

Handleiding Corporate Identity JCI Vlaanderen 2007-2008

Dit document geldt als handleiding voor het aanwenden van de JCI Corporate Identity. De Engelstalige teksten zijn afkomstig van www.jci.cc

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Corporate Identity

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.

Building the JCI Brand

Brands are icons of our society reflecting our personal preferences, values and lifestyles. A brand is not something tangible, such as a label, logo, style and feature. In other words, it does not consist of rational features benefits. A brand is created in the hearts and minds of the consumer. Brands are an emotional connection – 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 with JCI should reflect the same tone. Having the same tone doesn't necessarily mean that every piece of communications must look the same.

Any communication generated by JCI should reflect the passion that those affiliated with JCI have for the betterment of society.

JCI Corporate Mark

The JCI Corporate Mark is comprised of three trademarked elements:



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



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

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

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

- To present a well-articulated, consistent and legally protected corporate identity.
- To lay the foundation for recognition of and preference for JCI among customers, associates, vendors, investors and the general public.
- To demonstrate the essence of the JCI brand.

Minimum Space Requirements





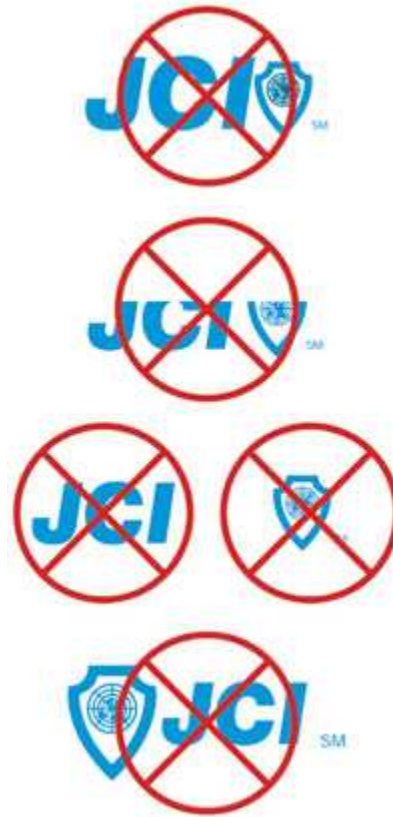
The mark should always have a minimum clearance zone around it. This ensures clarity of communication and prevents the mark from becoming lost or crowded.

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.

Incorrect Usage of the JCI Corporate Mark



- 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.

JCI Tagline and Slogan

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 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 toward 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 field. 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 to change.

Translating the JCI Tagline

It is allowable for NOMs and LOMs to translate the JCI tagline into their own native tongue providing the following criteria are met.

- The corporate identity standards outlining use of logo and tagline are adhered to.
- The translation is a direct translation of the official JCI tagline.
- The official Spanish translation shall be:

Cámara Júnior Internacional
Federación Mundial de Jóvenes Líderes y Emprendedores

- The official French translation shall be either of the following:

Jeune Chambre Economique
Fédération mondiale des jeunes leaders et entrepreneurs

Jeune Chambre Internationale
Fédération mondiale des jeunes leaders et entrepreneurs

Tagline Format

The typeface for the tagline is Helvetica Neue. Both taglines are supplied as artwork. The tagline should be justified with the first and last letter of the 'Junior Chamber International' or it's translated equivalent.



For use with the logo the tagline uses the following specific fonts and point sizes:

1. For landscape versions:

The words 'Junior Chamber International' uses Helvetica Neue 75 Bold with a 15.37 pt font size.

The words 'Worldwide Federation of' uses Helvetica Neue 45 light with a 10.76 pt font size.

2. For stacked versions:

The words 'Junior Chamber International' uses Helvetica Neue 75 Bold with a 14.08 pt font size.

The words 'Worldwide Federation of' uses Helvetica Neue 45 light with a 9.86 pt font size.

JCI Color Palette

The JCI Primary Color Palette

The JCI Corporate Mark is a one-color identity. In order to reflect JCI's heritage whilst giving it a fresh new feel, a dark aqua has been chosen as the JCI organization's primary color. Known as JCI Aqua, its color 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.



