JCI Corporate Identity Program

A Publication of
Junior Chamber International

A Corporate Visual Uniformity

The JCI Corporate Identity Program was approved at the 1982 World Congress and then implemented in 1983. All National and Local Organizations should follow the JCI Corporate Identity Program guidelines.

The purpose of this program is to create uniformity in the visual image of our large and diverse organization. If a National or Local Organization is not able to comply completely, it should at least include the JCI logo in the design of its publications, newsletters, letterhead, envelopes, business cards and other published items.

The following are a few additional guidelines concerning the JCI Corporate Identity Program:

- Magazines, manuals, brochures: specifics are not given for the use of the corporate logo in publications; however, the logo could be included on all national and chapter publications. Suggested placement would be on the front and back covers.

- Signs: it is strongly suggested that National Organizations and chapters use the corporate logo in their signage such as on a national secretariat building. Chapters can increase their marketability by posting the JCI corporate logo (the shield) roadside at the entrance to their town or city. The corporate logo can also be posted at a chapter's meeting place.

In this publication you will find camera-ready artwork for the official JCI corporate logo. Please use it in your national and local publications. However, remember that according to JCI's Constitution, the authority to utilize these logos and the phrase "affiliated with Junior Chamber International (JCI), Inc." is limited to National Organization Members, Local Organization Members and Individual Members of the organization whose membership is in good standing with JCI.

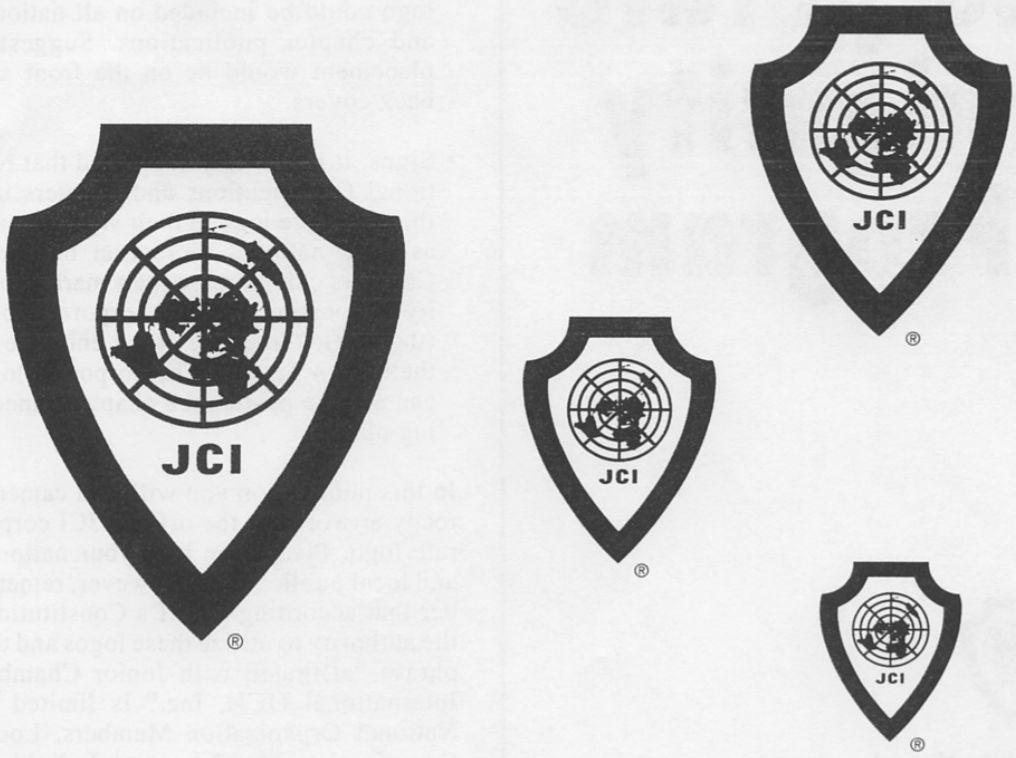
Corporate Logo

One of the most important elements of a corporate identity system is the corporate logo. A distinctively designed symbol of the corporation is important in creating a strong visual image. When used consistently, the logo links all of a company's activities and is easily identifiable in media.

