

Great Jobs 

Brand Standards



First, Be Proud of It

You serve a great purpose— defined later in this guide— and by advancing the Great Jobs KC cause, your work will have a profound impact on many lives. To the extent that this book can guide both the spirit and method of that work, we can all be proud of its meaning.

Next, make it yours.

Take in the foundational principles of Great Jobs KC— the language we use to define and direct ourselves, the look and feel of our organization through design, photography, color, illustration, typography — and bring your own creativity and personal approach to expressing our brand within these guidelines.

Refer back to this book when you have questions about whether something is “on-brand” or not. Its intent is to make our work more clearly focused, which can make everything we do a little easier.

Finally, keep it alive.

A brand guide is only as useful as people make it. Discuss it, debate it, quote it, add notes to it, and remind yourself, when little details drag you down, that big ideas, deep values, and high aspirations are underneath it all, expressed in these pages. They’re here to lift you up.

And that’s what we’re here to do for students.

Keep lifting — and for now, keep reading.



Great Jobs KC, Community-Built as a Community Asset

From our inception, Great Jobs KC has enriched our community. We're recognized by colleges and businesses as one of Kansas City's most prized and transformative programs, creating a strong, college-going culture in the region.

Our roots are in one man's commitment to postsecondary education as a life-changer. Ewing Marion Kauffman was an entrepreneur and humanitarian whose innovative and enduring contributions still benefit millions of people in Kansas City and beyond. Mr. Kauffman's vision: ensure postsecondary education as an option for everyone, regardless of income, age or ethnicity. The Kauffman Foundation carried this legacy forward, with a large-scale scholarship and support program to serve many across the broad region.

Great Jobs KC is community-built. Over 70 people from the area served on our early planning committees, and their experiences and expertise shaped program design.

We're a nonprofit with a local Board of Directors. We publicly launched on September 28, 2016, and awarded our first scholarships in May 2017. And our impact has been immediate.

Unique in our approach to creating opportunity, we continue to build our unique program and culture, changing the lives of thousands of low- and modest-income Kansas Citians to transform our region's workforce and economy.



Our Purpose is Our Why, It's The Driving Force Behind Everything We Do



Our Purpose

A Statement of Our Purpose

DISRUPTING BROKEN SYSTEMS TO GENERATE COMMUNITY-WIDE CHANGE.

Many of us might argue that education and employment systems in Kansas City aren't actually broken, but working exactly as they were built to work: against the poor and disadvantaged, on behalf of the wealthy and privileged. But even if good intentions and design have been subverted by circumstance or accident, the effect is the same. Brokenness means connections to opportunity are missing or inequitably available.

Great Jobs KC disrupts by creating connections where there were few or none. Our program aspires to nothing less than the transformation of individuals, families, neighborhoods, a city, a region – and if everything truly is connected, the world.

Our Purpose

Having A Clear Purpose

- ⬢ Helps us find others with shared values
- ⬢ Engenders loyalty and commitment
- ⬢ Creates a communications focus
- ⬢ Makes it easier to hire the right fit
- ⬢ Connects our team in a deeper, more meaningful way
- ⬢ Helps you better articulate what matters to you
- ⬢ Guides more intentional decisions and behavior
- ⬢ Inspires us — and inspires others to join us

Our Vision & Goal

Our vision is how we see the future. When we focus clearly, we can fulfill a specific goal. Our goal stands as a measure of how clear our vision is.

Vision

Grow and retain regional talent through fair and impartial access to education and employment.

Goal

Employ 80% of Great Jobs KC graduates in the region.

Our Core Beliefs

Without beliefs, even the highest purpose can ring hollow. What do we believe must change in Kansas City, and what do we believe will support making that change?

ECONOMIC INEQUALITY THREATENS OUR REGION.

