



junior league of san antonio

women building better communities

BRANDING GUIDELINES

updated: May, 2017

Table of Contents

3 BRAND INTEGRITY

5 LOGO USAGE

Primary & Secondary Logos

Area of Isolation

Correct Size Usage

Incorrect Usage

Email Signature

12 TYPOGRAPHY

Basic Headline Styling I

Basic Headline Styling II

Advanced Headline Styling

Body & Supporting Copy

18 ABBREVIATION

20 COLORS

Print Color Palette

Digital Color Palette

24 DESIGN ELEMENTS

26 PHOTOGRAPHY

28 QUESTIONS

Brand Integrity

We communicate about Junior League of San Antonio in all of our everyday communications both internal and external. Whether we're launching a campaign or simply putting a cover page on a proposal or fax, our name is sending a message. Each communication, whether it be a business card, email, or signage that carries Junior League of San Antonio also carries with it a message about our reputation and influence within our profession. We all play a vital role when sending these messages and without proper standards, our identity can become vulnerable.

The utmost adherence to the branding guidelines is appreciated and beneficial to every member. When properly used by all, this manual strengthens our public image and impacts everyone we serve.

Our brand is more than just logos, colors, events, or even ads. Our brand style is not limited to a single campaign message. Our brand represents the impact we have created in our community since 1924.

For consistency of brand integrity, the application, placement, and color usage of our logo, positioning statement and tagline must be reviewed and approved by the president and vice president of communications. Please review Junior League of San Antonio bylaws for complete approval process.



Logo Usage

Logo Usage

This portion of the manual gives strict instructions for correct usage of the updated logo for Junior League of San Antonio and other influencing factors of our identity. It explains both written and pictorially the area of isolation (white space around the logo), primary and secondary logotype, explanation of division, correct and incorrect color usage and color specifications.

Primary Usage: Junior League of San Antonio

Junior League of San Antonio's logo should always look exactly like it is shown in this section. It should never be altered, re-spaced or re-designed in any way, no matter how close a match, no other type styles may be used.

The tag line "women building better communities" may be used in conjunction with the logo or as a separate element Junior League of San Antonio on promotional items, etc. Logo and tag line shall only be utilized as outlined in this manual and as incorporated into the design files provided. When used as a separate element, the tag line must be obtained from the logo in the tag line file.

Throughout this manual, whenever we refer to the logo, we are referring to all logotypes with Junior League of San Antonio's emblem.

This system is set up to be somewhat flexible in application, within limitation. Custom applications of the logo will be reviewed on an individual basis and must be requested through the vice president of communications.

Primary & Secondary Logos

Primary, horizontal logo:



Secondary, vertical logo:



logo on colored background:



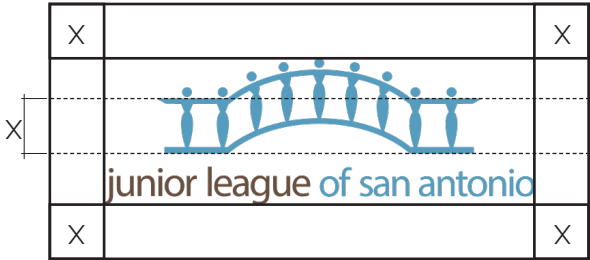
Logo with tagline:



Area of Isolation

An area of isolation is the part surrounding the logo. The area of isolation around the logo on all sides must be equal to the height of the mark as indicated below. This area is represented by X. The area of isolation cannot have any text, slogans or other design elements within it.

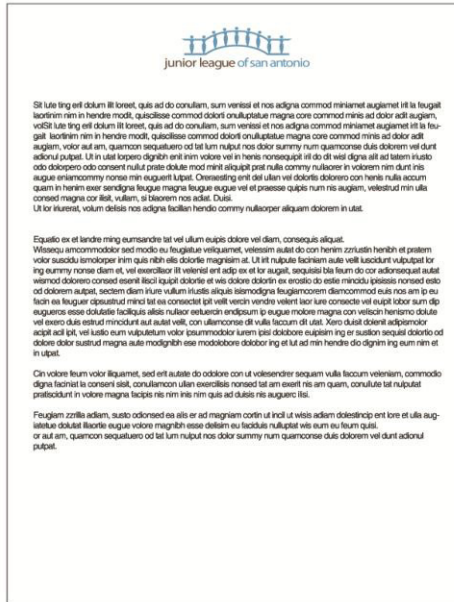
The guidelines for the area of isolation must be followed in all logo uses.



