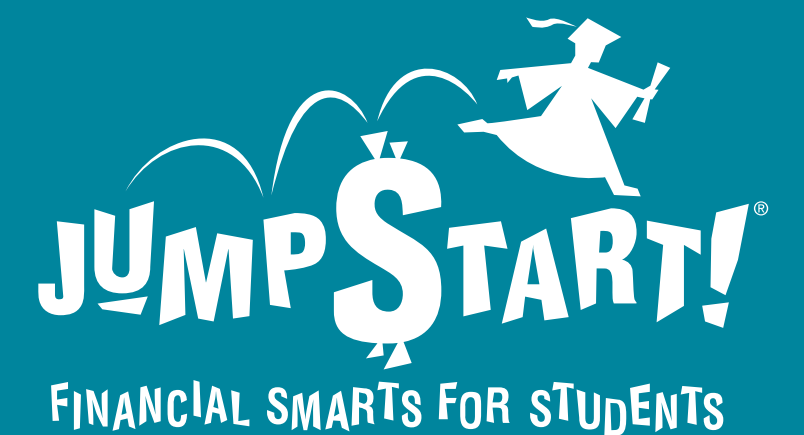


**JUMP\$TART COALITION
FOR PERSONAL FINANCIAL LITERACY®**
Brand Guidelines 2024



ABOUT JUMP\$TART

Mission Statement:

The mission of the Jump\$tart Coalition is to advance financial literacy and financial equity, especially among our nation's youth, through communication, collaboration, and support for effectiveness in financial education.

Vision Statement:

Every student in the U.S. receives a financial education that sufficiently prepares them for their adult lives.

Unique Proposition:

Jump\$tart focuses its efforts on preschool through college-age students, prioritizing those who are less advantaged, and achieves its goals collaboratively, harnessing the collective strength of diverse partners and affiliates and supporting the work they do individually.

Adopted 11/8/2021

JUMP\$TART COALITION STYLE GUIDE

Our Trademarked Names:

Jump\$Tart Coalition for Personal Financial Literacy®

- The organization’s full, legal name. Use the full name with a superscripted registered mark (®) after Literacy on first reference in:

Formal external documents, such as business letters, reports.

Jump\$Tart intellectual property, such as publications, presentations, and marketing materials, both in print and online.

Press releases and articles written by and/or about the Jump\$Tart Coalition for non-Jump\$Tart publications and sites.

Jump\$Tart Coalition®

- The preferred short version of the organization’s name. Use this shortened version:

On subsequent reference in formal external documents, such as business letters, reports, and contracts.

On subsequent reference in Jump\$Tart intellectual property, such as publications, presentations, and marketing materials, both in print and online.

On subsequent reference in press releases and articles written by and/or about the Jump\$Tart Coalition for non-Jump\$Tart publications.

On first or subsequent reference in informal and internal documents.

On first or subsequent reference in Jump\$Tart-operated websites, social media sites, publications, and other communications vehicles where there are multiple articles, pages, or reports and the organization’s full name has already been established.

Use Jump\$Tart Coalition® with a superscripted registered mark after Coalition the first time Jump\$Tart Coalition is used in formal documents and intellectual property.

Jump\$Tart

- The term “jumpstart” cannot be service marked and is used by many organizations in their names, products, and programs. Use of the dollar sign instead of the “s” is not a sufficiently distinguishing factor. Therefore, Jump\$Tart alone may be used:

On subsequent reference after establishing it as the short reference. Jump\$Tart Coalition for Personal Financial Literacy (Jump\$Tart).

As a modifier, such as in “Jump\$Tart-owned” or when adding “Coalition” would be cumbersome or redundant, such as in Jump\$Tart Coalition-Affiliated State Coalitions.

In very informal and internal communications.

BRANDING – JUMP\$TART TERMINOLOGY AND USAGE

When should we/must we use the organization’s full name?

The organization’s full, legal name is Jump\$tart Coalition for Personal Financial Literacy®.

- Use the full name in formal documents, such as contracts and business letters.
- Use the full name with a superscripted registered mark after “Literacy” to establish the organization’s ownership of intellectual property and to identify the organization clearly, to differentiate from others with similar names.
- In communications, it is generally sufficient to use the whole name on first reference and a shorter version thereafter.