Careful consideration has been given to a symbol for JCI to ensure that it is unique, that it is memorable, and that it communicates the spirit of Junior Chamber International.

Below are examples of the corporate logo of Junior Chamber International (JCI), Inc., in various sizes. It consists of a shield encircling a polar projection map of the world and the letters "JCI." Because the JCI logo is a registered trademark, it must always appear accompanied by the registered trademark sign ® placed preferably at the bottom right of the shield.

The color in which the official corporate logo appears is very important. When used in color, the Junior Chamber International symbol always appears in "corporate blue." Corporate blue is PMS No. 281 from the Pantone Matching System, which is an internationally recognized standard of matching colored inks used in the printing industry. Where, because of economics or design criteria, it is not possible to produce the corporate logo in corporate blue, it can appear in black, or it may appear white when reversed on a dark background. Any exceptions in color usage must be submitted to the JCI World Headquarters for approval. If uncertainty exists concerning the usage of the JCI corporate logo, refer all inquiries to the JCI World Headquarters.



Corporate Letterhead and Envelope

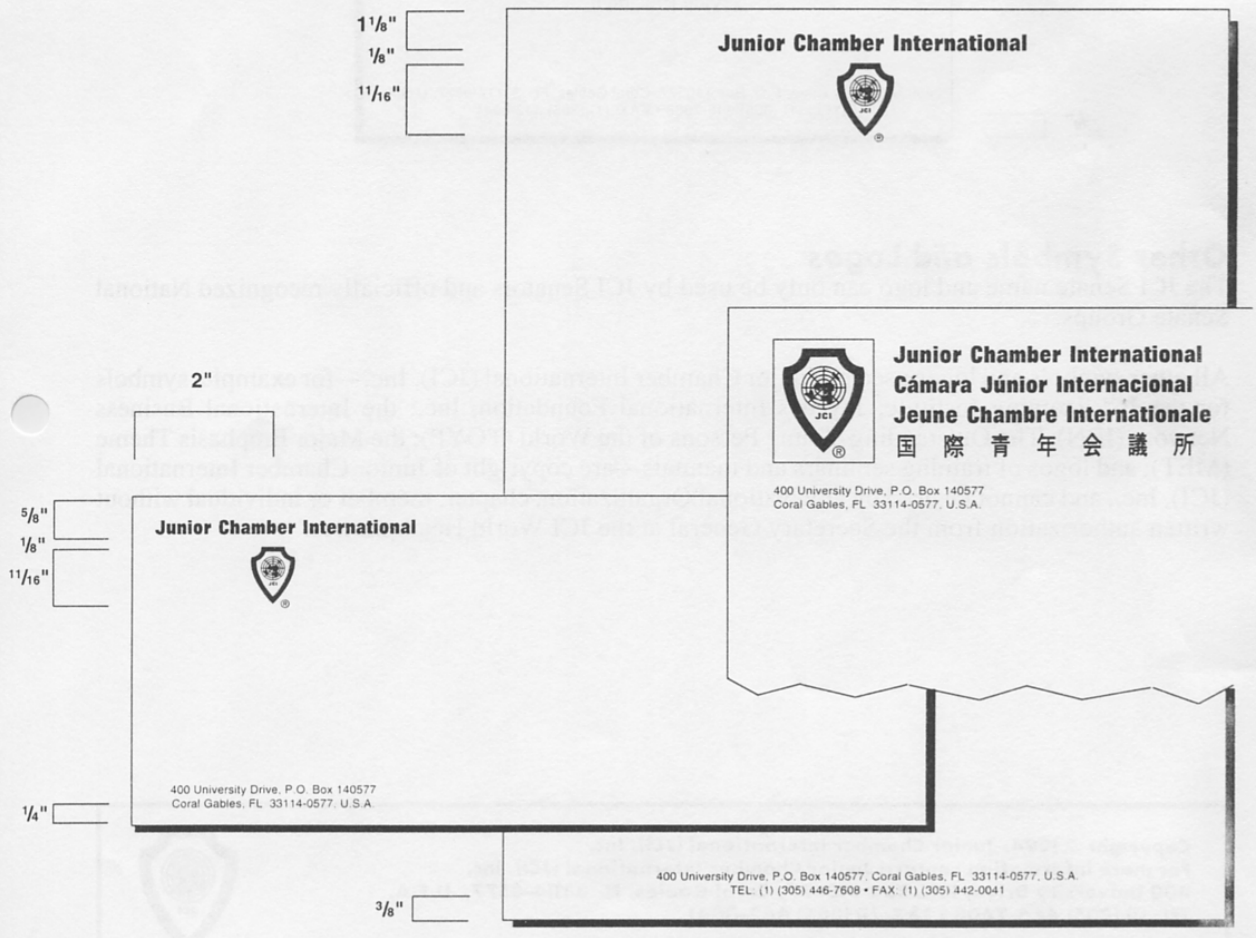
The corporate letterhead and envelope are illustrated below. The corporate logo and all typeset copy appear in corporate blue. The address should be printed at the bottom of the sheet and envelope. In fax forms the address can appear underneath the logo. When possible, the title of the National Organization should appear in Folio Extra Bold typeface condensed to 75 percent with a suggested type size of 18 points.

