

WELCOME TO

# THE JUNIOR LEAGUE

BRAND STANDARDS

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# 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 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 over 295 communities in the six countries in which we operate...as individual pieces of one pie.

WE ARE  
THE JUNIOR  
LEAGUE

DEVELOPING WOMEN TO  
DO A WORLD OF GOOD™

# 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 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.

**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.

**Diversity:** We believe that creating and sustaining a diverse Membership is critical to our Mission. Living the value of diversity means we are committed to centering equity, inclusion, and belonging in our individual, organizational, and community relationships.

**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.



# INTRO

## MISSION

*TRANSFORMING COMMUNITIES BY  
CHALLENGING THE STATUS QUO*

The Association of Junior Leagues International (AJLI) and the individual Junior Leagues are organizations of women whose Mission is to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training.

## VISION

*SOCIETY EVOLVES IN THE CARE OF  
BRAVE AND THOUGHTFUL LEADERS*

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

## 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.

## 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 more than 295 Leagues comprised of over 112,000 women, in Canada, Mexico, England, France, Kenya, 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 Junior League's voice channels the spirit of Elle Woods from *Legally Blonde*: confident, optimistic, and unapologetically capable. It is warm yet powerful, polished yet approachable, and balances intelligence with enthusiasm.

Be careful not to oversaturate your messaging with overly depressing statistics and stories, without a solution to the issue. We do not want our messaging to channel the character "Debbie Downer" from *Saturday Night Live*.

**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 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 112,000 women empowered to lead in more than 295 Leagues in the United States, England, France, Kenya, 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:**

A world of good  
Challenging the status quo since 1901  
Change agent  
Civic leader  
Civic leadership  
Ever-evolving needs; empowered to lead  
Force for good  
Generations of civic leaders  
Investment  
Invincible  
Leading change. Transforming communities.  
Pride, passion, progress  
Revolutionary  
Social activism pioneer  
Status quo disrupted  
Strength in numbers  
The face of change  
Unparalleled  
Unprecedented



# 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 the Association. For most other terms, including punctuation standards, consult the latest version of the Associated Press Stylebook. ***Please note that we DO use the Oxford comma.***

#### AJLI and League Personnel Titles

AJLI Staff, Junior League Staff, and League Leader titles will be capitalized, including President, President-Elect, Governance Vice-Chair, and so on. Plural forms for elected positions: Presidents-Elect, Executive Vice Presidents-Elect, Finance VPs/Treasurers-Elect, etc.

#### Annual Conference

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

#### Award

Award is capitalized when referring to AJLI Awards; e.g., AJLI Awards, Excellence Award, Fund Development Award, etc.

#### Board

Capitalize when referring to an AJLI or Junior League Board, whether or not preceded by AJLI or Junior League.

#### Email

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

#### Governance Committee

Capitalize Governance Committee, whether preceded by AJLI or not.

#### The Junior League

Capitalize “The” before Junior League, when referring to the organization as a whole. If “Junior League” becomes the descriptor, “the” does not need to be capitalized. Ex: the Junior League Movement not The Junior League Movement.

#### 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*.

# MESSAGING

## BEST PRACTICES

### League

Capitalize when referring to any Junior League, whether preceded by Junior or not.

### Leaders

Capitalize when referring to a Junior League Leader, whether preceded by Junior League or not.

### Members

Capitalize when referring to a Junior League Member, whether preceded by Junior League or not. Do not capitalize the word “membership.”

### Membership Categories

Capitalize New Member/Provisional, Active, Sustaining/Sustainers, and Sustainer Emeritus/Emerita.

### Mission

Capitalize when referring to the Mission of the Association, or an individual Junior League.

### Nonprofit

One word, no hyphen.

### Vision

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

### Website

One word, no spaces, no capitalization.

## FORMATTING

### Dates

Use cardinal numbers vs. ordinal June 8 not June 8th) whether followed by the year or not.

### Times

Write “a.m.” and “p.m.” using periods and lower-case letters. Include a space after the numeral (2 p.m. not 2p.m.).

### Phone Numbers

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

### Bulleted Lists

When including a mix of complete sentences and phrases on a bulleted list, use periods at the end of each bulleted item. When your list consists only of single words or phrases, do not use punctuation at the end of each bullet point.



# 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 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 on other document types.

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.



#### **Combo Stacked Centered**

To be used when design of the piece requires centered alignment.



# IDENTITY

## LOGO

### 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.

### Alternate Logo Styles

There are occasions when an alternative to the standard logo may be more appropriate.

The all black version is useful in designs that are solely black and white.

The white drop-out version (shown here on a grey background) is useful for designs on a color background, such as a t-shirt or tote-bag.



