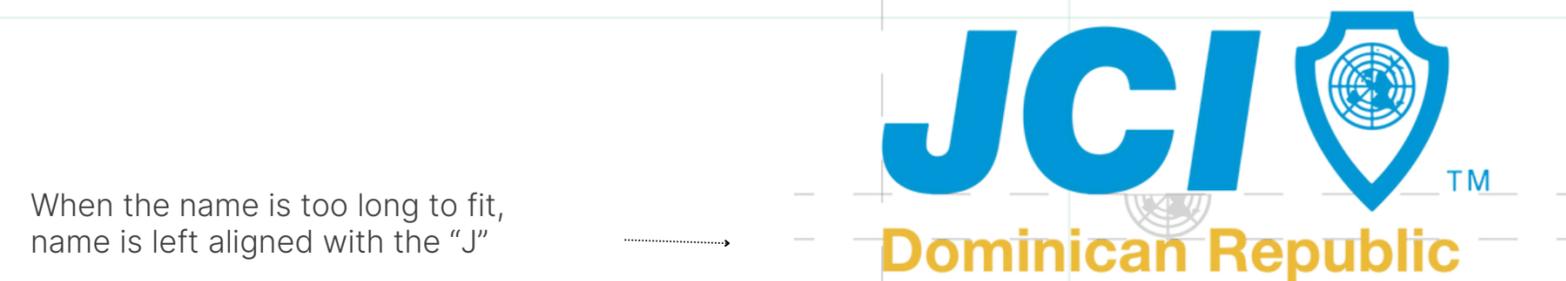# JCI Logo

The JCI Logo

Primary Logo Color

Secondary Logo Colors

International

There is one format of the JCI logo for use on the **international level**. The use of this logo without the name of the Local or National Organization is restricted to JCI international events and other official JCI materials.

The logo should primarily be used in **JCI Aqua**, white or black, in that order of priority. Further, if white is used, the colored background the logo is placed on must only be either Aqua or Navy.

JCI
Côte d'Ivoire

Name centered between start of the "J" and the point of the shield

When the name is too long to fit, name is left aligned with the "J"

JCI
Dominican Republic

JCI
Guatemala
Metropolitana

When the name is so long it exceeds the TM letters, the name can be center-aligned and include a second line of text

National and Local Organizations

All JCI national and local organizations should adhere to the following when creating their logos.

As the **primary logo**, he JCI logo should appear unaltered in JCI Aqua with the local or national name appearing below it in 75 pt. Helvetica Neue type. The text color displaying the local or national organization name should be JCI Gold.

Secondary logo colors in all white or black may also be used.

JCI

Use the map part of the
logo as spacing guide

Minimum Width:
100 pixels in width for digital and 1.9 cm in width for print

Minimum Size

To maintain clarity and legibility, the JCI logo should never be scaled below the **100 pixels in width for digital** and **1.9 cm in width for print**. This ensures the logo remains crisp and recognizable on various screen resolutions and is legible on printed materials such as business cards, brochures, and flyers.

JCI Guatemala Metropolitana

JCI Dominican Republic

Clear Space

The JCI Logo should always have a **minimum clearance zone** around it. This ensures clarity of communication and prevents the logo from becoming lost or crowded.

JCI

Transparent JCI Logo

JCI Logo with Solid Background

Logo Placement

(One Partner or Sponsor)

For **JCI-led** programs or promotions, always position the JCI logo first, followed by a thin dividing line to separate it from partner logos.

Choose the appropriate JCI logo to match the style of the partner logos:

- Use the transparent JCI logo when partner logos are transparent.
- Use the solid JCI logo when partner logos are solid.

JCI-led programs or projects are initiated by JCI with support from a partner or sponsor.

Transparent JCI Logo



JCI Logo with Solid Background

Logo Placement

(One Partner or Sponsor)

In **partner-led** programs or promotions, the JCI logo should be positioned after the lead partner's logo.

While adhering to the partner's brand guidelines, ensure that JCI's logo placement respects its minimum clear space requirements to maintain brand integrity and visibility.