When can we/should we use “Jump\$tart Coalition” or just “Jump\$tart” alone?

- “Jump\$tart Coalition®” is the preferred short version for identifying the organization in public-facing communications because it also carries a registered service mark (®) where Jump\$tart alone does not.
- Place the superscripted registered mark after “Coalition” on first use of “Jump\$tart Coalition®.” Do not use the registered mark after “Coalition” when Jump\$tart Coalition is contained within the full name. (See above.)
- Either version can be used when established as subsequent reference.
- Jump\$tart Coalition in its shortened form is acceptable on first reference in our own publications and websites, as opposed to the long-form Jump\$tart Coalition for Personal Financial Literacy.

What about our program names, like the Jump\$tart National Educator Conference?

- In program names like Jump\$tart Financial Foundations for Educators and the Jump\$tart Clearinghouse, the word Jump\$tart is both a modifier and part of a longer title (so when the whole name is used together, then Jump\$tart doesn’t really stand alone.) Jump\$tart – should only be used as a modifier (as in Jump\$tart National Educator Conference) and in very informal circumstances. The word “jumpstart” is a common, generic term that cannot be trademarked and therefore is not exclusively ours.

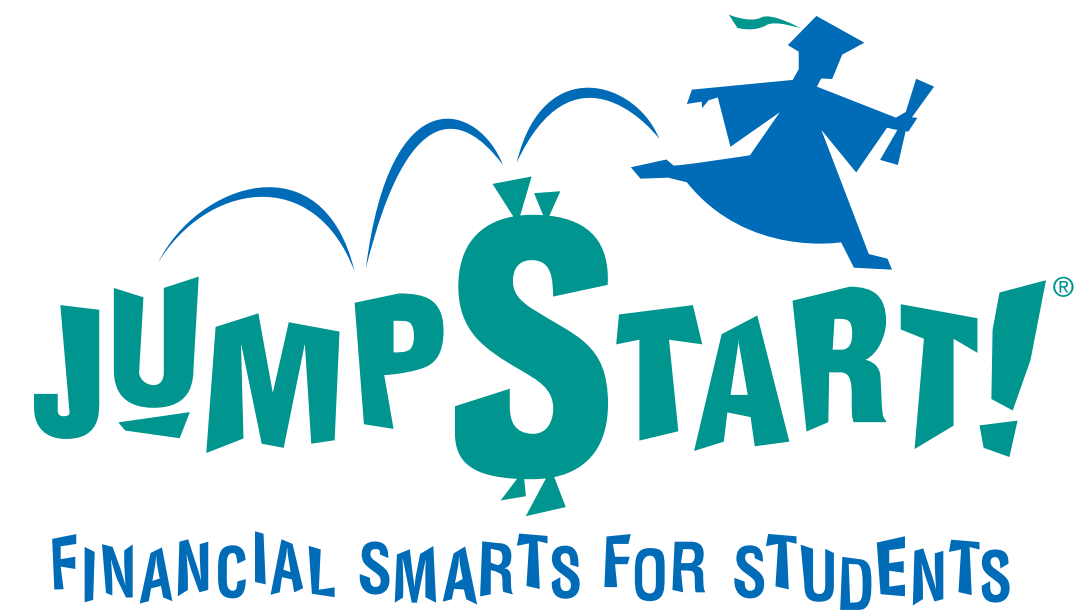
Jump\$tart versus Jumpstart –

- The dollar sign in Jump\$tart is considered a graphic embellishment (i.e., a fancy “s”) and does not materially change the word or mark.
- We prefer the stylized “Jump\$tart” where possible; but “Jumpstart” is perfectly acceptable if technology or someone else’s editorial policies, etc. prohibit use of the dollar sign.
- Without the dollar sign, the “s” in Jumpstart is lowercase and it is one word.
- National Jump\$tart – the word “national” is not part of the organization’s formal or informal name and should be used only to distinguish the national coalition from its state affiliates. Where possible, “national” should appear in lowercase.
- Partners – the entities that make up the coalition are called “Partners,” not members. “national Partners” distinguish Partners of the national coalition from Partners of the state coalitions. Sustaining Partners are national Partners – the term acknowledges their level of support and additional benefits in appreciation of that support. The word national is not capitalized when referring to partners or national Jump\$tart.
- State Coalitions/State Affiliates – Jump\$tart State Coalitions are independent affiliates, so sometimes the term “state affiliates” is used. Collectively, they are a network. Remember that not all of the Jump\$tart State Coalitions use “Jump\$tart” or “Coalition” in their name.

