



## THE JUNIOR LEAGUE OF CLEVELAND, INC.

*Women building better communities*

### **Logo/identity elements standards**

The approved logo is for use in all-internal and external communications for The Junior League of Cleveland, Inc. (The JLC). The two-color logo should ONLY be used when producing documents (printed or electronic) in full color. The black and white logo should be used when the final document will be in black and white whether printed or copied. The look here is the way the logo should always be represented e.g. no circles or lines around the logo, no part of the logo by itself, no other color combinations and no resizing of the logo that changes the form or shape. For printing purposes the colors are black and the red is PMS 485.

### **Name usage standards**

In print the organization should be initially identified as The Junior League of Cleveland, Inc. (The JLC). Thereafter the organization should be referred to as The JLC as indicated in the parens.

### **External info statement to be used on all external communications:**

The Junior League of Cleveland, Inc. (The JLC) is an organization of women committed to promoting volunteerism, to developing the potential of women and to improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. The JLC reaches out to women of all races, religions and national origins who demonstrate an interest in and commitment to volunteerism. The JLC is represented by 800 women locally and over 171,000 in 294 Junior Leagues worldwide. For over 90 years, The JLC has been developing the potential of women and the communities where we live. For membership information, please call, 216.231.6300, ext. 444.

### **Internal info statement to be used on all internal communications:**

The Junior League of Cleveland, Inc. (The JLC) is an organization of women committed to promoting volunteerism, to developing the potential of women and to improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. The JLC reaches out to women of all races, religions and national origins who demonstrate an interest in and commitment to volunteerism. The JLC is represented by 800 women locally and over 171,000 in 294 Junior Leagues worldwide. For over 90 years, The JLC has been developing the potential of women and the communities where we live.

### **Standards for approving all printed or electronic documents sent to the membership:**

## The JLC Communications Info Sheet 2004-2005

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Mary Seay and Cathy Carter must approve all printed and electronic documents sent to The JLC membership or to the community. The document should also be cc'ed to other board trustee(s) overseeing the activity. All printed and electronic documents should use the Arial font. All documents should be sent for approval no less than 5 business days before going to print.

### **Website standards**

The website will be updated throughout the year every Friday. Please send any updates to Jeanne Barry at [jeanneb333@email.com](mailto:jeanneb333@email.com) as well as cc: Mary Seay and Cathy Carter and appropriate trustee(s)

### **Printed *Update* standards**

All *Update* articles and photographs should be sent to Audra Beres, *Update* Editor. Her email is [audra.beres@gt.com](mailto:audra.beres@gt.com). All materials for inclusion in the newsletter should be received on the first of the month prior to the month the article will be published and cc'ed to Mary Seay and Cathy Carter. This means for instance that the deadline for articles to be included in the September 2004 newsletter (the first of the year) will be August 1, 2004. All articles should be typed in word without any formatting and with one space in between the sentences. All photos should be at least 300 dpi. There will be no newsletter mailed in December.

### **Electronic *Update* standards**

Opal Truitt should receive information for inclusion in the electronic *Update* by the Tuesday proceeding the Friday when the *Update* will be compiled and sent. All information for inclusion should be cc'ed to Mary Seay, Cathy Carter and the appropriate board trustee(s).

### **Press release standards**

All press releases need to be approved by Mary Seay and Cathy Carter and cc'ed to the appropriate board trustee(s). An attempt should be made to write the release including the who, what, where, why of the highlighted activity in the release. If you would like a quote please include that as well as the external organizational statement in the last paragraph. Press releases should be submitted for approval no less than 5 business days before the press release should be distributed. Please include any media outlets that you think should receive the release. Mary Seay should always be the contact for the media as the President is the official spokesperson for the organization.

- ☺ **All standards are subject to periodic review over the next year. Any changes will be communicated to the board of directors and The JLC membership.**
- ☺ **This info sheet is available electronically.**
- ☺ **Any questions about communications may be directed to Cathy Carter, Communications Trustee, at [ccarter@sc4k.org](mailto:ccarter@sc4k.org) (Monday through Friday 9AM-5PM).**