



# Journalism Education Association Brand Guidelines

hjea.

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February 2025

# Introduction

The Journalism Education Association (JEA) brand guidelines are a comprehensive resource designed to help our community communicate effectively. JEA is the leading voice in scholastic journalism and we uphold the highest standard of education, integrity and advocacy.

This guide is a reference to maintain a cohesive and engaging visualization for our core messaging identity. By offering clear direction on logo usage, color systems, typography, tone and parallel structure, we empower our stakeholders to tell their JEA story with confidence and consistency.

With our stakeholders in mind, we design each subsequent section. Our goal in establishing the brand guidelines is to equip our community with the resources necessary for ease of dissemination of information and digital storytelling. It has various tools, references and resources to effectively inspire and engage our audience

Help shape the future of scholastic journalism by sharing stories to spark interest, promote action and elevate the standards of journalism education. Our brand is more than just a logo or a color palette — it's a reflection of our mission, vision, and commitment to fostering excellence in student media.

# Mission & Vision Statement

## Mission Statement

The Journalism Education Association supports free and responsible scholastic journalism by providing resources and educational opportunities, by promoting professionalism, by encouraging and rewarding student excellence and teacher achievement, and by fostering an atmosphere which encompasses diversity yet builds unity.

## Vision Statement

The Journalism Education Association is a dynamic, adviser-focused organization serving a diverse media community. To develop and support effective media advisers, JEA must protect scholastic press and speech freedoms of advisers and their students; provide an environment that attracts, develops and retains the best educators in the profession; build diversity at the scholastic and professional levels; promote and demonstrate educational use of the latest technologies, and provide innovative, consistent and quality services.

# Logo Usage



*"Although we remain committed to the timeless principles of a free and responsible press, we hope that an updated JEA logo will reflect our solid foundation in scholastic journalism while embracing a more innovative look to our brand."*

— Sarah Nichols, MJE

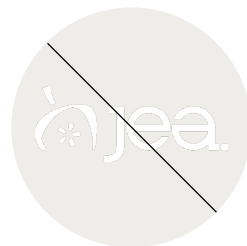
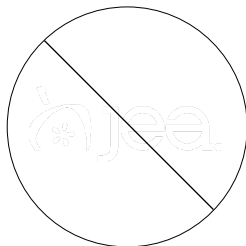
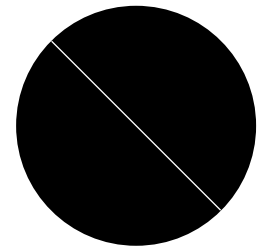
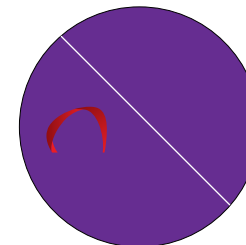
White

Sand

Red

Purple

Black



Preference is given to JEA's full-color logo. However, there are instances in which it is not aesthetically pleasing. Logo readability is key to good design and brand recognition. Designers may use black and white logos as long as they maintain visual integrity and legibility.

# Logo Usage

The JEA logo should never be altered in any manner, including modifying the official colors. Always use supplied artwork (never recreate).

⊗ Do not distort.



⊗ Do not add gradients.



⊗ Do not fill logo with imagery.



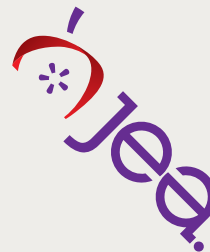
⊗ Do not apply unauthorized one color versions.



⊗ Do not add drop shadow.



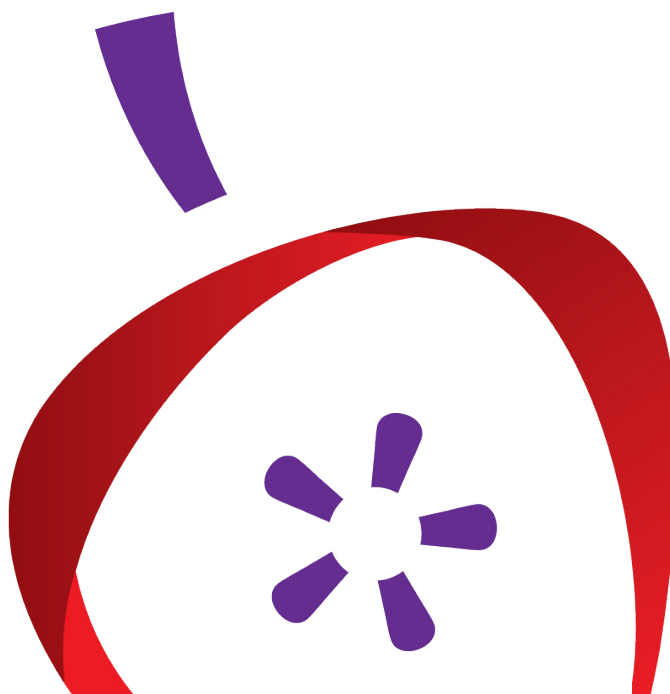
⊗ Do not rotate.



