

# Jumpstart

Children first.

“Children are our greatest untapped resource.”  
*The Dalai Lama*”

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From our name and logo to each individual communication we issue—internal or external, “branding” is the summation of our organization’s identity. Our brand represents who we are to the world. So, it is essential to portray it properly every time.

This book contains important information that will guide you in using the Jumpstart brand components. It includes various formatting, logo and template guidelines, as well as examples of proper and improper brand applications—across all media.

BRAND SYNOPSIS

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Vision Statement:

A nation where every child enters kindergarten ready to succeed

Positioning:

A unique, community invested early education experience that rigorously trains dedicated adults to prepare pre-school children in low income communities for success in kindergarten

Brand Essence:

Unlocking potential and transforming lives

Value Proposition:

Tapping into the power of dedicated, highly-trained adults to deliver a proven curriculum designed to foster academic achievement and confidence in young children

Cultural Priorities:

- Children first
- Passion about learning
- Collaboration
- Kindness in all things
- Responsibility and accountability
- Determination in every effort
- Trust and open communication
- Encouragement of personal growth
- Celebration of success

Brand Character:

Value Driven (Joy, Learning, Kindness, Connection, Determination),  
Life Changing, Collaborative, Exuberant, Responsive, Smart, Approachable,  
Genuine, Focused, Strategic, Youthful, Fun, Passionate

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BRAND COMPONENTS

Logo:

Consistent use of the Jumpstart logo maintains its integrity and ensures brand recognition. The logo must always be highly visible and unmistakable. The logo is made up of two different typography components, the sanserif “Jump” portion juxtaposed with the hand type “start” and sweep graphic.

Emphasizing the “start” to a stronger degree, this combination implies a call to action for every audience—donors, students, volunteers, employees etc. The combination of fonts reflects every age group and sensibility.

Accepted Format & Coloration:

	RED + SLATE COMBINATION
	ALL BLACK
	ALL WHITE (ON ALL SOLID COLORS)

Body Copy Usage:





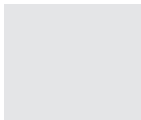
In all marketing communications, when Jumpstart is used in text, do not use the logo. Set Jumpstart in an initial capital “J” lowercase “umpstart,” single word with no spacing in the same face as the copy (as shown throughout these guidelines).

Color Usage:

The Jumpstart color collection consists of primary and secondary color palettes in tones reflective of the energy and sophistication of the brand. Our primary colors are red, steel and peacock—a modern, unique combination that elevates and differentiates the brand.

Our secondary accent colors act as an extension of the primary colors, offering neutral choices for background and accents.

Color Palette & Builds:

primary			secondary	
				
PANTONE 485	PANTONE 431	PANTONE 3145	PANTONE 5503	PANTONE 427
C 0 R 213 M 93 G 43 Y 95 B 30 K 0	C 45 R 94 M 27 G 106 Y 17 B 113 K 51	C 100 R 0 M 5 G 124 Y 20 B 146 K 22	C 39 R 153 M 3 G 191 Y 11 B 194 K 8	C 7 R 209 M 3 G 212 Y 4 B 211 K 8
# D52B1E	# 5E6A71	# 007C92	# 99BFC2	# D1D4D3
JS RED	JS SLATE	JS BLUE	JS TEAL	JS GREY

## LOGO SPECIFICATIONS

## Application Sizes:

The minimum application size for the Jumpstart logo is 1.5 inches in width or 3.81 centimeters. The length is measured from the leftmost edge of the “J” to the rightmost edge of the underline sweep. The height is measured from the tip of the final “t” to the bottom edge of the sweep’s starting point. The Jumpstart logo (and every subsequent logo lockup within these guidelines) should occupy its own space, requiring a “safe” area, equal to the height of the “u” letterform on all sides of the logo.



## Specific Misuses:

Never attempt to create your own Jumpstart logo or reproduce the approved logo in non-approved colors. Never alter or stretch the logo proportions or attach anything to the logo. All approved logo lockups will be addressed in these guidelines. Never use the logo as part of a sentence or phrase and do not alter its horizontal orientation. The following page shows examples of what NOT to do.

~~Jumpstart~~

never manipulate or skew

~~Jumpstart~~

never colorize outside of approved palette

~~Jump start~~

never alter spacing

~~Jumpstart~~

never outline or apply a stroke to the logo lockups

~~Jumpstart~~

never crop or bleed

~~Jumpstart~~

never re-size any of the elements

LOGO SPECIFICATIONS

Logo Lockups:

There exists one set of approved logo lockups, consisting of logo/tagline and logo/initiative combinations. These lockups are not to be created individually. Specific files will be provided when needed. Without permission from the Jumpstart External Relations department, no other components should be combined with the Jumpstart logomark. *The logo/tagline combination should be used as the primary mark on all pieces at least once. It should be the first logo presented with all subsequent branding featuring the individual logo.*



.....  
Above: logo/tagline lockup, Below: logo/initiative lockups  
.....



Call to Action Lockup:

When utilizing the Jumpstart call to action, or sub tag, the copy should be set in the Century Gothic regular typeface (to learn more about typography specifics refer to next page) with the proper amount of vertical spacing between the tagline and call to action components. All elements should remain in a centered stack.



Graphic Elements:

There is one approved graphic element that can be used as a design accent along with the brand identity components. This hand dot pattern is displayed in all of its approved forms below. Any deviation from these elements must be approved by the Jumpstart External Relations department.



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Above: colored version, Below: single hue reflective of background color (as shown on cover of this guideline)  
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 TYPOGRAPHY
 

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## Font Usage:

There are specific font families that have been allotted for usage with the Jumpstart brand image. The Archer font family is to be used for a majority of body copy portions, and subheadings when a differentiation is needed. Century Gothic should be used for headers, title components, call outs and short amounts of body copy. *When the approved fonts are unavailable, you may substitute Trebuchet MS for Century Gothic and Palatino for Archer.*

*Archer Light:*

abcdefghijklmnopqrstuvwxyz, 0123456789  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

*Archer Light Italic:*

*abcdefghijklmnopqrstuvwxyz, 0123456789*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*Archer Book:*

abcdefghijklmnopqrstuvwxyz, 0123456789  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

*Archer Book Italic:*

*abcdefghijklmnopqrstuvwxyz, 0123456789*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*Archer Medium:*

abcdefghijklmnopqrstuvwxyz, 0123456789  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

*Archer Medium Italic:*

*abcdefghijklmnopqrstuvwxyz, 0123456789*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

**Archer Semibold:**

abcdefghijklmnopqrstuvwxyz, 0123456789  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

*Archer Semibold Italic:*

*abcdefghijklmnopqrstuvwxyz, 0123456789*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

**Archer Bold:**

abcdefghijklmnopqrstuvwxyz, 0123456789  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

*Archer Bold Italic:*

*abcdefghijklmnopqrstuvwxyz, 0123456789*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

## Century Gothic Regular:

abcdefghijklmnopqrstuvwxyz, 0123456789  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Century Gothic Italic:

*abcdefghijklmnopqrstuvwxyz, 0123456789*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

**Century Gothic Bold:**

**abcdefghijklmnopqrstuvwxyz, 0123456789**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

*Century Gothic Bold Italic:*

*abcdefghijklmnopqrstuvwxyz, 0123456789*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*