Brand Guidelines

v 1.4 | December 18, 2025

Introduction

These brand guidelines bring together the elements that define the visual identity of JCI. They are designed to help everyone, from local chapters to global partners, communicate with clarity, consistency, and confidence.

By following these guidelines, we strengthen the recognisability of our organisation and ensure that every touchpoint reflects who we are.

Whether you are designing a presentation, creating event material, or communicating with new audiences, these guidelines offer a foundation to help you bring the JCI brand to life.

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01

Story

Brand Story

Our brand story captures the purpose, spirit, and ambition behind JCI. It defines why we exist, what drives us, and what unites our global community. This narrative is the foundation for how we communicate, guiding the tone, emotion, and messaging across our communications.

The full brand story is outlined on the right and serves as a reference for shaping clear, inspiring, and aligned communication.

The world needs people who don't wait for change - but create it. Young generations everywhere share a common drive: to grow, to lead, and to make a difference that truly matters. Turning that drive into real impact takes more than ambition. It takes opportunity, perspective, and a community that believes in your potential.

JCI offers a global network of emerging leaders who learn by doing, grow by sharing, and lead by acting. Across business, culture, and community, our members step up to challenge and improve themselves and each other - amplifying the skills, confidence, and connections to turn ideas into action. That's how we help develop leaders for a changing world.

At JCI, you don't join another network. You join a worldwide movement with more than a century of proven heritage - combining global reach, training opportunities, and an entrepreneurial mindset to empower leadership and a true sense of belonging.

Become the Change.

Core Messages

These core messages form the foundation for our internal and external communications. They highlight the essential ideas we want every audience to understand about JCI and translate our brand story into clear, actionable statements that can be used consistently across communications.

These messages are not scripts, but jumping-off points. They can be adapted to suit different formats, audiences, and contexts, from presentations to campaigns and partner communications.

Focus on Real Impact

We do what we do in order to create meaningful impact on our members and communities.

Developing Leadership Skills

Your engagement results in becoming better through learning by doing.

Diversity of Opportunities

Our 4 areas of opportunity provide a wide array of growth possibilities and a purposeful sense of belonging.

02

Logo

Primary Logo

The primary logo is the main visual identifier of our brand and should be used in the majority of applications. It consists of a shield icon paired with our JCI wordmark.

Consistent use of the primary logo reinforces familiarity, strengthens brand recognition, and ensures a unified identity across all touchpoints.

Meaning

The logo brings together several symbolic elements that reflect the heritage, mission, and global scope of JCI.

At its core is the shield icon, a shape that has been part of our identity for more than a century. Its continued use connects the identity with our brand's long-standing history.

The concentric lines create a ripple effect, representing the impact JCI members can make at every level, from their local communities to the global stage.

Embedded subtly within the shield are the letters J, C, and I, making the icon distinctly ownable. They create recognition even when the icon is used on its own.

The shield is composed of four elements, symbolising our structural pillars. They echo the four global regions, as well as our four areas of opportunity.

Shield
Legacy & heritage

Ripple effect
Impact & personal development

Acronym
J / C / I

4 elements
4 regions & 4 areas of opportunity

Construction

The shield icon is constructed from three sets of concentric circles, carefully aligned to form a symmetrical and visually balanced shape.

This geometric foundation ensures that the logo feels consistent, proportionate, and well-balanced at any scale.

Understanding the construction reinforces why the logo should never be altered or distorted. Each element is deliberately designed to maintain visual harmony and brand recognition.

Secondary Logo

The secondary logo includes the full name Junior Chamber International alongside the primary lock-up.

This version is primarily intended for official and administrative materials, such as letterheads, email signatures, formal documents, and situations where JCI is introduced to new audiences who may not be familiar with the acronym.

Whenever the full name is not required for context or formality, the primary logo should remain the default choice.

National and Local Organisations

National and local organisations use the primary logo as the foundation of their identity, with the official location name added below. This ensures a consistent visual connection to the global JCI brand while allowing each organisation to represent its own community.

The location name should always appear in JCI Blue, using the approved typographic style and placement shown on the next slide. Aligning the text to the left of the logo balances out the visual weight of the shield on the right.

National and local organisations that use non-Latin languages may use the appropriate Noto Sans font variation for their location name (see page 26).

