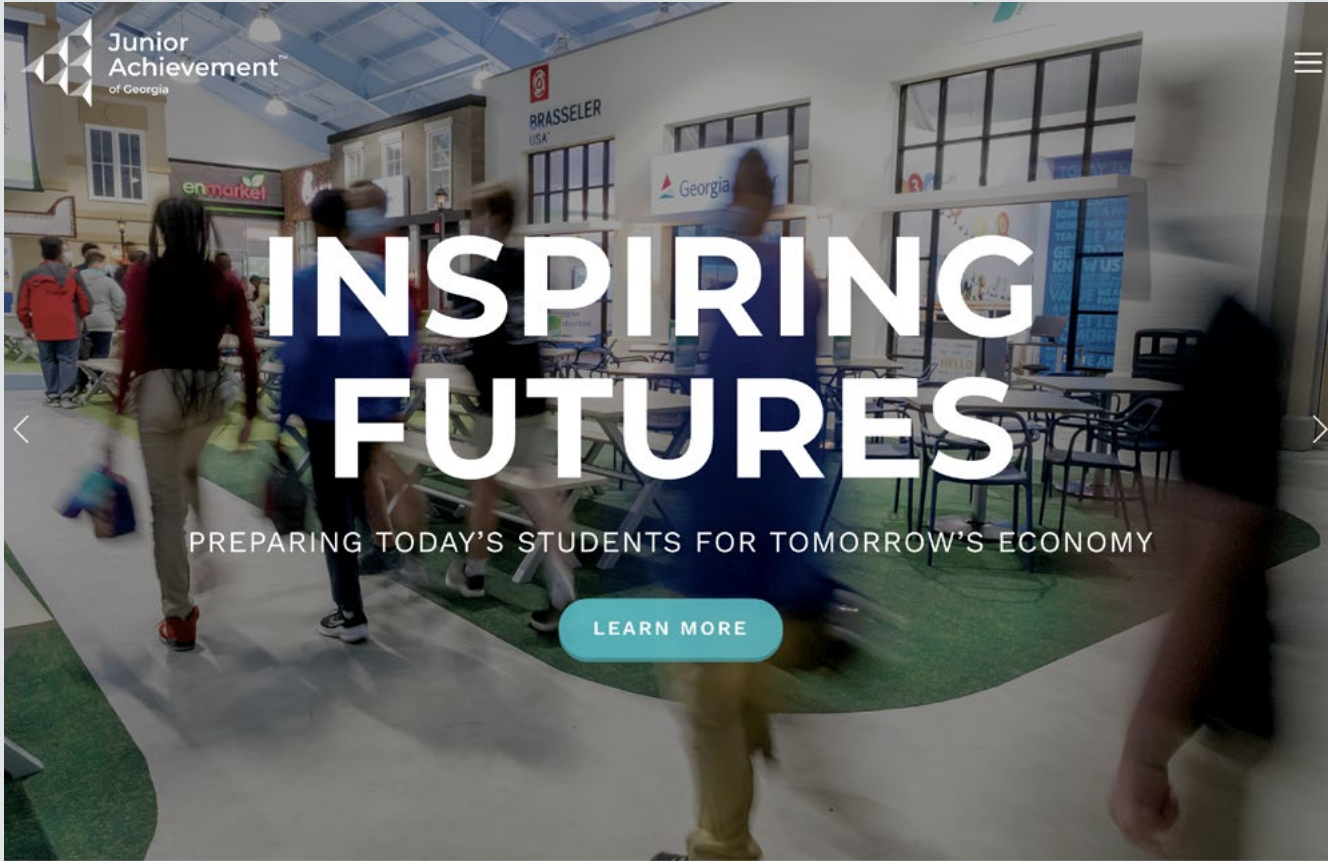
SPRING LECTURES 2023

2024 TRAVEL PROGRAMS TO
CHILE, DEMARK, FRANCE,
GERMAY, INDONESIA, ITALY,
NETHERLANDS



WED, FEB 16, 6 P.M. YVONNE FARRELL Co-Founder, Grafton Dublin, Ireland	TUE, MAY 3, 4 P.M. YVONNE FARRELL Co-Founder, Grafton Dublin, Ireland
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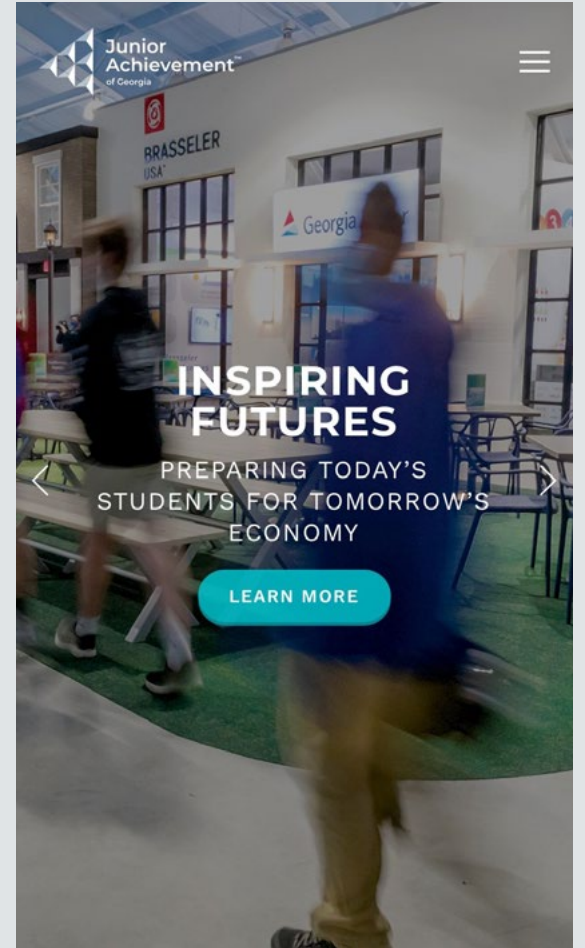
Junior Achievement[™]
of Georgia

INSPIRING FUTURES

PREPARING TODAY'S STUDENTS FOR TOMORROW'S ECONOMY

[LEARN MORE](#)

IMAGINE A GENERATION OF STUDENTS ARMED
WITH THE CONFIDENCE AND UNDERSTANDING TO
TAKE CONTROL OF THEIR FUTURES AND EQUIPPED
TO ACHIEVE THEIR DREAMS.

