

WELCOME TO

**THE
JUNIOR
LEAGUE**

BRAND STANDARDS



INTRO

WELCOME TO THE JUNIOR LEAGUE BRAND STANDARDS

CLEARLY INSPIRING.

Junior League members value the importance of sending a clear and consistent message whenever they engage with their communities. To help empower individual Leagues and League members, we created this easy-to-use brand standards guide.

SIMPLE. THOUGHTFUL. SOPHISTICATED. MODERN.

Now all your materials—from newsletters, to posters, to print campaigns, and more—can communicate a clear, consistent message and sophisticated look and feel, shared by Leagues around the globe.

OBSERVING WHAT WE STAND FOR.

The Junior League is a highly respected organization with an extraordinary legacy, and it's the shared responsibility of every League member to protect our brand by communicating who we are and what we do through a clear and consistent identity and message. This guide is meant to help you do your part in representing The Junior League brand.

It is our most valuable asset, encompassing everything we do and say.

It is our unique value proposition to the world.

It is an expectation of what people get when they engage with us—regardless of geographic location, issue focus, current leadership or current trends.

It is not a marketing campaign; an advertising campaign; a social media campaign....although each plays a significant role in broadcasting and buttressing brand.

Consistency and alignment in messaging and visual identity is critical to generating greater awareness for The Junior League around our brand promise to empower transformational female leaders to set bold goals, open their circles, disrupt convention and change the conversation for the betterment of civil society. And to do so in 291 communities in the four countries in which we operate... as individual pieces of one pie.

**WE ARE
THE JUNIOR LEAGUE**
LEADING CHANGE.
TRANSFORMING COMMUNITIES.

INTRO

CONTEXT

TIMELESS PRINCIPLES IN A MODERN CONTEXT.

For more than a century, Junior League members have confronted society's most pressing issues and tackled its toughest problems, leaving a legacy of reform like no other.

But in a complex world, accelerating and advancing at a rapid pace, change is uncomfortable, conflicts are inevitable and challenges are cyclical. Problems loom large. Leadership talent and funding are scarce.

To fight these battles, find solutions, and advocate for those in need, a renewable army of women empowered as agents of positive change is essential.

Preparing women to serve their communities is The Junior League's mission. Because tomorrow there will be new issues and new challenges—and the women of The Junior League will continue to serve as the undeterred voices for action, justice and change.

INTRO

VALUES

FOSTERING TRANSFORMATIONAL LEADERSHIP.

We value transformational female leaders who set bold goals, open their circles and their minds, disrupt convention & change the conversation. Women who seek to better themselves for the betterment of society.

Diversity: The Junior League welcomes all women who value our Mission. We are committed to inclusive environments of diverse individuals, organizations and communities.

Collaboration: We believe lasting societal change is achieved through both collaboration and meaningful disagreement. Living the value of collaboration inspires us to accomplish more together.

Community: We believe a strong sense of community is essential to human well-being. Living the value of community provides a foundation of inclusion, which allows us to make a greater impact on the world around us.

Empowerment: We believe that the empowerment of women is a necessary requirement to create positive, lasting societal change. Living the value of empowerment fosters trust and confidence in each other.

Leadership: We believe in the unique power of women's leadership abilities to transform communities for the better. Living the value of leadership allows us to make a collective difference.

Respect: We believe respect is a fundamental human right. Living the value of respect instills in us an unconditional positive regard for others.

Service: We believe it is through service that we build core relationships with others. Service is the lens through which we decide how we will invest our time and resources. Living the value of service empowers us as catalysts for lasting community change.

We value transformational female leaders who
SET BOLD GOALS,
open their circles and their minds,
disrupt convention &
CHANGE THE CONVERSATION
for the betterment of civil society.



INTRO

MISSION

TRANSFORMING COMMUNITIES BY CHALLENGING THE STATUS QUO.

The Association of Junior Leagues International, Inc. (AJLI) and the individual Junior Leagues are organizations of women committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers.

OUR COMMITMENT TO DIVERSITY AND INCLUSION

IN DIVERSITY THERE IS BEAUTY AND STRENGTH

The Junior League welcomes all women who value our Mission. We are committed to inclusive environments of diverse individuals, organizations and communities.

VISION

SOCIETY EVOLVES IN THE CARE OF BRAVE AND THOUGHTFUL LEADERS.

The Junior League: Women Around the World as Catalysts for Lasting Community Change.

SCOPE

PUTTING PROGRESS IN PERSPECTIVE.

By framing the work of local Leagues within the larger international network, it reinforces the scope of our work and the impact it has. It's all about power in numbers, or as we like to call it: The Multiplier Effect.

Here's an example of how you might frame this in a communication:

The Junior League of [City Name] is a network of empowered female civic leaders working with community partners to address and solve pressing issues like [Issue A] and [Issue B]. We're part of an international network of 291 Leagues comprised of over 150,000 women, in Canada, Mexico, the U.K. and the U.S., engaged in similar work in their own communities. This provides us with a unique and powerful depth of knowledge and resourcefulness to bring about the changes we strive to accomplish.

MESSAGING

VOICE

A POWERFUL STORY ISN'T HEARD, IT'S FELT.

To tell a compelling story, a communication's design and messaging work hand in hand.

The work we do, the leadership we provide is life changing to individual members, local communities and the world. Our voice is an opportunity to own that position. We can deliver tough messages with a sense of respect and humility, and embody professionalism without resorting to jargon or overly technical language.

The voice behind our message is:

Clear

- We are driven by a clear vision.
- We let our results speak for themselves.
- We project confidence through simplicity.
- We are organized in our efforts.