Many of us might argue that education and employment systems in Kansas City aren't actually broken, but working exactly as they were built to work: against the poor and disadvantaged, on behalf of the wealthy and privileged. But even if good intentions and design have been subverted by circumstance or accident, the effect is the same. Brokenness means connections to opportunity are missing or inequitably available.

CHANGE IS BUILT FROM THE GROUND UP.

Designed by the community, Great Jobs KC believes that community involvement is fundamental to achieve the desired impact.

EVERYONE IN OUR REGION HAS POTENTIAL.

Individuals in KC have innate skills, talents and abilities to uniquely contribute to the world if given fair, impartial access to resources and opportunities.

EDUCATED WORKERS + GOOD JOBS = ECONOMIC GROWTH

As our region grows, so does our need for skilled and educated workers. By investing in the postsecondary education of our Scholars and connecting them with regional employers, we can grow the talent pipeline and ensure our best and brightest live, work and contribute here.

Changemakers, Our True Believers

These are the people we hire, the sponsors we seek, the partners we work with — the people who are on our side.

Changemakers break the mold. Inquisitive, open-minded and resourceful, Changemakers are tenacious about the greater good. Personally connected to the issues they seek to solve, Changemakers recognize that deep and lasting impact is made by addressing the root causes of the problem — not the symptoms. They strive to see success and failure as equal opportunities to grow and use the resilience and self-efficacy developed through their experiences to inspire confidence and hope in others.



The Pragmatic Idealist

KNOWN FOR: COLLABORATION AND POSITIVE CHANGE

This archetype takes great satisfaction in contributing to the well-being of others and is a catalyst for positive change. The Idealist revels in debunking popular myths and exposing underlying assumptions that limit the system. The Idealist is not an uncompromising ideologue, but is committed to a vision for the great common good, placing high value on social justice and compassion.

Our Voice & Tone

Our voice expresses The Pragmatic Idealist personality through specific characteristics, aiming for a “sweet spot” of real commitment without indulging extremes of expression:

UNDERCOMMITTED

- ⬢ Passive, uninvolved
- ⬢ Skeptical
- ⬢ Overthinking
- ⬢ Individualistic
- ⬢ Dismissive, presumptuous
- ⬢ Hesitant, timid
- ⬢ Vacillating
- ⬢ Pro forma

SWEET SPOT

- ⬢ Balanced
- ⬢ Positive
- ⬢ Passionate
- ⬢ Collaborative
- ⬢ Empathetic
- ⬢ Proactive
- ⬢ Persistent
- ⬢ Sincere

OVERINDULGENT

- ⬢ Political
- ⬢ Pollyanna
- ⬢ Fierce, volatile
- ⬢ Group think
- ⬢ Pandering, smarmy
- ⬢ Impulsive
- ⬢ Headstrong
- ⬢ Sappy

Overview

Brand teams (and most organizations, generally) are expected to move at a hectic pace. It's not uncommon for multiple, complex projects to be in development concurrently. And an ever-growing list of partners and teams contribute to projects, often leading to disjointed brand experiences.

A visual design system ensures that we all have a mutual understanding of the brand, know how to communicate and collaborate, and put a shared set of principles into practice.

As with a brand purpose, having a design system gives internal stakeholders clarity and a common vocabulary, promoting better teamwork, decision-making, and efficiency. To our external audiences, the unity and consistency that flow from a design system provide familiarity, recognition, and even a sense of security.

A design system creates the conditions for both creative collaboration and brand cohesion.