8

February, 2017

Templates are available for meeting agendas, press releases, meeting minutes, and PowerPoint presentations. These templates can be found on the JLSA website, or can be requested from the communications council.



Incorrect Usage

Do not rotate, distort or use incorrect colors for logos; Any special graphics and print material will require direct consent from the president and the vice president of communications.



Email Signature

Using the rules of area of isolation, here is an example of how an email signature should be displayed and be placed in an email.

Cin volore feum volor iliquamet, sed erit autate do odolore con ut volesendr
sequam vulla faccum veleniam, commodio digna faciniat la conseni sisit,
conullamcon ullan exercilisis nonsed tat am exerit nis am quam, conullute
tat nulputat pratiscidunt in volore magna facipis nis nim inis nim quis ad
duisis nis auguerc ilisi.

Feugiam zzrilla adiam, susto odionsed ea alis er ad magniam cortin ut incil
ut wisis adiam dolestincip ent lore et ulla augiatetue dolutat illaortie eugue
volore magnibh esse delisim eu faciduis nulluptat wis eum eu feum quisi.



junior league of san antonio

Lupita Castrejón-Tijerina
managing director

p 210 225 1861, ext. 302
f 210 225 6832

723 Brooklyn Avenue
San Antonio, Texas 78215

Directions: [Click here for map](#)
Hours: Monday-Friday 8:30am - 5:00pm



Typography

Typography

There are two primary typefaces used for Junior League of San Antonio print collateral. You can download the font family on our website, under **"Resources > Communication Resources."**

For emails, Arial font is an accepted alternate.

The typeface colors should match the pantone colors used in the logos, which include the Junior League of San Antonio brown, blue, green, khaki or black. The body of copy and majority of text should be between 8-12 point font size.

RALEWAY

Raleway Thin

Raleway Thin Italic

Raleway ExtraLight

Raleway ExtraLight Italic

Raleway Light

Raleway Light Italic

Raleway Regular

Raleway Italic

Raleway Medium

Raleway Medium Italic

Raleway SemiBold

Raleway SemiBold Italic

Raleway Bold

Raleway Bold Italic

Raleway ExtraBold

Raleway ExtraBold Italic

Raleway Black

Raleway Black Italic

PLAYFAIR DISPLAY

Playfair Display Regular

Playfair Display Italic

Playfair Display Bold

Playfair Display Bold Italic

Playfair Display Black

Playfair Display Black Italic

Basic Headline Styling I

Basic I | This style should be used for standard headlines. It uses Playfair Display Bold Italic font.

THINGS TO KEEP IN MIND

Alignment | Both centered and left alignment can be used for this style.

Sizing | The headline can vary between 24-36 size font

Color | The typeface colors should match the logo used; When using a colored logo, the headline should match the color of the bridge.



Annual Loyalty Fund



Community Partners

Basic Headline Styling II

Basic II | This style should be used for standard headlines that contain sub-heads. It uses Playfair Display Bold Italic for the headline, and Playfair Display Bold for the sub-head.

THINGS TO KEEP IN MIND

Alignment | Both centered and left alignment can be used for this style.

Sizing | The headline can vary between 24-36 size font; the sub-head should be between size 10-14 font.

Color | The typeface colors should match the logo used; When using the black or white logo, only one color should be used. When using a colored logo, the headline should match the color of the bridge, and the sub-head should be the pantone brown.



Annual Loyalty Fund

2015-2016 League Year



Community Partners

The Junior League of San Antonio supports over 60 other non-profit agencies annually by offering volunteers and necessary funding.

Advanced Headline Styling

This style should be used only in publication writing. It uses Playfair Display Bold Italic for the headline (general), Playfair Display Italic for the headline (specific), and Playfair Display Bold for the sub-head. The author's name is written in all-caps, using Raleway.