All rules governing the primary logo, including colour usage, clearspace, and minimum size, also apply to national and local versions. Maintaining these standards ensures that every chapter, regardless of region or scale, is visibly part of a unified global organisation.

Logos can be easily created with the official JCI logo generator: https://jci.cc/logo-generator/

National and Local Organisations Layout

1. SCALE
Using a version of the primary logo that is 570 pixels wide as a baseline, the text size of the location name is measured at 60 points. The location name always scales in equal proportion to the rest of the logo.

2. TEXT STYLE
The location name is shown in Plus Jakarta Sans Bold, in proper case with only the first letter of each word capitalised. The default colour is always JCI Blue, rare exceptions are outlined later in these brand guidelines.

3. ALIGNMENT
The location name is always left-aligned to the primary logo. Vertically, it is aligned to the bottom of the shield icon, with no empty space inbetween.

4. MAXIMUM LENGTH 1ST LINE
The length of the location name cannot exceed past the first outer line of the shield icon. Longer names are spread over two text lines. If a single word is already too long to fit on the firstline, the font size is decreased until it is able to fit the allotted space.

5. MAXIMUM LENGTH 2ND LINE
The length of the second line of text cannot exceed past the shield icon.

Shield Icon

The shield icon can be used on its own, without the wordmark, in rare circumstances where limited space makes the full logo impractical. This includes applications such as social media profile images, favicons, or small-scale merchandise.

Wherever possible, the full logo should remain the primary representation of JCI. The icon is reserved for moments when legibility takes priority.

Clearspace

To maintain legibility and visual impact, the logo must always be surrounded by sufficient clearspace. This space ensures the logo is not crowded or compromised by other graphic elements, text, or edges.

For all logo variations, the minimum clearspace on every side of the logo is equal to half the width of the shield icon. No other elements should encroach on this area.

To preserve legibility, the logo should never be reproduced smaller than 5 mm in height for print, or 32 px in height for digital applications.

Minimum size
5mm / 32px

Logo Colourways

To ensure our logo remains clear, legible, and recognisable across all possible situations, it is avalaible in four colour variations: default, inverted, black, and white.

Using the correct version is essential for maintaining brand consistency and visual integrity. Always assess the background first, then select the proper colour version.

The default version should be used whenever possible. It's intended for placement on light or neutral backgrounds where contrast is strong.

Use the inverted version on dark or dense backgrounds where the default logo would lose legibility.

The black and white versions are reserved for single-colour applications, technical limitations, or for use on photography.

1. Default version on a white or light background

2. Inverted version on a dark background

3. White version on a coloured background

4. Black version for rare cases when colour can't be used

5. White version on dark photography

6. Black version on light photography

Logo Variant Colourways

The different logo variations follow the same colour guidelines as the primary logo.

For the secondary logo, the colour of the full Junior Chamber International name always follows that of the JCI acronym.

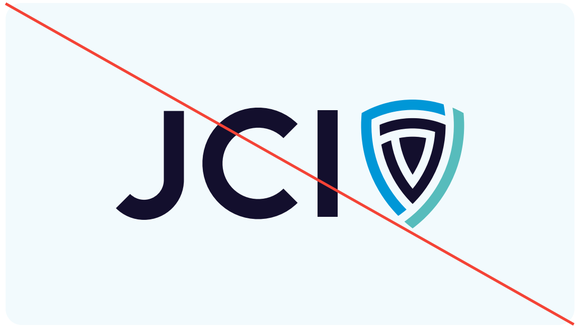
For national and local logo variants, JCI Blue is the preferred option for the location name for both the default and inverted colourways. When the situation asks for a single-colour version, change the location name accordingly.

Common Mistakes

To protect the integrity of our brand, the logo must always be used as provided without any alterations.

Misuse can weaken our recognition, reduce legibility, and create inconsistency across branded materials.