Bold

- We're not afraid to speak out or to be noticed.
- We look at issues in a new light.
- We stand up for those who cannot.
- We tackle the problems others ignore.
- We believe in the power of togetherness.

Confident

- We've been building and transforming communities for over 100 years.
- We create significant and lasting change.
- We're proud of our legacy.
- We are the source communities turn to when they have a problem to solve.
- We are intelligent, efficient, trained volunteers, not just "willing hands."
- We've provided millions of hours of service.

Human

- We are a brand about people.
- Our women are the force that makes change happen.
- Our women address critical human needs in their communities.
- We are a force for good in a complicated world.
- We are hands on with our communities, not just sending in money.
- We deal with the real issues of our society.
- We speak a language that everyone can understand.
- We nurture women to fulfill their potential.
- We believe that volunteer service is an essential part of responsible, engaged citizenship.

MESSAGING

KEY MESSAGES

HOW DO YOU ENCAPSULATE OVER A CENTURY'S WORTH OF PROGRESS?

From the Gilded Age to the Digital Age, the work and achievements of The Junior League is a bold and inspiring story with results that can be felt throughout the fabric of modern society.

To frame this up, we created this compilation of key messages to communicate the core of The Junior League's story.

Background

The Junior League, one of the oldest, largest and most effective women's volunteer organizations in the world, has matured and evolved since it was founded by social activism pioneer Mary Harriman in 1901.

Vision

True to their legacy, today's League members are at the forefront of tackling society's thorniest issues—addressing and acting as advocates on an array of critical issues including human trafficking, foster care, juvenile justice, teen self-esteem, cybercrimes, literacy and the environment, among others—for the express purpose of enhancing the social, cultural and political fabric of our society.

Commitment

Our commitment, has remained unwavering: to develop exceptionally qualified civic leaders who can identify a community's most urgent and pressing needs and address them with meaningful and relevant programs and initiatives that not only improve lives, but change the way people think.

Results

The Junior League—the 150,000 women empowered to lead in 291 Leagues in the United States, United Kingdom, Canada and Mexico—have amassed an archive of irrefutable results and an undisputed reputation as thoughtful and influential change agents for the public good. Our organization has been instrumental in championing education and literacy programs, children's cultural development, school nutrition, vaccination, the Clean Water Act, and heightened awareness around domestic violence and alcohol abuse.

MESSAGING

WORD LIST

WORDS THAT SUPPORT OUR POWERFUL MESSAGE.

Over the years we've kept tabs on the words and phrases we use most when talking about what we do and why we do it. We compiled this word and phrase bank to help bring power and consistency to your communications.

Words and phrases we like (not in any particular order):

Revolutionary
Revelationary (yes, we made this word up ;))
Revelationary Pragmatist
Leading Change. Transforming Communities.
Unparalleled
Unprecedented
Change agent
Force for good
The face of change
It starts with a woman
Civic leadership
Civic leader
Social activism pioneer
Challenging the status quo since 1901/challenge the status quo
Indefatigable
Community street cred
Investment
Generations of civic leaders
Invincible
Leadership Empowered
Leadership Reimagined
Leadership: Game On
All In
Ever-evolving needs; empowered to lead
Status quo disrupted
Strength in numbers
Pride Passion Progress

MESSAGING

BEST PRACTICES

WORDS THAT SUPPORT OUR POWERFUL MESSAGE.

The Junior League style standards below are to be used in all documents and publications produced by individual Leagues and the Association. For all other terms, including punctuation standards, consult the latest version of the Associated Press Stylebook.

The Association of Junior Leagues International

The title of the organization will be written as such, with “The” included, in first mention. In later mentions in the same document, you may use “AJLI” or the Association.

AJLI

AJLI is to be written in all caps without periods and without the use of “The.” Only when AJLI is used as an adjective does it require “The,” for example: the AJLI Board of Directors.

AJLI and League Personnel

All AJLI staff and League leader titles will be capitalized including, for example, President, President-Elect, Governance Vice-Chair, League Liaison and so on.

Annual Conference

Annual Conference will be capitalized when referring to the AJLI Annual Conference. Annual Conference will only be used with “The” when it is written as the entire title, for example: the AJLI 88th Annual Conference.

Award

Award is not capitalized as a stand-alone item, even when referring to Junior League Awards.

Board

Board will be capitalized when referring to the AJLI Board of Directors and to individual League Board. Board will not be capitalized when referring a board outside of the organization.

Email

Email will be written as one word in lowercase. Never hyphenate. Never capitalize unless it begins a sentence.

Governance Committee

Capitalize Governance Committee.

The Junior League

Capitalize “The” before Junior League, when referring to the organization as a whole when it stands alone or precedes the words Mission, Vision or Reaching Out Statement.

Junior League Names

Do not capitalize “the” when referring to an individual Junior League unless this is part of the League name. Always use the state name after the Junior League upon first mention. If the Junior League is mentioned again in the same document, no state name is necessary.

Junior Leagues’ *Kids in the Kitchen*

Upon first mention in writing, represent the name in full. Upon further mention in same document, you can simply use Kids in the Kitchen. Always italicize Kids in the Kitchen. [NOTE: We are in the process of trademarking Kids in the Kitchen without Junior League reference and should soon hold both trademarks.]

League

Capitalize when referring to any Junior League, regardless of how it is used in a sentence or phrase.

MESSAGING

Member Central

The members' section of the website should be capitalized and written as above, no quotations.

