



The Jessye Norman School of the Arts

Brand Identity Guide

What is the Jessye Norman School of the Arts?



Mural by Jay Jacobs

The Jessye Norman School of the Arts, or JNSA, is a tuition-free, high quality after school arts enrichment program named after world-famous opera singer Jessye Norman. In addition to afterschool and summer programs, the JNSA offers affordable community and homeschool arts enrichment programs, outreach programs to various community partners, gallery and cultural events, and much more. The School, located on the corner of 8th and Greene Street in Downtown Augusta, Georgia, is painted in bright yellow and blue, and features a mural inspired by Jessye Norman as a young girl. A beautiful art garden sits adjacent to the building and is tended by volunteers and students.

School History

The Jessye Norman School of the Arts was founded in 2003 by the Rachel Longstreet Foundation, Inc. and was funded in large part during its first year by its namesake, the celebrated opera singer and Augusta native Jessye Norman, who continued to be very involved in the life of the School in the intervening years. The School, a 501(c)(3) organization, offers courses in dance, drama, visual art, music, digital art, and creative writing on the same academic schedule as the Richmond County School District.

The school was first housed at St. John United Methodist Church and drew its first students from Tubman Middle School. By 2007, there were students from nine different schools attending JNSA; currently the school serves students from 11 public and two private schools.



In 2008, Augusta philanthropist Peter Knox IV donated the building at 739 Greene Street, near the Augusta Downtown Historic District, to the school. Phase 1 of the renovations were completed on the first floor in the spring of 2011.

Enrollment has grown steadily each year, and the school now serves over 1200 students a year in all programs.

Who was Jessye Norman?

Sept 1945 - Sept 2019

Jessye Norman grew up in a modest home on Forest Street in the Laney-Walker/Bethlehem neighborhood of Augusta, Georgia. She attended Lucy C. Laney High and went on to earn her bachelor's degree from Howard University and her Master's degree from the University of Michigan. Her soaring Mezzo-Soprano voice made her one of the most sought after performers of her time. In 1989, her live televised performance of "La Marseillaise" at the 200th Anniversary of Bastille Day in Paris was seen by more than half a billion people worldwide. Her passion for excellence and education continue to build on her life legacy through various philanthropic endeavors, including the Jessye Norman School of the Arts.



Photo Credit: Kenneth Chou

Our Brand

Our Brand reflects our fun and playful creativity, as well as clean and clear elegance inspired by Ms. Norman herself. As a school that employs professional teaching artists, we pride ourselves on creating media and branding that reflects a rich knowledge of the arts both past and present, and a sense of pride in our artistic community.

The JNSA Creed

The JNSA Creed reflects our core values as an incubator of creativity and community. The staff and students of the JNSA recite the creed every day as a reminder of who we are and what we strive for. We encourage the use of the creed in graphics as is, or as a textural background element, usually at a low opacity and in script.

**I represent something larger than myself,
In everything I do
And everything I say
I represent myself, my family, my school
And the Jessye Norman School of the Arts**

**I will strive to bring honor to all that I represent
By doing only my best
Saying only my best
And being only my best**

**I am a student of the
Jessye Norman School of the Arts**

-Written By Russell Joel Brown

Color Palette



Our colors are variations of primary colors and create a bright and bold basis for graphics reflective of our mission.

Our Official Brand Colors

- **Azure** - A dark sky blue, used as one of the main colors on our website and main campus graphics. (official brand color)
 - HSL - 219, 73, 57
 - CMYK - 71, 46, 0, 12
 - RGB - 65, 121, 225
- **Mustard** - A medium yellow used on our website and main campus graphics. (official brand color)
 - HSL - 49, 91, 62
 - CMYK - 0, 13, 72, 4
 - RGB - 246, 214, 70

- **Claret- A dark burgundy used in the JNSA Classic Logo**

- HSL - 344,64,35
- CMYK - 0,78,58,43
- RGB - 146,32,62

- **Indigo Dye- A Dark Navy Blue, used in the JNSA Classic Logo**

- HSL - 203, 89, 21
- CMYK - 94,35,0,61
- RGB - 6, 64, 99



Expanded Palette

Additional colors are used throughout our website and advertisements, as well as black and white. For Example:

- **Coral - A light orange with pink tones, used for buttons on our website and on main campus graphics. (Not an official brand color)**
 - HSL - 16, 100, 70
 - CMYK - 0, 44, 72, 4
 - RGB - 246, 214, 70

The extended Palette is not limited to any particular colors, however, additional colors should be harmonious and not overpowering.