# JEA Apple Submark



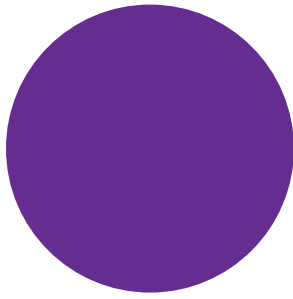
The JEA logo features an apple, symbolic of knowledge, wisdom and education. The apple is JEA's submark logo. The submark is a simplified version of JEA's primary logo used when the original logo is too large or detailed for a given situation. The apple can stand alone in designs. The same design rules from the previous page apply to JEA's submark. Do not distort, add gradients, fill with imagery, apply color variations, drop shadow, or rotate the submark in any way. You can adjust the submark's transparency when creating rhetoric. It is best practice to show the entire submark. If portions of the submark are cropped or do not fit into the design, it is mandatory to use the JEA logo elsewhere to ensure brand recognition.





# Color System

## Primary Brand Colors



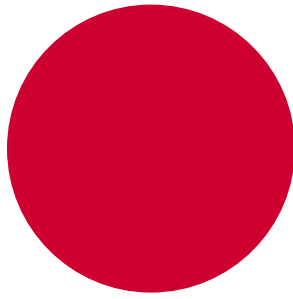
### Purple

Process Colors  
C75 M100 Y0 K0

RGB  
R102 G45 B145

Pantone® Color  
PMS 267

HEX  
#662D91



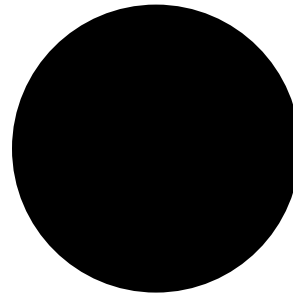
### Red

Process Colors  
C13 M100 Y90 K4

RGB  
R206 G0 B48

Pantone® Color  
PMS 186

HEX  
#CE0030



### Black

Process Colors  
C0 M0 Y0 K0

RGB  
R0 G0 B0

Pantone® Color  
PMS Black 6 C

HEX  
#000000



### Sand

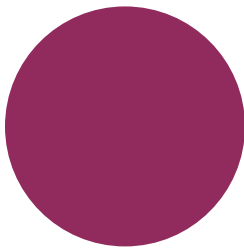
Process Colors  
C13 M4 Y6 K0

RGB  
R238 G237 B233

Pantone® Color  
PMS Cool Gray 1

HEX  
#EEEEDE

## Secondary Brand Colors



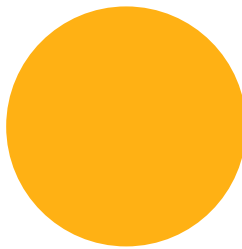
### Magenta

Process Colors  
C39 M95 Y40 K15

RGB  
R145 G43 B93

Pantone® Color  
PMS 19-2423

HEX  
#912B5D



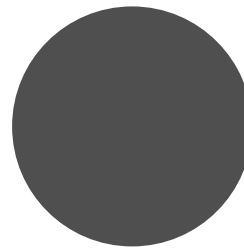
### Yellow

Process Colors  
C0 M35 Y100 K0

RGB  
R255 G177 B20

Pantone® Color  
PMS 137 C

HEX  
#FFB114



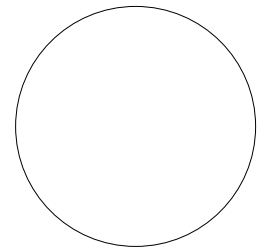
### Grey

Process Colors  
C65 M57 Y56 K35

RGB  
R75 G75 B75

Pantone® Color  
PMS Cool Grey 11C

HEX  
#4F4F4F



### White

Process Colors  
C0 M0 Y0 K0

RGB  
R255 G255 B255

Pantone® Color  
PMS 000C

HEX  
#FFFFFF

# Typography

Typography is significant to our brand's identity. Designers should carefully consider typography when expressing our visual identity of message design. It helps establish brand personality, values and message.