Membership Categories

Capitalize Provisional, Active and Sustaining Member as they stand alone. Do not capitalize, for example: "provisional member," "active membership" or "sustaining members."

Mission

Capitalize when referring to the formal Mission of either AJLI or an individual League.

Nonprofit

One word, no hyphen.

Vision

Capitalize when referring to the formal Vision of either AJLI or an individual League.

Voluntarism

Use instead of "volunteerism," as it is the broader term and used to mean the concept of volunteering as well as the work and concerns of the voluntary sector.

Website

One word, no spaces, no capitalization.

FORMATTING

Bullet Points

Do not add periods to the end of phrases/sentences that are bulleted, as they are not part of a formal paragraph structure.

Dates

Write numerals without "nd" or "th," for example: June 8, 2007

Hyperlinks

Remove hyperlinks in printed documents/publications.

Phone Number

Use periods, not hyphens, for example: 212.XXX.XXXX

IDENTITY

IDENTITY

A NAME CAN SPEAK VOLUMES.

The Junior League brand identity is communicated on a high level by our name, and those of our Leagues. There's a specific way The Junior League name should be featured in layout—as well as how it should appear for local Leagues.

International Name

As body text, the international name should be featured as “The Junior League” with a capital “T” on “The.” The role of “The Junior League” brand is the outward expression of an international alliance structure, and the “The” is reserved for the organizational brand as a whole, representing all 291 individual Leagues. In layout, it should be featured as seen.

The Association

Featured in body text as “The Association of Junior Leagues International” with a capital “T” on “The.” The name can be abbreviated as “AJLI,” in all caps, after the first occurrence of the full name. When referencing the Association with its acronym we do not use “The AJLI,” we simply say “AJLI.” While The Association of Junior Leagues International, Inc. is the Association's legal name, and is used in invoices, contracts, tax returns, legal documents and so on, the “Inc.” is not necessary in the logo.

In layout, the full name and abbreviation should be featured as seen here.

 **THE JUNIOR LEAGUE**

 **AJLI**

THE ASSOCIATION OF JUNIOR LEAGUES INTERNATIONAL

IDENTITY

Leagues

In the logo, the name of the League is represented by the city name. For example, it would be featured as “Junior League of Anywhere.” In layout, the full name should be featured [as above]. In body text, the League name should be featured as the “Junior League of Anywhere.” The “Inc.” that completes the legal name of some Leagues is used in contracts, tax returns, legal documents and so on, but is not necessary in a logo.

League names can be abbreviated, in all caps with no punctuation, after the first occurrence of the full name.

For example:

“We had a great time visiting the Junior League of Los Angeles (JLLA) Now that I have seen how JLLA operates, I feel inspired.”

Be careful not to rely on the acronym in lieu of “Junior League of Anywhere” on a regular basis—particularly with external audiences—because you diminish awareness of the Junior League as a brand.



IDENTITY

LOGO

A MEMORABLE MARK THAT EMBODIES STRENGTH, CONSTANCY AND STABILITY.

The combination marks combine the JL icon with the League name. Select the version that best suits the design of the materials you are producing.

PRIMARY

Combo Stacked

This is the preferred lockup because it recognizes the League as part of a larger association while emphasizing the power of the local name.



SECONDARY COMBOS

Combo

Recommended with League names up to 12 characters only



Combo Stacked Centered

To be used when design of the piece requires centered alignment



IDENTITY

Horizontal Wordmark

The wordmark can be used when there are enough design elements in the piece to help it distinguish itself as belonging to our brand.

Stacked Wordmark

The wordmark can be used when there are enough design elements in the piece to help it distinguish itself as belonging to our brand.

Clear Space

A margin of clear space is always drawn around the logo to create an invisible boundary, giving it room to breathe and more visual impact. This area of isolation also ensures that headlines, text or other visual elements do not encroach on the logo, and should be increased whenever possible.

The clear area is defined by using half of the height of the logo box, which is referred to as "x." There should always be half the distance "x" between any part of the logo and any other page element or the edge of the page.

JUNIOR LEAGUE OF ANYWHERE

**JUNIOR LEAGUE OF
ANYWHERE**



IDENTITY

DON'TS

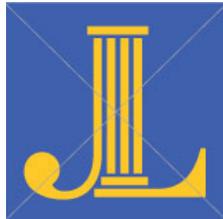
Do not change the position of the JL in the box



Do not distort, should always be proportional



Do not reproduce in an unapproved color



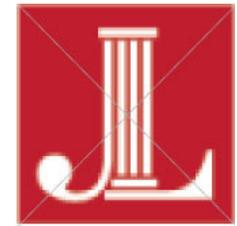
Don't reconfigure or change the size or placement of any logo elements



Do not rotate or animate the JL



Do not use low-quality/low-resolution logo files



Do not add special effects such as drop shadows, reflections, glows, gradients or extra strokes



Do not place against a "busy" background that compromises its visibility



IDENTITY

TAGLINE

Our tagline can be used as a design element. In this situation, the full combination mark should appear somewhere else on that design piece.

There is flexibility in the placement of the tagline and combination mark.

The words in the tagline, including their order, should not be changed or revised. The tagline should be “stacked” and appear in ALL CAPS using FF DIN bold.

**WOMEN
BUILDING
BETTER
COMMUNITIES**



IDENTITY

TRADEMARK

A TRADEMARK THAT REFLECTS OUR PRIDE, COMMITMENT AND HERITAGE.

Our brand is a valuable asset, and therefore its trademark must be protected. Our trademark is registered and should be displayed with the appropriate symbol.

