



Better Health &
Education Outcomes.
For All.

JSI BRANDING GUIDE



CONTACT

For communications support:

[Communications Support Request Form](#)

[@jsi.org](#)

[#help-corp-comms](#) slack channel

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SECTION 1

INTRODUCTION

BRAND GUIDELINES

These guidelines describe the visual elements that represent JSI's identity. This includes our name, logo, and other elements such as color, type, graphics, and language.

Representing our work in a consistent and unified way reinforces JSI's reputation and brand. These guidelines reflect our commitment to quality, consistency, and style.

WHY A STRONG BRAND IS IMPORTANT

A brand identity is much more than a logo and a tagline. It is a strategic organizational asset focused on conveying the mission and embodying an organization's values and culture. It reinforces/represents the emotional and psychological relationship a person has with our organization, and it reflects our commitment to our clients and the people we serve. A strong brand can help garner trust, differentiate us from other organizations, and attract resources.

An organization's brand helps us reinforce the following:

1. Who we are (identity, purpose and core values)
2. What we do (the services we offer our clients)
3. Why you should care (what differentiates us/our value proposition)
4. How we work (our processes and culture)
5. Our personality (the tone, voice and style of the brand)

While this document helps define our brand, in fact, everything we do reinforces our brand identity. Thus, it is critical that staff understand the brand's importance and how our work can strengthen and contribute to JSI's brand.

Promoting JSI's visibility is an ongoing process. JSI's success depends on every employee finding opportunities to use our identity effectively and enhance both our visibility and the brand behind us.

Together, we can contribute to advancing JSI's reputation as a leading global nonprofit.

SECTION 2

ORGANIZATIONAL OVERVIEW

OVERVIEW

JSI is dedicated to strengthening health and education systems to improve the lives of individuals, families, and communities. We believe all people should have what they need to live their healthiest lives and reach their full potential. To accomplish this, JSI works hand-in-hand with government agencies, community organizations, and the private sector to design pragmatic strategies for complex problems. We drive measurable impact in public health, health care, and education to enhance the well-being of people in the United States and around the world.

Additional content that can be used collectively or tailored for specific audiences:

- As a global organization, JSI has designed, delivered, and scaled programs in more than 50 countries worldwide.
- In the U.S., JSI has worked in evaluation, training and technical assistance, policy, and strategy in all 50 states and has teams in Massachusetts, New Hampshire, Rhode Island, DC, Georgia, Colorado, and California.

MISSION STATEMENT

JSI is dedicated to improving lives through better health and education outcomes for individuals and communities and to providing an environment where people of passion can pursue this cause.

CORE VALUES

Core values are a set of beliefs that specify organizational expectations and expected modes of conduct. They also provide reference points and guidelines for decisionmaking. By committing to core values as an organization, we create a foundation of attitudes and practices that support the long-term success of JSI.

JSI's core values are:

Purposeful, Entrepreneurial, Responsive, Collaborative, Respectful, Balanced, and Appreciative.

CORE MESSAGING

JSI has built a reputation of excellence among our partners and clients. We deliver world-class results through:

- **Exceptional Partnership:** JSI is a trusted partner to government agencies, community organizations, and the private sector, co-creating lasting, tailored solutions.
 - **Technical Insight:** JSI experts bring unrivaled experience and skills, using data to shape systems and translate policy into action.
 - **Context Alignment:** JSI leverages our local, regional, and national expertise to achieve client goals.
 - **Adaptive Thinking:** JSI uses data and emerging insights to hone implementation approaches and deliver measurable results.
-

ORGANIZATIONAL NAME

- JSI Research & Training Institute, Inc. is the organization's legal name and should be used for legal documents such as contracts, agreements, or proposals. For all other internal and external communications (e.g., conferences, newsletters, social media posts), we refer to the organization as "JSI." Consistent use supports brand recognition and carries forward JSI's strong reputation.
- Why are we called JSI? Our namesake, John Snow, was the famed British physician often hailed as a founder of modern epidemiology for his groundbreaking statistical mapping of the cholera outbreak in nineteenth-century London. At JSI, we continue to embody Dr. Snow's spirit of inquiry through our commitment to community insights, reliance on data-driven strategies, and enthusiasm for innovative tools and ideas.