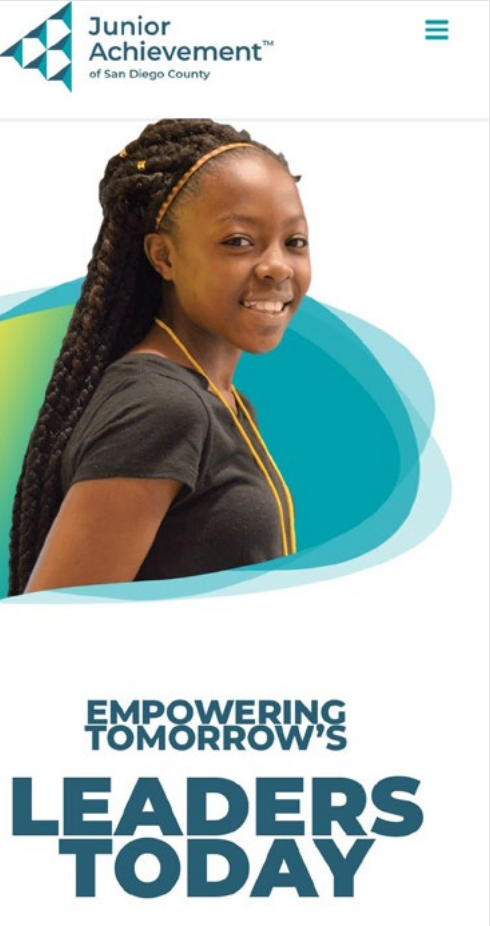
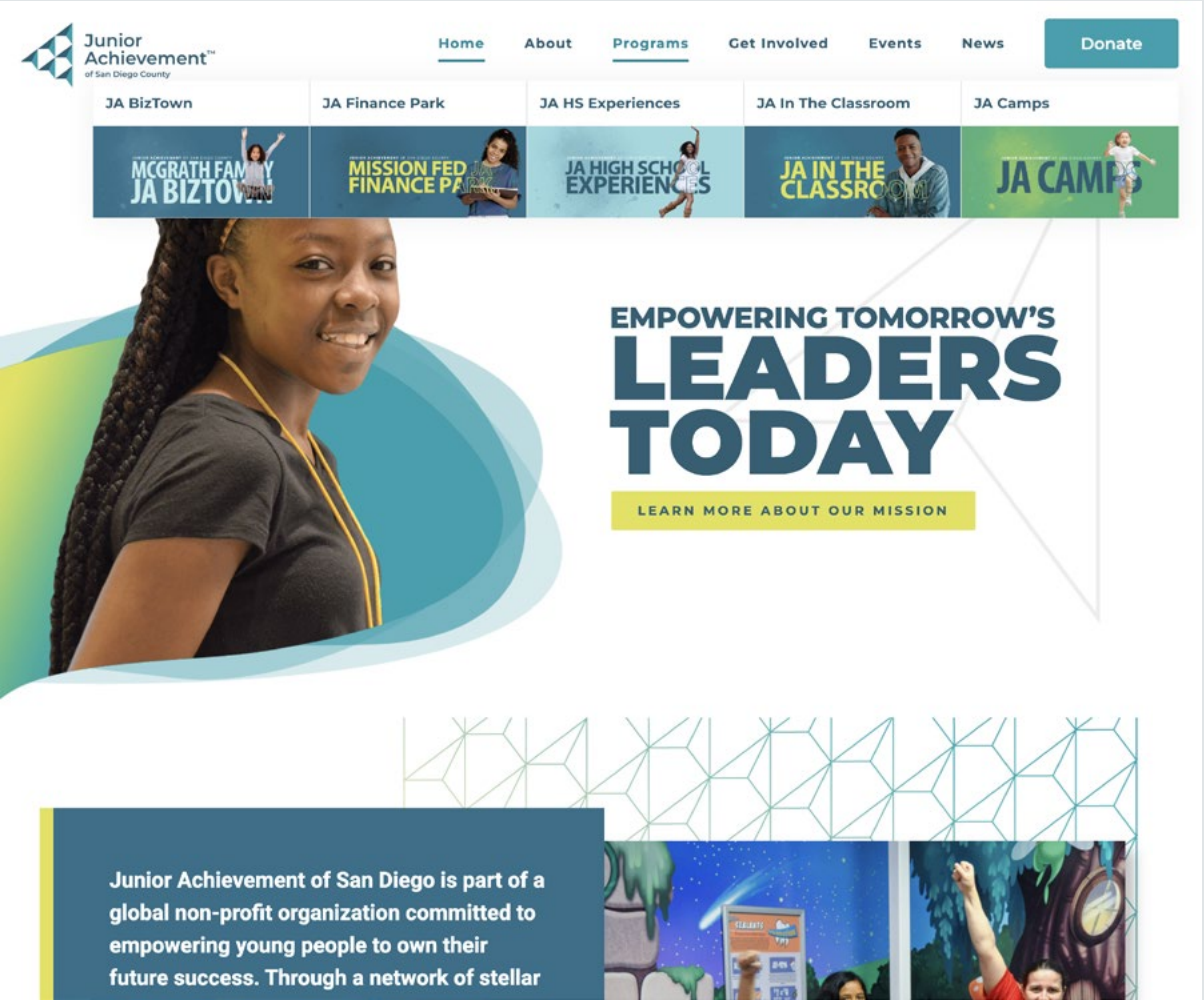