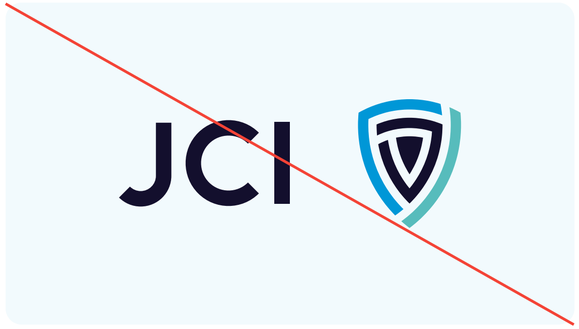
The following examples illustrate common mistakes that must be avoided.



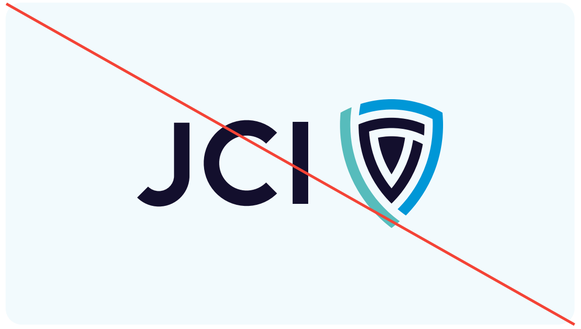
Don’t scale individual elements

Don’t stretch the logo

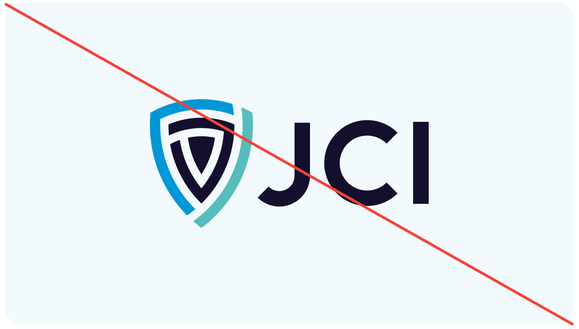
Don’t rotate the logo



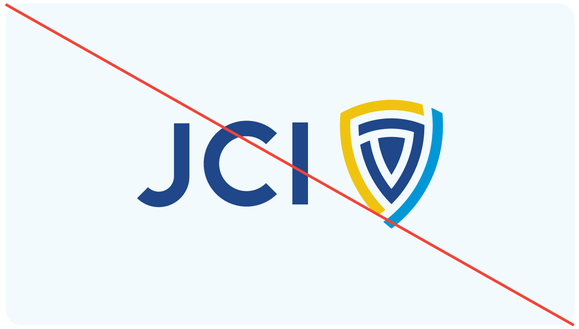
Don’t change the distance between elements



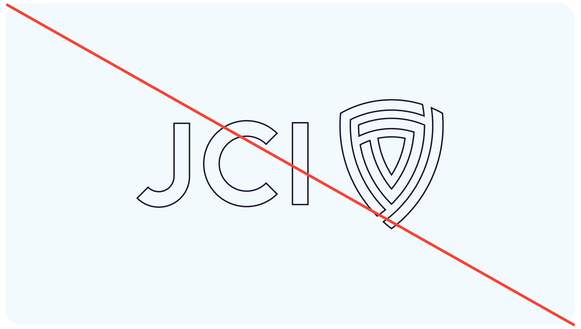
Don’t flip the shield icon



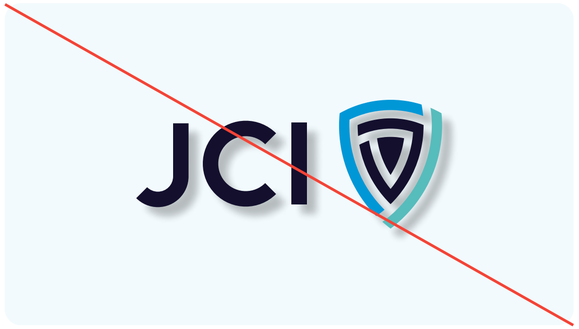
Don’t change the lay-out



Don’t change the colours



Don’t outline the logo



Don’t add any effects

03

Colours

Primary Brand Colours

The primary colour palette includes JCI Blue, Black, and White. Together, they form a clean and easily adaptable base that ensures contrast and readability.

JCI Blue is the main colour for our brand. It should be used prominently to strengthen our recognisability and the association with our organisation.

Black and white provide calm and contrast. Used as background or text colours, they create space to allow JCI Blue to stand out.