SECTION 3

LOGO

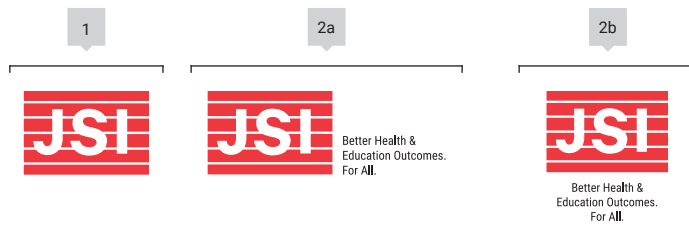
LOGO INTRODUCTION

Our logo is the key building block of our identity, the primary visual element that identifies us. The logotype is a combination of our organization's name and tagline; they have a fixed relationship that should never be changed. When in doubt, please reach out to the Communications team for guidance. The contact information is on the front page of this guide.

The JSI logo comprises two elements, the logo mark and tagline. The organization's logo is presented through the use of color as well as shape and form. The two colors are JSI red and white; JSI red is used exclusively in the logo itself.

Our namesake, John Snow, was the famed British physician often hailed as a founder of modern epidemiology for his groundbreaking statistical mapping of the cholera outbreak in nineteenth-century London. Our logo draws inspiration from the city grid used by our namesake.

THE LOGO



Usage

The primary use of the logo should always be in full color, JSI red, with the horizontal orientation (2a) prioritized. If there isn't enough horizontal space, the vertical orientation (2b) may be used. For maximal impact and 508 accessibility, contrast should be checked and implemented.

1) The Logo Mark

pulls together the concept of grid mapping, evoking the spirit of Dr. Snow's inquiry through our commitment to community insights, reliance on data-driven strategies, and enthusiasm for innovative tools and ideas.

2) The Logotype

embodies our organization's core values and mission.

JSI RED

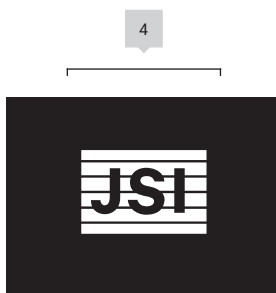


CMYK: C0 M88 Y70 K0
Pantone: Red 032C
RGB: R237 G56 B64
Hex: #ed3840

LOGO DARK VERSION



LOGO LIGHT VERSION



3) The Logo Dark Version

will be used when the background color is too dark for optimal contrast with the full color logo.

4) The Logo Light Version

will be used when the background color is too dark for the full color logo to be legible.

Recommended logo formats are:

.eps | .ai | .png | .jpg

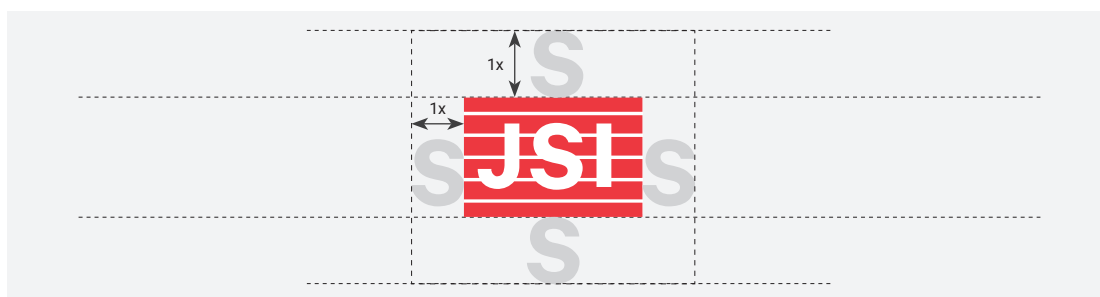
Attention:

The use of any stylized, animated, hand drawn, or other versions of an unofficial logo are not permitted. Please consult with someone from the Communications team if you have any questions or need further help.