MAKE A DONATION

- Supplies and Materials
- Monetary Donations
 - Instruments
 - Vehicles

[Click here to make a donation](#)

Our Logo

The JNSA uses two main logos: Our official circular seal, or “JNSA Classic Logo” in burgundy and navy blue, as well as our fun rainbow splat logo. Both logos feature the drop capital J and two childlike figures at the top of the circle holding hands - a reference to our sense of community and our mission- to transform the lives of our students through the power of the arts.



The JNSA “splat” logo is similar to the Classic, but uses a ring of blending rainbow colors mimicking a splatter of paint. This logo is used for fun, bright, and kid friendly advertising.



The JNSA Classic Logo, is used for official documentation and more formal advertising, such as for our annual benefit concert. It is also used when the rainbow splat is distracting or not harmonious with the color scheme of the graphic.

Variations



For garments, bags, and other printed merchandise, this transparent logo design can be used - Usually white on a black background.



The color of the splat logo *can* be adjusted for special design considerations; for example, if the rainbow is distracting and a fun, thematic graphic has a meaningful color palette.

Size, Spacing, Orientation

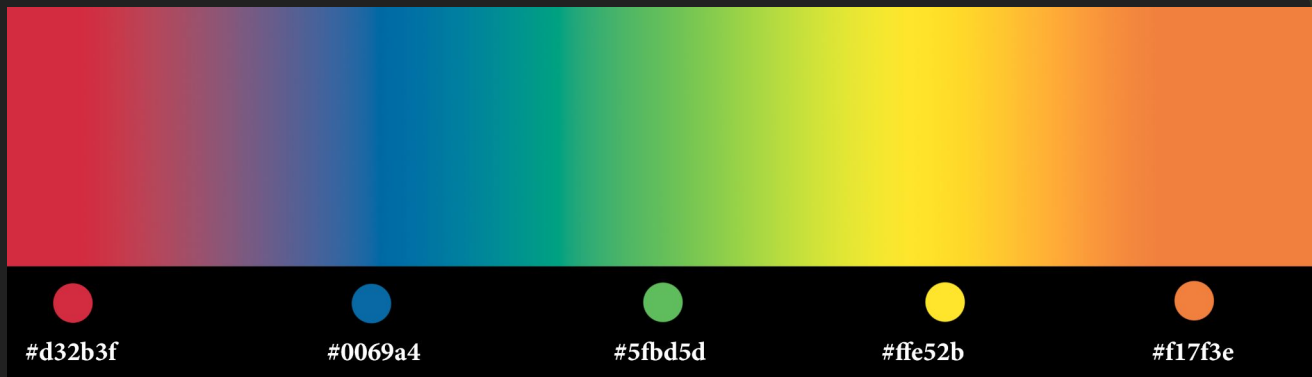
- Logos should be presented in their upright orientation without rotation.
- Logos should not be distorted, stretched, or squished.
- Logos should have transparent backgrounds.
- Logos should have surrounding margins and be within the printable area of the page.
- Logos should appear in one of the four corners of the image depending on the design aesthetics.





Colors of the Splat:

Our splat logo has 5 main colors in a gradient: a cool red, blue, light green, yellow, and orange.



Splat Usage

The splat can be combined with simple solid or single color icons to create impactful thematic graphic assets.



Splat Usage

The splat ring can also be used to create page accents in various opacities, on any border of the graphic. Like the classic logo, the splat should not be squished or stretched, but used in its current ratio.



Example- Donation Page on thejnsa.org:



Donate today by clicking one of the buttons below:


[Give a one time donation](#)

[The Jessye Norman Endowment Fund](#)

Textures and Shapes


Textures should be complementary and not distracting from the overall message or other imagery.

It's a Stretch:



 **Yoga**

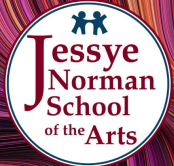
For the Stiff Skeptic


Wednesdays

6:30 PM 

First Session: March 1st


Jessye Norman School of the Arts


739 Greene Street

Shapes and Icons

Shapes should not have black lines around them to avoid looking similar to cartoons or clipart. Solid Color icons help enhance the visual without looking dated.

A flyer for 'JNSA AFTER SCHOOL OPEN HOUSE' featuring a grid of colored boxes with text and icons. The top section is blue with a logo and event details. Below are orange and yellow boxes for sign-up and meeting staff. Further down are yellow, purple, and blue boxes for application information and a website link. A photo of a student is on the right side.

JNSA AFTER SCHOOL
OPEN HOUSE
FRIDAY, JANUARY 6TH || 4P - 6P

SIGN UP FOR TUTORING AND ACADEMIC SUPPORT


Meet our talented Staff and Faculty!


