



Junior State of America Brand Guide
Spring 2022



MISSION

Junior State of America prepares a diverse community of high school students to participate in our democracy. We offer hands-on, student-led civic programs designed to activate the talents of young people, instilling values of respect and understanding, and inspiring them to be a new generation of American leaders.

BRAND
PLATFORM

Vision 5

—

Values 6

—

Anchor 7

—

Brand Story 8

—

Brand Personality 9

—

Brand Voice 10

—

Audiences

—

 Student Members 11

 Prospective Students 12

 Educators 13

 Parents 14

 Alumni 15

 Funders 16

 Donors 17

 Speakers 18

IDENTITY
ELEMENTS

Logo 20

—

State Bugs 22

—

Logo Usage 23

—

Color Palette 25

—

Typography 27

—

Image Treatments 29

—

Graphic Elements 30

IDENTITY
TOOLKIT

Stationery 32

CONTACT

Contact JSA 34

A brand is the combination of perceptions, feelings, and values that an audience holds or expresses about an organization.

Knowing who you are and what makes you different is essential for consistency, clarity, and character.

VISION

Junior State of America is the place where students from all walks of life can come together to actively shape and lead the process toward a better democracy—a better self. We offer unique and accessible programming, an impassioned community, with national and local activism opportunities to all students with the desire and courage to find their voice and realize their potential for a thriving future.

VALUES



Respect

All students and their differences should be actively supported and given an opportunity to engage with today's issues through discussion and debate in a respectful space.



Empowerment

An immersive education in civics and leadership empowers JSA students to actively engage with our government and meet the challenges of our democracy.



Autonomy

By granting a level of autonomy that is unique among our peer organizations, students are challenged to think independently yet collaboratively and find their way together.



Transformation

When students notice that their capacities have begun to meet their ambition, they experience a transformation.



Activism

Leadership can fuel activism—when students inspire each other to uphold the interests of a common good, they can have a positive impact on their communities.

ANCHOR

All views lead here.

High school students are at a crucial point in their education. They're curious and passionate. They're reckoning with ideas—understanding what they've been taught and coming to terms with what they believe.

They're coming to understand how ideas and beliefs correspond to the reality of their lives as they move into adulthood. Junior State of America is a space for them to test their hypotheses, confront assumptions, discuss what they know—and, most importantly, to learn and appreciate the experiences of a diverse group of students outside their home schools and towns.

Through Junior State of America, students step outside of their environments, their comfort zones, their preconceived notions. They're presented with a diversity of perspectives, opinions, and ideas. It's a democracy of thought. Our students understand that any good idea can be improved by considering the perspectives of others—and the best ideas become reality through civil discourse and collaboration.

BRAND STORY

The health of our democracy reflects how we prioritize the participation of our citizens, and it's a measure of the quality of our civic education.

A democracy challenges its citizens to listen and learn from each other, to design a system of laws that meet the needs of its people. It's an opportunity for citizens to represent each other and work together to create a more just, equitable society.

This may sound like a civics lesson, but it's an important one. We face a shared knowledge gap that poses a real threat to the future of our democracy.

It's time to get back to basics.

Junior State of America is on a mission to grow young leaders, to find champions of the common good. We have an opportunity to scale our unique, hands-on programming that empowers students from every circumstance to understand and embrace their role in our democracy and to help ensure the future health of our country.

Ethical leadership is required in a government that aims to be for the people, by the people. In Junior State of America, our students learn how to participate ethically and engage thoughtfully, with the issues—and each other, to lead, and to hold each other accountable.

We're not the debate club, we're the democracy club.

**BRAND
PERSONALITY**

We are...



Inclusive



Collaborative



Supportive



Encouraging



Passionate



Trustworthy

BRAND VOICE

Our voice is our personality—it doesn't change. It's steadfast in its beliefs, but it has the space to be thoughtful, respectful, and tone-adjusted to reach anyone, anywhere.

Our voice is...



Youthful but not Inexperienced



Approachable but not Unsophisticated



Optimistic but not Unrealistic



Encouraging but not Overbearing



Collaborative but not Passive



Smart but not Condescending

AUDIENCE:
STUDENT
MEMBERS

Junior State of America serves its members—high school students—but most importantly, it serves our democracy.

We have empowered generations of students to discover their unique skills and abilities, enabled them to recognize their potential to lead, and inspired them to take active roles in shaping the future of our country.