JCI Blue

HEX
#0097D7

RGB
0 / 151 / 215

CMYK
77 / 27 / 0 / 0

PMS
2925 C

75%

50%

25%

JCI Black

HEX
#130F2D

RGB
19 / 15 /45

CMYK
100 / 98 / 47 / 66

PMS
5395 C

75%

50%

25%

JCI White

HEX
#FFFFFF

RGB
255 / 255 / 255

CMYK
0 / 0 / 0 / 0

PMS
N/A

Secondary Brand Colours

The secondary colour palette consists of JCI Navy, Teal, and Yellow. These colours were chosen to support and expand on the primary brand palette.

Navy and Teal sit naturally alongside our JCI Blue, forming an analogous range of colour that offers subtle variation while maintaining visual harmony.

Yellow serves as a contrasting colour to the various shades of blue. It should be used sparingly as an accent, introducing emphasis when needed.

JCI Navy

HEX
#1F4789

RGB
31 / 71 / 137

CMYK
96 / 76 / 15 / 3

PMS
2728 C

75%

50%

25%

JCI Teal

HEX
#57BCBC

RGB
87 / 188 / 188

CMYK
63 / 0 / 30 / 0

PMS
3265 C

75%

50%

25%

JCI Yellow

HEX
#EFC40F

RGB
239 / 196 / 15

CMYK
7 / 21 / 93 / 0

PMS
142 C

75%

50%

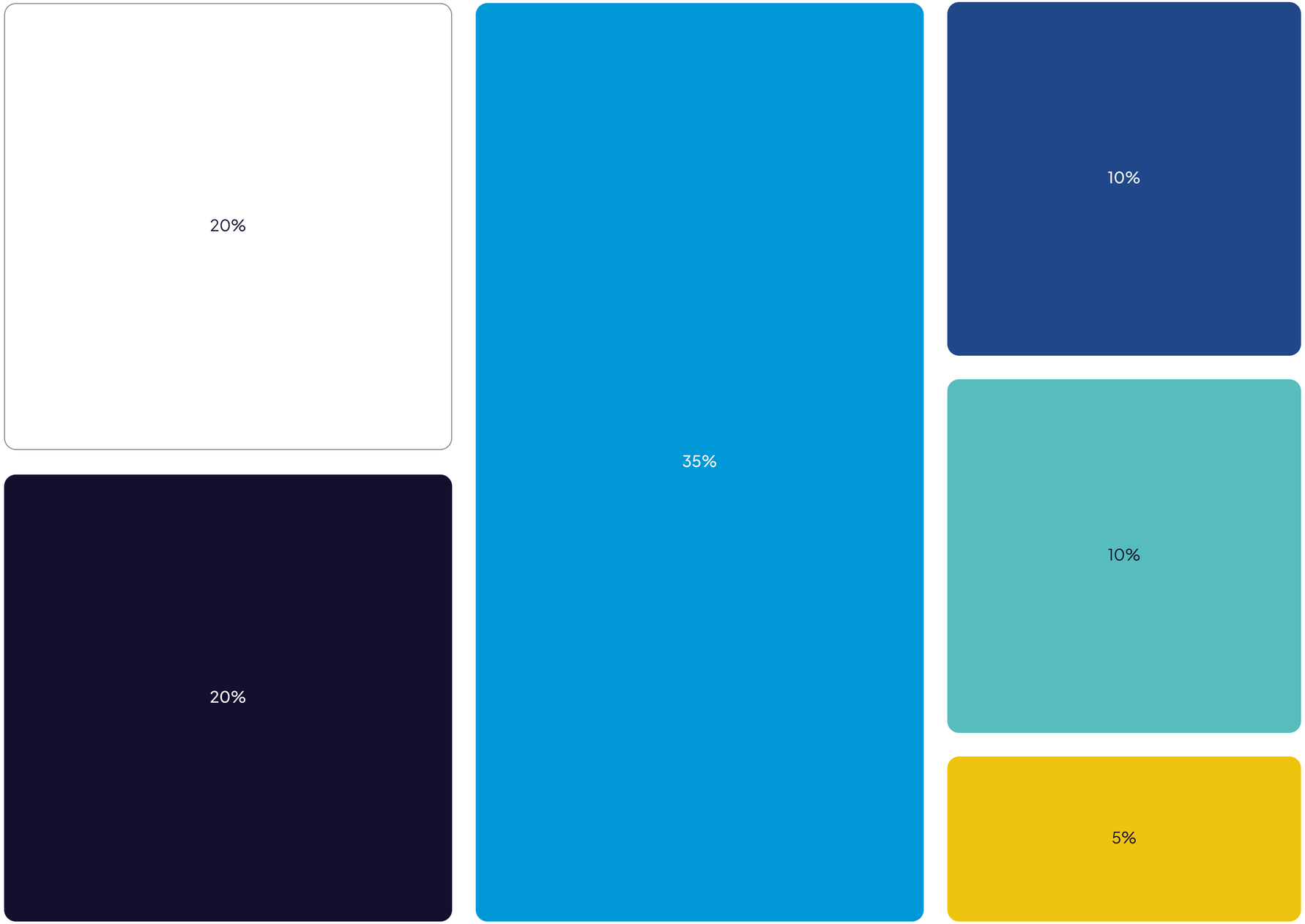
25%

Colour Hierarchy

Not all colours in our brand palette carry the same weight. A proper distribution ensures our brand looks professional and is easily recognised.

The secondary palette of Navy, Teal, and Yellow should be used more sparingly, to add visual interest or emphasise key elements.

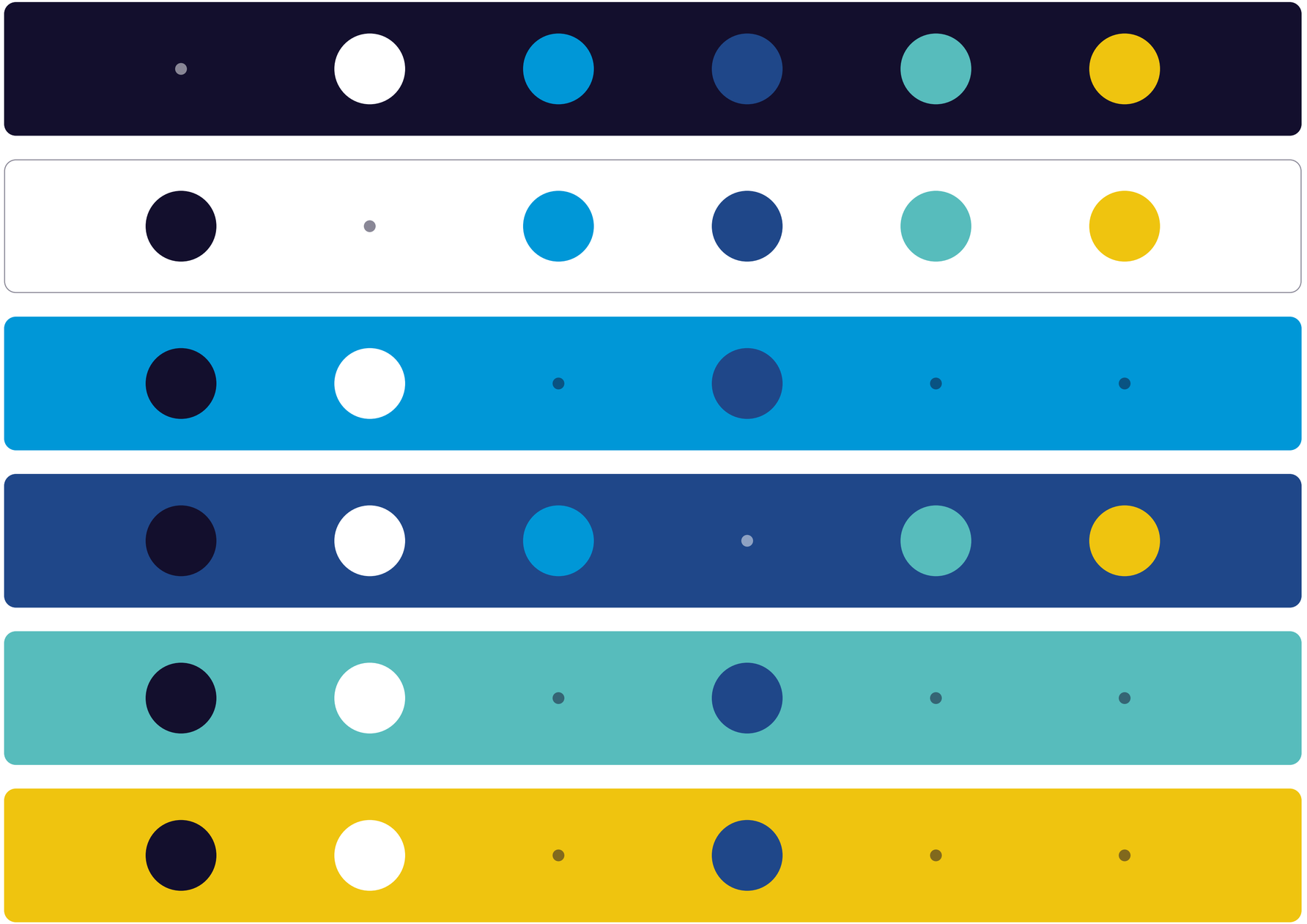
Note that this hierarchy only serves as a guideline: based on the context in which they are used, the colour distribution can be changed to better fit the situation.