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of Georgia

INSPIRING FUTURES

PREPARING TODAY'S
STUDENTS FOR TOMORROW'S
ECONOMY

[LEARN MORE](#)



WEBSITE EXAMPLE: JA WORLDWIDE

VISIT WEBSITE





JA Worldwide ranked among the top ten global SGOs/NGOs. [Read more!](#)



A world of possibilities



Our students tackle the toughest challenges in their communities.



JA Worldwide ranked among the top ten global SGOs/NGOs. [Read more!](#)



A world of possibilities



A4 SIZE



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JA Worldwide

TAGLINE
GOES HERE

DATE
02.02.2023

PROJECT
Roppongi Hills

OUR MISSION

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info@yeni.co.uk
www.yeni.co.uk

Young Enterprise NI
145-149 Donegall Pass
Belfast BT7 1DT UK



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TAGLINE
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BILL TO:	INVOICE	AMOUNT
John Doe Example Company Street Name, City Name, Country Name	INVOICE #001/0001/2030 November 23rd, 2030	\$1,587.60 tax Lorem ipsum dolor sit amet consectetur.

DESCRIPTION	PRICE	QUANTITY	SUBTOTAL
WEB DESIGN Lorem ipsum dolor sit amet consectetur adipiscing elit fusce	\$599.00	2	\$1198.00
E-BOOK DESIGN Lorem ipsum dolor sit amet consectetur adipiscing elit fusce	\$390.00	1	\$390.00
HOSTING PLAN Lorem ipsum dolor sit amet consectetur adipiscing elit fusce	\$114.00	1	\$114.00
		TAX	\$1,587.00
		SUBTOTAL	\$1,587.00
		AMOUNT DUE	\$1,587.00

TERMS	WIRE TRANSFER	DIGITAL PAYMENT
Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia aliquam quaerat voluptatem.	John Doe Account BSB: 000000 ACC: 00000000	FEE 1.05% pay@example.com pay@example.com

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US LETTER SIZE



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Date
02.02.2023

Project
Roppongi Hills

Our Mission

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www.jausa.org

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One Education Way
Colorado Springs, CO 80906



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TAGLINE
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BILL TO:	INVOICE	AMOUNT
John Doe Example Company Street Name, City Name, Country Name	INVOICE #001/000/2030 November 23rd, 2030	\$1,587.60 tax Lorem ipsum dolor sit amet consectetur.

DESCRIPTION	PRICE	QUANTITY	SUBTOTAL
WEB DESIGN Lorem ipsum dolor sit amet consectetur adipiscing elit fusce	\$598.00	2	\$1196.00
E-BOOK DESIGN Lorem ipsum dolor sit amet consectetur adipiscing elit fusce	\$390.00	1	\$390.00
HOSTING PLAN Lorem ipsum dolor sit amet consectetur adipiscing elit fusce	\$114.00	1	\$114.00
		TAX	\$1,587.00
		SUBTOTAL	\$1,587.00
		AMOUNT DUE	\$1,587.00

TERMS	WIRE TRANSFER	DIGITAL PAYMENT
Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia aliqua quaerat voluptatem.	John Doe Account BSR: 000000 ACC: 00000000	FEE 1.05% pay@example.com pay@example.com

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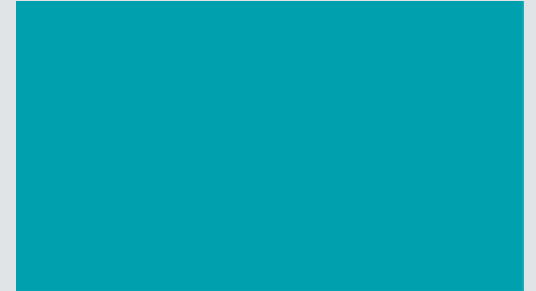
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BUSINESS CARDS