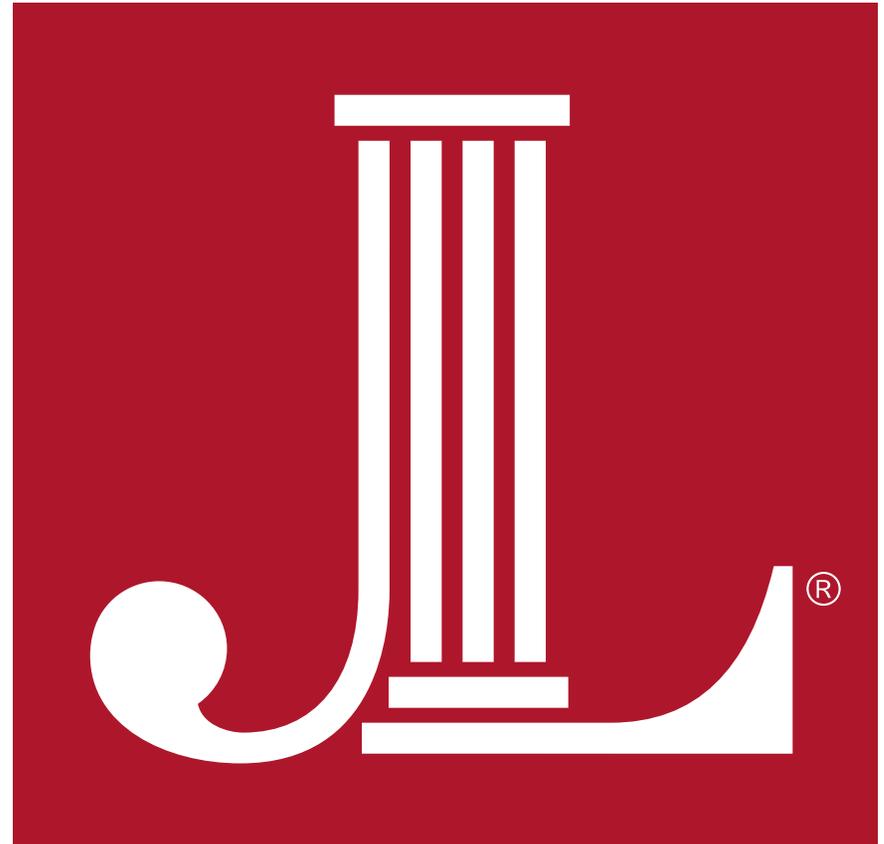
In print, the registration mark ® should be properly noted the first time the name is used in a document, like a press release or article, or anywhere else our trademark and copyright notice does not appear.

Here's how to indicate our trademark in writing:

Include the ® symbol in the upper right-hand corner, above the word:

- The Junior League®
- The Association of Junior Leagues International®
- Junior League of Name®

The JL icon should always have the ®. There are times when using the icon at a smaller size will make the ® symbol illegible, and therefore may be removed.



IDENTITY

ACKNOWLEDGEMENTS

THE POWER OF ASSOCIATION: STRENGTH IN NUMBERS

Our overarching goal is to have greater brand awareness for The Junior League and every individual League that is a part of our Association. It is important to acknowledge that each of us comprise a much larger whole.

We strongly encourage you to have a page on your public-facing website about your League's membership in The Association of Junior Leagues International. It strengthens your League to show that you are part of an international organization—291 Leagues strong. While your work locally is extraordinarily important, there is equal value to communicating that your League is a vital part of a global entity.

To that end, we have made available an "About AJLI" widget that can be plugged directly into your League site. Designed to mirror information from the official AJLI site, the "About AJLI" widget will fit on to a web page and inform visitors about AJLI and our shared mission. Installing the widget also will ensure that you're using the most current language to describe who we are, what we do and how many Leagues comprise the Association (FYI—as of 3.15.16 there are 291. Some of you believe there are more; some of you believe there are fewer... it's a silly bit of information to get wrong). To get a widget for your site, please visit The Widget Marketplace.



JUNIOR LEAGUE OF PHOENIX
Women building better communities®

Join Donate Subscribe Login f t y+ in

Home About JLP Community Impact Support JLP Store

About JLP

- 2014-2015 Board of Directors & Operations Team
- President's Message
- Meet Our Members
- History
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- Community Advisors
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About AJLI

We Are The Junior League

Our Mission
The Association of Junior Leagues International, Inc. (AJLI) is an organization of women committed to promoting volunteerism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

Our Vision
The Junior League: Women Around the World as Catalysts for Lasting Community Change.

Our Reaching Out Statement
The Association of Junior Leagues International, Inc. reaches out to women of all races, regions and national origins who demonstrate an interest in and commitment to volunteerism.

Association Purpose
The purpose of The Association of Junior League International, Inc. is to add value to its member Leagues in their fulfillment of The Junior League Mission.

The Power of Association
Founded in 1901 by New Yorker and social activism pioneer, Mary Harriman, the Junior Leagues are charitable nonprofit organizations of women, developed as civic leaders, making a demonstrable impact on their communities. In 1921 the Leagues joined forces as an association, which is today known as The Association of Junior Leagues International, Inc., in order to bolster their power and amplify their voice through shared knowledge and common causes.