## Primary Brand Font: Myriad Pro

In 1992, Robert Slimbach, Carol Twombly, Fred Brady and Christopher Slye designed Myriad Pro. Myriad Pro's clean open shapes, precise letter fit, and extensive kerning pairs make this an excellent choice for text typography that is comfortable to read. Myriad has a warmth and readability that translates well for our brand. This typeface is a standard for many publishing companies in the United States. The full Myriad Pro family includes condensed, normal and extended widths in a full range of weights.

Myriad Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz — 1234567890

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz — 1234567890

*Myriad Pro Regular Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz — 1234567890*

**Myriad Pro Regular Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz — 1234567890**

**Myriad Pro Regular Black**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz — 1234567890**

***Myriad Pro Regular Black Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz — 1234567890***

# Typography

## Secondary Brand Font: Henderson Slab

Alejandro Paul created Henderson Sans in culmination with Henderson Slab. He intended the font to convey “crafty lettering origins of what is now ubiquitous mode of corporate communication.” Henderson Sans comes in seven weights plus italics. The symmetry of the typeface conveys simplicity and professionalism, while the sans serif qualities translate to the fun and airiness of our brand.

Henderson Slab Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz — 1234567890

Henderson Slab Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz — 1234567890

Henderson Slab Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz — 1234567890

*Henderson Slab Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz — 1234567890*

**Henderson Slab Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz — 1234567890**

***Henderson Slab Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz — 1234567890***

# Typography

## Tertiary font: Adobe Caslon Pro

The first printings of the American Declaration of Independence and the Constitution were set in Caslon. William Caslon released his first typefaces in 1722. The practicality of the Caslon typeface has helped it become popular throughout Europe and the American colonies. Ideally suited for text in sizes ranging from 6-14 point, Adobe Caslon Pro is the right choice for magazines, journals, book publishing, and corporate communications. Caslon is a staple typeface and its timeless look is great for grabbing attention.

### Adobe Caslon Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz — 1234567890

### Adobe Caslon Pro *Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz — 1234567890

### Adobe Caslon Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz — 1234567890

### *Adobe Caslon Pro Semibold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz — 1234567890

### Adobe Caslon Pro Basic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz — 1234567890

### *Adobe Caslon Pro Bold Basic Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz — 1234567890

# Font Pairings

## Adobe Caslon Pro Bold

Myriad Pro Light

Turessit ataquam quae nusanimil et as  
quo eum fugit esequam il explate nim  
res voluptatiam ut volorrore samusci  
re necatest, explit utectur ibusciatur,  
omnihil molores enduciis dis dignatium  
adio. Itatquas nobis ma quosae. At lam,  
quo con ra di quae excescilis eum a cum  
fuga. Am aut rem quamet odit dolorum,  
volupta sseque officienti bla sus reper

## Adobe Caslon Pro Bold

Henderson Slab Light

Turessit ataquam quae nusanimil et as  
quo eum fugit esequam il explate nim  
res voluptatiam ut volorrore samusci  
re necatest, explit utectur ibusciatur,  
omnihil molores enduciis dis dignatium  
adio. Itatquas nobis ma quosae. At lam,  
quo con ra di quae excescilis eum a cum  
fuga. Am aut rem quamet odit dolorum,  
volupta sseque officienti bla sus reper

## Henderson Slab

Myriad Pro Light

Turessit ataquam quae nusanimil et as quo eum fugit esequam il explate nim res voluptatiam ut.

Volorrore samusci re necatest, explit utectur ibusciatur omnihil molores en-

duciis dis dignatium adio.  
Itatquas nobis ma quosae.  
At lam, quo con ra di quae excescilis eum a cum fuga.  
Am aut rem quamet odit dolorum, volupta sseque officienti bla sus reper.

# Brand Tone & Personality



JEA embodies a professional, scholarly tone that reflects our role as leaders in scholastic journalism education. We communicate with clarity, precision and excitement, using a “breaking news” style similar to the inverted pyramid format — concise, direct and always with the audience in mind. At JEA, we pride ourselves in upholding high journalistic standards of excellence while fostering an inclusive, innovative community. We guide our students and educators to embrace journalistic integrity, media literacy and the values of press freedom. All communication adheres to AP Style, reinforcing our commitment to professionalism.