JUMP\$TART COALITION

The Brand

LOGO + USAGE



2 COLOR

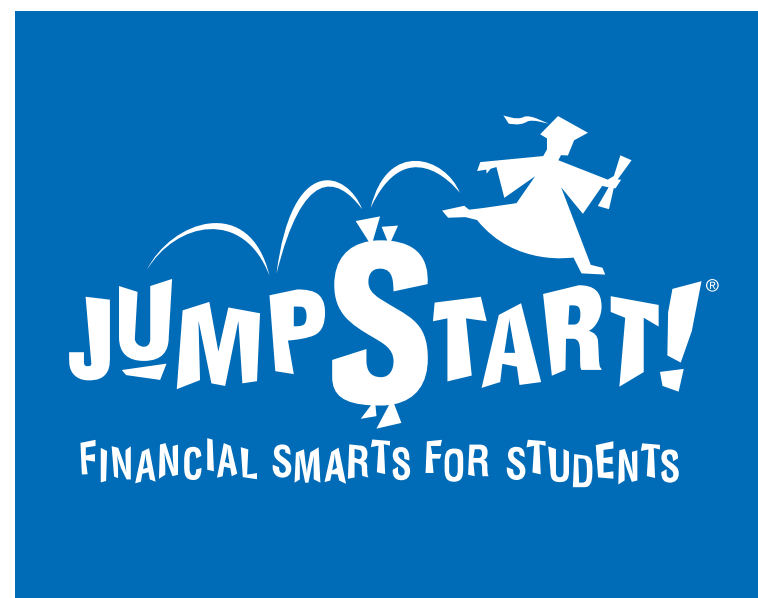
BLUE

RGB 0 107 182
CMYK 36 100 84 0
PMS 293
HEX 006bb6

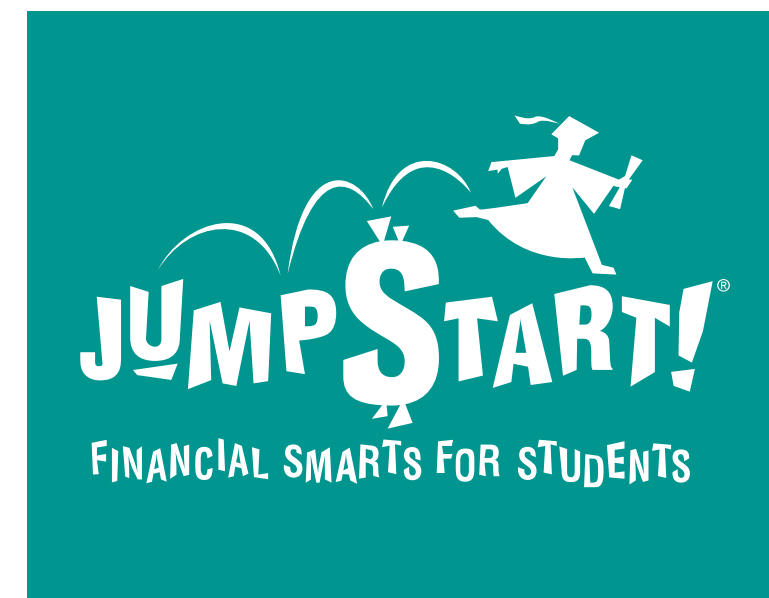
GREEN

RGB 0 149 142
CMYK 100 0 47 15
PMS 327
HEX 00958e

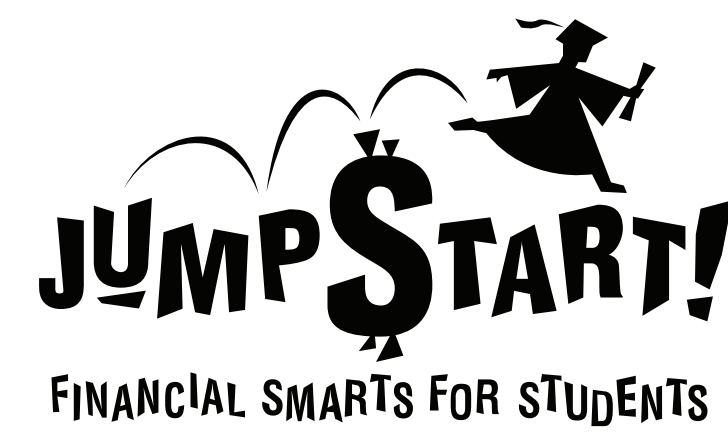
The graphic elements of the logo should not be used separately. The whole image is the logo. The tagline is part of the logo and cannot be separated.