EUROPEAN SIZE
85 X 55 MM



US SIZE
3.5 X 2 INCH



TAGLINE IS OPTIONAL



DOWNLOAD
BUSINESS CARD
TEMPLATE



BUSINESS CARDS

DOWNLOAD
BUSINESS CARD
TEMPLATE



EUROPEAN SIZE
85 X 55 MM

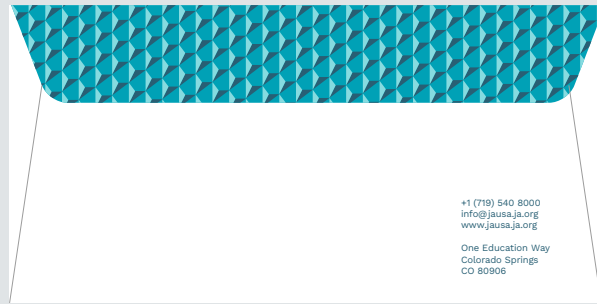


US SIZE
3.5 X 2 INCH

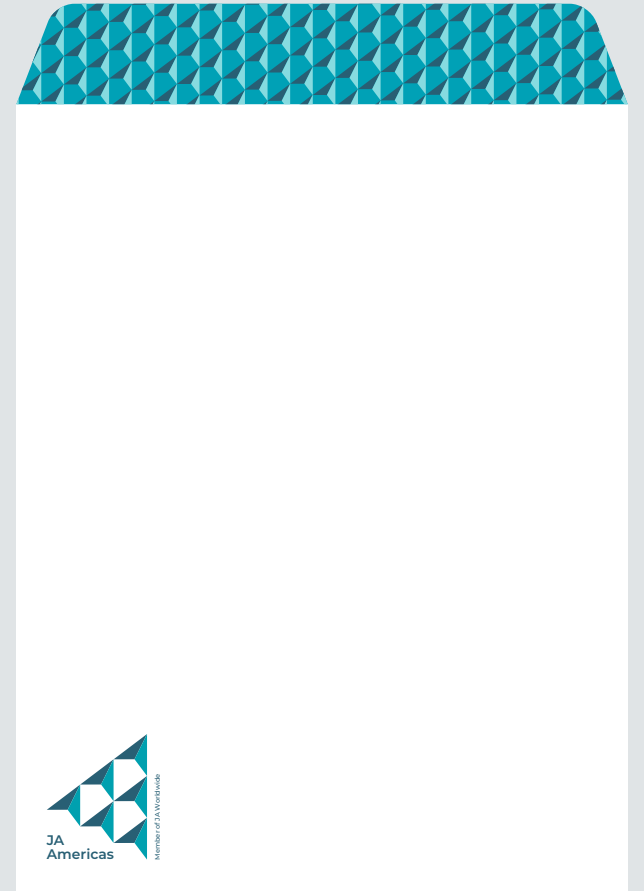


TAGLINE IS OPTIONAL

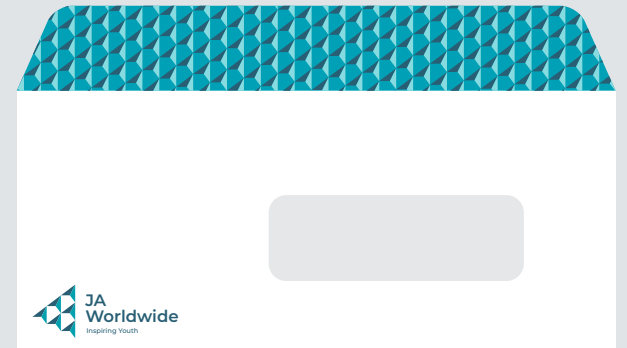
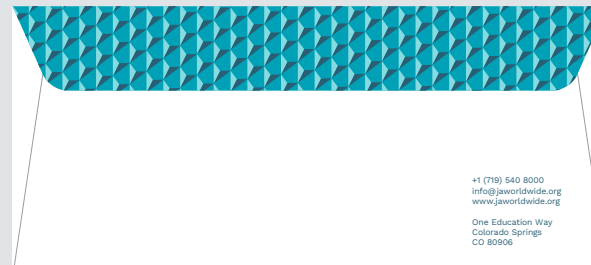
EUROPEAN SIZE DL, 110 X 220 MM



US SIZE N° 9 3/4, 11.25 x 8.75 INCH



US SIZE N° 10, 9.5 X 4.125 INCH

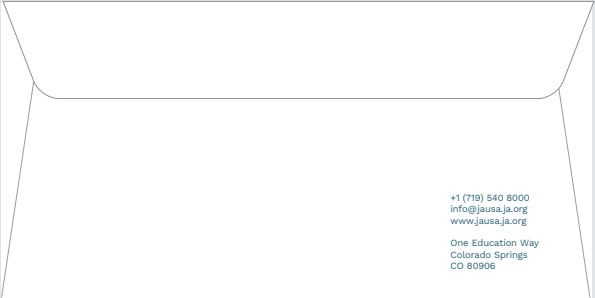


ENVELOPES: PLAIN

DOWNLOAD
LETTERHEAD
TEMPLATE



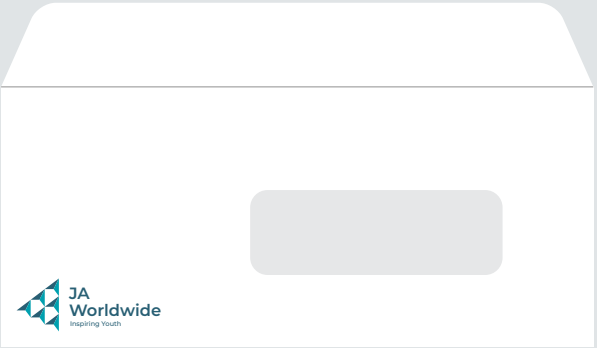
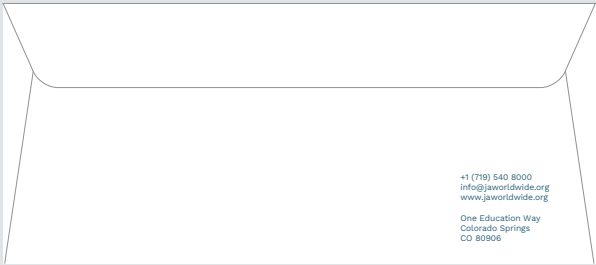
EUROPEAN SIZE DL, 110 X 220 MM