Our Colors

Pantone 330 C

CMYK (full colour printing)
C: 95 M: 45 Y: 65 K: 37

RGB (digital/on screen)
R: 0 G: 82 B: 76

Hex (web)
#00524C



Pantone 660 C

CMYK (full colour printing)
C: 76 M: 47 Y: 0 K: 0

RGB (digital/on screen)
R: 61 G: 124 B: 201

Hex (web)
#3D7CC9



True Black

CMYK (full colour printing)
C: 60 M: 50 Y: 40 K: 100

RGB (digital/on screen)
R: 0 G: 0 B: 0

Hex (web)
#000000



White

CMYK (full colour printing)
C: 0 M: 0 Y: 0 K: 0

RGB (digital/on screen)
R: 255 G: 255 B: 255

Hex (web)
#FFFFFF



Orange (tertiary color*) *only use to call attention to important content or small accents

CMYK (full colour printing)
C: 3 M: 71 Y: 90 K: 0

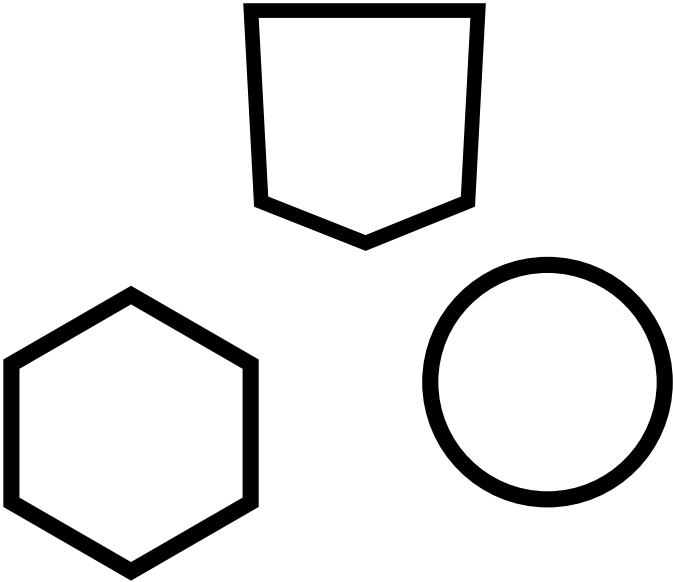
RGB (digital/on screen)
R: 236 G: 110 B: 50

Hex (web)
#EC6E33

Our Gradient



Our Shapes



Bold Headers

Fira Sans Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890

Fira Sans ExtraBold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890

Gradient Headers

Fira Sans Medium

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890

Typography

Body Text

Fira Sans Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
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Fira Sans Italic

*ABCDEFGHIJKLM
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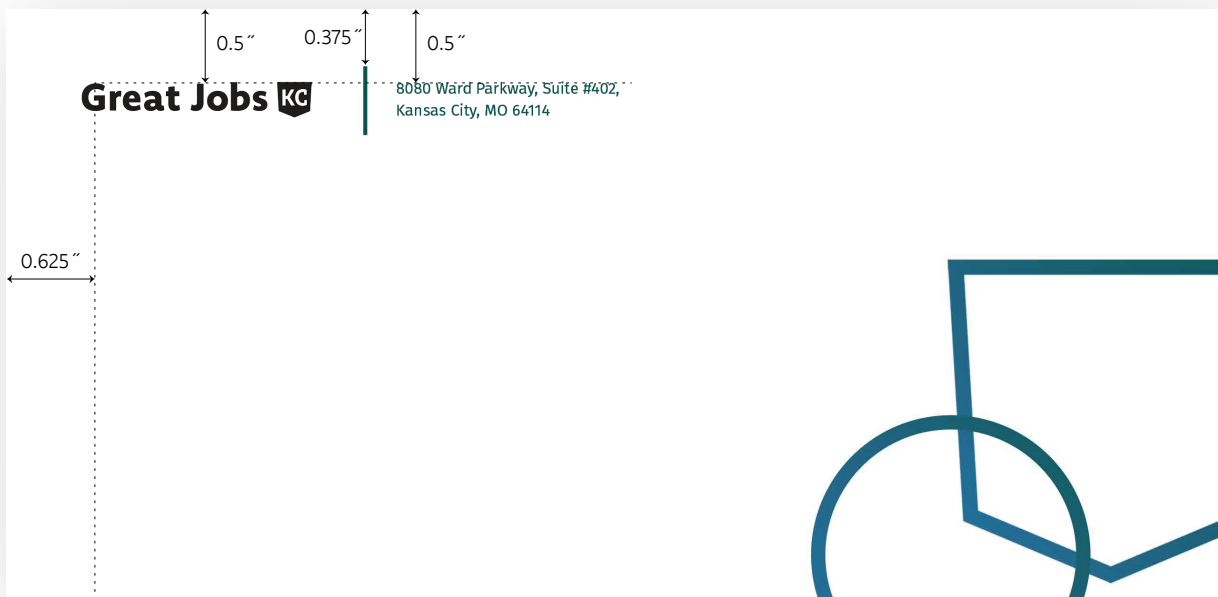
Use Fira Sans Medium for extra small text, such as image captions.