REVERSED PMS 293



REVERSED PMS 327



1 COLOR BLACK



REVERSED ON BLACK

Note: Jump\$Start's logo is not to be used without express written permission from Jump\$Start Coalition.

BRAND COLORS

RGB 0 107 182
CMYK 36 100 84 0
PMS 293
HEX 006bb6



RGB 0 149 142
CMYK 100 0 47 15
PMS 327
HEX 00958e



PRIMARY BRAND COLORS

RGB 255 197 47
CMYK 0 24 91 0
PMS 123
HEXffc52f



RGB 111 25 39
CMYK 34 96 75 44
PMS 7427
HEX6f1927



RGB 73 146 152
CMYK 55 0 20 34
PMS 2612
HEX7a2982



RGB 31 62 124
CMYK 100 87 20 11
PMS 287
HEX1f3e7c



SECONDARY BRAND COLORS

These colors can be used wherever needed to enhance design and overall brand continuity. Secondary colors are to be used sparingly, and only one or 2 at a time, mainly for accent use.

TYPOGRAPHY

These selected fonts convey Jump\$tart's personality and values, and are two of the most common fonts available.

These fonts can be used in whatever combination best suits the design.

This typography is standard for business letters, press releases, marketing collateral, newsletters and other Jump\$tart communications.

Serif: Traditional, classical, reliable.

Sans-serif: Minimal, clean, contemporary.

Times New Roman

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvXxYyZz

Times New Roman Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvXxYyZz

Helvetica

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvXxYyZz

Helvetica Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvXxYyZz

TYPOGRAPHY EXAMPLES

The combination of these 2 fonts provide flexibility, contrast and legibility in all design aspects. They can be used in any combination and still work well as demonstrated here.

In PowerPoint, converting to outlines, converts the font to an image, eliminating the possibility of font substitution.

The Jump\$tart Coalition follows the [AP Stylebook](#).

JUMP\$TART COALITION

Award Winners

Accabo. Icillupti arum es a dolorum fuga. Et reperum sed quam connimus, optas dunt andes aborum nonsed que exerroid quatat.
Venderum solendicim

JUMP\$TART COALITION

Award Winners

Congratulations to this year's winners!

Accabo. Icillupti arum es a dolorum fuga. Et reperum sed quam connimus, optas dunt andes aborum nonsed que exerroid quatat.
Venderum solendicim

BACKGROUND PATTERNS



SET TO 8 % OPACITY.

Here are a few examples of how various background patterns can be used to enhance the design and create interest. Various geometric patterns can be used subtly as demonstrated here in order to retain text legibility. The backgrounds are not Jumpstart brand specific, leaving the option for many different variations based on design preference.