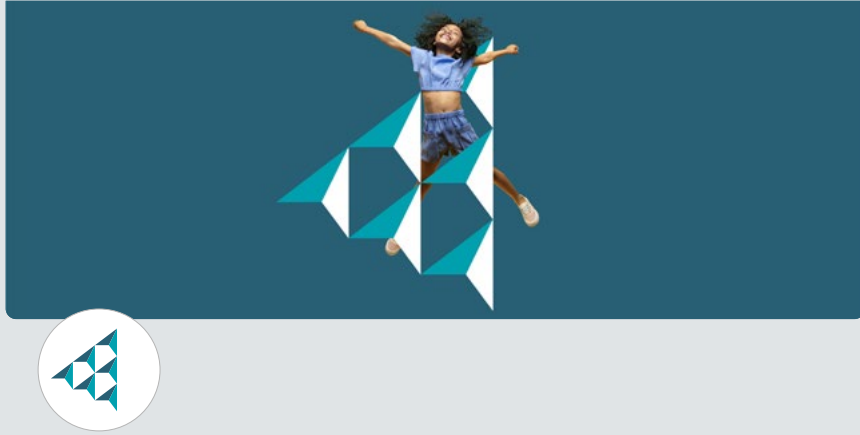
US SIZE N° 9 3/4, 11.25 x 8.75 INCH



US SIZE N° 10, 9.5 X 4.125 INCH



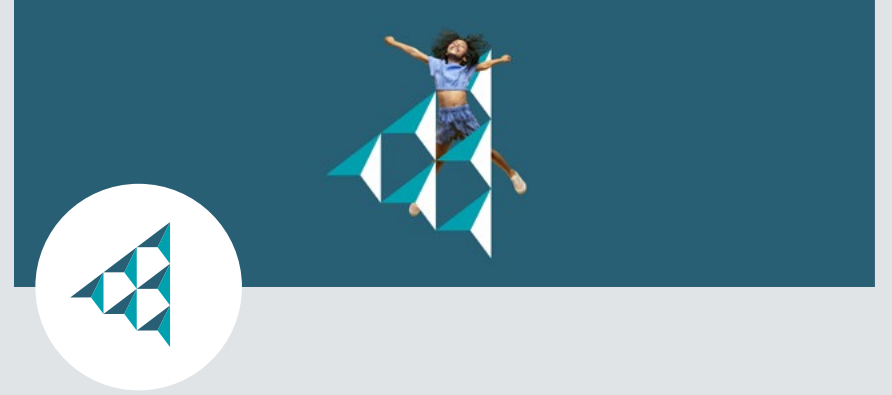
FACEBOOK



YOUTUBE



TWITTER



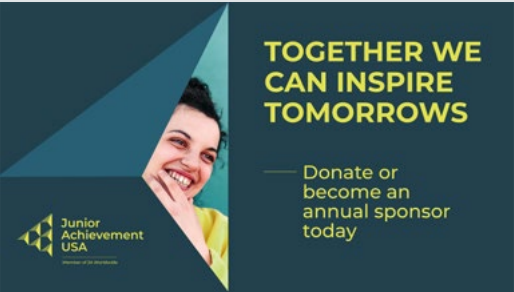
LINKEDIN



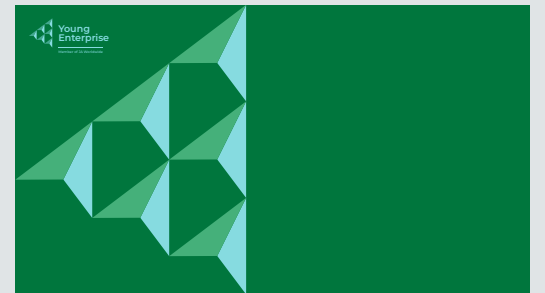
FACEBOOK, INSTAGRAM, LINKEDIN
SIZE: 1200 X 1200 PX