OPEN TO: GRADES 5-12


ON THE SPOT APPLICATION AND INTERVIEWS
739 GREENE STREET

LEARN MORE
THEJNSA.ORG

Primary Fonts

Adobe Fonts

Minion Variable Concept
Minion Pro

Squarespace/Website fonts

Sofia Pro

Alice

Global fonts

Arial

IMPACT

Courier New

*Please consider fonts that are commonly overused and avoid them - for example, the infamous *comic sans*. We want our graphics to be fresh and reflective of current styles. Any fonts used should balance well with the overall graphics and not be distracting or conflicting.

Brand Voice

Writing that reflects the JNSA should always be positive, upbeat, and encouraging. Our voice in print and media should always represent something larger than ourselves and creatively reflect the following:

- An attitude that takes ownership and shows willingness to help.
- Kindness and respect for our students, stakeholders, and the community.
- Excitement, fun, and joy!
- Our dedication to creating a positive environment for students to learn and thrive through the arts.
- Community Spirit, integrity and our commitment to arts education.

Photos

On school graphics, original JNSA photos by staff, students, or parents is encouraged whenever possible. Photos should be clear, well composed, and well balanced. Photos can be manipulated including colorizing, and converting to black and white, and cropped or cut in creative ways. For colorizing and black and white, photos should remain well balanced in contrast and not over saturated.



Photos of the School and Events

Photos taken by school students or employees are strongly encouraged for use in any and all graphics-there is no better way for us to show what we do than to go to the source!

Photos obtained online should be used with the permission of the photographer unless using stock or public domain photos.

Proper attribution should always be given to each photo when the information is available in a caption underneath the photo no smaller than 8pt font size. Effort should always be made to determine the source of the photo whenever possible.



Photo by C.Moses, 2021

Graphics Examples - Fun

A Celebration of Women
 A group exhibition featuring six local artists celebrating the excellence of women

Mar 6 - April 7, 2023

**Opening Reception:
 Mar 10 6:30p-8:30p**
 Ann and Ellis Gallery of Art
 739 Greene Street, Augusta Ga

thejnsa.org

**STEAM SUMMER CAMP
 AT AR JOHNSON**

May 29th - June 2nd

8AM - 12PM

6th - 12th Grade

REGISTER NOW @ THEJNSA.ORG

**DESIGN
 IMAGINE
 ROCKETS
 CATAPULTS**

<p>HIGH QUALITY INSTRUCTION BY ARTS PROFESSIONALS</p>	<p>JNSA AFTER SCHOOL</p>	<p>ARTS INFUSED, PROJECT BASED LEARNING</p>
<p>ACADEMIC TUTORING AND FREE READING ASSESSMENTS</p>		<p>M-F 4P-6P GRADES 4-12</p>
	<p>APPLY TODAY!</p> <p>WWW.JESSEYNORMANSCHOOL.ORG</p> <p>OPS@JESSEYNORMANSCHOOL.ORG</p>	<p>(706) 877-0411</p>

Graphic Examples - Formal

Jessye Norman School of the Arts

Celebrating **20** Years

A concert benefiting the students of the Jessye Norman School of the Arts

October 8, 2023
4pm

Save the Date

An Evening with **WYCLIFFE GORDON**

A CONCERT BENEFITTING THE STUDENTS OF THE JESSYE NORMAN SCHOOL OF THE ARTS

Sunday, October 10, 4pm

STREAMING LIVE FROM
THE MAXWELL PERFORMING ARTS THEATRE
JESSYENORMANSCHOOL.ORG/BENEFIT

Jessye Norman School of the Arts

A performance benefiting the students of the Jessye Norman School of the Arts

A 20th Anniversary Celebration Concert

RISEING STARS

Operatic Favorites and More

Featuring:

Diana Thompson-Brewer
Courtney Ankerfelt

Johnnie Felder
Richard Hodges

OCT 2 2022
4:00PM

The Maxwell Performing Arts Theatre
2500 Walton Way
Augusta University
Summerville Campus

Jessye Norman School of the Arts

Graphic Examples- Signage and Banners



*School signage follows the same general guidelines as web and print graphics.

Links and Resources

JNSA Website -

www.thejnsa.org

JNSA Logos, Examples, and Promotional Photos:

https://drive.google.com/drive/folders/1QWB3TLhfLz6y39yGN3kNuiNe69M3YHSg?usp=share_link

Video Links:

<https://www.youtube.com/@jnsaclassvideos5115/videos>