# IDENTITY

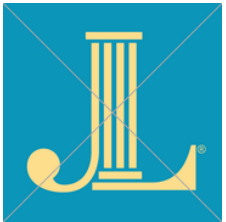
## DON'TS



**Don't** change the position of the JL within the box.



**Don't** distort the shape, the logo should always be proportional.



**Don't** reproduce in any color other than the primary red.



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



**Don't** rotate or animate the JL.



**Don't** use low-quality or low-resolution logo files.



**Don't** add special effects such as drop shadows, glows, gradients, or outlines.



**Don't** place against a “busy” background that compromises visibility.

# IDENTITY

## TAGLINE

The Junior League tagline serves as a clear, memorable expression of our organization's Mission and impact. It communicates who we are, what we stand for, and the transformative role Members play in their communities.

The tagline should be used consistently across all communications to reinforce brand recognition, convey purpose, and inspire both current and prospective Members.

Add the trademark symbol at the end of our tagline: Developing Women to Do a World of Good™.

Our tagline can also be used as a design element.

The words in the tagline, including their order, should not be changed or revised.



# 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

## ACKNOWLEDGMENTS

### *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—more than 295 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 view a sample webpage, please visit:  
<https://anytown.jl.org/about/the-association>.

## THE ASSOCIATION

A PROUD MEMBER OF  
 **THE ASSOCIATION  
OF JUNIOR LEAGUES  
INTERNATIONAL**



### ABOUT THE JUNIOR LEAGUE MOVEMENT AND ASSOCIATION

For over 125 years, The Junior League Movement has been Developing Women to Do a World of Good™. What began in 1901 with social activism pioneer Mary Harriman in New York City has grown into one of the most enduring and effective volunteer leadership organizations in the world.

Today, The Association of Junior Leagues International, Inc. (AJLI) connects more than 112,000 women across 296 communities in the United States, the United Kingdom, Canada, Mexico, Kenya, and France. Through shared learning, leadership development, and collective action, AJLI strengthens every League's ability to create meaningful, measurable community impact.

In 1921, individual Leagues united to amplify their collective strength—forming the Association that continues to support, elevate, and strengthen Leagues everywhere.

Junior League Members remain at the forefront of critical issues including childhood nutrition, human trafficking, foster care, literacy, juvenile justice, teen well-being, and environmental health. This sustained leadership has built a legacy of innovation, advocacy, and community transformation that spans generations and borders.

Together, our Members form one of the largest and most respected women's volunteer organizations in the world.

# 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 visit our branding website and [submit an anniversary logo request](#).

### Community Anniversary

Celebrating your anniversary within your community at major milestones (20, 30, 40 years...). To request your customized community anniversary logo, please visit our branding website and [submit an anniversary logo request](#).

### ASSOCIATION ANNIVERSARY OPTION 1



### ASSOCIATION ANNIVERSARY OPTION 2



### 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 are 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.
- 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.

#### **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.

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.

#### **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 word mark somewhere else on the page.

# DESIGN

## TYPOGRAPHY

*CLARITY AND CONFIDENCE, DOWN TO THE LETTER*

### Primary Typeface

**Gotham** is The Junior League's primary typeface. This is used for the logo and word mark, and all print communications and merchandise. Gotham's letterforms were inspired by examples of architectural signs of the mid-twentieth century. Gotham has a relatively broad design with a reasonably high x-height and wide apertures

The Junior League uses Gotham typeface families. They contain four 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. [Download the font family](#).

### Secondary Typeface

**Arial** is The Junior League's secondary typeface—used for the Web or for materials meant to be read online, such as PDFs. Arial is a sturdy, low-contrast, highly legible sans-serif typeface well suited for any display or text use. Arial should never be used as a replacement for Gotham in the logo or word mark.

### Display Typeface

**Amsterdam Two** is a distinctive typeface belonging to the handwritten font family. Created by Lettersiro Studio and launched in 2017, this elegant font serves as a complementary addition to Gotham, enhancing the visual appeal of your designs. It is important to note that while Amsterdam Two Font can be used to add an extra touch, it should never serve as a substitute for Gotham in the logo or word mark. This font is standard in Canva. [Download font](#)

A-Z AND NUMERALS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

SECONDARY FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

DISPLAY TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# DESIGN

## COLOR

### *THE COLOR OF PASSION AND LEADERSHIP*

#### JL Red: A Signature Element

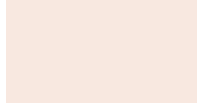
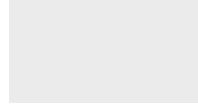
JL Red remains a distinguishing feature and a cornerstone of our brand identity.

#### Usage Guidelines:

- Every JL design should incorporate the signature JL Red brand color.
- While not the primary focus, JL Red should be visible in the composition.
- Use JL Red strategically to emphasize, accentuate, and lend priority.
- Against a white background, smaller increments of JL Red enhance its prominence.
- For predominantly JL Red pieces, opt for a monochromatic approach with white type.