LOGO CONSTRUCTION AND CLEARSPACE

It is important to keep a logo clear of any other graphic elements. To regulate this, an exclusion zone has been established around the logomark. This exclusion zone indicates the closest any

other graphic element or message can be positioned in relation to the mark. When in doubt, please reach out to the Communications team for guidance.



CLEARSPACE

Logo

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.



CO-BRANDING AND SIZE

There will be times when you'll need to highlight our collaborative work and give credit to all participants. One way of doing this is through co-branding, or pairing our logo with that of a JSI project or another organization. To achieve the best results,

ensure that the maximum clear space is adhered to for all organizational specifications. If you are unsure, please reach out to the Communications team for guidance.

CO-BRANDING

Logos for all organizations should remain intact and clearspace specifications should be followed. If you are in doubt about how to co-brand, reach out to a designer, project director, or the lead for the additional brands you wish to use.



MINIMUM LOGO SIZES

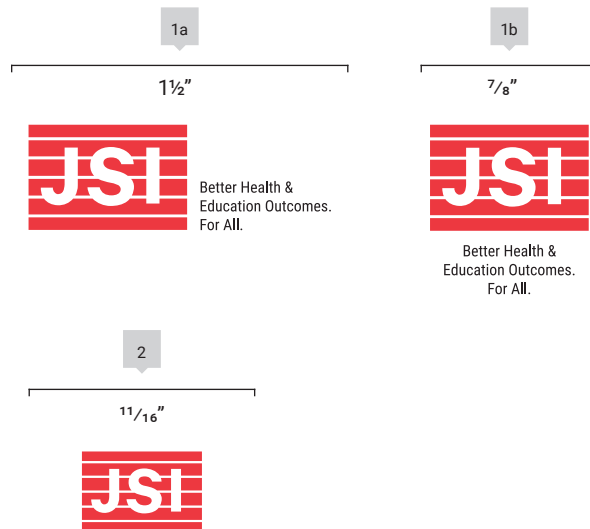
Horizontal Minimum Size: 1 ½"

Vertical Minimum Size: 7/8"

Logo Mark: 11/16"

Logo

The default layout for the logo should be the horizontal orientation (1a). In instances where there is not enough horizontal space to ensure the appropriate amount of clearspace, you may adapt the vertical orientation (1b). The logo mark should not be separated from the logotype unless readability is affected; then the logo mark (2) should be used.



SECTION 4

TYPOGRAPHY

FONTS AND TYPOGRAPHY

TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our brand and ensures clarity and harmony in all our communications. We have selected Roboto as a primary typeface, which helps inject dependability and a feeling of

neutral authority into our communications projects. For web-based and digital projects, we've chosen Roboto because it is a free system font for all Google applications and can be installed on any operating system.

Roboto is available to [download here](#).

PRIMARY TYPEFACE

PRIMARY FONT

Roboto

DESIGNED BY :

Christian Robertson

THE FONT

Roboto is a neo-grotesque sans-serif typeface family developed by Google as the system font for its mobile operating system. The font features friendly and open curves and has been used widely in many places. Roboto is a modern and accessible font with a natural reading rhythm, which makes it feel approachable for users and designers alike.

TYPE EXAMPLES

ROBOTO

ROBOTO

Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! " § \$ % & / () = ? ` ; :
i " ¶ ¢ [] | { } ≠ ¿ '
« Σ € ® † Ω " / ø π • ± '
æ œ @ Δ ° ª © ¢ ð , å ¥ ≈ ¢
√ ~ μ ∞ ... − ≤ < > ≥ ~ > < ◇

TYPOGRAPHY AND HIERARCHY

Typographic hierarchy is a system of relationships among text elements that emphasizes what matters most and deemphasizes supplementary elements; you can do this with varying weights, sizes, font cases, and colors.