THINGS TO KEEP IN MIND

Alignment | Only left alignment can be used for this style.

Sizing | The headlines can vary between 24-36 size font, but both the general and specific should be the same size; the sub-head and author's name should be between size 10-14 font.

Color | Only one color should be used for this headline styling.

Headline (general):
Headline (specific)

Sub-head

BY AUTHOR'S NAME

Body & Supporting Copy

Body and supporting copy should be styled following the examples below to ensure consistency across the brand. These are general guidelines; exact spacing and font size will vary depending on format.

BODY COPY / TITLE

Raleway Regular is the primary body copy font, with Raleway Bold as the title font.

sample:

Body Copy Title

Cupcake ipsum dolor sit. Amet fruitcake chocolate cake marshmallow dragée apple pie pudding powder candy canes. Caramels I love marzipan jelly beans dragée oat cake dragée. Lollipop cupcake lemon drops marshmallow chupa chups wafer pie I love soufflé. Gummies jelly-o I love brownie bonbon icing. I love muffin cake bear claw chocolate chocolate bonbon candy. Caramels tart chocolate cakeCupcake ipsum dolor sit. Amet fruitcake chocolate cake marshmallow.

FEATURE TEXT / PULL QUOTES

For feature copy or pull quotes use Playfair Display Italic. Using a different color will also help differentiate this style from the main body copy. You can also use a design element as an indicator.

sample:

*The Junior League of San Antonio
has opened the door to so many
new friends and to so many new
ways to help the community.*

CAPTIONS / LABELS

Raleway Italic, size 8, should be used for image captions or labels. Captions should be brief. If you find your caption is too long, try styling it as feature type associated with the image area. Caption can be left or center justified.

sample:



Image

image caption



Abbreviation

Abbreviation

When referring to the Junior League of San Antonio in writing, the name should follow **Section XIV of our General League Policies**:

A. Graphic Standards:

c. Approved Name Usage / Abbreviations:

i. The following are JLSA approved names:

- (1) Junior League of San Antonio, Inc.,
- (2) Junior League of San Antonio,
- (3) JLSA, Inc.,
- (4) JLSA, and
- (5) The League.

ii. On every first reference in a printed or electronic communication, the JLSA name must be written as 'The Junior League of San Antonio, Inc.,' or 'JLSA, Inc.'

iii. For all second and subsequent references in the same communication, the JLSA, should be written as 'The Junior League of San Antonio' or 'JLSA'.



Colors

Colors

Full-Color Usage:

When reproducing Junior League of San Antonio's logo as full-color, you must use Junior League of San Antonio's colors as the primary colors. Any other logo or color usage not reflected in this manual is strictly prohibited without express written approval in advance by the communications council.

One-Color Usage:

In instances where a one-color logo is used, it is preferable to print black or white. If printing in black and white is warranted, members are advised to use the black and white version of the logo, as it will print thoroughly.

Unacceptable Color:

It is unacceptable to use any other colors than the above mentioned. If you have any questions or concerns about what colors to use, please contact the communications council.

Print Color Palette

The colors below are for printed materials. Both Pantone spot colors and CMYK percentages have been provided. Every print technique is different and print proofs may be required to ensure color accuracy.

<p>JLSA Brown - Pantone 411C</p> <p>C-0 M-27 Y-36 K-72</p>	<p>JLSA Blue - Pantone 549C</p> <p>C-52 M-6 Y-0 K-25</p>	<p>JLSA Green - Pantone 5767C</p> <p>C-15 M-0 Y-68 K-39</p>	<p>JLSA Khaki - Pantone 465C</p> <p>C-20 M-32 Y-58 K-0</p>
<p>Black</p> <p>C-0 M-0 Y-0 K-100</p>		<p>White</p> <p>C-0 M-0 Y-0 K-0</p>	

Digital Color Palette

The colors below are for digital, on-screen materials. Both RGB values and HEX codes have been provided. Every display is different so there may be slight variation across devices.