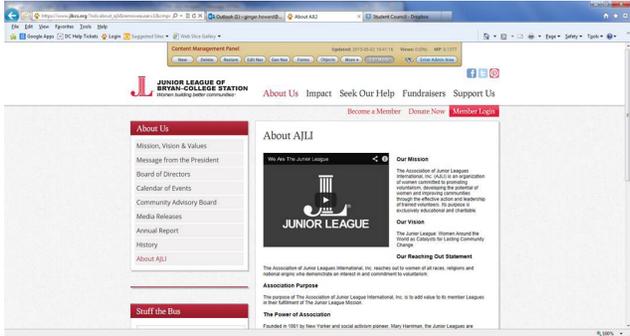
OUR MISSION
The Junior League of Phoenix is an organization of women committed to promoting volunteerism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers.

True to that legacy, today's League members work at the forefront of social reform, tackling the toughest and most critical issues of the day—including childhood nutrition and obesity, human trafficking, foster care, juvenile justice, teen self-esteem, cyberstalking, literacy and the environment, among others—for the purpose of enhancing the social, cultural and political fabric of civil society.

As a result of this work, The Junior League—and the more than 155,000 women in 292 communities in the United States, the United Kingdom, Canada and Mexico who comprise its ranks—has amassed an archive of inimitable results and an indisputable reputation as thoughtful and influential change agents for the public good. Together, our members constitute one of the largest, most effective volunteer organizations in the world.

Today AJLI is a charitable nonprofit organization that provides continuity and support, guidance, and leadership development opportunities to its member Leagues. Through regional, national and international meetings, comprehensive resources, customized consultations, and League and member benefits, it supports its member Leagues in the fulfillment of The Junior League's Mission. AJLI is governed by a 20-member Board of Directors, which is accountable to the Leagues and comprised of women who are members of the Junior Leagues in their communities. The Association's New York City-based staff, under the leadership of the Executive Director, provides services to Leagues that support the established goals.

AJLI is a 501(c)(3) not-for-profit organization. All of its programs and activities are supported by League membership dues, foundation and corporate grants, and other revenue-producing efforts.



Current Management Panel | Updated: 2016-03-02 10:41:16 | News & Events | WP 4.7.10

JUNIOR LEAGUE OF BRYAN COLLEGE STATION
Member Center | Home | About Us | Impact | Seek Our Help | Fundraisers | Support Us

Become a Member | Donate Now | Member Login

About Us

- Mission, Vision & Values
- Message from the President
- Board of Directors
- Calendar of Events
- Community Advisory Board
- Media Releases
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- About AJLI

Staff the Bus

About AJLI

We Are The Junior League

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The Power of Association
Founded in 1901 by New Yorker and social activism pioneer, Mary Harriman, the Junior Leagues are

IDENTITY

ANNIVERSARIES

CELEBRATE SIGNIFICANT MILESTONES IN THE HISTORY OF YOUR LEAGUE.

Association Anniversary

Celebrating your anniversary as a member of the Association is based on the year your League was admitted to the Association. To request your customized Anniversary Logo, please email us at communications@ajli.org.

Community Anniversary

Celebrating your anniversary within your community at major milestones (20, 30, 40 years...). To request your customized Anniversary Logo, please email us at communications@ajli.org.

Association Anniversary Option 1



Association Anniversary Option 2



Association Anniversary Option 3



Community Anniversary Option 1



Community Anniversary Option 2



IDENTITY

PARTNERSHIPS

CREATING CHANGE THROUGH COLLABORATION.

When your Junior League works with an external organization it's considered a "co-branded" initiative. This is a partnership between your League and the community organization that can result in increased awareness of both organizations and provide effective marketing opportunities for your League. Co-branding also has the potential to elevate The Junior League brand in the mind of your community.

Logo Placement

Your League's logo should be equal in size and prominence with equal partner logos. The logo should not be altered in any way. Always maintain clear space minimums around the logo.



ENDORSEMENTS

LENDING CREDIBILITY WITH OUR NAME.

Use of The Junior League brand in conjunction with an initiative, service or event conveys a promise of authenticity and a reassurance of intent. The Junior League brand is the source of credibility and accountability, and the presence of it as an endorsement in the brand name establishes a powerful sense of trust.

Brand Positioning

All programs, initiatives, efforts and events that are produced by Leagues should use a phrase that identifies it as effort "of the Junior League of [city name]."

This phrasing should be placed below the mark that represents that initiative, and should be scaled slightly smaller to show hierarchy. Maintain enough clear space between the two for legibility.

The Junior League logo always should be present but depending on product/delivery/collateral may not be able to be locked up with event logo. Make every effort to make sure it's in close proximity, otherwise you lose the connection between the event and the League.



DESIGN

DESIGN ELEMENTS

SHOWING THE SPIRIT OF THE LEAGUE.

The look and feel of Junior League communications and materials should embody the spirit, passion, and intelligence of our organization. To achieve this, the designs should be:

[The following mirrors the tenets from the Voice section since they should both be informed by the same philosophy.]

Clear

- We are driven by a clear vision.
- We let our results speak for themselves.
- We project confidence through simplicity.
- We're organized in our efforts.

Confident

- We've been building and transforming communities for over 100 years.
- We create significant and lasting change.
- We're proud of our legacy.

Bold

- We're not afraid to speak out to be noticed.
- We look at issues in a new light.
- We stand up for those who cannot.
- We tackle the problems others ignore.
- We believe in the power of togetherness.

DESIGN

DESIGN ELEMENTS (cont.)

While there must be consistency among the core elements, there is flexibility when creating printed and online pieces. By using the same fonts, colors and other core elements, our communications have the same ‘feel’ to them—an overall Junior League style.

Text Only

Sometimes a pure typographic solution can make a more powerful statement. It’s about putting the core message front and center.