Below are some formatting suggestions to give you a general sense of hierarchy; however, you should use your best judgement based upon the usage format. If you are in doubt, please reach out to the Communications team for guidance.

BODY COPY, PAGINATION, AND INNER HEADLINES

Captions Pagination

Roboto Regular
8 pt Type / 11 pt Leading

Body Copy

Roboto Regular
10 pt Type / 13 pt Leading

Secondary Subheaders

**ROBOTO BLACK - ALL CAPS
11PT TYPE / 13PT LEADING**

HEADLINES AND TYPE SETTING

Primary Subheaders

**ROBOTO BLACK - ALL CAPS
16PT TYPE / 12PT LEADING**

Headers and Titles

**ROBOTO BLACK -
ALL CAPS
24PT TYPE /
26 PT LEADING**

SECTION 5

COLOR SYSTEMS

THE PRIMARY COLOR SYSTEM AND COLOR CODES

THE COLOR SYSTEM

Color plays an important role in our organization's identity. This color palette has been developed to create a unified, recognizable appearance across all communications and media. Consistent use of

these colors will contribute to the cohesive and harmonious look of our identity across all applications and divisions.

THE PRIMARY COLOR SYSTEM AND COLOR CODES

PRIMARY COLOR SYSTEM

Explanation:

JSI has three official colors: Cobalt, Roal Blue, and Periwinkle. These colors evoke feelings of trust, longevity, stability, and commitment, which are buttressed by JSI's core values, messaging, and long standing commitment to better health and education outcomes for all.

Usage:

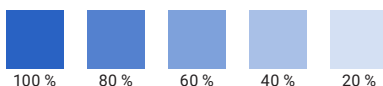
Use them as the dominant color palette for all internal and external visual presentations of our project.

As a general rule, primary colors should take up about 60 percent of the color in a deliverable.

(The 60/30/10 rule is a design principle that suggests a specific color proportion for creating balanced and harmonious color palettes. This helps achieve visual equilibrium and guide the viewer's eye through the design.)

Color Tints:

Color tints are provided to compliment our color palette. They can be used together to create depth and layering effects, but should also follow the 60/30/10 rule.



PRIMARY COLOR COBALT

COLOR CODES

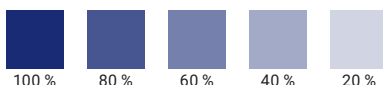
CMYK: C84 M54 Y1 K000

Pantone: 2386C

RGB: R41 G98 B195

Hex: #2962c3

COLOR TINTS



PRIMARY COLOR ROYAL BLUE

COLOR CODES

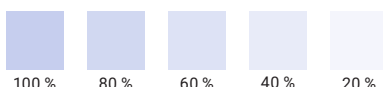
CMYK: C84 M54 Y1 K000

Pantone: 3591C

RGB: R25 G43 B116

Hex: #192b74

COLOR TINTS



PRIMARY COLOR PERIWINKLE

COLOR CODES

CMYK: C84 M54 Y1 K000

Pantone: 2706C

RGB: R198 G206 B238

Hex: #c6ceee

COLOR TINTS

THE SECONDARY AND TERTIARY COLOR SYSTEMS AND COLOR CODES

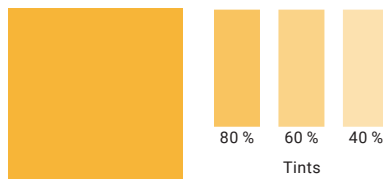
SECONDARY COLOR SYSTEM

Explanation:

The secondary colors are meant to complement the primary brand colors and add visual interest, but they are not recognizable identifiers for our organization. Secondary colors should be used only 30 percent of the time per deliverable.

Usage:

Use them to accent and support the primary color palette.



