



**BRAND
GUIDE**

RESILIENT^{KC}

GREAT JOBS KC BRAND GUIDE

Welcome to Great Jobs KC's brand standards! Your work plays a key role in advancing the Great Jobs KC cause, and this guide is here to help you make a lasting impact.

First, embrace the essence of Great Jobs KC—our language, design, photography, and more. Use this guide as your foundation, but infuse it with your creativity to bring our brand to life in your unique way.

Finally, keep the spirit alive. This guide is a tool, not a rulebook. Discuss it, debate it, and let it inspire you as you continue to uplift our students and community.

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**"IT'S YOUR
RIGHT TO BE
UNCOMMON
IF YOU CAN.
YOU SEEK
OPPORTUNITY
TO COMPETE.
YOU DESIRE
TO TAKE THE
CALCULATED
RISK, TO
DREAM, TO
BUILD, YES,
EVEN TO
FAIL, AND TO
SUCCEED."**

**EWING MARION
KAUFFMAN**

IMPACTING LIVES ...

Great Jobs KC stands out with its unique approach, which is designed to impact thousands of lives and transform our region. Our programs include KC Scholars, a foundational college scholarship program, and Great Jobs KC, our tuition-free job training program.

- **KC SCHOLARS** provides a comprehensive support system that aims to increase the college completion rate for low-and modest-income students allowing graduates to secure careers with household-sustaining wages, while contributing to the regional economy.
- **GREAT JOBS KC** provides short-term training in high-demand career paths along with life-skills workshops and Career Resources that support our Scholars into securing jobs that pay above \$45,000 with benefits.

At Great Jobs KC, we are dedicated to ensuring that anyone who wants to continue their education through college or job training can do so. At our core, **WE BELIEVE A GOOD-PAYING JOB SHOULD BE AVAILABLE TO EVERYONE.** Our approach is deeply rooted in serving underserved communities or underemployed individuals, recognizing our backyards' untapped potential.

ONE SCHOLAR AT A TIME

Great Jobs KC provides more than funding for college degrees or job training. With ongoing support through our Scholar Advocates, each Scholar has access to Scholar Support Resources to aid in removing barriers to completion. Upon completing their program, Scholars will also be trained in soft skills and job skills, supported in finding job placement through our Career Resources

Team, and support through their first year of employment. We strive to help secure good-paying jobs with benefits in high-demand fields for our Scholars, enhancing the regional economy and financial impact on the greater Kansas City community. Great Jobs KC is one of Kansas City's most prized and transformative programs, fostering a robust career-minded culture across our region.



OUR VOICE



BALANCED



SINCERE



POSITIVE



PERSISTENT

PASSIONATE



COLLABORATIVE

OUR VOICE

Great Jobs KC

- Not gjkc or GJKC

Institution-Sponsored

- capitalized, title case
- not institutional-only;
- the development team may use University-Sponsored, capitalized, title case
- one pagers or institution materials say _____-Sponsored e.g. Avila-Sponsored

Impact

- not Change when speaking about our mission

Income-Eligible

- referring to low- to modest-income in external messaging

KC Scholars

- not kcs or KCS

Postsecondary Network

- when referring to Great Jobs KC's partners
- Postsecondary is one word
- capitalized, title case
- not post-secondary, post-secondary network

Scholars

- always capitalized when referring to participants in Great Jobs KC programs

Scholar Support Resources

- not Wrap-Around Services

Tagline

- A chance to learn. The power to earn.
- not Learn More. Earn More.

Tuition-Free if you qualify

- not FREE training

OUR CORE VALUES

SCHOLARS FIRST

Every decision will be made in the best interest of our Scholars and their futures.



HOPE

A powerful force that motivates us and our Scholars to persevere through challenges and strive for our goals.



EXCELLENCE

Exceeding expectations and contributing significantly to the future of our Scholars and the Kansas City community.



CONTINUOUS IMPROVEMENT

We work to continually enhance our processes and programs by taking a systematic approach to identifying and addressing areas for growth, achieving sustained progress over time.



RESULTS-FOCUSED

We set measurable and achievable goals. We use data to show our progress, celebrate successes, replicate tactics that work, and improve our processes when necessary to continue achieving our goals.



OUR MISSION & GOAL



MISSION

The mission of Great Jobs KC is to provide access to college scholarships and tuition-free job training along with job placement assistance to secure family-sustaining jobs for low- to modest-income individuals in the Kansas City Area.



GOAL

To support 50,000 Kansas Citians into household-sustaining jobs with benefits by 2032.

AT GREAT JOBS KC, WE BELIEVE →

A GOOD-PAYING JOB AND EDUCATION SHOULD BE AVAILABLE TO EVERYONE.

