



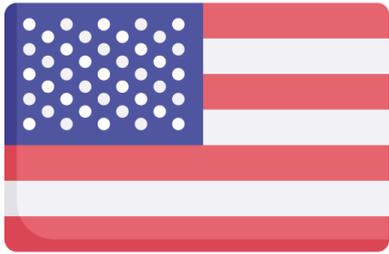
*Job's Daughters*  
INTERNATIONAL®

2025 BRAND GUIDELINES



## ONE FAMILY. ONE LOOK.

The Job's Daughters brand seeks to represent an international sisterhood of diverse, modern young women. While each Daughter is unique, every girl is united as a sister, leader, and friend.



YOUTHFUL.  
INCLUSIVE.  
BRIGHT.

## MOODBOARD

The inspiration for the JDI brand is based on our members. It is young and bright, with strong graphics representing strong young women. Most importantly, it is fun and inviting with an emphasis on inclusivity.

Our target audience is young women, so the lettering is feminine, yet bold. The image style is very modern, with bright and poppy colors. The foundation of the brand is rooted in an inner strength, mimicking the strong ties of our sisterhood.



Job's Daughters

I N T E R N A T I O N A L ®



Job's Daughters

I N T E R N A T I O N A L ®

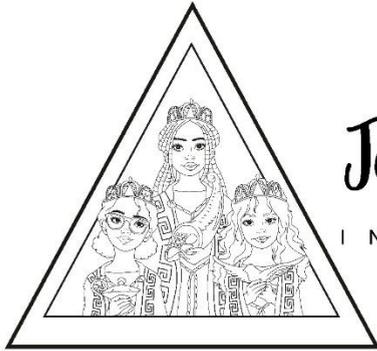
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**MINIMUM SIZE**

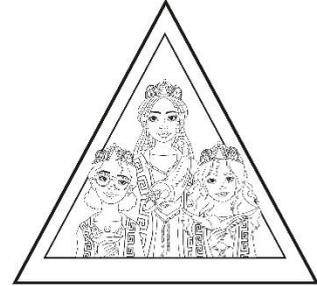
The smallest the logo should be made is 2" tall.

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# DRAWING LOGO (PRINT)



*Job's Daughters*  
INTERNATIONAL®



*Job's Daughters*  
INTERNATIONAL®

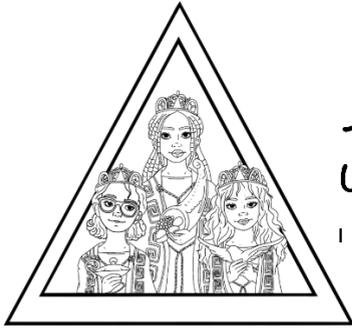


*Sisters - Leaders - Friends*



*Job's Daughters*  
INTERNATIONAL®

# DIGITAL LOGO (APPAREL)



*Job's Daughters*  
INTERNATIONAL®



*Sisters - Leaders - Friends*



# BRAND GUIDELINES

## PRIMARY LOGO

Job's Daughters International's primary logo is a wordmark and icon. The script is fun and feminine, while still retaining a certain regality only found in cursive handwriting.

The refreshed “Three Point Emblem”, a symbol used for decades, now represents the future leaders of our organization. This update harmonizes our esteemed past with the present, ensuring continued growth and success.

This is the main logo that will be used across all official Job's Daughters communications, both in print and online. With careful and consistent use of this brand, we can all work toward building a professional and recognizable brand identity.

## SECONDARY LOGOS

Job's Daughters International secondary logos can be used in place of the primary logo, when necessary.

The tagline can be used with or without the primary logo, but should be used carefully as a graphic accent.

The monogram symbol can be used when the full primary logo is not necessary or in cases where the brand name is already displayed as plain text. For example, the monogram could be used as a profile picture on Instagram since the username will be adjacent to it in plain text.

The icon can be used with or without the trademarked Job's Daughters International name.

### TAGLINE

A) Sisters. Leaders. Friends.

### SYMBOL

B) Monogram

### ICON

C) The Three Girls

A.

FRIENDS · SISTERS · LEADERS

FRIENDS · SISTERS · LEADERS

FRIENDS · SISTERS · LEADERS

B.

JDI

JDI

JDI

C.