Fira Sans font family can be found in Adobe fonts or downloaded from Google fonts.

Envelope



Envelope



The size of the envelope is Standard size. Width: 8.5" Height: 4.1299"

Letterhead

Great Jobs KC

8080 Ward Parkway, Suite #402,
Kansas City, MO 64114

Dear Whom it May Concern,

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Great Jobs KC

8080 Ward Parkway, Suite #402,
Kansas City, MO 64114

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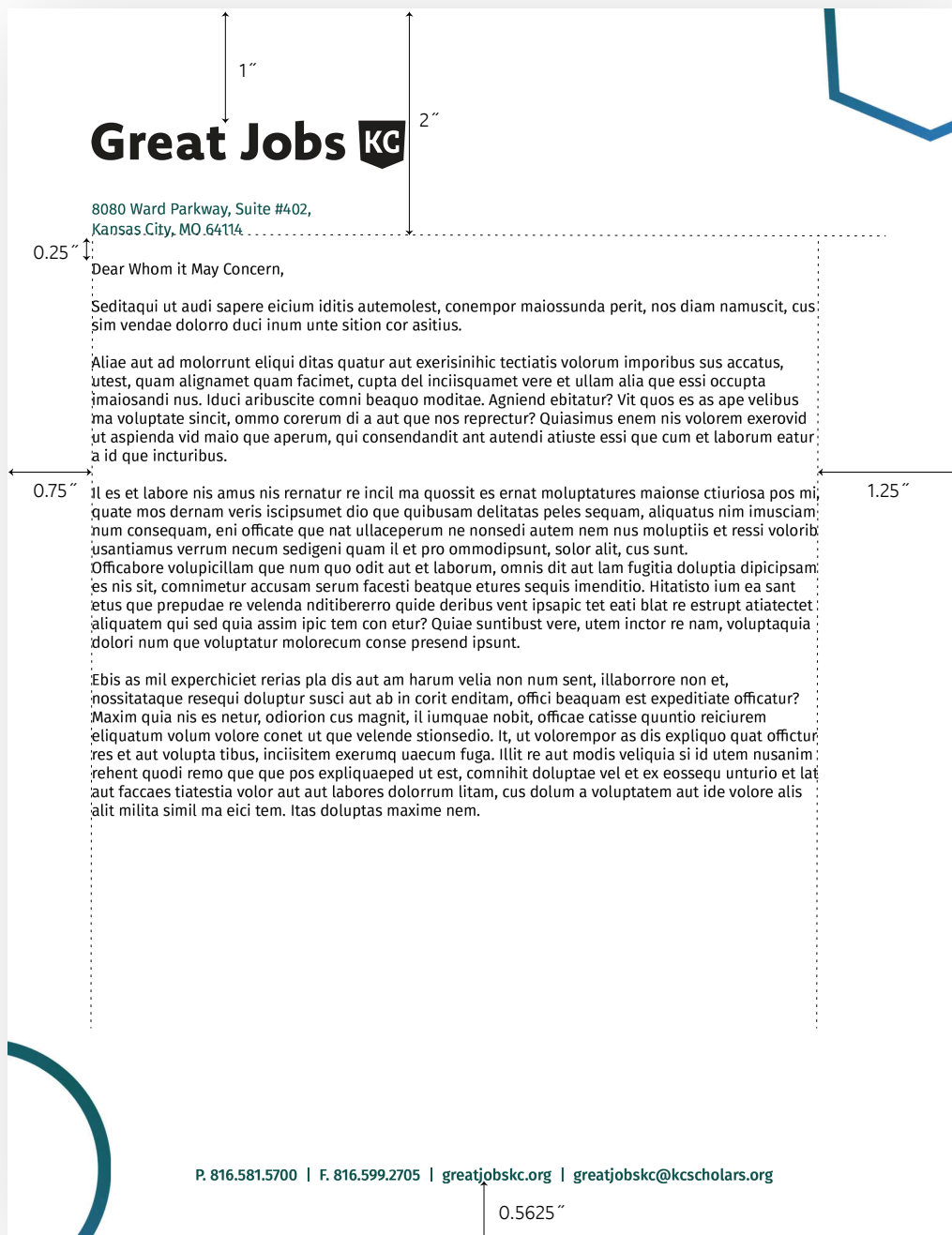
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P. 816.581.5700 | F. 816.599.2705 | greatjobskc.org | greatjobskc@kcscholars.org