The JCI Secondary Color Palette

The Secondary Color 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, MsPowerPoint presentations and websites relating to that country. However, they should never overpower the primary color

 <p>JCI Dark Lilac</p> <p>Pantone 2582</p> <p>CMYK RGB C 42% R 145 M 65% G 168 Y 0% B 175 K 0% Web #916CAF</p> <p>RGB = 145 – 108 – 175</p>	 <p>JCI Lime</p> <p>Pantone 376</p> <p>CMYK RGB C 56% B 125 M 0% G 194 Y 100% B 66 K 0% Web #7DC242</p> <p>RGB = 125 – 104 – 66</p>
 <p>JCI Navy</p> <p>Pantone 2726</p> <p>CMYK RGB C 83% R 58 M 60% G 103 Y 0% B 177 K 0% Web #3A67B1</p> <p>RGB = 58 – 103 – 177</p>	 <p>JCI OJ</p> <p>Pantone 1665</p> <p>CMYK RGB C 0% R 243 M 69% G 113 Y 100% B 33 K 0% Web #F37121</p> <p>RGB = 243 – 113 – 33</p>
 <p>JCI RED</p> <p>Pantone 201</p> <p>CMYK RGB C 0% R 158 M 100% G 27 Y 63% B 52 K 29% Web #9E1B34</p> <p>RGB = 158 – 27 – 52</p>	

Regional JCI Identity Color Variants

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

Logos with a secondary regional variant should show the tagline justified with the first letter of the combined name (ex. The 'J' in Junior Chamber International Canada) and either the last character of the combined name (ex. The last 'A' in Junior Chamber International Canada) or the 12th character of the secondary name (ex. The first 'b' in 'Junior Chamber International Dutch Caribbean')



Junior Chamber International India
Worldwide Federation of Young Leaders and Entrepreneurs



Junior Chamber International Ireland
Worldwide Federation of Young Leaders and Entrepreneurs



Junior Chamber International Canada
Worldwide Federation of Young Leaders and Entrepreneurs



Junior Chamber International Dutch Caribbean
Worldwide Federation of Young Leaders and Entrepreneurs



Junior Chamber International Switzerland
Worldwide Federation of Young Leaders and Entrepreneurs

LOM Corporate Identity

LOM name and logo and usage

Local chapters are encouraged to adopt the JCI branding for their organizations. Correct usage of the JCI Logo and tagline follow the same guidelines as for national organizations. The following guidelines are specific to local chapters:

- Local chapters must choose the same secondary color as their affiliated national organization
- The local chapter name must be placed directly after the Junior Chamber International name. If there is a desire to include the associated country name it should be placed in parentheses after the local chapter name.

Junior Chamber International MyTown
Junior Chamber International MyTown (Country)

Logos with a secondary regional variant should show the tagline justified with the first letter of the combined name (ex. The 'J' in Junior Chamber International Toronto) and either the last character of the combined name (ex. The last 'O' in



Junior Chamber International Toronto) or the 12th character of the secondary name (ex. The third 'o' in 'Junior Chamber International Coconut Grove')



Using 'JCI' with your chapter name

National and local chapters are encouraged to shorten the local chapter name to JCI MyTown (insert your chapter name) in any correspondence or in discussions, however, in these case the logo must always be presented in full and must follow the CI guidelines for printed materials.

JCI Stationery

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.

Helvetica Neue Light
Helvetica Neue Medium
Helvetica Neue Bold

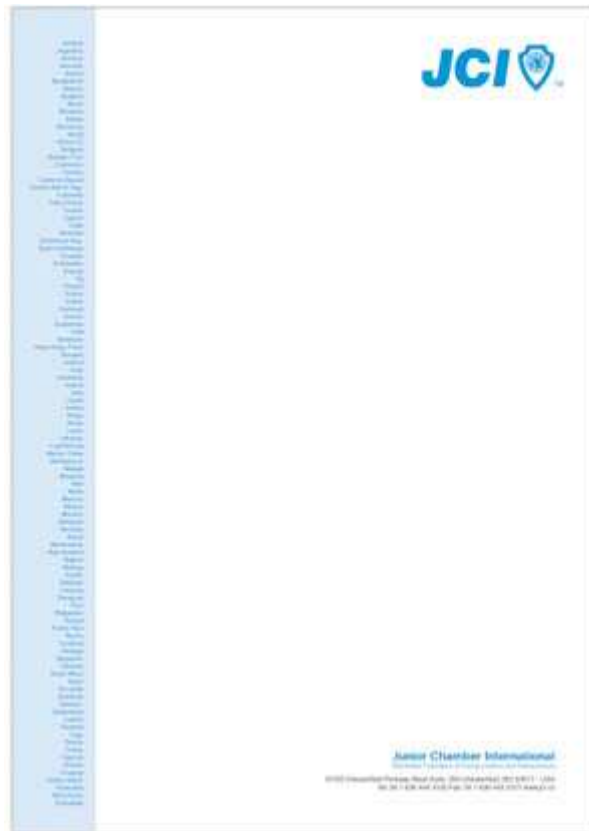
Where Helvetica Neue is unavailable Helvetica regular must be used, however it is preferable to use Helvetica Neue as body copy in all communications. This is a universally available typeface. This applies to business documents, correspondence,



promotional materials, displays, product labels, signs, web pages and other media. However, the JCI logo must always appear in Helvetica Neue.