## UNACCEPTABLE USAGE

There are a few rules necessary for maintaining a consistent brand image. Don't compromise the overall look of the logo by rotating, skewing, or distorting in any way. Here are a few examples of ways to NOT use the logo.

- A. Don't rotate the logo.
- B. Don't squash or stretch.
- C. Don't resize any part.
- D. Don't rearrange parts.
- E. Don't add unofficial graphics to the logo.
- F. Don't use off-brand colors.

# UNACCEPTABLE USAGE EXAMPLES



*Job's Daughters*  
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*Job's Daughters*  
INTERNATIONAL®



*Job's Daughters*  
INTERNATIONAL®

*Job's Daughters*  
INTERNATIONAL®



*Job's Daughters*  
INTERNATIONAL®



# Creating young leaders in your community.

"Leadership is a choice, not a position."

*- Stephen R. Covey*



## TYPOGRAPHY

Typography is a powerful tool when used consistently. This set of typefaces should be used across all print and online publications.

GARDEN GROWN PRO E  
Use for headlines.

*Garden Grown Pro E*

*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 1 2  
3 4 5 6 7 8 9 0*

CABIN  
Use for body copy.

Cabin

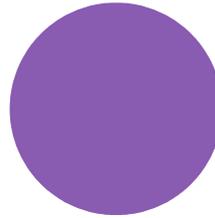
Regular

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  
1 2 3 4 5 6 7 8 9 0

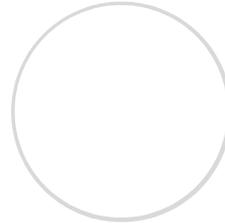
## COLOR PALETTE

Color is a key part of a brand identity. Using the brand colors consistently not only presents a unified image, but also conveys certain feelings.

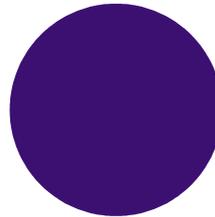
Purple is known throughout the world as a symbol for royalty, leadership, and faith. The white is clean and fresh, representing purity, peace and openness. The light red is bold and bright, indicating confidence and energy.



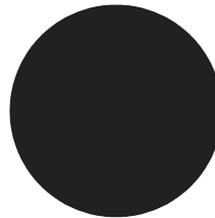
PURPLE PLUM  
HEX: #8A5BB2  
RGB: 138, 91, 178  
CMYK: 22, 48, 0, 30  
PMS: 2076



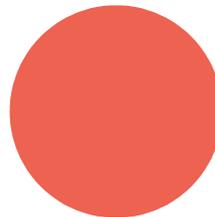
CULTURED  
HEX: #f7f7f7  
RGB: 247, 247, 247  
CMYK: 0, 0, 0, 3



PERSIAN INDIGO  
HEX: #3d1072  
RGB: 61, 16, 114  
CMYK: 46, 85, 0, 55  
PMS: 3535

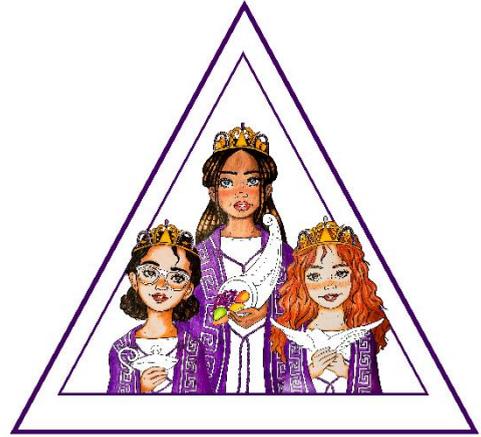


EERIE BLACK  
HEX: #222222  
RGB: 34, 34, 34  
CMYK: 0, 0, 0, 86  
PMS: 4280 or  
Pantone Neutral Black C



FIREOPAL  
HEX: #ef6351  
RGB: 7, 66, 94  
CMYK: 0, 58, 66, 6  
PMS: 7625

JDI



FRIENDS · SISTERS · LEADERS ·

Filhas de Jó<sup>®</sup>  
INTERNACIONAL

## FINAL THOUGHTS

If you ever have questions, just refer to this guide or to the accompanying information on [jobsdaughtersinternational.org/brand](https://jobsdaughtersinternational.org/brand).

You can also reach out to the Supreme Office for specific branding needs.