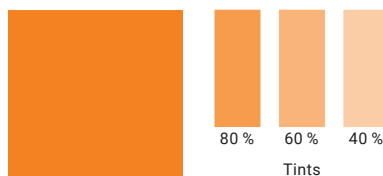
GOLDENROD

CMYK: C2 M31 Y90 K0

Pantone: 136C

RGB: R247 G181 B56

Hex: #f6b438



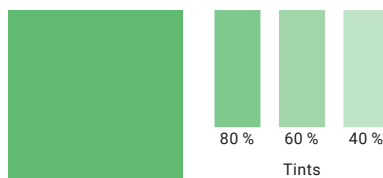
TANGERINE

CMYK: C1 M60 Y100 K0

Pantone: 1495C

RGB: R245 G130 B32

Hex: #f58220



EMERALD

CMYK: C64 M1 Y75 K0

Pantone: 2256C

RGB: R96 G187 B113

Hex: #60bb71

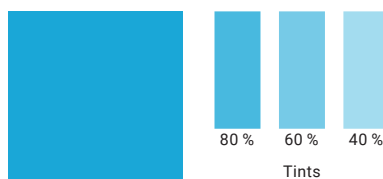
TERTIARY COLOR SYSTEM

Explanation:

The tertiary colors are meant to complement the primary brand colors and add visual interest, but they are not recognizable identifiers for our organization. Tertiary colors should be used sparingly, less than 10 percent of the time in one deliverable.

Usage:

Use them to accent and support the primary color palette.



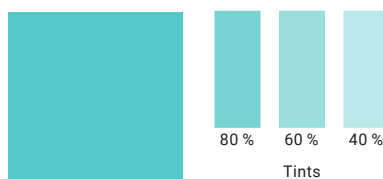
ROBIN'S EGG

CMYK: C73 M16 Y5 K0

Pantone: 2995C

RGB: R26 G167 B215

Hex: #1aa6d6



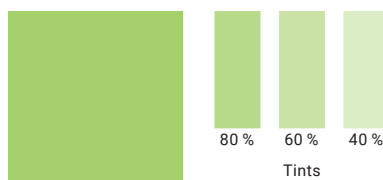
AQUA

CMYK: C60 M0 Y26 K0

Pantone: 325C

RGB: R85 G199 B199

Hex: #55c7c7



PISTACHIO

CMYK: C39 M0 Y75 K0

Pantone: 367C

RGB: R165 G209 B109

Hex: #a5d16d

SECTION 6

508 COMPLIANCE

COLOR AND 508 COMPLIANCE

GENERAL GUIDANCE

508 compliance refers to Section 508 of the Rehabilitation Act, a federal law requiring U.S. federal agencies to ensure their electronic and information technology is accessible to people with disabilities. To comply, federal agencies must make websites, software, and other digital tools conform to the Web Content Accessibility Guidelines (WCAG) 2.0 Level AA, ensuring equal access to information for people with visual, auditory, motor, or cognitive impairments. Here, we are focusing on color contrast.

To adhere to 508 compliance, branded materials should follow [these guidelines](#). In general, the visual presentation of text and images of text smaller than 18 pts must have a contrast ratio of at least 4.5:1. The visual presentation of text and images of text 18 pts or large must have a contrast ratio of at least 3:1. When using our palette, you should [cross-check the contrast here](#), but always reach out to the Communications team if you are unsure.

COLOR AND 508 COMPLIANCE

PRIMARY COLOR SYSTEM

Explanation:

Darker colors can be used for colored text or as a background for white text only.

Usage:

Of our primary colors, Cobalt and Royal Blue are the only two that provide a high enough contrast on a white background to meet the 508 contrast ratio requirements for text smaller than 18 pts; these two colors may be used for body copy.



PRIMARY COLOR COBALT

COLOR CODES

CMYK: C84 M54 Y1 K000

Pantone: 2386C

RGB: R41 G98 B195

Hex: #2962c3

Ratio: 5.78:1

Suitable for all font sizes against white.