Outline

Only to be used for headlines or artwork—the design treatment provides contrast to the all cap headers and weight of the logo mark. An outline should never be used on the wordmark when it is used alone.

Tone On Tone

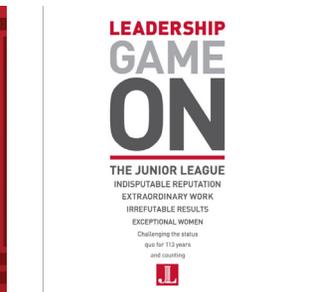
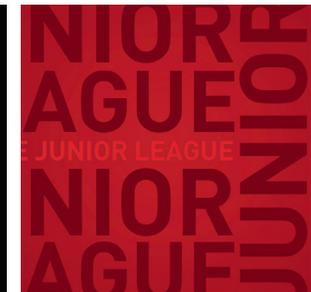
Give texture and depth by using monochromatic reds or greys. They should not be mixed together within the same space.

White Space

Gracious amounts of white space give design elements breathing room and helps the viewer understand what’s important.

Move Off the Page

Cropping adds visual interest. Consider cropping headers, the brand mark and images to push the boundaries of the design and move the viewer’s eye across the page. When cropping the “JL” mark, always include the full mark or the wordmark somewhere else on the page.



DESIGN

TYPOGRAPHY

CLARITY AND CONFIDENCE, DOWN TO THE LETTER.

Primary Typeface

FF DIN is The Junior League’s primary typeface. This is used for the logo and wordmark, and all print communications and merchandise. FF DIN is the more polished form of it’s historical predecessor—DIN 1451. Introduced in 1905, DIN 1451 has been the standard typeface for road signage and traffic signs in Germany since the 1930s. A balanced, legible, contemporary typeface, FF DIN is celebrated for being clean, modern, bold and striking—yet neutral enough to be objective bearer of information.

The Junior League uses FF Din 1 and FF Din 2 families. They contain five font weights plus italic versions for each. Combine font weights in a way that visually separates different textual elements like headlines, sub-headlines, body copy, and captions. Plan carefully to create visual contrast and accentuate the content hierarchy.

Secondary Typeface

Museo Sans is The Junior League’s secondary typeface—used for the Web or for materials meant to be read online, such as PDFs. Museo is a sturdy, low-contrast, highly legible sans-serif typeface well suited for any display or text use. It includes 5 weight styles with italic versions for each. Museo should never be used as a replacement for DIN in the logo or wordmark.

Arial

Arial typeface is an acceptable stand in only when DIN or Museo are unavailable. Arial may be used in PowerPoint presentations as well. However, it should never be used as a replacement for DIN in the logo or wordmark.

Social activism pioneer

LIGHT

We nurture women to fulfill their potential.

LIGHT ITALIC

Force for Good

REGULAR

REVOLUTIONARY

BLACK

We tackle the problems others ignore.

REGULAR ITALIC

UNPARALLELED

BOLD

Our women are the force that make change happen.

MEDIUM ITALIC

CHANGE AGENTS

MEDIUM

A-Z and Numerals

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

WEIGHTS

FF DIN Light

FF DIN Light Italic

FF DIN Regular

FF DIN Regular Italic

FF DIN Medium

FF DIN Medium Italic

FF DIN Bold

FF DIN Bold Italic

FF DIN Black

FF DIN Black Italic

DESIGN

COLOR

THE COLOR OF PASSION AND LEADERSHIP.

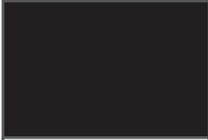
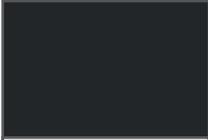
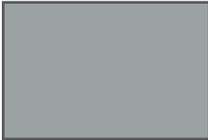
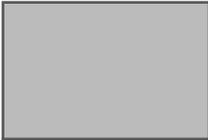
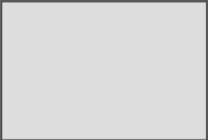
JL Red is one of our distinguishing features and is an essential part of our brand identity. When combined with white, dark grey and black, a distinct style is created that is both easy to use and powerful in its simplicity.

Usage

It is important that every JL design utilize the JL Red brand color. While it does not have to be the primary focus of the piece, it should be visible somewhere in the composition.

Use JL Red to emphasize, accentuate and lend priority. By using it in smaller increments against a white background, the color becomes more pronounced and proud. If a piece is predominantly JL Red, go with a monochromatic approach, using white type.

The logo may be placed on other background colors. In those cases, the logo should appear in white. Maintain contrast between the background and the logo to ensure legibility.

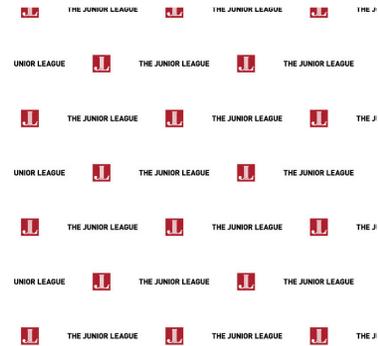
 <p>JL RED #bf1e2e rgb(191, 30, 46) pms 187 c18 m100 y91 k8</p>	 <p>RICH RED #761213 rgb(118, 18, 19) pms 188 c27 m100 y100 k30</p> <p>usage: overlay – for monotone look, for accent in graphics</p>	 <p>BLACK #000000 rgb(0, 0, 0) c0 m0 y0 k100</p> <p>RICH BLACK c75 m68 y67 k89</p> <p>usage: for large solid areas</p>	 <p>CHARCOAL #25282a rgb(37, 40, 42) pms 426 c0 m0 y0 k90</p>
 <p>DARK GREY #555555 rgb(85, 85, 85) pms 425 c0 m0 y0 k80</p>	 <p>MED GREY #9ea1a2 rgb(158, 161, 162) pms 422 c0 m0 y0 k50</p>	 <p>LIGHT GREY #bcbcbc rgb(188, 188, 188) pms 420 c0 m0 y0 k30</p>	 <p>WATERMARK #ebebeb rgb(235, 235, 235) pms ??? c0 m0 y0 k10</p>
 <p>JL SILVER pms 877</p>	 <p>WHITE #ffffff rgb(255, 255, 255)</p>	 <p>RED GRADIENT #761213 to #bf1e2e</p>	 <p>DK RED GRADIENT #5d090a to #9e1f2e</p>