Colour Pairings

Although the colours in our palette were chosen to work well together, not all combinations provide enough contrast for legibility or visual balance.

When in doubt, prioritise legibility. Clear communication should always come before stylistic preference.



04

Typography

Primary Typeface

Our brand typeface is Plus Jakarta Sans. This contemporary sans-serif typeface offers the right balance of professionalism, modernity, and approachability.

Plus Jakarta Sans provides a clean, structured aesthetic that maintains readability across digital and print applications. Its versatile range of weights allows for clear hierarchy, consistent styling, and flexibility when creating layouts.

As part of the Google Fonts library, Plus Jakarta Sans is freely available for anyone to download and use. This ensures a consistent brand expression worldwide.

All brand communications, from headlines to body copy, should use the primary typeface to maintain a unified and recognisable visual voice.

Plus Jakarta Sans can be downloaded via:
https://fonts.google.com/specimen/Plus+Jakarta+Sans

Plus Jakarta Sans

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(,.;:?!$&*)

PLUS JAKARTA SANS LIGHT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(,.;:?!$&*)

PLUS JAKARTA SANS REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(,.;:?!$&*)

PLUS JAKARTA SANS SEMIBOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(,.;:?!$&*)

PLUS JAKARTA SANS BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(,.;:?!$&*)

Fallback Typeface

For situations where Plus Jakarta Sans is not available — particularly when creating materials in Canva without a Pro account — the approved fallback typeface is Readex Pro.

This typeface offers a clean, modern look that aligns closely with the geometry and tone of our primary typeface, making it a suitable temporary substitute.

Readex Pro should be used exclusively as an alternative in Canva when Plus Jakarta Sans cannot be accessed. It is not intended for general use across other design tools or brand applications.

Wherever possible, Plus Jakarta Sans remains the required typeface to maintain full consistency with the JCI visual identity.

Readex Pro

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(,.;:?!$&*)

READEX PRO EXTRALIGHT
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(,.;:?!$&*)

READEX PRO LIGHT
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(,.;:?!$&*)

READEX PRO REGULAR
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(,.;:?!$&*)

READEX PRO MEDIUM
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(,.;:?!$&*)

Non-Latin Typeface

While Plus Jakarta Sans is the primary brand typeface, it does not support non-Latin writing systems. To ensure consistency and accessibility across all regions and languages, we recommend using Noto Sans for all non-Latin text.

Noto Sans is part of the Google Fonts library and offers a comprehensive family of typeface variations covering the most widely used languages and writing systems worldwide. Its neutral, modern design aligns well with the look and feel of Plus Jakarta Sans, allowing for a cohesive typographic experience across languages.

Whenever Latin and non-Latin text appear together, use Plus Jakarta Sans for Latin scripts and the appropriate Noto Sans variant for the non-Latin scripts, maintaining a balanced and unified layout.