We provide students:

- Active engagement with political and social issues
- A diversity of perspectives, ideas, and opinions
- Exposure to a country-wide cross-section of peers
- Crucial civics education that inspires an understanding of democratic government and its processes
- Hands-on skills & experience running chapters, events, and conventions
- Critical thinking, speech and debate—and listening—skills
- Access to the leaders of our country

Core message:

Grow in the process.

As a JSAer, you know that your involvement in events, conventions, institutes, and residential summer programs has given you a deeper understanding of yourself, shown you what you're capable of, and helped you understand the perspectives of other students. Junior State of America is where you meet your leaders—and watch yourself become one.

AUDIENCE: PROSPECTIVE STUDENTS

Every JSAer has a unique experience with our curriculum and program offerings. What they take from their time in Junior State of America is a true reflection of what they put into it. It's truly an opportunity to learn about themselves and what they believe, discover what they're capable of, and imagine the person they can be.

We provide students:

- An introduction to democracy and an opportunity to learn how they can make a difference in their community
- An opportunity to engage with their peers, locally, regionally, and nationally, and discover a shared passion for service, activism, and leadership
- Access to guest speakers who are the leaders of our communities, locally and nationally, and the opportunity to ask questions and learn about the issues that concern them most.
- A student activity that is highly regarded by colleges
- An opportunity to get hands-on experience in different disciplines (with the autonomy to lead/try/experiment)

Core message:

Find your people at Junior State of America.

When you join Junior State of America, you'll be participating in something so much more than a club. You'll be joining a community. This is where you'll find your people. And it's a chance to grow: to learn about our civics—our government—while learning about yourself. It's politics, but it's also leadership and debate. It's public relations and publicity. There's something for everyone here. It's truly what you make of it.

AUDIENCE: EDUCATORS

Junior State of America gives educators a way to get all students engaged with civics, service, and activism by providing curriculum and programming that pushes far beyond what is possible in the classroom.

We provide educators:

- The freedom to extend our teachings into the community—and share success stories with the rest of the country
- Opportunities to connect with other educators at conferences
- Access to our programming, events, and speaker series
- A network of passionate students and educators

Core message:

Take civics outside the classroom.

With our programs and your passion for mentorship, you can help students learn important lessons about democracy and community activism, hands-on, and you can watch them excel in-person at Junior State of America conventions and conferences.

AUDIENCE: PARENTS

Parents want their students to be involved in activities that are beneficial to their future. Junior State of America provides their children with the opportunity and a practical framework to explore (and debate) intelligently, think critically, and act ethically. Parents gain the peace of mind that they are raising smart, engaged students who are committed to their education and interested in their place in the world.

We provide parents:

- Confidence that their children are involved in an organization with a strong academic reputation (America's best colleges know JSA)
- Opportunities to engage with their children about the important issues that affect all Americans—helping to close a generation gap and facilitate tough conversations
- Evidence that our students are learning by doing, gaining new skills and confidence through self-governance and autonomy—planning and participating in Junior State of America clubs and events
- Reassurance that their children are receiving a hands-on understanding of civics and democracy beyond what's possible in history class (or anywhere else)

Core message:

Your child will thrive here.

Junior State of America is a civic education organization with programming designed to engage your child's unique talents, encourage collaboration with their peers, and give them an opportunity to expand their perspectives, experiences, and potential.

AUDIENCE: ALUMNI

Junior State of America was an important experience during a key moment in the lives of our alumni. It may have activated an interest in politics or provided a pathway toward being an engaged citizen. Their connection to Junior State of America doesn't end when they graduate.

We provide alumni:

- Opportunities for giving at every level, with incentives, and examples of impact
- A chance to connect with JSA alums through targeted alumni groups and networks
- Invitations to in-person and virtual Junior State of America events
- Newsletters and impact updates to keep them informed about the exciting initiatives that current Junior State of America students (and alumni) are doing in their communities

Core message:

Extend your JSA experience. / Stay connected to JSA.

Your time in Junior State of America was special. You found your peer group, made lifelong friends, and learned what you were capable of. Give to the next generation of JSAers and stay connected with us as we grow and expand our mission. Any amount counts. We want you at our virtual events, sharing your voice, and building your network.

AUDIENCE: FUNDERS

We offer funders an opportunity to partner with an organization that is shaping tomorrow's ethical leaders. Junior State of America comprises thousands of bright, ambitious high school students who are engaged with government, public service, and the future of our democracy. We provide students with a structure to learn and the autonomy to challenge each other to make an impact in their communities.

We provide funders:

- Examples of their impact, in the form of impact reports and newsletters
- A long-term partnership—we've been empowering tomorrow's leaders for 85 years

Core message:

Ignite a renaissance in civic engagement.