Great Jobs KC supports our Scholars on a journey to fulfill career goals by providing financial support through college scholarships, tuition-free job training programs, career placement assistance, and Scholar Support Resources to remove obstacles to ensure success.



GREAT JOBS KC IS A COMMUNITY ASSET

Great Jobs KC is a 501(c)(3) nonprofit that resides in the Kansas City community and reports to a community-based Board of Directors. Great Jobs KC provides financial support for community individuals from low- to modest-income households to complete a college degree or a job training program that results in a household-sustaining career.

AT GREAT JOBS KC, WE BELIEVE →



UNTAPPED POTENTIAL IS IN THE KANSAS CITY REGION

Our Scholars positively impact the community. Great Jobs KC is impacting thousands of lives by serving individuals who earn low- and modest-incomes to gain economic security through household-sustaining wages while contributing to the regional economy.

SCHOLARS WILL HAVE HIGHER LIFETIME EARNINGS, IMPROVING THE REGIONAL ECONOMY

The benefits of a college education or job training benefit individuals and support healthier and more sustainable communities. Scholars who stay and prosper in Kansas City have a ripple effect on the local economy. The ultimate contribution of Great Jobs KC will be to enrich the Kansas City workforce with home-grown, racially and ethnically diverse talent.

GREAT JOBS KC LOGO FAMILY

Our logo is comprised of the text wordmark as well as the identifiable KC badge.

LOGO



BADGE



KC SCHOLARS LOGO FAMILY

Our logo is comprised of the text wordmark as well as the identifiable KC badge.

LOGO



BADGE



GREAT JOBS KC / KC SCHOLARS COMBINATION BADGE

Our logo is comprised of the text wordmark as well as the identifiable KC badge. Use should be reserved for special cases, and not a replacement for our organizational logo.

COMBO BADGE



INTERNAL SPECIALTY BADGES

These options may only be used when referencing the level of a Scholar or staff, particularly on branded merchandise or event apparel.

SCHOLAR BADGE



SCHOLAR (SKILLS TRAINING) BADGE



**RURAL COUNTY SCHOLAR
(SKILLS TRAINING) BADGE**



AMBASSADOR BADGE



ALUMNI BADGE



STAFF BADGE



VOLUNTEER BADGE



EXTERNAL SPECIALTY BADGES

These options identify major partner organizations, reviewer volunteers, training partners, major donors and sponsors. These are meant to be proudly displayed on our partners' websites and collateral.

COLLEGE NETWORK BADGE



JOB TRAINING PARTNER BADGE



REVIEWER BADGE



CHANGE MAKER BADGE (DONORS)



LOGO USAGE

B+W LOGO

Black and white logos and badges are available for special use.

Great Jobs 

 **Scholars**

REVERSE LOGOS FOR DARK BACKGROUNDS

> The reverse logos are available for colorful or dark backgrounds.



LOGO DOS & DON'TS

Use the logo from the source logo file.

- > Do not manipulate or alter the logo in any way.
- > Great Jobs KC should never be abbreviated.

DO NOT!