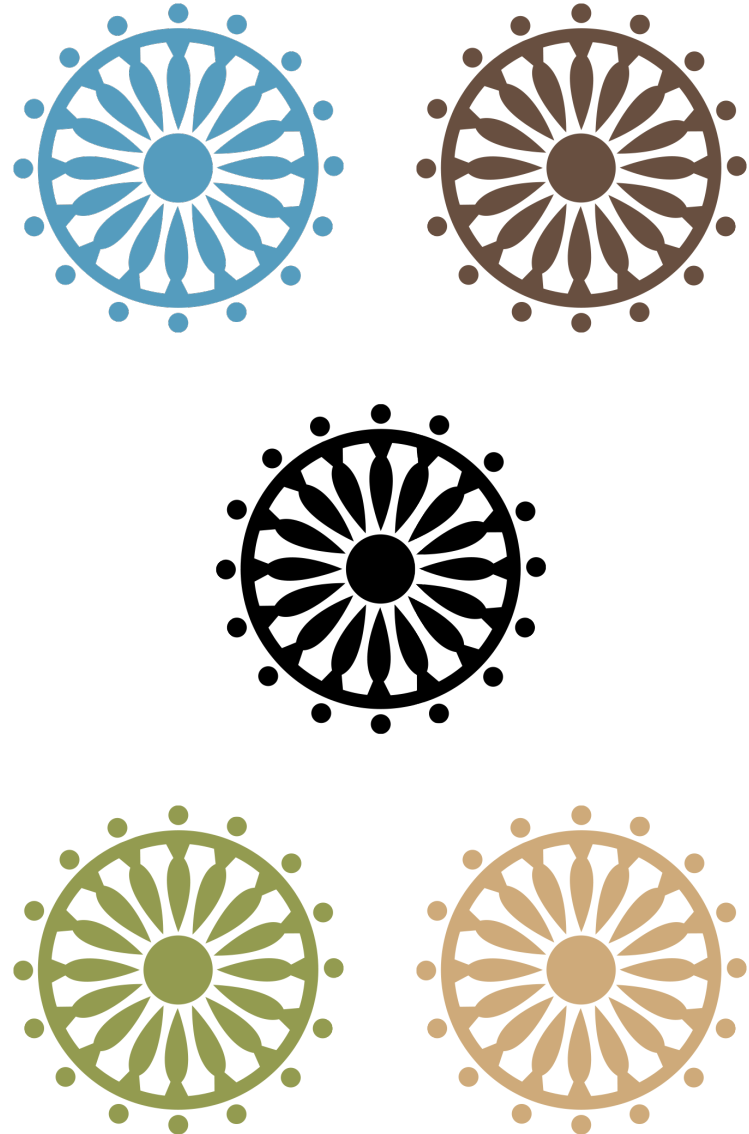
<div>HEX 684F40</div> <div>R-104</div> <div>G-79</div> <div>B-64</div>	<div>HEX 569BBE</div> <div>R-86</div> <div>G-155</div> <div>B-190</div>	<div>HEX 949C51</div> <div>R-148</div> <div>G-156</div> <div>B-81</div>	<div>HEX CFAA7A</div> <div>R-207</div> <div>G-170</div> <div>B-122</div>
	<div>HEX 000000</div> <div>R-0</div> <div>G-0</div> <div>B-0</div>	<div>HEX FFFFFFFF</div> <div>R-225</div> <div>G-225</div> <div>B-225</div>	



Design Elements

Design Elements

In addition to the primary and secondary logos, the wheel is an alternative design element. The wheel can be used in a range of ways, from an accent to a feature graphic element. The wheel may only be colored in the approved colors as described in this guide. The wheel can have varying levels of transparency, and does not have an area of isolation.





Photography

Photography

The photography style should feel modern, diverse, and natural. Whenever possible, show the subject in action and interacting with relevant props. The action should feel spontaneous and realistic. Each photo should feel like a glimpse into the hard-working real world of the Junior League of San Antonio.

THINGS TO KEEP IN MIND

- Avoid over-saturated color and extreme contrast. Tones should appear natural and the lighting should feel atmospheric.
- Avoid staged shots with posed subjects. Subjects should appear to be acting naturally and engaged in real situations.





Questions

Questions

For questions about using the Junior League of San Antonio brand, please contact the Vice President of Communications, or email communications@jlsa.org.