Provide institutional support for an organization that offers programming to a wide, diverse group of students, and bridges a gap across the political spectrum.

AUDIENCE: DONORS

Donors want to make sure their philanthropy is going to a worthy cause that is in line with their values. Junior State of America is a nonpartisan organization that is committed to the dual purpose of enriching the futures of today's students and fortifying the continued health of our democracy. Donors allow us to maximize our impact by ensuring that our programming and events are free or low-cost and accessible to a student cohort that accurately represents our diverse nation.

We provide donors:

- A chance to provide scholarship opportunities to students in need, and sponsorships to responsive programming like institutes and events
- Opportunities to attend Junior State of America events and conventions to see our students in action
- Invitations to fundraising events, galas, and guest speaker series
- Regular updates on our impact across appropriate channels

Core message:

Give toward a more inclusive democracy.

Your philanthropy can get students engaged in a civics education that may be lacking in our schools, and watch them discover how to channel their passion and skills towards participating in our democracy now, and leading it in the future.

AUDIENCE: SPEAKERS

A dynamic speaker can inspire an audience by sharing their accomplishments, their words, and their actions. Junior State of America provides a forum for today's leaders to engage with an audience of the brightest minds in America's high schools, giving them the opportunity to interact with the passionate civic leaders of tomorrow.

We provide speakers:

- Access to the largest student-led high school civics organization in the country
- Events with student moderators who give voice to the issues that our current generation of young activists are most concerned about
- An introduction to a great organization that can be a partner in grassroots organizing, activism, and outreach for years to come

Core message:

Inspire the next generation of civic leaders.

This is your best opportunity to address a passionate group of students who will make up the next generation of community leaders. Junior State of America is **the** democracy club. Our members are the best of our current generation of young activists—ready to participate, and, inspired by your example, to lead.

**Great branding supports a strategy,
communicates a concept, captures
the heart, and inspires a response.**





JSa AZ

JSa ORV

JSa MAS

JSa PNW

JSa MW

JSa SES

JSa NES

JSa SoCal

JSa NorCal

JSa TX

LOGO USAGE

Consistent application of the Junior State of America logo will identify and reinforce awareness of the overall identity.

01 2-COLOR LOGO

For use on most backgrounds and applications.

02 1-COLOR (RED) + WHITE (KNOCKED OUT) LOGO

For use on dark backgrounds and applications.

03 1-COLOR LOGO (BLACK)

For use in black and white applications on white or light backgrounds.

04 WHITE LOGO (KNOCKED OUT)

For use in black and white applications on black or dark backgrounds as well as on photo backgrounds.

01



02



03



04



LOGO USAGE (CONT.)

05 SPACING

Always allow for at least 0.25" spacing around the logo.

06 SIZING

The minimum acceptable height for the logo is 0.25".

07 BACKGROUND COLOR

When using the logo on a colored background, be sure to use a logo that will show up properly.

08 DON'T USE A BUSY BACKGROUND

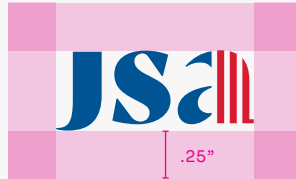
The logo should not be used on a background that is busy and will hinder readability.

09 DON'T ROTATE

10 DON'T MODIFY

The logo should not be stretched, skewed, or modified in any way. Do not add a drop shadow.

05



06



07



08



09



10



NIGHTFALL

FIRESIDE

ATLANTIC

PACIFIC

PARCHMENT

ZUMA

COLOR PALETTE

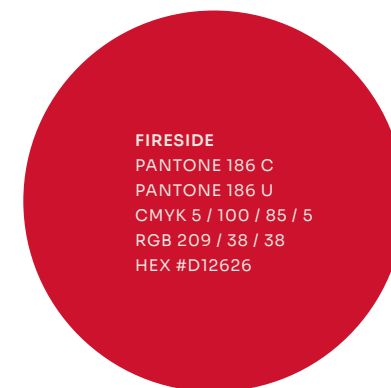
The colors of the Junior State of America identity are a key element of the overall identity and should not be altered.

PAPER STOCK

C = Coated Paper

U = Uncoated Paper

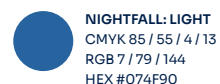
PRIMARY



SECONDARY



TERTIARY



PRIMARY DISPLAY TYPEFACE

Sora has been chosen as the primary display typeface for the Junior State of America identity.

It can be used in a variety of weights and sizes in all printed and online communications.