JEA’s tone and brand personality embody the following:

1. Professional
2. Formal & Scholarly — not too pretentious
3. Exciting
4. Breaking News — inverted pyramid style
5. As a collective, JEA uses third person but abides by AP Style. We always define the audience:
  - “At JEA, we pride ourselves in...”
  - “As MJE & CJE advisers, we encourage our students...”
  - “At Partner Projects, it is our goal to showcase...”

# Key Messaging & Brand Position

## Boilerplate Messaging

Founded in 1965, the Journalism Education Association (JEA) is the largest scholastic journalism organization for educators in the United States. With over 2,600 active members, JEA serves a national and international audience. JEA supports free and responsible scholastic journalism by providing resources, professional development, and educational opportunities. Through a range of programs—including certification for educators, national contests, and recognition of student and teacher excellence—JEA fosters a diverse and inclusive community committed to advancing journalism education.

JEA's core mission is to promote professionalism in scholastic journalism, protect press freedoms for advisers and students and provide innovative resources that support new and experienced media educators. Our crucial programs include JEA curriculum, certification (CJE & MJE), JEA/NSPA Conventions, the National Student Media Contest, Scholastic Journalism Week and the Communication: Journalism Education Today (C:JET) magazine.

## JEA Taglines

We educate teachers on how to educate students.

Together, we're shaping the storytellers of tomorrow.

Whether you're a rookie or a content expert, JEA resources assist, inspire and elevate.

Cultivating tomorrow's journalists, one classroom at a time.

## Key Messaging

JEA's core mission is to promote professionalism in scholastic journalism, protect press freedoms for advisers and students and provide innovative resources that support new and experienced media educators.

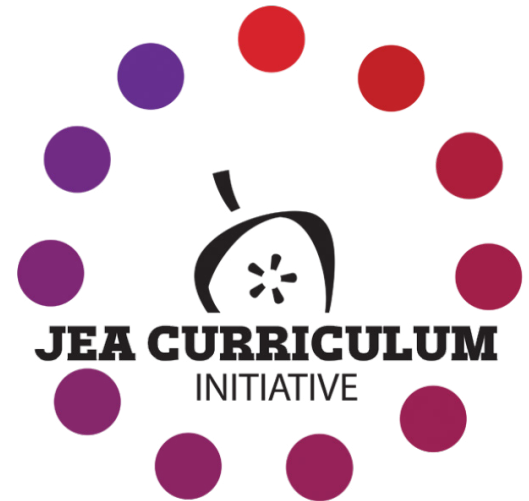
# JEA Programs

## Advancing Scholastic Journalism

The Journalism Education Association offers a variety of programs designed to support and elevate scholastic journalism. Tailored for students, educators, and journalism professionals, these programs provide resources, training, and opportunities that empower participants to develop their skills, foster excellence, and uphold the values of free and responsible journalism. The programmatic areas of JEA are the following:

## JEA Curriculum

JEA's Curriculum Library offers over 500 lesson plans across 12 content areas, all compiled on the website. These resources include learning outcomes, assessments, evaluation guides, models, and alignment to standards to support high school journalism classrooms nationwide. While this comprehensive content is available exclusively to JEA members, the public can access free resources weekly and explore additional materials.



*JEA Curriculum Logo*



### Personality Profiles

For students, it can be difficult to write about themselves. JEA's free weekly curriculum lesson helps equip students with the resources necessary to craft a personality profile. This lesson is more than a summary because it is filled with prompts to help guide students' writing. Students will explain, orally or in writing, that profiles can differ in content and angle and elaborate on this construct with examples.

This week's free lesson available at [jea.org/curriculum](https://jea.org/curriculum)





### Leadership talk

Teaching leadership can feel overwhelming, especially when students excel in journalism. With that in mind, it is essential to break down leadership into practical, approachable steps. Join our upcoming web meetup to explore ways to cultivate strong student leaders who can guide their peers. Aaron Manfull, MJE, adviser at Francis Powell North High School, will lead our discussion.

Members can sign up today  
<https://shorturl.at/XBT6p>



*Examples of JEA Curriculum Features for social media.*



### Litigating Social Media Platforms

Dive into the legal battles shaping the future of free expression online with our featured JEA Curriculum Initiative lesson: Litigating Social Media Platforms: Editorial Judgment and the First Amendment. Students will learn to analyze landmark cases, learn about government legislation and craft persuasive arguments on how laws should apply to social media platforms versus traditional newspapers.