PRIMARY COLOR ROYAL BLUE

COLOR CODES

CMYK: C84 M54 Y1 K000

Pantone: 3591C

RGB: R25 G43 B116

Hex: #192b74

Ratio: 12.81:1

Suitable for all font sizes against white.

COLOR AND 508 COMPLIANCE

SECONDARY AND TERTIARY COLOR SYSTEM

Explanation:

Lighter colors can be used for decorative elements (e.g., icons, infographics) or as a background for black text only.

For any other color combinations, please cross check the contrast using the tool [here](#).



GOLDENROD - Ratio: 11.5:1
CMYK: C2 M31 Y90 K0
Pantone: 136C
RGB: R247 G181 B56
Hex: #f6b438



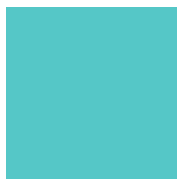
TANGERINE - Ratio: 8.09:1
CMYK: C1 M60 Y100 K0
Pantone: 1495C
RGB: R245 G130 B32
Hex: #f58220



EMERALD - Ratio: 8.84:1
CMYK: C64 M1 Y75 K0
Pantone: 2256C
RGB: R96 G187 B113
Hex: #60bb71



ROBIN'S EGG - Ratio: 7.46:1
CMYK: C73 M16 Y5 K0
Pantone: 2995C
RGB: R26 G167 B215
Hex: #1aa6d6



AQUA - Ratio: 10.38:1
CMYK: C60 M0 Y26 K0
Pantone: 325C
RGB: R85 G199 B199
Hex: #55c7c7



PISTACHIO - Ratio: 11.94:1
CMYK: C39 M0 Y75 K0
Pantone: 367C
RGB: R165 G209 B109
Hex: #a5d16d

SECTION 7 PHOTOGRAPHY

PHOTOGRAPHY

USAGE AND IMPACT

Our main use of photography is to support project stories and connect with our audiences, including funders. Photography offers a window into the work we've done and the communities affected. Imagery should be authentic and reflect the communities with whom we partner.

Images should feel natural and not posed, when possible. We should avoid stock imagery when possible. Photos should be sharp and in focus. Some exceptions can be made as long as the subject of the image is in focus and unobscured by darkness.

Please refer to JSI's Ethical Storytelling Framework under the Writing and Style section on the [Communications Guidelines and Tools intranet page](#) for principles that guide our storytelling and communications norms, including photography. Photos of children under 18 must adhere to JSI's Safeguarding Policy, which can be found on the [People & Culture Ethics intranet page](#).

Additional photography information and resources can be found on the [Photography Resources and Media Release Forms](#) intranet page.

SECTION 8

VISUAL ELEMENTS

ELEVATING OUR BRAND

PATTERN USAGE AND IMPACT

Patterns are a powerful extension of any visual language. When used consistently and thoughtfully, they enhance recognition, add depth to design, and help communicate in subtle yet impactful ways.

Patterns can be used to reinforce core design elements, such as logos, typography, or color palettes, while adding visual interest across a range of applications.

Much like our logo, JSI's pattern is inspired by John Snow's statistical mapping of the cholera outbreak in nineteenth-century London. Our pattern builds further on the city grid used by our namesake.