TWITTER
SIZE: 1200 X 675 PX



ZOOM AND TEAMS BACKGROUNDS



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BACKGROUNDS





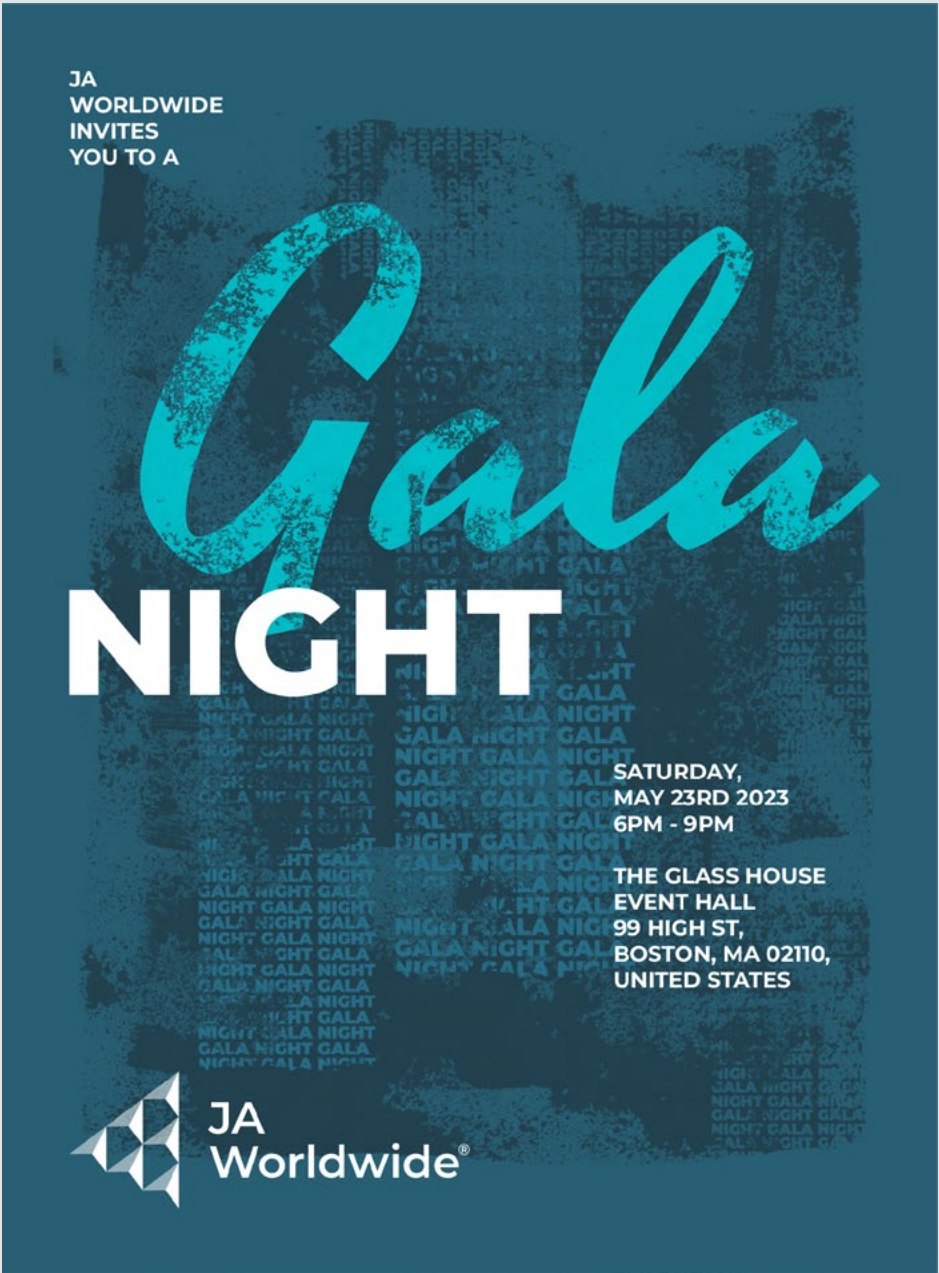
NGO ADVISOR BADGES

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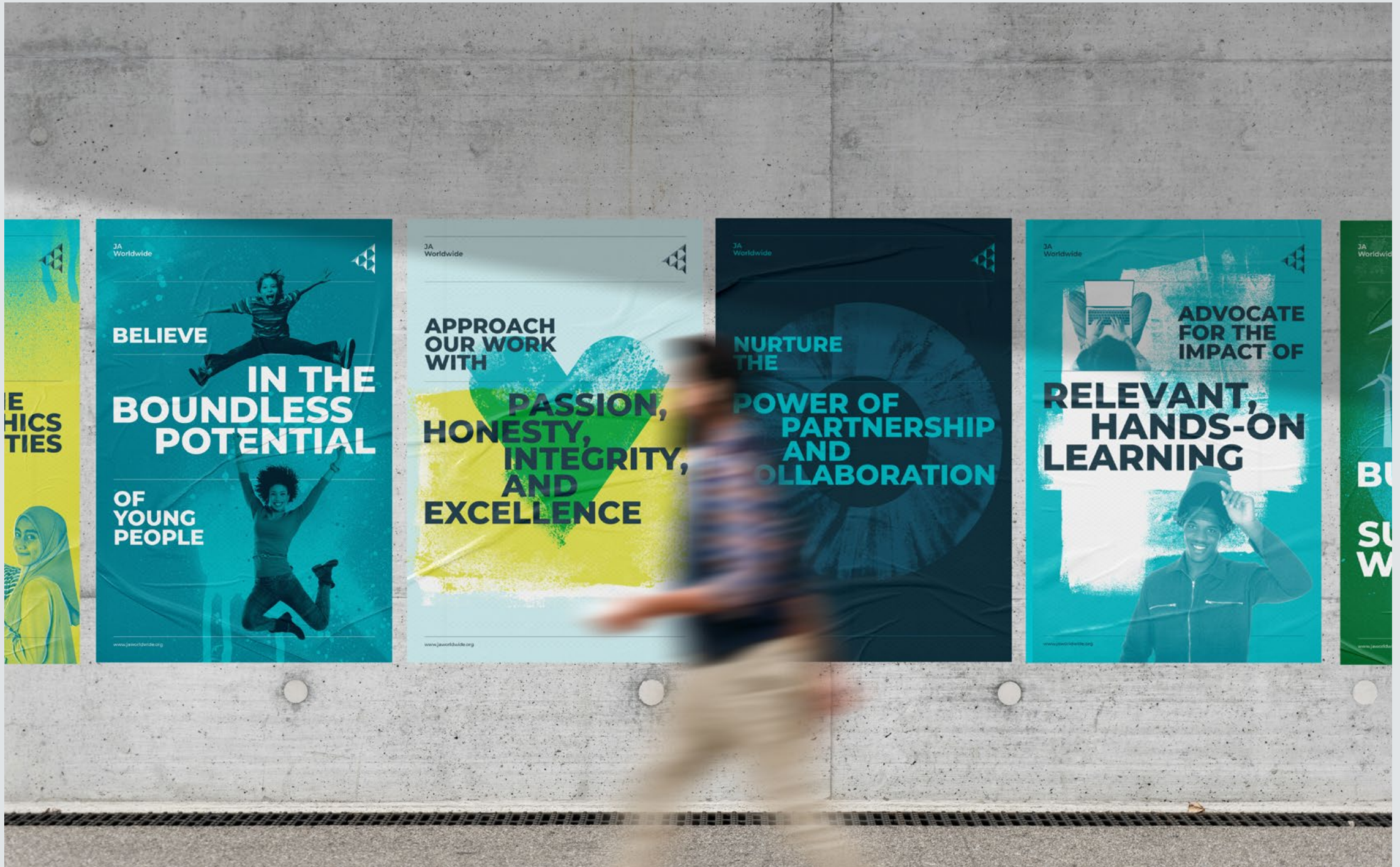
POSTER IN SITU