Letterhead



The size of the letterhead is Letter size. Width: 8.5" Height: 11"
Text: A Sans Serif, Regular, point size 10.

PowerPoint



This is the layout and flow of a PowerPoint Presentation. Images and text are editable in PowerPoint.

Iconography



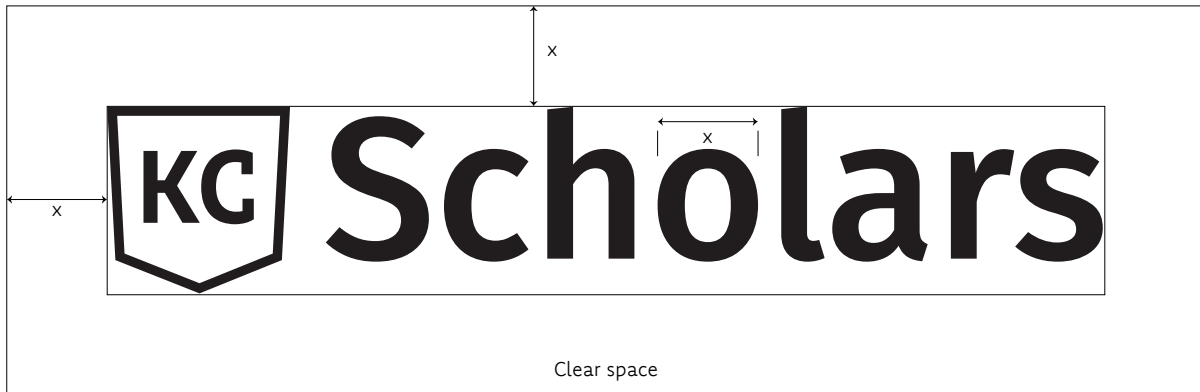
Our KC Scholars Program Logo



Use the KC Scholars Program logo when referring to the scholarship programs specifically.
Most appropriate to use when vertical space is limited, or as wider compositions allow.



Our KC Scholars Program Logo



CLEAR SPACE

Clear space around the logo is equivalent to the width of the “O” in “Scholars.”
No graphics or text should encroach into this area.