This font is available through Google Fonts: fonts.google.com/specimen/Sora

Sora

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp

QqRrSsTtUuVvWwXxYyZz

1234567890 ?!\$%&/- * +

SECONDARY & BODY COPY TYPEFACE

Literata has been chosen as the secondary typeface for the Junior State of America identity. It should be used for body copy.

It can be used in a variety of weights and sizes in all printed and online communications.

This font is available through Google Fonts:
fonts.google.com/specimen/Literata

Literata

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp

QqRrSsTtUuVvWwXxYyZz

1234567890 ?!\$%&/-*+

IMAGE TREATMENTS

Proper treatment of Junior State of America images will create a consistent look and feel across a range of photographic styles.

01 FULL COLOR

Images can be used in full color when there is no typography or other important information overlapping them.

02 CROPPING

Images can be placed in a circle or quarter circle (at any orientation) when not being used as inset images.

03 MONOTONES + DUOTONE

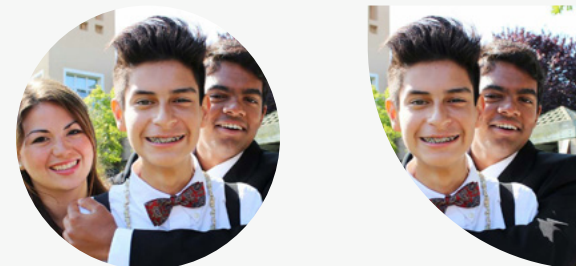
The monotone treatment can be applied to images using either the Zuma or the Pacific colors from the Junior State of America color palette (see pages 25–26).

Duotone treatments can be applied to images using the Junior State of America Atlantic color plus the Pacific color (see pages 25–26).