IMAGERY STYLE — REAL PEOPLE



Duotone



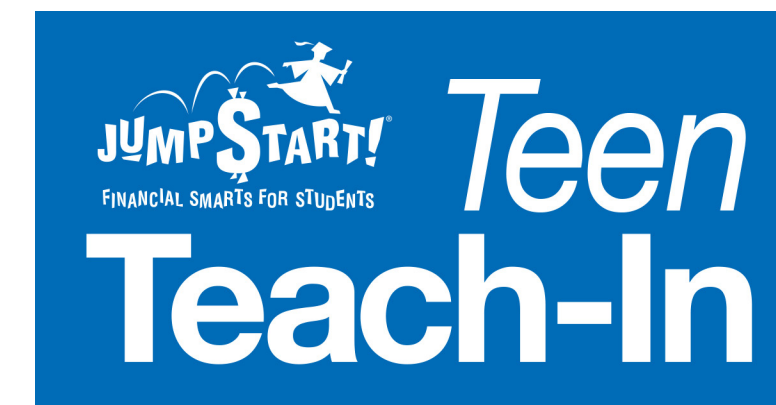
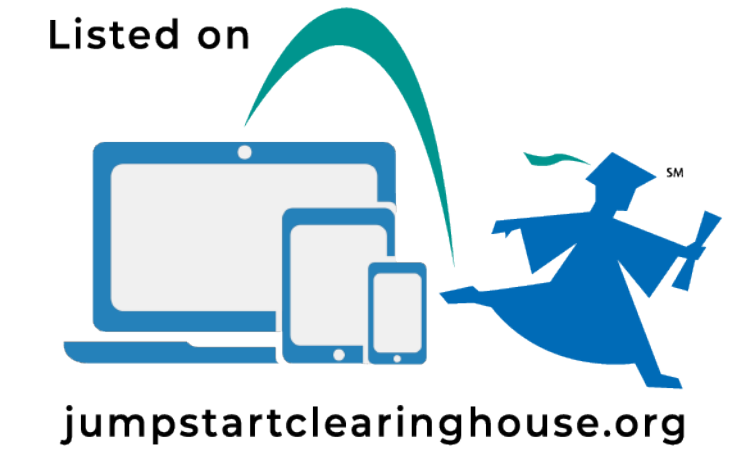
Greyscale

When color photos clash, greyscale or duotones photos can be used. Use original photography when available. Images should feature diversity in age, race and gender. Stock photos can be used for photos without people, but our style preference is real people.

OTHER JUMP\$TART LOGOS



The program name Jump\$tart Financial Foundations for Educators® is registered, as is its logo.



Clearinghouse providers should use the “listed on” logo to show their resources are listed in the Clearinghouse. Jump\$tart Clearinghouse is not registered. The Clearinghouse logo is service marked. (SM)

OTHER JUMP\$TART LOGOS (continued)



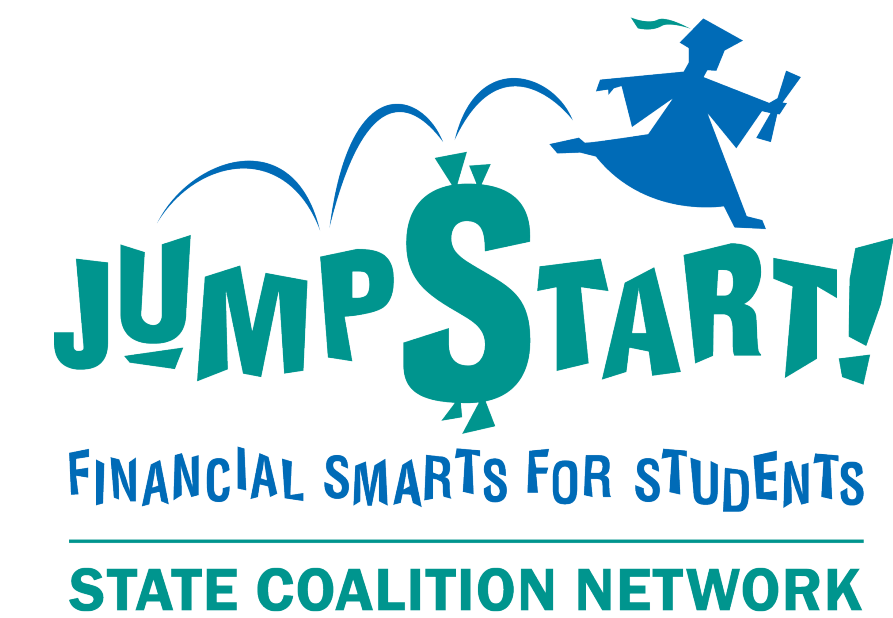
National Partners are encouraged to use the Partner Emblem on their websites and social media accounts to show their affiliation with Jump\$Tart.



The National Educator Conference mark is not registered. It will stay the same every year, with the updated year and location. Note: Educator, not Educators.



The Hill Day Logo was established in 2023, and will be used every year, with the year updated.



State Coalitions are provided a state-specific version of the Jump\$Tart logo to use at their own discretion. Additionally, all state coalitions are encouraged to use this State Coalition Network logo — whether or not they use the state-specific Jump\$Tart logo — to show their affiliation. The Jump\$Tart logo and State Coalition Network logo are registered trademarks.