X



DO NOT USE
DROP SHADOWS

X



DO NOT ADJUST
HORIZONTALLY

X



DO NOT TILT

X



DO NOT OUTLINE

X



DO NOT ADJUST
VERTICALLY

X



DO NOT ADJUST TRANSPARENCY
OR USE OTHER COLORS

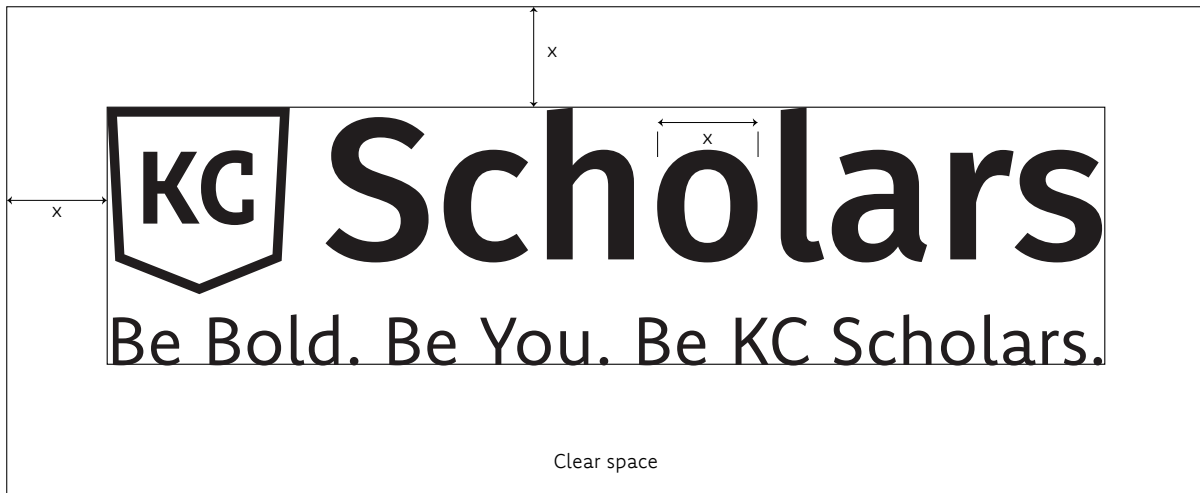
Our KC Scholars Program Logo with Tagline



Use the secondary KC Scholars Program logo with tagline when referring to the scholarship programs specifically. Most appropriate to use when vertical space is limited, or as wider compositions allow. Make logo large enough that tagline is readable and legible.



Our KC Scholars Program Logo with Tagline



CLEAR SPACE

Clear space around the logo is equivalent to the width of the “O” in “Scholars.”
No graphics or text should encroach into this area or cover the tagline.

X



Be Bold. Be You. Be KC Scholars.

DO NOT USE
DROP SHADOWS

X



Be Bold. Be You. Be KC Scholars.

DO NOT ADJUST
HORIZONTALLY

X



Be Bold. Be You. Be KC Scholars.

DO NOT TILT

X



Be Bold. Be You. Be KC Scholars.

DO NOT OUTLINE

X



Be Bold. Be You. Be KC Scholars.

DO NOT ADJUST
VERTICALLY

X



Be Bold. Be You. Be KC Scholars.

DO NOT ADJUST TRANSPARENCY
OR USE OTHER COLORS

X



Be Bold. Be You. Be KC Scholars.

DO NOT COVER TAGLINE.

Our GJKC Program Logo

Great Jobs

Use the GJKC Program logo when referring to the GJKC job training program.
Most appropriate to use when vertical space is limited, or as wider compositions allow.