#### Logo Placement:

- The logo can be placed on various background colors.
- When on colored backgrounds, the logo should appear in white to maintain contrast and legibility.

|                                                                                                  |                                                                                                     |                                                                                                  |                                                                                                   |                                                                                                |
|--------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
|                |                  |               |                |             |
| <b>JL RED<br/>PRIMARY</b><br><br>#D32A40<br>RGB: 211 42 64<br>PMS: 1795<br>CMYK: 11 97 77 2      | <b>DEEP RED<br/>PRIMARY</b><br><br>HEX CODE:<br>#BF1E2E<br>RGB: 184 34 49<br>CMYK: 19 99 87 10      | <b>CRANBERRY<br/>PRIMARY</b><br><br>HEX CODE:<br>#991023<br>RGB: 153 16 35<br>CMYK: 25 100 92 24 | <b>CORAL<br/>PRIMARY</b><br><br>HEX CODE:<br>#E45E54<br>RGB: 228 94 84<br>CMYK: 6 78 67 0         | <b>BLUSH<br/>PRIMARY</b><br><br>HEX CODE:<br>#F593A0<br>RGB: 252 147 160<br>CMYK: 0 53 21 0    |
|                |                  |               |                |             |
| <b>GOLD<br/>NEUTRAL</b><br><br>HEX CODE:<br>#F8AD40<br>RGB: 248 173 64<br>CMYK: 1 36 85 0        | <b>YELLOW<br/>NEUTRAL</b><br><br>HEX CODE:<br>#FDD8E8D<br>RGB: 253 222 141<br>CMYK: 1 11 53 0       | <b>SAND<br/>NEUTRAL</b><br><br>HEX CODE:<br>#F8E8E0<br>RGB: 248 232 224<br>CMYK: 2 9 9 0         | <b>BLACK<br/>NEUTRAL</b><br><br>HEX CODE:<br>#000000<br>RGB: 0 0 0<br>CMYK: 75 68 67 90           | <b>LIGHT GRAY<br/>NEUTRAL</b><br><br>HEX CODE:<br>#EBEBEB<br>RGB: 235 235 235<br>CMYK: 7 5 5 0 |
|                |                  |               |                |             |
| <b>WHITE<br/>NEUTRAL</b><br><br>HEX CODE:<br>#FFFFFF<br>RGB: 255 255 255<br>CMYK: 0 0 0 0        | <b>LIGHT BLUE<br/>SECONDARY</b><br><br>HEX CODE:<br>#B4E3F7<br>RGB: 180 227 247<br>CMYK: 27 0 1 0   | <b>NAVY<br/>SECONDARY</b><br><br>HEX CODE:<br>#005691<br>RGB: 0 86 145<br>CMYK: 98 71 17 3       | <b>TURQUOISE<br/>SECONDARY</b><br><br>HEX CODE:<br>#65C3CA<br>RGB: 101 195 202<br>CMYK: 57 2 22 0 | <b>BLUE<br/>SECONDARY</b><br><br>HEX CODE:<br>#0B95B8<br>RGB: 11 149 184<br>CMYK: 80 26 19 0   |
|              |                |                                                                                                  |                                                                                                   |                                                                                                |
| <b>DARK GREEN<br/>SECONDARY</b><br><br>HEX CODE:<br>#008A50<br>RGB: 0 138 80<br>CMYK: 87 22 89 7 | <b>LIGHT GREEN<br/>SECONDARY</b><br><br>HEX CODE:<br>#A4C87D<br>RGB: 164 200 125<br>CMYK: 39 5 66 0 |                                                                                                  |                                                                                                   |                                                                                                |

# DESIGN

## PATTERN

### *THERE'S POWER IN NUMBERS*

These patterns suggest the power of our Association and the multiplying effect we have in communities.

[Click here for the Step & Repeat Canva template.](#)

[Click here for the pattern Canva template.](#)



Step & Repeat Pattern



Women for Good Pattern



Stripes Pattern



Symbol Pattern

# 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 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 (CONTINUED)

### 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, email 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.

[Click here to download photo/video release forms.](#)