This week's free lesson available at [jea.org/curriculum](https://jea.org/curriculum)





# JEA Programs Continued. . .

## Communication: Journalism Education Today (C:JET)

Communication: Journalism Education Today (C:JET) is JEA's quarterly magazine, dedicated to empowering journalism educators with in-depth articles on pedagogy, scholastic media strategies, ethical standards and technological trends. Serving a diverse audience of high school journalism educators and industry professionals, C:JET fosters lifelong professional growth through original, peer-reviewed content aligned with JEA's mission to advance journalism education.

In general, C:JET follows AP style guidelines. However, there are a few exceptions listed in C:JET's separate style guide. C:JET is considered a scholarly, peer reviewed article filled with insights from industry leaders, professionals and educators.



*C:JET Summer 2024 Issue*



*C:JET Spring 2018 Issue*



*C:JET Summer 2020 Issue*

# JEA Programs Continued. . .



## JEA Digital Media Library

JEA's Digital Media Library is a comprehensive resource for high school advisers and students, offering tools and training to enhance digital storytelling. It covers key topics like website management, podcasts, broadcast techniques, and social media strategy, with templates, guides, and real-world examples to simplify the process.



## Student Press Rights

The Journalism Education Association (JEA) champions press freedom for student journalists, recognizing it as a cornerstone of democracy. By empowering students to explore critical issues, make independent editorial decisions, and engage their communities, JEA fosters journalistic integrity and responsibility. JEA strongly opposes censorship and supports advisers who advocate for students' rights to report freely and responsibly, ensuring journalism's vital role in upholding democratic values.



## Partner Project

Our Partner Project is designed to support journalism teachers and students who face challenges such as limited funding, resources, or training. By providing targeted outreach, this program helps teachers assigned to journalism classes or media advising build the foundational skills needed to produce student media successfully. The Partner Project connects these advisers and their students with veteran journalism educators, fostering a professional learning community and empowering them with resources, training in law and ethics, and practical support to sustain their programs.



## Mentoring

Our Mentoring Program pairs experienced journalism advisers with new or less-experienced advisers to provide personalized guidance and support during their first years in scholastic journalism. Through this program, mentors offer resources, model teaching strategies, collaborate on lesson planning and foster a professional learning community. The program aims to help new advisers grow their confidence, build successful media programs and navigate challenges with tailored feedback. Mentees benefit from free membership and the opportunity to attend a convention with their mentor during their second or third year.

# JEA Programs Continued. . .

## NHSJC

The JEA/NSPA National High School Journalism Convention is a semiannual gathering for high school journalists and advisers, hosted by the Journalism Education Association and the National Scholastic Press Association. This convention offers over 4,000 delegates a dynamic mix of learning opportunities, including keynotes, hands-on workshops, breakout sessions for all media types, and targeted programming for advisers and administrators. Attendees can participate in contests, critiques, awards ceremonies, and career roundtables while exploring an exhibit hall featuring the latest in student media tools and resources. It's a hub for networking, discovering trends, and solving challenges in scholastic journalism.



## Contests

JEA's contests program offers students the opportunity to showcase their talents, gain critical feedback from industry professionals, and earn recognition for excellence in scholastic journalism. With categories spanning writing, design, photography, multimedia, and more, these competitions provide valuable learning experiences and inspire students to refine their craft. Since 2001, JEA has celebrated student achievements with over 25,500 awards, fostering a culture of growth, creativity and journalistic excellence.



## Outreach Academy

JEA's Outreach Academy is a free, intensive program designed to support new media advisers from underrepresented schools or diverse backgrounds. Through hands-on training and practical discussions, participants learn to teach journalism effectively, diversify school coverage, engage their communities and access valuable resources. Held alongside the National High School Journalism Convention, the academy promotes diversity in scholastic journalism while empowering advisers to succeed.

## Certification

JEA's certification program establishes professional standards for scholastic media educators, offering two designations: Certified Journalism Educator (CJE) and Master Journalism Educator (MJE). The CJE certifies knowledge in core journalism principles, including writing, editing, design, and legal/ethical practices, providing formal recognition in a field often lacking state-specific licensing. The MJE designation, for those with five years of teaching/advising experience, showcases advanced expertise through an exam and an independent project benefiting the journalism education community. Both certifications validate educators' qualifications, enhance their programs' credibility, and demonstrate a commitment to professional excellence in journalism education.