DESIGN

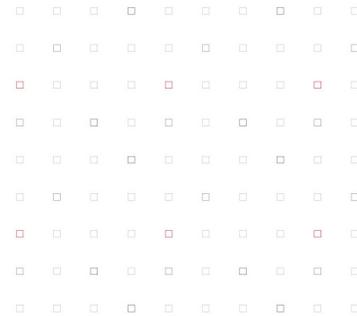
PATTERN

THERE'S POWER IN NUMBERS.

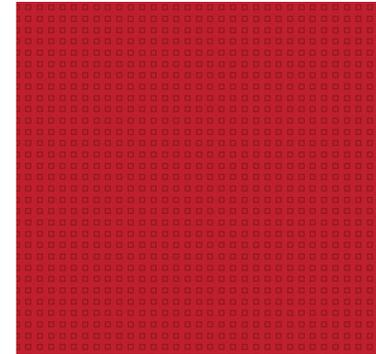
Two of our patterns reference the logo block. By using the shape in a pattern, it suggests the power of our Association and the multiplying effect we have in communities. Colors can be reversed and combinations changed. For help, contact communications@ajli.org.



Step & Repeat



Airy Twinkle



Dense Tonal Grid



Parallax Women

DESIGN

PHOTOGRAPHY

CAPTURING LEADERSHIP AND TRANSFORMATION IN ACTION.

Used well, photography can reaffirm the spirit and point of view of The Junior League brand. Applied carelessly, it can have the opposite effect.

Subject Matter

Photography should convey the story of working in the community, helping to position The Junior League as being part of the larger fabric of society.

Quality & Resolution

Use clear, well-lit photography. Consider the composition and framing so that the image conveys a story—even to someone without context. Never use low-resolution photos or jagged/pixelated images.

Candid Images & Portraits

For community photos, photograph members engaged in the work, showing them having fun and collaborating with others. For portraits of civic leaders, etc., photograph them looking directly into camera to communicate confidence.



DESIGN

PHOTOGRAPHY (cont.)

Avoid Misperceptions

Although photos of Junior League social activities can lend personality and texture, they should play less of a leading role. These types of images can have a reverse effect, perpetuating misperceptions of The Junior League and weakening the value of our role in our local communities and beyond. Also, when considering what photos to share please be sure to demonstrate the full spectrum of diversity that exists within your League—race/ethnicity, religion, age, personal style, appearance, etc.

General Guidelines

Signed releases should be used when adults are posed for photographs or stated to appear on videotape. Signed release forms are not needed when subjects are in public places such as fairgrounds, parks, or public streets. When images are published, your League should take cautionary steps to provide minimum identifying information and not use specific street or mailing addresses, e-mail addresses, or phone numbers. Photographs or videotaping in private or public schools or youth camps must be done only with school or camp permission. It is the responsibility of the photographer or videographer to obtain signed release forms and maintain records.

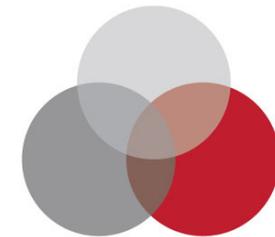
Photo/video release forms are available for download on the AJLI member website.



DESIGN

ILLUSTRATION

Illustration is used to help support or explain an idea. Our style is flat and simple. Use colors from our palette. Download a sample set from the AJLI web site to help you get started.



SOCIAL MEDIA

SOCIAL MEDIA

Social media has greatly increased our collective capacity to connect with one another and the communities we serve. It facilitates the healthy sharing of ideas and information with people and organizations committed to creating social good. AJLI embraces social media and recognizes its power to help us continue our legacy—115 years and counting—of women building better communities.

NAMING CONVENTION

When naming your League’s social media presence, clearly and concisely identify your League (i.e. Junior League of Anywhere). Do not name your page in such a way that it might be confused with a general page representing The Junior League, or with any other League.

When representing your League please remember to set up a Facebook PAGE (different from PROFILE, i.e. First Name “Junior”, Last Name “League”) or your account may be disabled for violating Facebook’s Terms of Use (see below):

“Facebook profiles are meant to represent a single individual. Organizations of any type are not permitted to maintain an account under the name of their organization. We have created Facebook Pages to allow organizations to have a presence on Facebook. These Pages are distinct presences, separate from user profiles, and optimized for an organization’s needs to communicate, distribute information/content, engage their fans, and capture new audiences virally through their fan’s recommendations to their friends. Facebook Pages are designed to be a media rich, valuable presence for any artist, business or brand.

NEED A PRIMER ON SOCIAL MEDIA TO SHARE WITH YOUR LEAGUE MEMBERS?

Download our Social Media Guidelines from the Resouce Library and help your members to become brand ambassadors.