Great Jobs 

Great Jobs 

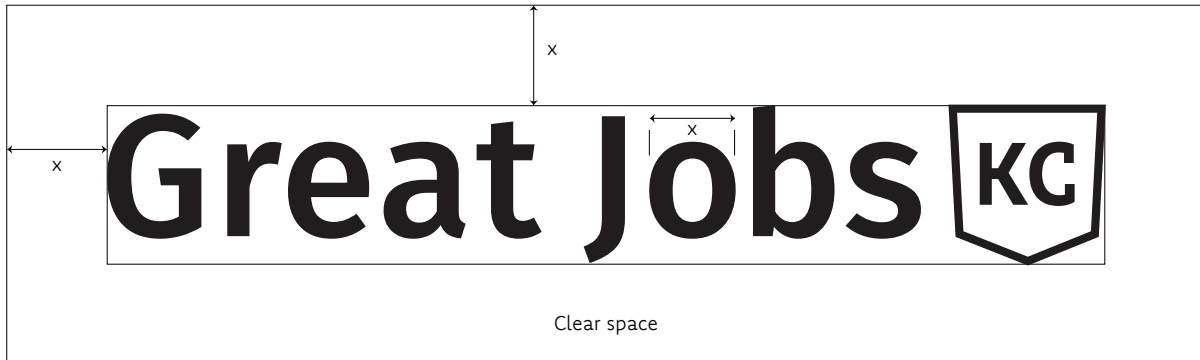
Great Jobs 

Great Jobs 

Great Jobs 

Great Jobs 

Our GJKC Program Logo



CLEAR SPACE

Clear space around the logo is equivalent to the width of the "O" in "Jobs."
No graphics or text should encroach into this area.

X

Great Jobs KC

DO NOT USE
DROP SHADOWS

X

Great Jobs KC

DO NOT ADJUST
HORIZONTALLY

X

Great Jobs KC

DO NOT TILT

X

Great Jobs KC

DO NOT OUTLINE

X

Great Jobs KC

DO NOT ADJUST
VERTICALLY

X

Great Jobs KC

DO NOT ADJUST TRANSPARENCY
OR USE OTHER COLORS

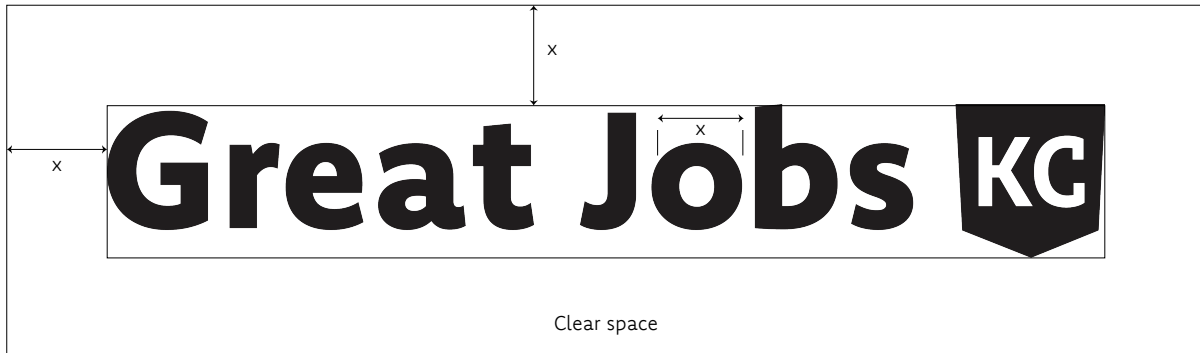
Our GJKC Org Logo

Great Jobs

Use the GJKC Org logo when referring to the org as a whole.
Most appropriate to use when vertical space is limited, or as wider compositions allow.



Our GJKC Org Logo



CLEAR SPACE

Clear space around the logo is equivalent to the "O" in "Jobs."
No graphics or text should encroach into this area.

X

Great Jobs KC

DO NOT USE
DROP SHADOWS

X

Great Jobs KC

DO NOT ADJUST
HORIZONTALLY

X

Great Jobs KC

DO NOT TILT

X

Great Jobs KC

DO NOT OUTLINE

X

Great Jobs KC

DO NOT ADJUST
VERTICALLY

X

Great Jobs KC

DO NOT ADJUST TRANSPARENCY
OR USE OTHER COLORS

Our GJKC Org Logo with Tagline

Great Jobs

A chance to learn. The power to earn.

Use the secondary GJKC Org logo with tagline when referring to the org as a whole.
Most appropriate to use when vertical space is limited, or as wider compositions allow. Make logo large enough that tagline is readable and legible.