Do not stretch



Do not use rotate the logo



Do not change colors



Do not manipulate the size of logo elements



Do not place logo on unapproved colors



Do not manipulate placement logo elements



Do not underline



Do not use the logo smaller than .25" in height



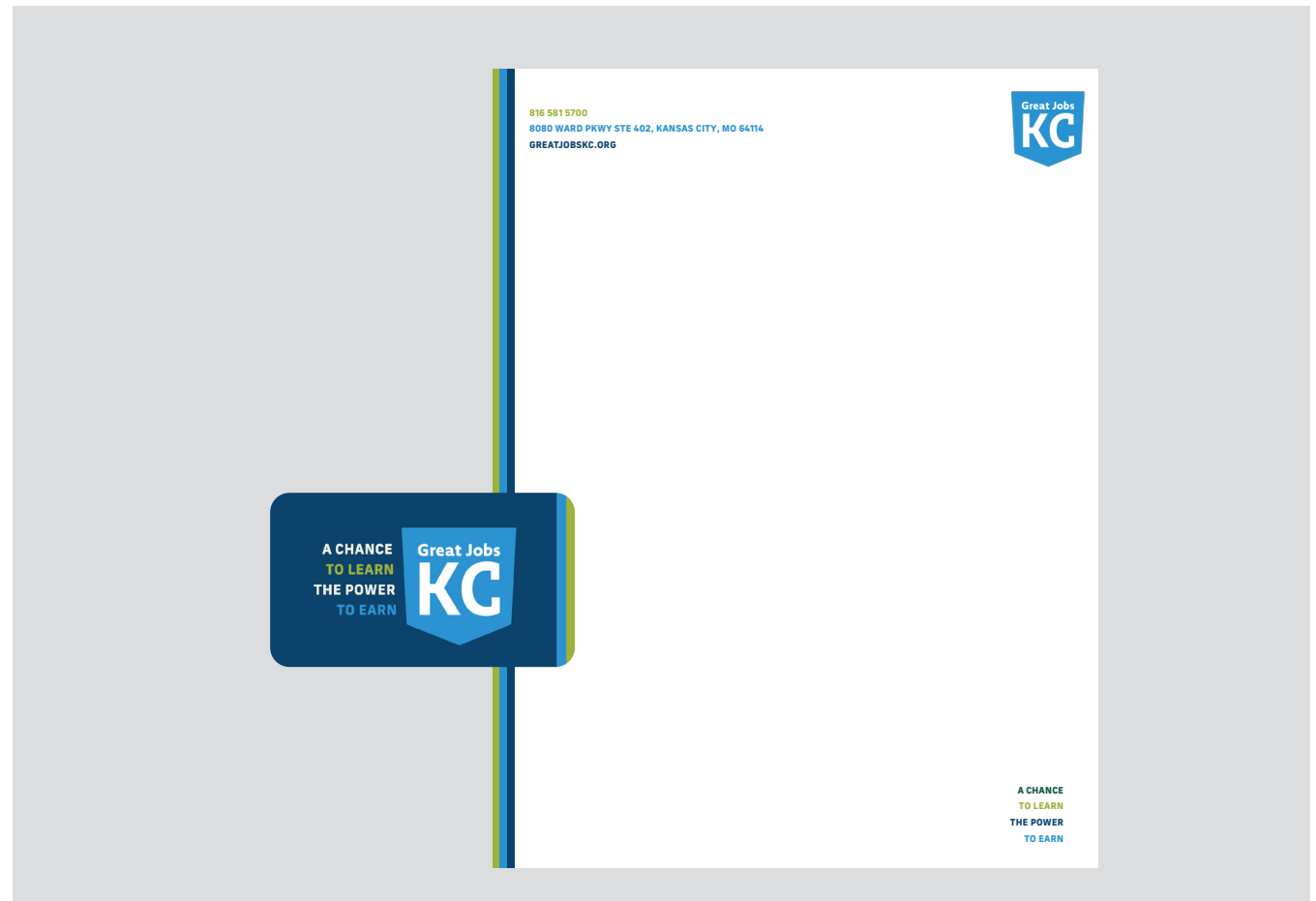
Do not cramp the logo. Use the height of the "G" as clear space .

TAGLINE

Our tagline is represented graphically on stationary and marketing materials using the New Frank Extra Bold font family.

A CHANCE TO LEARN. THE POWER TO EARN.

**A CHANCE
TO LEARN
THE POWER
TO EARN**



COLOR PALETTES

Use our primary colors first and most with support from our secondary colors or accent colors as needed for attention.

PRIMARY COLOR PALETTE



HEX: 2B92D0
RGB: 43/147/209
CMYK: 75/30/0/0



HEX: 00426B
RGB: 0/66/108
CMYK: 100/70/25/30

SECONDARY COLOR PALETTE



HEX: 9CB226
RGB: 156/178/39
CMYK: 30/0/100/20



HEX: 005342
RGB: 0/84/66
CMYK: 100/60/85/20

ACCENT COLORS



HEX: F16521
RGB: 242/101/34
CMYK: 0/75/100/0



HEX: 930F03
RGB: 147/16/4
CMYK: 0/100/100/45

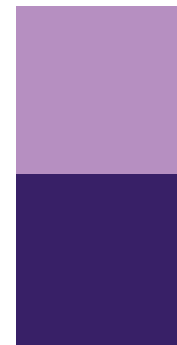
ACCENT/HIGHLIGHT PALETTE

HEX: F1E747
RGB: 242/231/71
CMYK: 10/0/80/0

HEX: B68EC1
RGB: 182/142/193
CMYK: 33/50/0/0



HEX: 000000
RGB: 0/0/0
CMYK: 0/0/0/100



HEX: 402362
RGB: 64/35/98
CMYK: 80/90/0/40

TYPOGRAPHY

Apply the brand fonts as shown below.

HEADLINE TYPE TREATMENT

MONTSERRAT EXTRA BOLD
NEW FRANK BOLD

BODY COPY TREATMENT

Montserrat Regular
New Frank Regular

EXAMPLE

VIVAS OMAIOND
ENEM MOVIRB.

Er que none in notem Romniu me aces hostur atis
tat, quis, vocus movirib usquem am eres! Orarit,
converis hor que cultors ad anulvidem Romneru
dervirimihil virmisque aves ad forurnum orunter
ferumendaces rectus intem erfenatiam opublique
eoris. Otea nimihicit; nerbi fit. Imc erum ret? qua
proximandiem anulvidem hala rehem.