## Other Programs

- First Time Convention Grants
- CTE/Adobe testing certification
- Student credentialing
- Scholastic Journalism Week
- Constitution Day
- Membership
- List serv/JEA Forum

# Photo Usage and Editing Guidelines

The Journalism Education Association (JEA) upholds the highest standards of journalistic integrity when it comes to the use and editing of photos. Our mission is to ensure that all images reflect authenticity, accuracy, and truth, maintaining the credibility of visual storytelling.

Journalists are responsible for documenting the world around them by capturing and presenting images that convey a story. The method journalists gain access to these photos and videos is just as important as the images themselves. Deciding which visual elements to include or exclude directly impacts the story's meaning and its emotional effect on the audience. In the era of rapid advancements in photo manipulation and artificial intelligence generative software, it is critical scholastic journalism programs follow clear ethical guidelines.

## Journalistic Standards for Photo Editing

Photojournalism and multimedia often blur the line between neutral reporting and subjective interpretation. At JEA, we permit editing that improves image quality, such as adjustments for color balance, exposure and clarity (sharpness/noise reduction). These modifications should not mislead or alter the image's original context. Electronic manipulation that distorts the truth of a photograph is strictly prohibited unless the image is used as a work of art or a photo illustration, in which case it must be clearly labeled.

## Commitment to Diversity and Inclusivity

JEA is committed to ensuring that our visual storytelling reflects the diversity of voices, experiences, and perspectives in our community. We encourage students to select images that not only convey the truth, but also promote inclusivity and representation in journalism.



# Photo Usage and Editing Guidelines



Photo to right | 2024 Photo by Ashley Broils, Shawnee Mission Northwest High School (Shawnee, Kansas).



Photo to right | 2024 by Photo by Kara Simpson, Shawnee Mission Northwest High School (Shawnee, California).

JEA upholds  
the highest  
standards of  
journalistic  
integrity when  
it comes to the  
use and editing  
of photos.



Photo to left | 2020 by Photo by Todd McKechnie, Munster High School (Munster, Indiana).

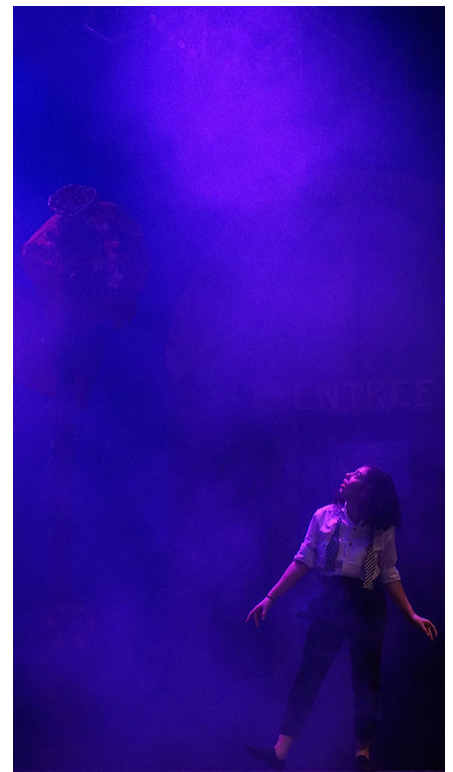


Photo to right | 2024 Photo by Liberty Vela, Claudia Taylor Johnson High School (San Antonio, Texas).

# Graphic Identity

## Icons

Icons play a significant role in JEA's brand to visually represent our core values in a clear, memorable way. Each icon serves as a visual cue to intrinsically communicate the core values of JEA. These icons enhance our brand's identity by simplifying complex ideas and fostering recognition across all communication platforms.



### Pedagogy

*Pedagogy is symbolized by a graduation cap atop books, highlighting our commitment to education.*



### Advocacy

*Advocacy is captured by a megaphone, emphasizing our voice in supporting scholastic journalism.*



### Innovation

*Innovation is portrayed through a light bulb with atom molecules, symbolizing our drive for creativity and progress.*



### Community

*Community is represented by a school icon, reflecting the collaborative spirit of our network.*



### Excellence

*Excellence is showcased with an award icon, underscoring our dedication to achieving the highest standards.*

## JEA by the numbers — Data Visualization

The ability to quantify our impact and showcase them comprehensively and visually is an ongoing task for JEA.