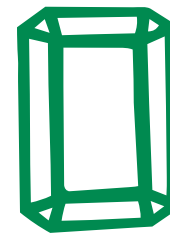
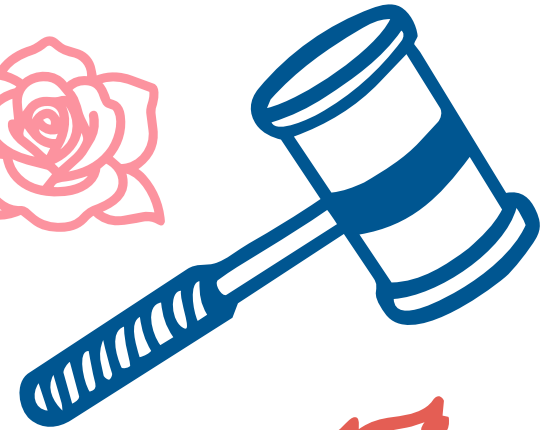
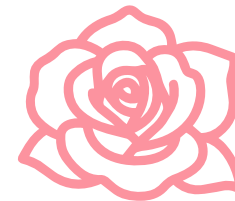
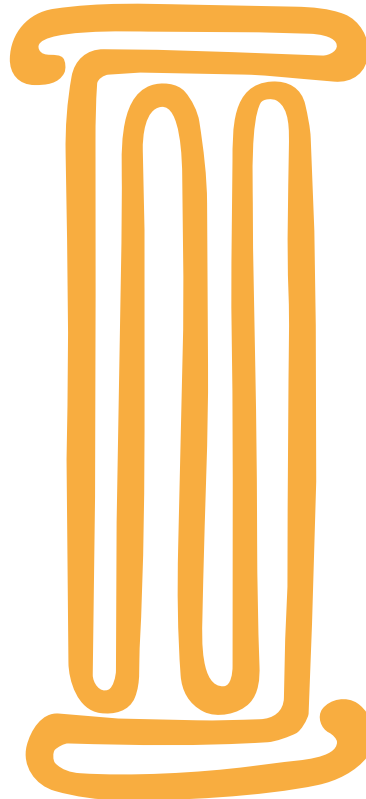


# DESIGN

## SYMBOLS

Icons can be used to help support or explain an idea and showcase our values and history. Our style is flat and simple. Use colors from our palette.

Please note: these illustrations are provided as examples of our brand colors. [Click here for the Canva template.](#)



# DESIGN

## APPAREL DESIGN

When designing Junior League apparel, simplicity and consistency with the Association's brand are key. Anyone wearing Junior League apparel is a walking billboard for our organization.

Use official Junior League colors and approved fonts to maintain a cohesive look. Keep designs clean and legible from a distance, avoiding overcrowding with too much text or imagery.

Utilize your League logo, with full League name, not just the brand mark. Logos should follow proper sizing, spacing, and placement guidelines and should never be stretched, altered, or recolored. Choose high-contrast color combinations for readability, and select quality apparel styles that reflect the Junior League's polished, professional, and welcoming brand.

## LICENSE AGREEMENT

### Logo on Merchandise

The use of the Junior League icon (and/or 'The Junior League' word mark) alone on merchandise is reserved exclusively for products produced by the Association. This ensures that the logo represents The Junior League as a whole, not just a particular League or Networking Group.

Leagues and Networking Groups are welcome to create products using their approved League or Networking Group-specific combination mark.

### Brand Consistency

It's vital that our messaging and visual identity remain consistent across all products to strengthen recognition and awareness of The Junior League brand. To ensure the reputation of our brand is maintained, and to comply with Federal IRS UBIT regulations, we ask that Leagues and Networking Groups avoid placing their logo on inappropriate products that could create a negative impression.

Thank you for helping us champion the legacy of The Junior League while preserving our shared values and Mission. If you have more questions, please email [communications@ajli.org](mailto:communications@ajli.org).



# 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—125+ years and counting—of developing women to do a world of good™.

## 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."*



# SOCIAL MEDIA

## PROFILE GRAPHIC

Your League's profile graphic should be one of the [options provided by AJLI](#).

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, Instagram, LinkedIn, TikTok, X, and Pinterest.

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 X 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.

# SOCIAL MEDIA

## FREQUENCY

How often should your League post? The answer is... there is no definitive answer. 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:



1-2 times per day



3-5 times per week, stories: 1-2 per day



1-2 times per day



3-5 times per week, or as much as you're able



2-3 times per day



At least once per week

## 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 and 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.



# THE JL MARKETPLACE

## YOUR ONE-STOP SHOP FOR ALL THINGS JUNIOR LEAGUE

The Junior League Marketplace can be a key part of enhancing your digital presence because it will help your League reinforce visibility, recognition, and consistency across League events and online platforms.



**Marketing & Print Storefront:** Custom step-and-repeat banners, retractable banners, tablecloths, pop-up tents, and more.

**The JL Boutique:** Official merchandise for individual orders, including apparel and accessories with licensed designs.

**Bulk T-Shirt Orders:** Design and order custom t-shirts in bulk through a personalized digital storefront.

**Apparel Fundraisers:** Create a custom digital storefront to offer apparel and accessories while raising funds for your League.

**Membership Name Tags:** Durable, magnetic name tags with customizable designs, including League name, officer name, and title.

**JL Sticker Store:** Fun Junior League stickers and buttons—perfect for showing your pride!

**Additional Giveaways:** Check out a variety of customizable items to enhance your League's events and initiatives.