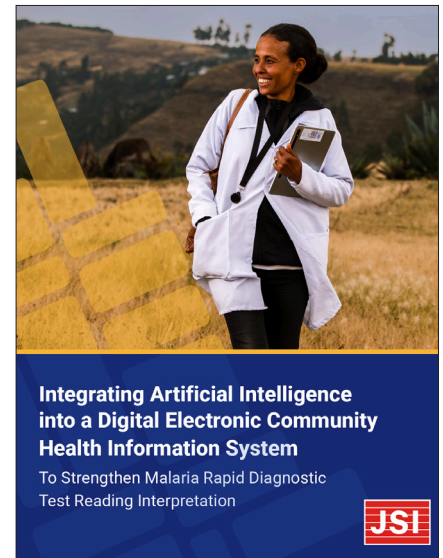
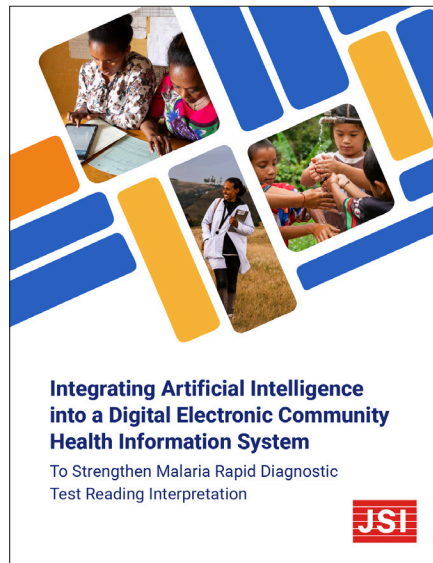
PATTERN APPLICATIONS

REPORTS AND PUBLICATIONS

Our pattern can be a bold focal point and foundation for a design approach or can be more subdued.

Report templates are available on the [intranet](#), and images can be changed to ensure relevance to the content and intended audience.

If you need assistance with image substitution or if additional templates are needed, please reach out to the Communications team for guidance.



DIGITAL DESIGNS AND COMMUNICATIONS



ICONS

USAGE AND IMPACT

The JSI communications team maintains an [icon directory](#) where you can download icons for use. The directory is continually updated so please reach out to the Communications team via the [support form](#) or the [slack channel](#) if you need help sourcing something.

Icons convey information quickly and efficiently, transcending language barriers and enabling users to comprehend complex concepts at a glance.

Their primary functions are to:

- 1) simplify complex concepts,
- 2) save space and improve layout efficiency, and
- 3) add visual interest and break up text-heavy content and slides.

JSI uses a specific icon family, and you should not substitute our icons for a different style. While icons offer numerous benefits, their indiscriminate use can lead to confusion and clutter. It's essential to use icons judiciously.

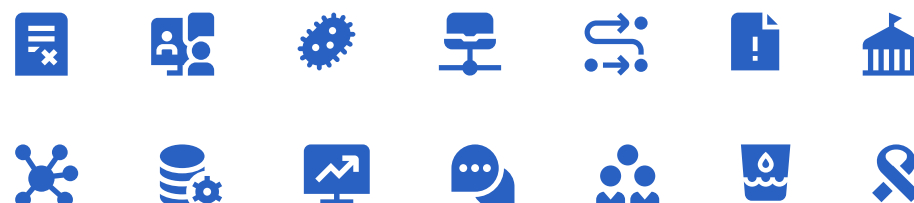
Icons for JSI's primary brand should be either black or white and used with a circular background in any color from our palette. **JSI Life Sciences icons are approved for use in the Cobalt Blue only.**

EXAMPLES

Application for JSI



Application for Life Sciences sub-brand



SECTION 9

JSI'S SUB-BRANDS

OTHER JSI INITIATIVES

WHAT IS A SUB-BRAND AND WHY DO WE HAVE THEM?

A sub-brand is an extension of a primary brand, and it maintains key visual elements of the primary brand. Sub-brands identify a particular product line or service within a primary brand; they have their own name, voice, and identity designed to engage a specific target market.

JSI is expanding its product/service offerings into the life sciences market and, with some differentiation, will leverage its established reputation to target new audiences and generate new revenue streams.

World Education has long been affiliated with JSI, and, as part of the 2023 official merger of the two organizations, JSI wanted to maintain the value of the World Ed brand while aligning with JSI's identity.

SUB-BRANDING: JSI LIFE SCIENCES

JSI Life Sciences is a sub-brand of JSI. The JSI Life Sciences logo conveys our work in the life sciences sector. As a sub-brand, it stands alone and does not need to be co-branded with the red

JSI logo. All of the branding guidelines and typography for JSI apply here with the exception of what is noted in this section. **Please do not try to recreate the logo.**

LIFE SCIENCES MARK

The Life Sciences logo has two variations:

- 1. Dark Version, which is the primary application to be used against a dark (eclipse blue) background.
- 2. Light Version, to be used against a light or white background.