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 right-aligned 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, and 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. All LOMs and NOMs are encouraged to adopt the official business card designs as shown on the JCI website. **Members are encouraged to use the back of their JCI cards to print their own business information or other pertinent chapter information.**



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.



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.



Signage and Imagery

When the JCI logo is used for signage or banners all mark, typography and color 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 for approval.

Imagery Specifications

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

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

Joint Promotions

Occasionally, JCI enters into a partnership agreement to jointly promote a JCI product or service. Joint promotion initiatives require a full review of content and design by the JCI Secretary General, Tel.: 1-636-449-3100, Email: identity@jci.cc for approval.

Promotional Products

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



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

JCI Officers Pins

Official JCI Officer's pins are only available from JCI HQ. The JCI Officers pins must adhere to the following corporate identity guidelines:

- The pin consists of the JCI logo and the position title.
- The position title is directly underneath the JCI logo with the final letter of the text justified with the bottom point of the JCI shield. The text is in ALLCAPS.
- The NOM officer's pins are GOLD in color.
- The LOM officer's pins are SILVER in color.

Other JCI Pins

Using the JCI logo on pins requires full compliance with JCI corporate identity guidelines that govern the use of our logo and corporate mark.

F.A.Q.

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

A. PMS 2925

Q. What is JCI's Corporate Typeface

A. Helvetica Neue

Q. When the background is more than 50% value, which logo should I use?

A. The reverse (white) should be used.

Q. If printing in one-color, can I print the JCI logo in that color, even if it is not one of the acceptable colors?

A. No, but you can print the reverse (white) in a color bar.

Q. Is there a standard placement for the JCI web address?

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

Q. Is there a standard abbreviation of "Junior Chamber International?"

A. Yes, the abbreviation is "JCI."

Q. Can I use the JCI logo in a headline?



A. The logo must never be used as part of a headline or in body copy.

Q. Can 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.

Corporate Identity Downloads

Go to <http://www.jci.cc/members/ci/download> to download to following items:



JCI Logo-Dark Aqua (PMS 2925)



Black JCI logo



White JCI logo



JCI Logo with tagline-Dark aqua (PMS 2925)



Lime (PMS 376) NOM Logo with tagline



OJ (PMS 1665) NOM Logo with tagline



Purple (PMS 2582) NOM Logo with tagline



Navy (PMS 2726) NOM Logo with tagline



Black logo with tagline



White logo with tagline-



JCI logo with tagline-landscape-Dark aqua (PMS 2925)-



Lime (PMS 376) NOM Logo with tagline-landscape-



OJ (PMS 1665) NOM Logo with tagline-landscape-



Purple (PMS 2582) NOM logo with tagline-landscape-



Navy (PMS 2726) NOM logo with tagline-landscape-



Black logo with tagline-landscape-



White logo with tagline-landscape-



JCI Business card-Dark aqua (PMS 2925)-



Lime (PMS 376) Business card-



OJ (PMS 1665) Business card-



Purple (PMS 2582) Business card-



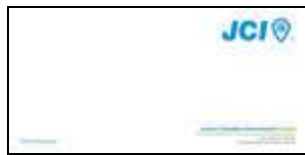
Navy (PMS 2726) Business card-



Black business card-



JCI Compliment slip-Dark aqua (PMS 2925)-



Lime (PMS 376) Compliment slip-376-



OJ (PMS 1665) Compliment slip-



Purple (PMS 2582) Compliment slip-



Navy (PMS 2726) Compliment slip-



Black compliment slip-



JCI Envelope-Dark aqua (PMS 2925)-



Lime (PMS 376) Envelope-



Purple (PMS 2582) Envelope-



Navy (PMS 2726) Envelope-



Black envelope-



JCI Letterhead-Dark aqua (PMS 2925)-



Lime (PMS 376) Letterhead-



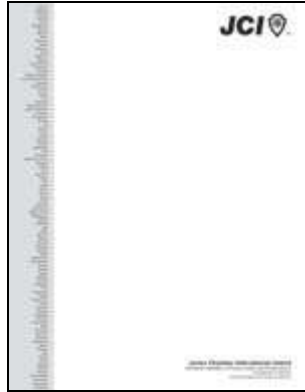
OJ (PMS 1665) Letterhead-



Purple (PMS 2582) Letterhead-



Navy (PMS 2726) Letterhead-



Black letterhead-



JCI Powerpoint template-Dark aqua (PMS 2925)-



Lime (PMS 376) Powerpoint template-



OJ (PMS 1665) Powerpoint template-



Purple (PMS 2582) Powerpoint template-



Navy (PMS 2726) Powerpoint template-

Vragen

Mocht je toch nog vragen, opmerkingen of suggesties hebben in verband met deze handleiding, neem gerust contact op met de webmaster van JCI Vlaanderen, via webmaster@jcivlaanderen.be.