Great Jobs 

A chance to learn. The power to earn.

Great Jobs 

A chance to learn. The power to earn.

Great Jobs 

A chance to learn. The power to earn.

Great Jobs 

A chance to learn. The power to earn.

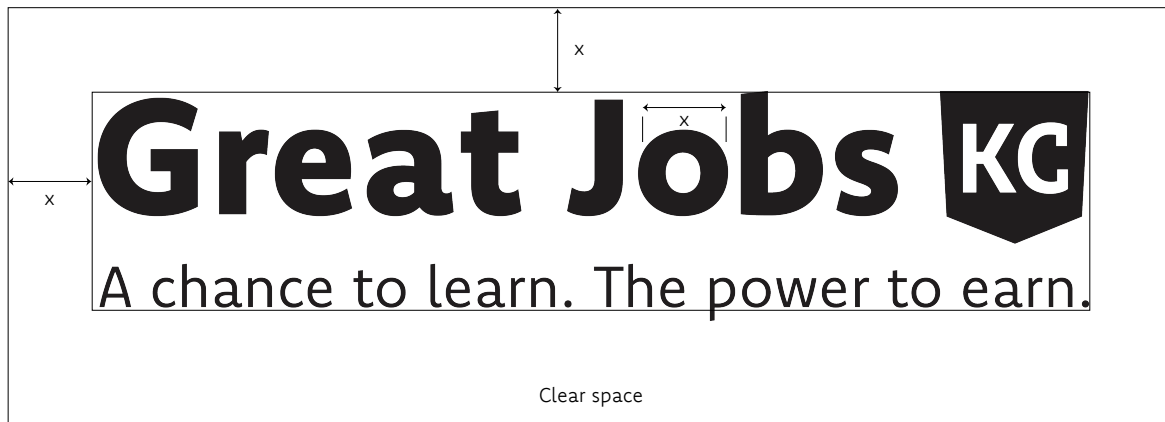
Great Jobs 

A chance to learn. The power to earn.

Great Jobs 

A chance to learn. The power to earn.

Our GJKC Org Logo with Tagline



CLEAR SPACE

Clear space around the logo is equivalent to the width of the “O” in “Scholars.”
No graphics or text should encroach into this area or cover the tagline.

X



DO NOT USE
DROP SHADOWS

X



DO NOT ADJUST
HORIZONTALLY

X



DO NOT TILT

X



DO NOT OUTLINE

X



DO NOT ADJUST
VERTICALLY

X



DO NOT ADJUST TRANSPARENCY
OR USE OTHER COLORS

X



DO NOT COVER TAGLINE.

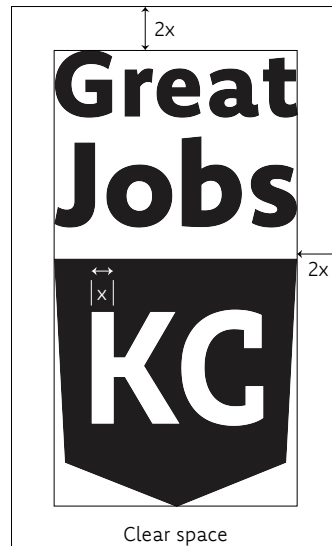
Our GJKC Org Logo Vertical



Use the vertical GJKC Org logo when referring to the org as a whole. Most appropriate to use when horizontal space is limited.



Our GJKC Org Logo Vertical



CLEAR SPACE

Clear space around the logo is equivalent to twice the width of the stem of the "K" in "KC". No graphics or text should encroach into this area.



DO NOT USE
DROP SHADOWS



DO NOT ADJUST
HORIZONTALLY



DO NOT TILT



DO NOT OUTLINE



DO NOT ADJUST
VERTICALLY



DO NOT ADJUST TRANSPARENCY
OR USE OTHER COLORS