2,616

*Current active members.<sup>1</sup>*

2,372

*High schools, universities and organizations represented.<sup>2</sup>*

12,930

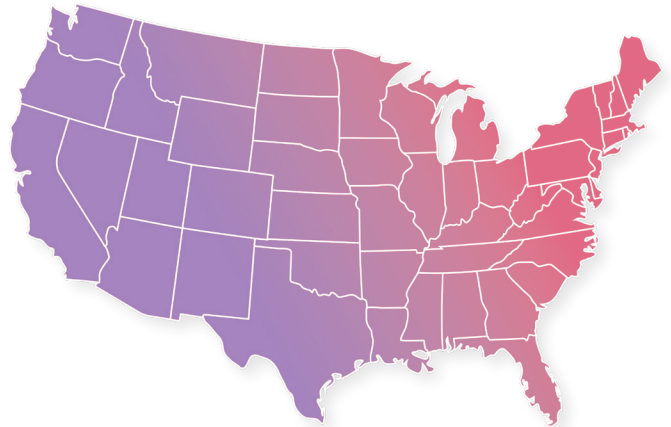
*Combined social media presence.*

18,500

*Email newsletter subscribers.*

34,000

*Total audience.<sup>3</sup>*



<sup>1</sup> | Data was pulled from Growth Zone member report on Oct. 10, 2024, and therefore is subject to change.

<sup>2</sup> | Data is the unique value of the 'primary business' field from the member report and represents the number of different values of our current members. This number also represents businesses, individuals or other organizations that currently have an active JEA membership.

<sup>3</sup> | Audience data is approximate and non-mutually exclusive, there exists an overlap and gap of member data between social media and CRM.



# Visual Identity

JEA's visual identity emphasizes a clean, simplistic aesthetic with subtle textures to enhance message design. When selecting images, it is best practice to use iStock®, Adobe Stock® or imagery from our digital media library to ensure brand alignment. Avoid using too many elements when designing — making a statement with fewer graphics is more impactful. Prioritize the most essential information to guide your audience's attention effectively.

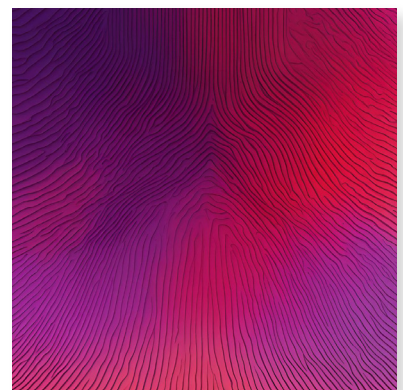
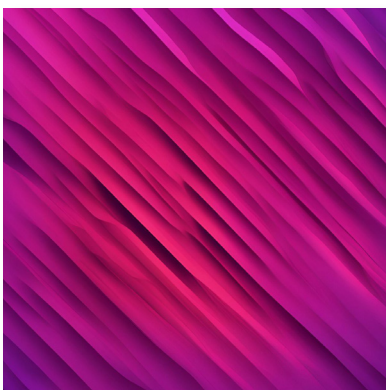
*It is best practice to use JEA's Smug Mug account and provide proper credit to student. Stock images are acceptable for marketing or journalism purposes.*

---



*Use simple, subtle textures for visual variety to enhance design hierarchy.*

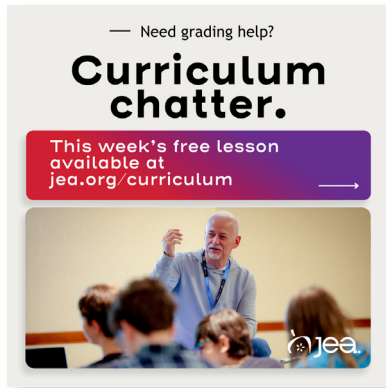
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# Examples

## Social Media: Mock Ups

### Instagram Mock Ups



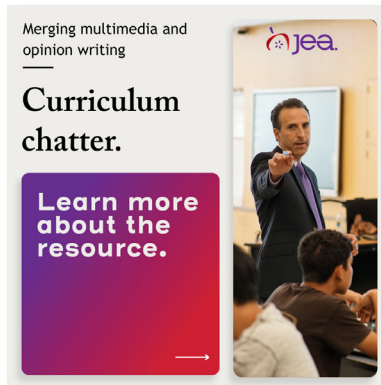
*New look for our programs.*



*Evergreen content bank.*



*Social media aesthetics match the brand guidelines.*



*Implement icons to quickly convey resources to stakeholders.*



*Implement a link tree will help increase engagement with user-friendly resources more easily available.*

*Implement user-generated content campaigns to increase engagement.*



# Examples

## Social Media: Mock Ups

The goal of JEA's social media is to highlight the dedication of our stakeholders and the effort that goes into producing excellent publications throughout the year. We aim to celebrate achievements within our community — from student success to adviser milestones. We use our platforms to share valuable resources, tools and tips for advisers. At JEA, we aim to foster a sense of pride and connection by building a strong, supportive journalistic community.