Language variants can be downloaded via:
https://fonts.google.com/noto

Noto Sans

NOTO SANS SIMPLIFIED CHINESE

鉴于对人类家庭所有成员的固有尊严及其平等的和不移的权利的承认,乃是世界自由、正义与和平的基础

NOTO SANS ARABIC

لمّا كان الاعتراف بالكرامة المتأصلة في جميع

NOTO SANS DEVANAGARI

क्योंकि मानव परिवार के सभी सदस्यों के जन्मजात गौरव और समान

NOTO SANS JAPANESE

人類社会のすべての構成員の固有の尊厳と平等で譲ることのできない権利とを承認することは

Secondary Typeface

Our secondary typeface is Arvo, a geometric slab serif that pairs well with our primary typeface. Its structured shapes and balanced proportions make it a strong visual complement that helps highlight key moments in our communications.

Arvo should be used exclusively for large quotes and callouts in editorial layouts, like press releases or the JCI magazine. In these contexts it adds emphasis and variety without competing with the primary typeface.

Outside of these specific use cases, all typography should continue to rely on Plus Jakarta Sans. Using Arvo sparingly ensures that it remains effective as an accent typeface.

Arvo is also part of the Google Fonts library, and can be downloaded and used for free.

Arvo can be downloaded via:
https://fonts.google.com/specimen/Arvo

Arvo

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(,.;:?!$&*)

ARVO REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(,.;:?!$&*)

Type Hierarchy

A clear typographic hierarchy ensures that content is easy to read, scan, and understand.

As a general rule, we lean toward lighter weights of Plus Jakarta Sans (Light, Regular, Medium) to maintain a clean, modern aesthetic. However, bolder weights may be used when additional emphasis or contrast is needed, for example, in headlines, key messages, or callouts.

Hierarchy should be created through a combination of weight, size, spacing, and alignment. Aim for clarity first: the reader should be able to understand the structure of the content at a glance.

TITLE (PLUS JAKARTA SANS)
Weight: Regular | Size: 48pt | Leading: 120% | Tracking: 0

Developing leaders

SUBTITLE (PLUS JAKARTA SANS)
Weight: Regular | Size: 24pt | Leading: 130% | Tracking: 0

Ilit ipit, quam lab id ut accusamus in evelit, que maionet alia venditi duciaerum quam laut re et asped ullandem atur?

SUBHEADING (PLUS JAKARTA SANS)
Weight: SemiBold | Size: 20pt | Leading: 140% | Tracking: 0

Lorem ipsum dolor sit amet

PARAGRAPH (PLUS JAKARTA SANS)
Weight: Regular | Size: 16pt | Leading: 140% | Tracking: 0

Occullesequi ne ent od ut la nobisinctem am ant, sequo quam reptatet quiat quid quiaturero molorion et alia ditatur, veriae volupit qui dusti rest, quodit es inverum rem quundae non corem et exerum et estiur, si quiam debita sim rem reptasimaion pa consequibus pre planda sinvell oreicim voluptatio.

Tur rent fuga. Voluptat qui blaut et dis sae nonsenis est, con rerum etur moluptatem es aut fugitat iberum expellab is eum apis di sitias re sum, vollautem velitatis quiasim sin comnit ut ut eaquam qui te lant quae labor rerum sunt dolut quatium eosanti busande litium quia vent, volorei untusda nihitium aut molut et abo. Cum comnimet eata voluptur? Quis dipsundus a dollupt atureptatis maximax imperci lissincil.

QUOTE (ARVO)
Weight: Regular | Size: 24pt | Leading: 130% | Tracking: 0

> “Ilit ipit, quam lab id ut accusamus in evelit, que maionet alia venditi duciaerum quam laut re et asped ullandem atur?”

05

Brand in Action

Logo placement

Consistent placement strengthens recognition and creates a clear visual structure across all of our materials.

The logo works best when positioned along the outer edge of a layout, while always respecting the required minimum clearspace.

PREFERRED POSITIONS
The top left and top right are the primary and most effective placement options. These positions align with typical reading patterns, and provide a strong starting point for the rest of the layout.

OPTIONAL POSITIONS
The bottom left and bottom right corners may be used when the preferred positions conflict with imagery, headline pleacement, or other essential content.

LAST-RESORT POSITIONS
The top centre and bottom centre positions should be used only when none of the corner placements are feasible. Centre placement draws more attention and can disrupt the visual balance of a composition if overused, so it should remain an exception rather than the rule.