POSTER IN SITU







MERCH: T-SHIRTS



MERCH: TOTE BAG





MERCH: COFFEE CUPS

COLLATERAL

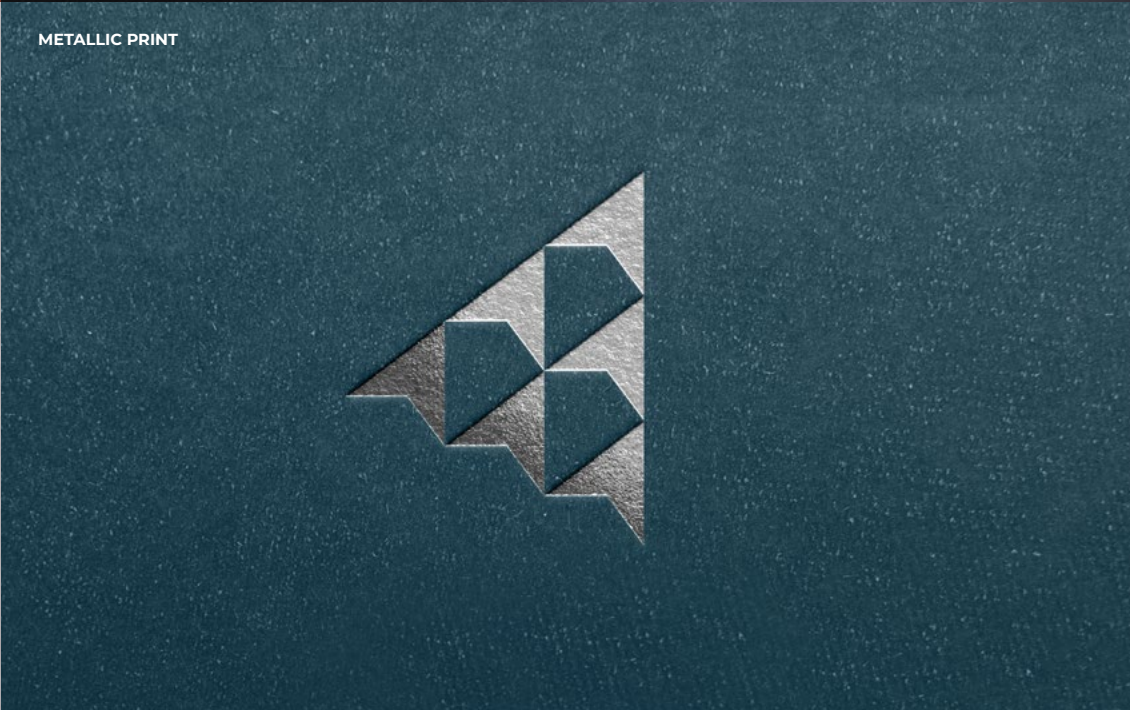
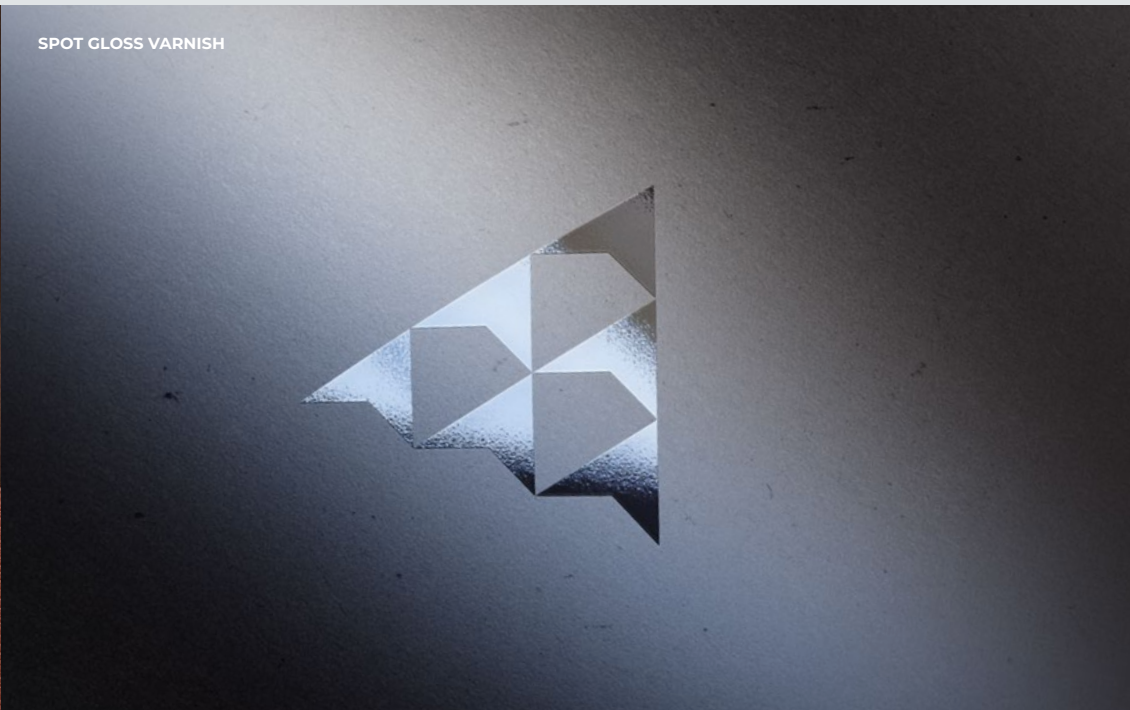
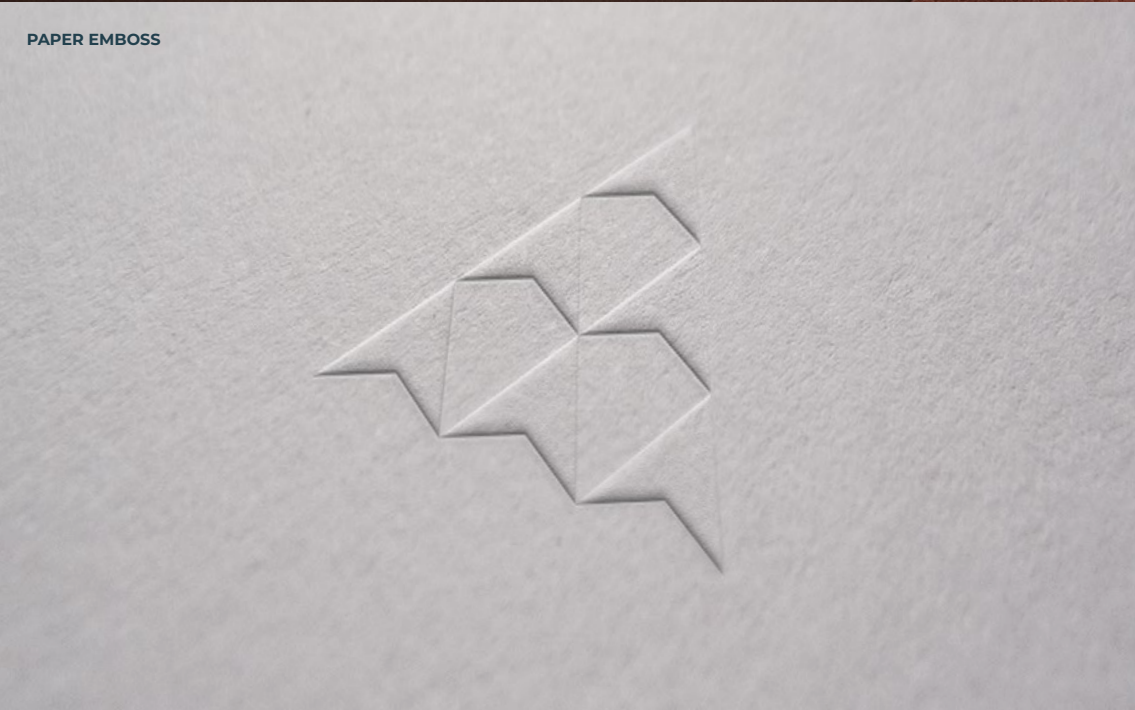