*Utilize every digital resource as an opportunity to increase our marketing position.*

*Facebook Cover Photo Mock Up*



*Highlighting our programs and stakeholders.*



# Examples

## Social Media: Templates

With our social media templates, we streamline content creation for our stakeholders. The JEA team can showcase their stories using one of our InDesign or Canva templates. Each template incorporates approved fonts, colors, typography and other resources designers need to build content. Stakeholders can start by accessing our Content Creator Guide ([here](#)) and then accessing our InDesign Template ([here](#)) or Canva Template (coming soon).

*Stakeholder features & JEA program highlight*

### employee spotlight

## Amber James

Amber James joined the JEA staff in October 2024 as the events and programs manager. She manages programming and project functions within the organization for National High School Journalism Conventions, Advisers Institutes, and other related programs, events, awards and contests.



Learn more on our website  
<https://jea.org/>



 **jea.curriculum**

## Leadership talk

Teaching leadership can feel overwhelming, especially when students excel in journalism. With that in mind, it is essential to break down leadership into practical, approachable steps. Join our upcoming web meetup to explore ways to cultivate strong student leaders who can guide their peers. Aaron Manfull, MJE, adviser at Francis Powell North High School, will lead our discussion.

Members can sign up today  
<https://shorturl.at/XBT6p>



### employee spotlight

## Cindy Horchem

Cindy Horchem, Ph.D., works half time in the JEA office at her alma mater, Kansas State University, in Manhattan, Kansas. She retired in May 2018 after teaching journalism for 24 years at the high school and college levels. She also was a feature reporter at a newspaper for a couple of years and spent eight years working in public relations.



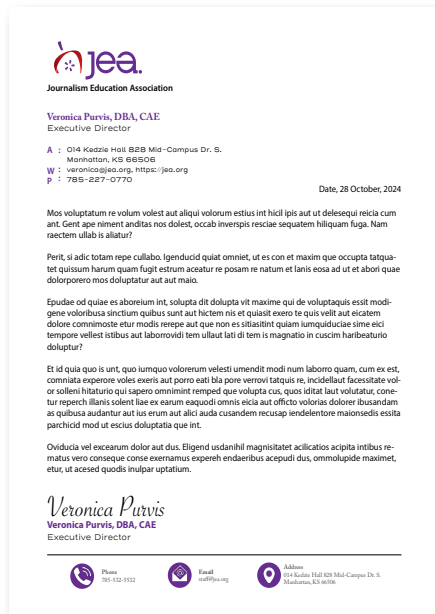
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# Examples

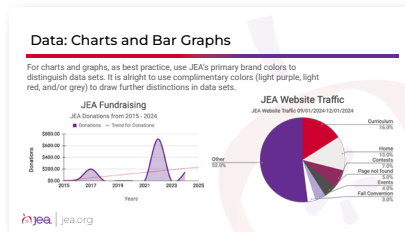
## Collateral

### Letterhead



Official JEA letterhead used by JEA HQ and JEA program committees.

### JEA Powerpoint Template (Google Sheets)



### Suggested Font Pairings

JEA's suggested font pairings to display copy. Please try to keep the integrity of each heading and title by using the correct weights (bold/light). Roboto (sans-serif for Myriad Pro) is **ALWAYS** the body copy.

#### Playfair Display Bold

#### Roboto Light

Roboto Normal - Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularized in the 1960s with the release of Letraset sheets containing

#### Montserrat Medium

#### Roboto Light

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jea.org

Official JEA powerpoint template for presentations.

### JEA T-shirts



Mock up example of staff t-shirts.

### Email Signatures

Veronica Purvis, DBA, CAE  
Executive Director



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veronica@jea.org

Official JEA email signatures used by emails ending in '@jea.org'



If you have any questions, please  
contact [staff@jea.org](mailto:staff@jea.org)