1



2



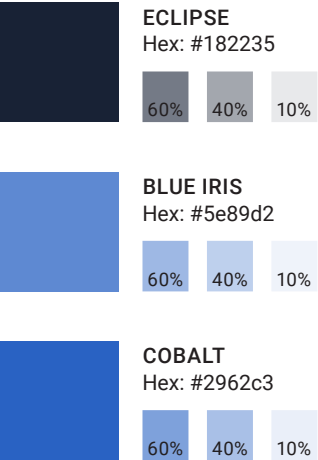
LIFE SCIENCES COLOR SYSTEM

While the Life Sciences sub-brand includes colors from the JSI palette, only those listed here are to be used for Life Sciences.

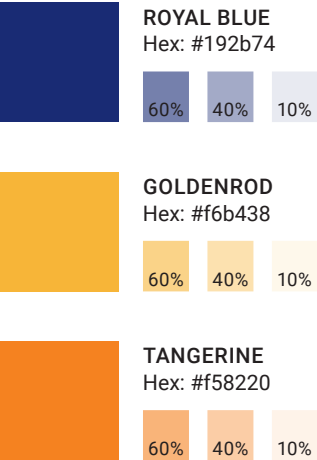
508 Compliance

Of our primary colors, Eclipse and Cobalt are the only two that provide a high enough level of contrast on a white background to meet the 508 contrast ratio requirements for text smaller than 18 pts; these two colors may be used for body copy. When using our color palette, you should [cross-check the contrast here](#), but always reach out to the communications team if you are unsure.

Primary Colors



Secondary Colors



SUB-BRANDING: WORLD EDUCATION

World Education is an initiative of JSI, and the maroon logo serves as the primary logo. The red JSI logo should also appear on World Ed products.

Please do not try to recreate the logo. Use the graphics available on the intranet under the Central Services/Communications tab.

WORLD EDUCATION MARK

The World Education logo has two variations:

1. Horizontal
2. Vertical

Either use is acceptable, and the decision on which to use should be determined by the space available.



CO-BRANDING

The legal name of the parent company is JSI Research & Training Institute, Inc. See the Organizational Name section on page 5 for guidance on when to use the full name. Refer to World Education in written materials on first reference as "World Education, a JSI Initiative," and then as World Education on subsequent references. While we sometimes informally use the shortened form "World Ed," this should be avoided in external communications.

The maroon World Education logo serves as the primary logo. The red JSI logo should also appear on World Education products.



SUB-BRANDING: WORLD EDUCATION

WORLD EDUCATION TYPOGRAPHY

World Education uses Montserrat for the logo type and Roboto for print, web, and digital applications. They are large font families with varying weights. They are default system fonts for Android and other Google services and are available to [download here](#).

Montserrat Light
Montserrat Regular
Montserrat Bold
Montserrat Black

Montserrat Italic
Montserrat Bold Italic
Montserrat Black Italic

Roboto Light
Roboto Regular
Roboto Bold
Roboto Black

Roboto Light Italic
Roboto Italic
Roboto Bold Italic
Roboto Black Italic

WORLD EDUCATION COLOR SYSTEM

The primary color palette includes the Cranberry ("World Ed red") of the logotype and a primary Royal Blue. All colors in a product or document should match, i.e., any red in a document should be the same color value as the World Ed red. The only exception is the red JSI logo.

The World Ed sub-brand uses the same secondary and tertiary colors from the JSI palette and should be applied accordingly.

Primary Colors



508 Compliance

Of our primary colors, Cranberry and Royal Blue are the only two that provide a high enough level of contrast on a white background to meet the 508 contrast ratio requirements for text smaller than 18 pts; these two colors may be used for body copy. When using our color palette, you should [cross-check the contrast here](#), but always reach out to the communications team if you are unsure.