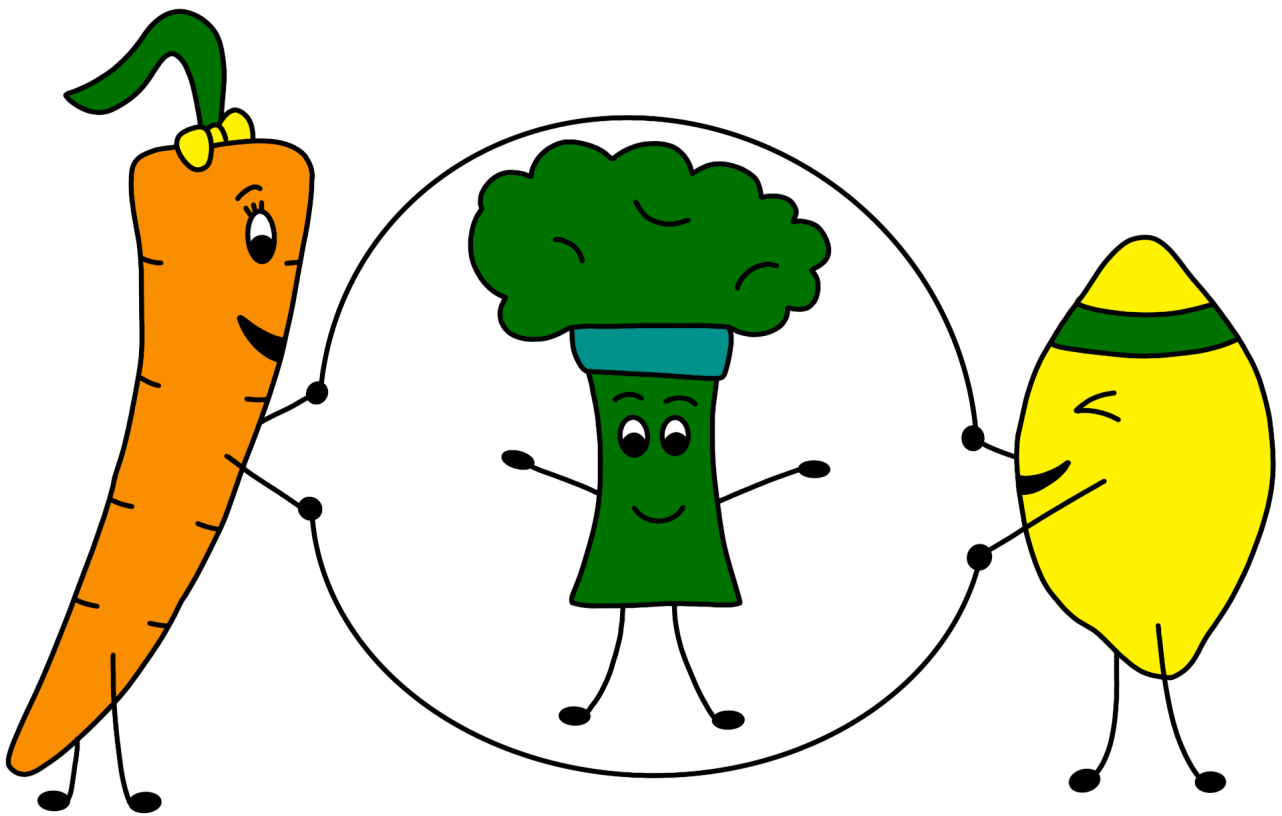
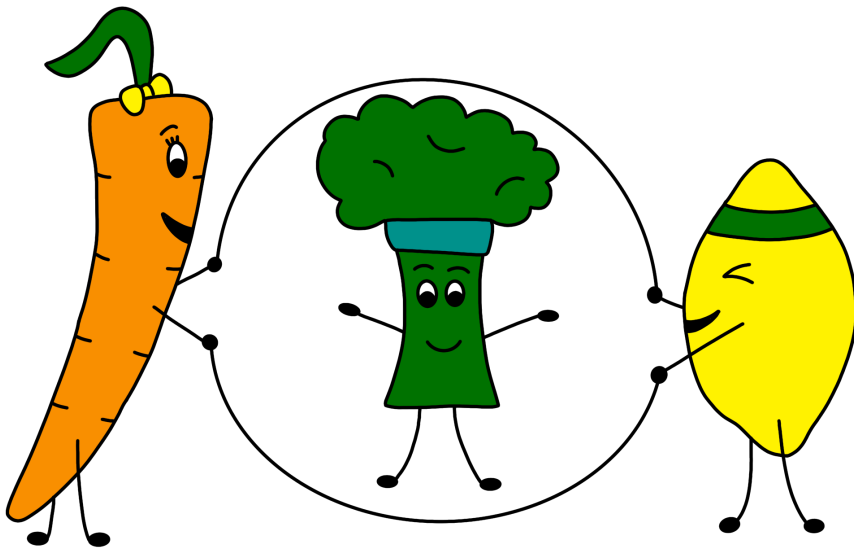


# Jump Ahead



Brand Guide

# LOGO



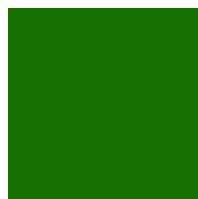
# COLORS



#328F8A



#FFFFFF



#187000



#FFF312



#EB940F

# FONTS

## BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&\*()

## More Sugar

ABCDEFGHIJKLMNOPQRSTUVWXYZ

QRSTUVWXYZ

abcdefghijklmnopqrst

vwxyz

1234567890!@#\$%^&\*()

## Kollektif

ABCDEFGHIJKLMNOPQRSTUVWXYZ

QRSTUVWXYZ

abcdefghijklmnopqrst

vwxyz

1234567890!@#\$%^&\*()

## More Sugar Thin

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

abcdefghijklmnopqrs

tuvwxyz

1234567890!@#\$%^&\*()

# Social Media Style Guide

## GOALS

The goal of this campaign is to **educate** elementary school students and their families about affordable ways to stay healthy, **share** our program with others around the country who might be interested in starting it in their local communities, and **build** an online presence for our organization.

## AUDIENCE

The target audience is composed of current members of a jump rope team (high school or collegiate team), elementary schools in the Orange County area, researchers interested in Public Health, and health-conscious parents with young children.

## ACCOUNTS

@jumpaheadafterschool - [Instagram](#) and [Facebook](#)  
/company/jump-ahead - [LinkedIn](#)  
Jump Ahead - [YouTube](#)

## GRAMMAR/WORD USAGE

Jump rope should always be written as two words.

## SOCIAL MEDIA PRESENCE

Use emojis thoughtfully in any social media post. Always use the yellow default emoji when given the choice of selecting a skin color.

Hashtags include:

- #JumpAhead
- #WhyJumpAheadWednesday
- #FitnessFriday
- #MakeASnackMonday or #MondayMunchies (tbd)
- #JumpAheadAfterSchool