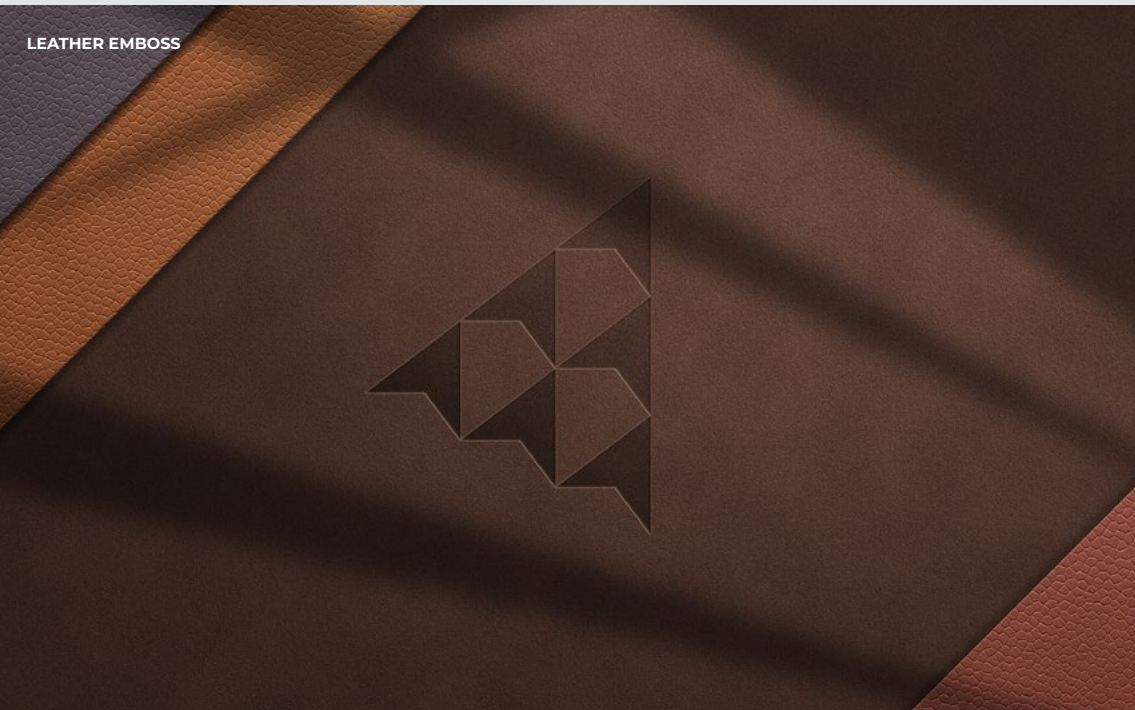


MERCH: CELL PHONE CASES

COLLATERAL

ONE COLOR SYMBOL: PAPER AND LEATHER

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ONE COLOR SYMBOL: TEXTILE AND GLASS

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