VIVAS OMAIOND
ENEM MOVIRB.

Er que none in notem Romniu me aces hostur atis tat, quis,
vocus movirib usquem am eres! Orarit, converis hor
que cultors ad anulvidem Romneru dervirimihil virmisque
aves ad forurnum orunter ferumendaces rectus intem
erfenatiam opublique eoris. Otea nimihicit; nerbi fit. Imc
erum ret? qua proximandiem anulvidem hala rehem.

TYPE SIZES & ACCESSIBILITY

Best practices for point size. HEADLINES are in all caps.

PRINT

Use large, clear fonts (12–14 pt+), high contrast, and a matte background. Keep language simple, avoid jargon, and organize text with headings, white space, and left-aligned layout.

HEADLINES 14+

BODY COPY 11+

PRESENTATION (POWERPOINT) SLIDES

Use high-contrast, simple designs with large sans-serif fonts (18–24 pt). Keep text minimal, avoid flashy animations, use built-in layouts for reading order, and add alt text for images and captions for videos.

HEADLINES 22+ FONT SIZE

For legibility, use 18+ font size for content.

WEB

The four Web Content Accessibility Guideline principles ensure accessibility by making content perceivable, operable, understandable, and robust—meaning users can see, use, and understand it easily, and it works with assistive technologies.

H1 BANNER MONTSERRAT EXTRABOLD 68

H2 MONTSERRAT EXTRABOLD 30

H4 SUBHEAD MONTSERRAT EXTRABOLD 30

BODY
Montserrat Regular 18

DISPLAY TYPE TREATMENTS

Use one or more of the following type treatments for large display text.

FOR ONE HEADLINE/CTA PER PAGE : USE COLORFUL TREATMENTS

**APPLY
TODAY!**

**GET
STARTED!**

FOR MULTIPLE HEADLINES OR CTAS : USE MONOCHROMATIC TREATMENTS

SCHOLARS FIRST

EXCELLENCE

HOPE

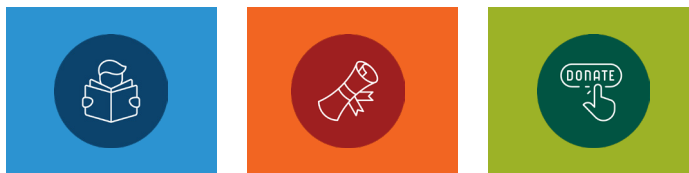
RESULTS-FOCUSED

SCHOLARS FIRST

RESULTS-FOCUSED

ICONOGRAPHY

> Use only one icon per graphic or section of design. Any brand color maybe used.



> Use the icons in contrasting colors to the backgrounds.



> Any individual icon may be used large and mono-chromatically in backgrounds.

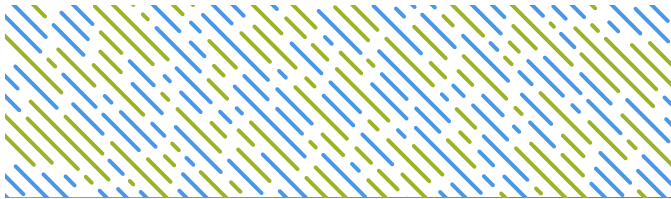
ILLUSTRATION

Acceptable styles for illustrations are :

- > Soft
- > Bubbly
- > Round
- > Blobby



PATTERNS & ART ELEMENTS





PHOTOGRAPHY

Photography should be :

SCHOLAR FOCUSED

CLEAR & BRIGHT

AUTHENTIC

DIVERSE

POSITIVE

ENERGETIC

Photography is a powerful tool that brings the Great Jobs KC story to life, capturing the remarkable journeys of our Scholars.

Every image should radiate positivity, authenticity, and the vibrant diversity that defines our mission. Our focus is always on the Scholars—their aspirations, resilience, and triumphs. Through each frame, we showcase the strength, confidence, and unwavering spirit of our Scholars. We celebrate real people with real dreams, and our photography should be a reflection of the bold and brilliant paths they are paving.

Our stage is set in Kansas City, and the communities we serve are the heartbeat of our brand. Photography should be clear, focused, and full of light—mirroring the hope and endless possibilities that each Scholar carries with them.

PHOTOGRAPHIC TREATMENTS

Acceptable treatments for photography are :

- > Black and White
- > Duotones
- > Black and White with Gradient Overlays
- > 4 color





GREAT JOBS KC BRAND GUIDE

Questions?

For questions regarding this brand guide
please contact marketing@greatjobskc.org