On some envelopes, Junior Chamber International uses the corporate name in the four official languages. This style can also be used by National Organizations that use more than one language in their country and official correspondence.

The following are suggested specifications for letterhead and envelopes. Of course it is taken into consideration that in various areas of the world certain other sizes and specifications may be recognized as standard.

Suggested specifications

Letterhead size	:	**8½" (210mm) x 11" (298mm)**
Envelope size	:	**4⅛" (111mm) x 9½" (240mm)**
Corporate name	:	**18 point Folio Extra Bold (75%) in corporate blue**
Logo (shield)	:	**⅝" (18mm) from top to bottom in corporate blue**

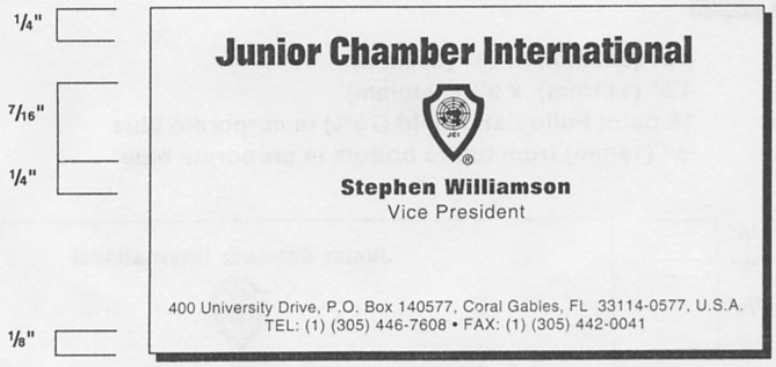


Corporate Business Cards

The business card reflects the format established with the letterhead and envelope. The corporate logo and all other typeset copy appear in corporate blue.

Suggested specifications

Size	:	**2" (51mm) x 3½" (88mm)**
Corporate name	:	**Folio Extra Bold (75%), 14 point in corporate blue**
Logo	:	**7/16" (11mm) from top to bottom in corporate blue**
Address	:	**7 point sans serif type of medium weight**



Other Symbols and Logos

The JCI Senate name and logo can only be used by JCI Senators and officially recognized National Senate Groups.

All other symbols and logos used by Junior Chamber International (JCI), Inc.—for example, symbols for the JCI Training Institute; Jaycees International Foundation, Inc.; the International Business Network (IBN); The Outstanding Young Persons of the World (TOYP); the Major Emphasis Theme (MET); and logos of training seminars and manuals—are copyright of Junior Chamber International (JCI), Inc., and cannot be used by any National Organization, chapter, member or individual without written authorization from the Secretary General at the JCI World Headquarters.

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