Wherever it appears, the logo must always maintain its clearspace, avoid crowding, and remain positioned on a background that ensures full legibility and contrast.

PREFERRED Top left

IF NECESSARY Top centre

PREFERRED Top right

OPTIONAL Bottom left

IF NECESSARY Bottom centre

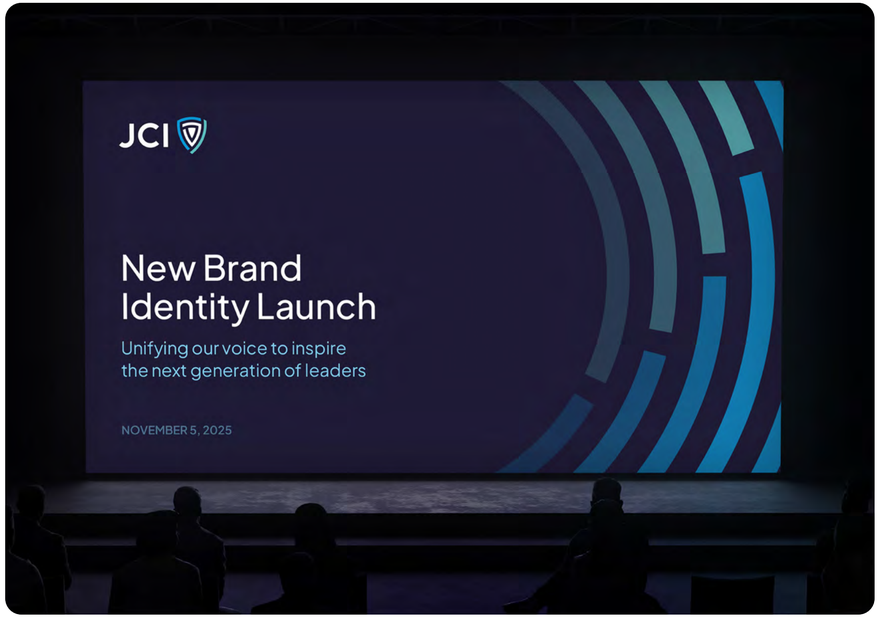
OPTIONAL Bottom right

Ripple

The ripple effect from the logo serves as a central motif across the entire identity. Variants of the ripple are used as primary graphic elements throughout our communications, creating a cohesive and recognisable visual language.

Whether applied subtly in the background or used as a distinctive visual element, the ripple brings energy and movement to layouts. It creates a clear link back to our brand's core meaning while also providing a flexible tool to build dynamic compositions.

By consistently integrating ripple-based graphics across applications, we reinforce a unified visual system that is distinctly JCI.



Ripple Construction

The ripple is based on a precise geometric system that ensures consistency across all applications. By following these construction principles, it becomes a consistent but flexible graphic asset.

STRUCTURE

The ripple is composed of a series of concentric circles, with each ring divided into four equal quarters. The spacing between each quarter is the same as the width of the ring.

SPACING AND SCALE

The spacing between each ring is the same as the width of the ring itself. The ripple can be expanded by adding additional rings to the outisde, following the same spacing and line width rules.

ROTATION

Each ring is rotated by 15 degrees relative to the ring one size smaller. This rotation introduces subtle movement, making the entire asset feel more dynamic.

Photography

Photography plays a key role in expressing the energy, diversity, and real-world impact of our organisation. The goal is to tell genuine stories, not stage perfect snapshots.

FOCUS ON PEOPLE
People should be at the centre of our photography. Faces, expressions, and interactions are important, as they highlight the community connection that defines JCI.

CANDID AND AUTHENTIC MOMENTS
Favour candid, in-the-moment photography over posed, overly polished shots. Images should feel natural and unstaged, reflecting real experiences. Authenticity builds trust and makes our organisation more inviting.

DIVERSITY AND REPRESENTATION
Our imagery should reflect the global, inclusive natur of JCI. Show members of different backgrounds, regions, and experiences. Diversity reinforces the sense of belonging and the global impact of our organisation.

ENERGY AND OPTIMISM
Aim for imagery that feels bright, positive, and forward-looking. Lighting should be natural where possible, and compositions should feel open and inviting.

JCI
TM