01



02



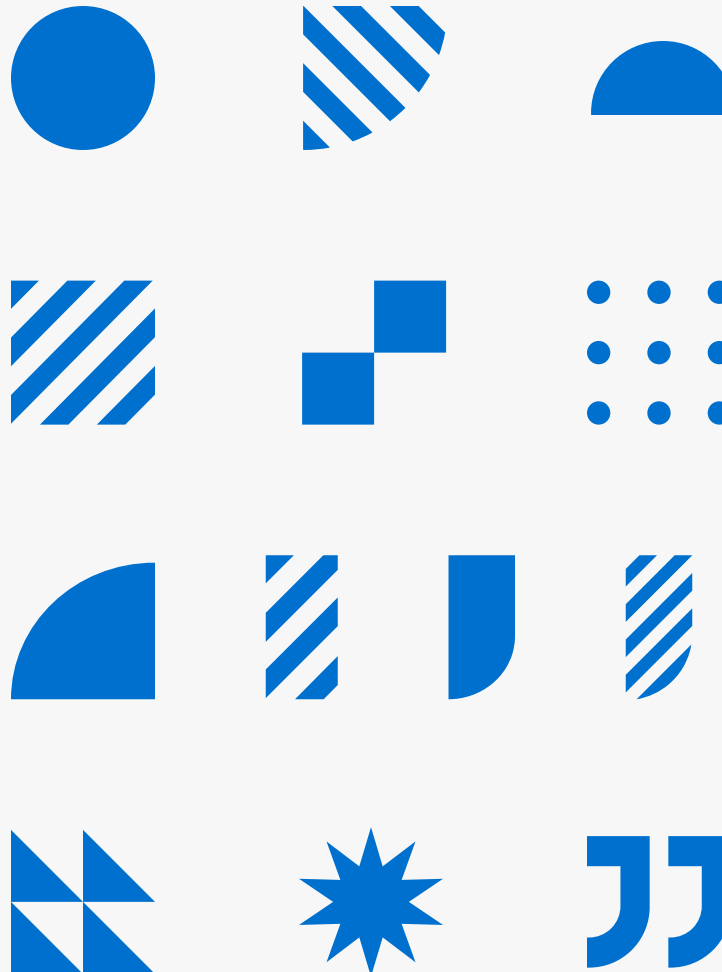
03



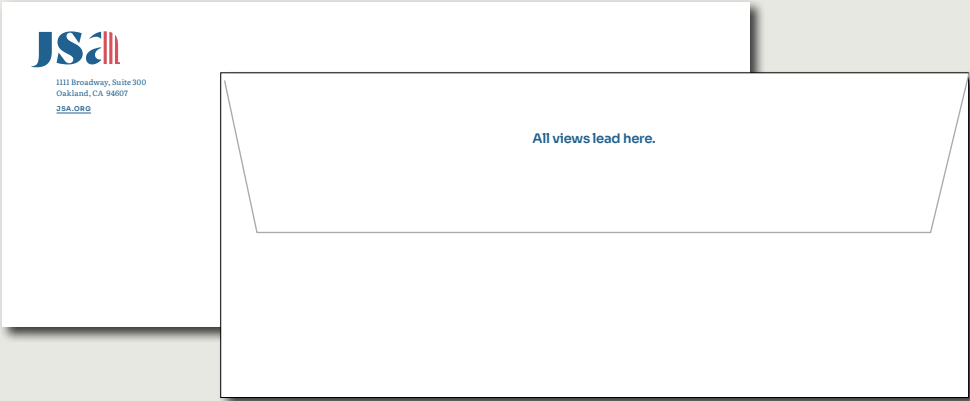
GRAPHIC ELEMENTS

A core part of the Junior State of America visual identity are the shapes that can be broken apart and placed on images, combined together to create symbols or graphic elements, or even layered as background elements to create visual interest in print and digital applications.

At right is the library of shapes and graphic elements that are used across the Junior State of America brand.



Every touchpoint of your brand should tell the same story—clearly and beautifully.



LETTERHEAD USAGE

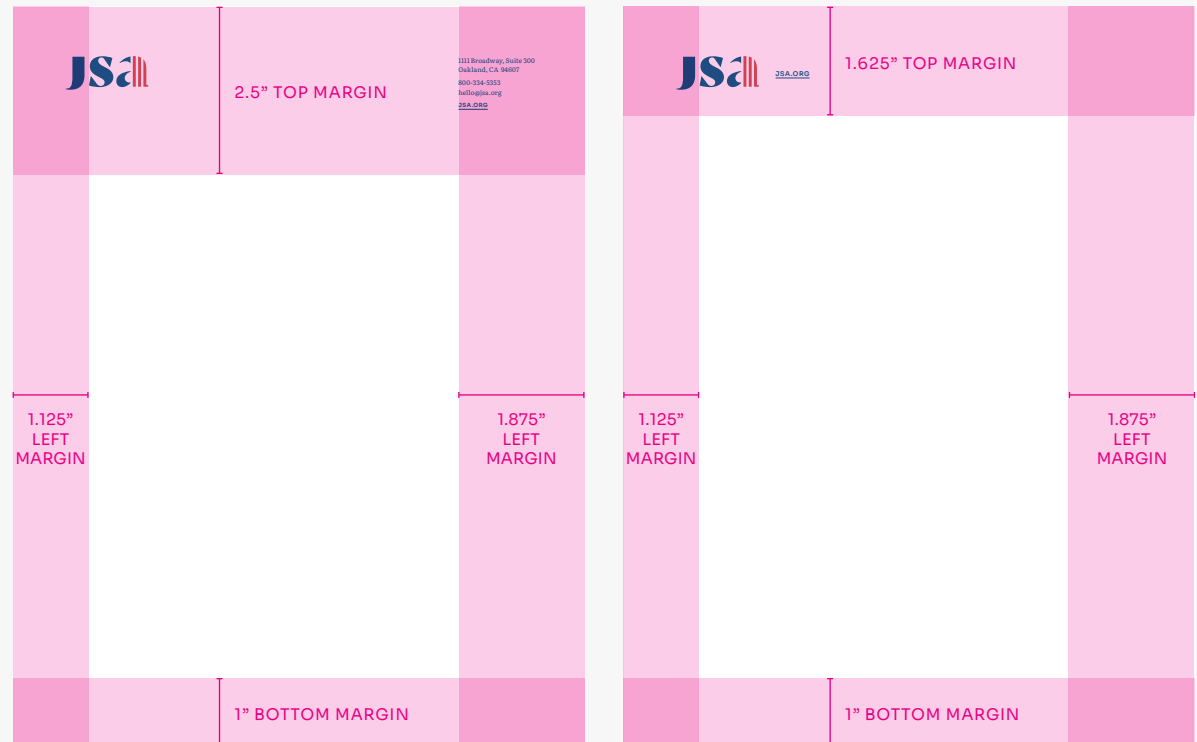
MARGINS

When using the Junior State of America letterhead, always make sure to use the correct margins. The margins of the letter's first page are 2.5" from the top, 1" from the bottom, 1.125" from the left and 1.875" from the right.

The margins for subsequent pages are 1.625" from the top, 1" from the bottom, 1.125" from the left and 1.875" from the right.

FONTS

Literata (9 point type/14 point leading) is used for the letter copy.





Questions?

PLEASE CONTACT SUSAN FREUNDLICH

510-387-1951

sfreundlich@jsa.org

Jsa 