Partner-led programs *are initiatives led by a partner or sponsor, with JCI providing support.*

SAMPLE: JCI logo on top

JCI

Headline

or

Callouts or Quotes

Photo or White Background

Other Logos
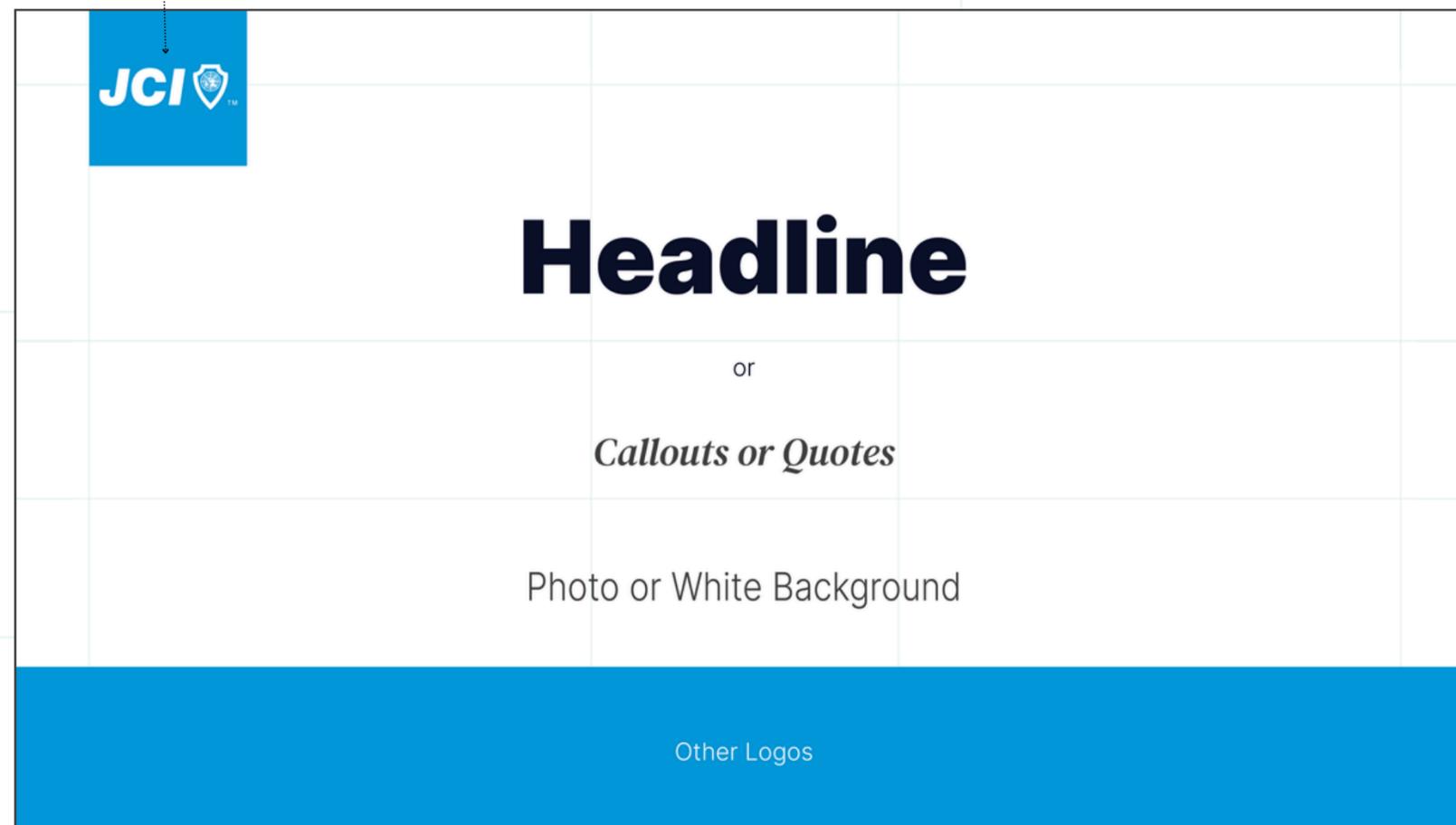
Sample

Logo Placement

(Multiple logos)

For promotions of JCI programs involving **multiple sponsors and partners**, the JCI logo must be prominently placed at the top left or right of the page and displayed in the largest size.

Sponsor and partner logos should be positioned at the bottom of the layout, *arranged by hierarchy* according to their respective tier levels to ensure a clear and professional representation of all contributors.

Other **JCI initiative or commemorative logos** may be placed beside the JCI logo, on the opposite side, or at the bottom, provided that proper spacing is maintained.

JCI

Logo Misuse

Do not stretch or distort the logo

Do not change the proportions of any part of the mark in relation to the other parts

Do not use color in any way other than as described in the guidelines

Do not cut off any part of the logo

Do not change the appearance, shape or layout of the logo

Do not use the elements of the logo independently from one another