SOCIAL MEDIA

PROFILE GRAPHIC

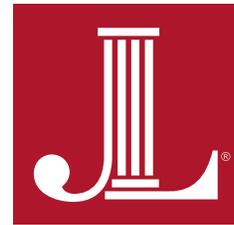
The preferred icon should be the “JL box” Logo. The square shape lends itself well to the icon shape on most platforms. Depending on length of name of your League, you may be able to use the “Center Stacked Combo” (see sample) It is preferred that you use the same profile graphic and cover photo throughout all your social media platforms to encourage consistency.

POST TYPES/CONTENT

These platforms serve a dual purpose: as they are both an internal and external means of communication. Internally, you are communicating with your members and engaging them in the work of your League. Externally, you are raising awareness of the work of your League.

As you are crafting content for social media, always remember to tag partner organizations and people, such as event speakers and guests. Proper tagging is likely to be noticed and result in shares of your posts.

If you are reposting content, including direct quotes from other Leagues or from outside experts or organizations, make sure to give them proper attribution through tagging.



Social media provides Junior Leagues a great opportunity to participate in an ongoing conversation about their community impact and exhibit thought leadership. All Leagues have plenty to share, some ideas include:

- Announcements for the community
- Volunteer recruiting events
- Events benefitting the community (e.g. back-pack and food drives)
- Upcoming fundraisers
- Educational events (e.g. panels on human trafficking, nonprofit board trainings)
- Announcements for members
- Reminders about meetings and trainings
- Invitation to apply for board and committee positions
- Displays of thought leadership
- Blog posts related to community impact initiatives
- Articles related to community impact initiatives written by experts
- Infographics (created by your League or by experts) related to community impact initiatives
- General good news about your community, your community partners, and any member accolade

SOCIAL MEDIA

PLATFORM RECOMMENDATIONS

There is no one-size-fits all answer as to which social network(s) is right for your League. When considering which social media sites to use, think about which sites most of your members and the audience you want to reach are on.

Currently, the most popular sites in order of popularity for Junior Leagues are Facebook, Twitter, Instagram, Pinterest, and LinkedIn.

In no way should Junior Leagues adopt accounts on more than one of these sites if they cannot manage them properly. Each of these sites has its own rules and conventions and adopting a social media site means that you are willing to commit to those sites and the audience you are reaching out to on them. Trying to take a shortcut, e.g. cross-posting to Twitter from Facebook, tells your audience that you do not prioritize the channel and community following you there.

COMMUNITY MANAGEMENT

Junior Leagues should assign community management to members who both understand social media and the importance of communicating regularly with your online audience. Depending on the League's capacity, community management might be assigned to one or more persons.

Good community management also requires understanding the ins-and-outs of the manager's League. The community manager should understand the League's and AJLI's brand standards, internal and external League events, and the League's crisis management communications plan.

Community management often involves customer service responsibilities such as answering questions about the League and its upcoming events on social media. Occasionally, this also means handling complaints and criticism too. Good community management means handling any and all commentary in a timely manner. Often simply responding in a timely manner is enough to defuse a situation that begins negatively. On occasion, properly addressing a negative comment means taking matters offline. League community managers should be prepared for any situation and have a plan of action should matters escalate.

And remember, social is social. It's not a one-way street. It's a conversation. It's just as important to listen as it is to tell your story. It is important to engage with your social media audience and to talk with them not at them.

FREQUENCY

How often should my League post? The answer is...there is no definitive. Be flexible, test and learn what works for your audience. Post at times when your audience is most active as this will have the greatest effect on engagement with your content. Some recommended baselines to start with:

 **Facebook:** A good rule of thumb for posts per day is no less than one, no more than two (which will have you posting anywhere from 5-10 times per week)

 **Twitter:** Tweeting 3-8 times per day is often a happy medium.

 **Instagram:** 1-4times per day

 **Pinterest:** Start with 5-10 pinboards that have 5 pins each. Then 15 pins per week.

 **LinkedIn:** 2-3 times per week.

SOCIAL MEDIA

VISUALS

Visuals are processed by the mind faster than text, and form a powerful emotional connection to the story of your League. The images posted by a League's community manager should help tell the story of your League. Images can and should be joyful and happy. Try to find a balance between smiling "posed" photos with those showing members actively engaged in their community. Be careful not to include photos of members with drinks at events; we don't want to perpetuate the misconceptions of The Junior League.

Photos may only be posted upon receipt of proper photo/video release form and/or permission from photo subjects.



RESOURCES

ON BRAND: CREATIVE SERVICES

The AJLI Marketing Department delivers high-quality creative collateral that successfully promotes The Junior League brand. These efforts have garnered the attention of individual Junior Leagues as well as businesses and nonprofits outside of the Association, and have led to requests for AJLI to produce branding, graphic design, web development and multi-media solutions for these varied entities.

As a social enterprise established to benefit of The Association of Junior Leagues International, **On Brand** will provide these solutions at competitive rates and will utilize revenue from sales to support AJLI's strategic objectives to ensure the legacy and lasting impact of The Junior League.

If your League has a project that you'd like to discuss, contact **Michelle Gorenstein**, AJLI's Vice President, Creative Director/ 212.951.8348

ON BRAND: MARKETPLACE

Working in partnership with **RR Donnelly** (a global integrated communications provider) we've developed the On Brand Marketplace, an online store for Leagues to order printed collateral such as banners, business cards, notecards and the like to advance consistency and alignment in messaging and visual identity critical to generating greater awareness for The Junior League.

<https://onbrand.worksmartsuite.com/>