

**JARC**

JANE  
ADDAMS  
RESOURCE  
CORPORATION



**MEDIA KIT**

# WHO WE ARE

The Jane Addams Resource Corporation (JARC) is a nonprofit organization dedicated to empowering individuals through high-quality skills training and wrap-around support services. Founded in 1985, JARC focuses on promoting strong communities, businesses, and households by ensuring that people who work do not live in poverty. JARC has been replicating its model and currently offers its Careers in Manufacturing programs in Chicago, Baltimore, and Providence. JARC helps lower-income and unemployed workers achieve self-sufficiency for themselves and their families.



## OUR MISSION

We ensure that people who work do not live in poverty.

## OUR SLOGAN

Building Careers, Supporting Communities

## OUR VISION

- Everyone who works deserves a living wage.
- Effective training leads to better-paying jobs.
- The success of businesses and employees are interconnected.
- Supporting the regional manufacturing base is essential for economic growth.
- Best practices should inform public policy to create lasting change.

# PROGRAMS

JARC offers a variety of training programs in manufacturing, including:

- Computer Numerical Control (CNC): Available in Chicago, Baltimore, and Providence.
- Welding: Available in Chicago, Baltimore, and soon in Providence.
- Mechanical Assembly: Available in Chicago and Baltimore.
- Bridge: Available in Chicago, Baltimore, and Providence.
- Adult Learners Program and Services (ALPS): Available in Chicago.
- Robotics: Upcoming in Chicago and Providence.
- Fundamentals of Manufacturing: Available in Baltimore and Providence.
- Additive Manufacturing: Upcoming in Providence.
- Business and Workforce Services (BWS).







# SUCCESS STORIES

## Valerie's Success Story

Valerie came to JARC after prison, struggling with substance abuse, housing insecurity, and raising three children. Determined to change, she joined JARC and gained life skills, budgeting abilities, computer knowledge, and metalworking certifications. These empowered her to begin a welding career at Freedman Seating Company, where she's worked for over 10 years.

Now sober for over a decade, Valerie is a grandmother, supporting herself and her family. Her story highlights JARC's ability to disrupt intergenerational poverty by equipping individuals with the skills needed for financial independence and self-sufficiency.



MY LIFE BEFORE JARC, AS IT RELATES TO THE WORKFORCE, WAS ME JUMPING FROM JOB TO JOB. I HAD NO STABILITY. I HAD NO IDEA WHAT I WANTED TO DO WITH MY LIFE. I HAVE TO ADMIT, I WAS PRETTY LOST FOR A LONG TIME.

Valerie



# CONTACTS

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# BRAND GUIDELINE pt.1

## COLOR PALETTE

Color is an important aspect in the presentation of the JARC brand. Whenever possible, the brand colors should be printed using Pantone® spot colors. In the cases of process [CMYK] printing or digital formats [RGB or hexadecimal], colors should be formulated to match the Pantone® color standards shown here.



## INCORRECT LOGO USAGE

Consistency is critical in the development and maintenance of any brand. Below are a variety of ways that the JARC logo **should not** be used.



- Do not distort or rotate the logo.
- Do not recreate the logo with an incorrect font.
- Do not put a white background just behind the logo.
- Do not add effects to the logo such as gradients, bevels, or drop shadows.
- Only use the approved color variations for the logo.
- Do not put the logo on a background color that makes it difficult to read.

# BRAND GUIDELINE

## TYPOGRAPHY

Primary and alternative fonts DIN Regular should be used as the primary font. Use DIN Bold for emphasis, such as in subheads, captions, titles, and kickers. When DIN is not available, use Calibri.

DIN REGULAR

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

CALIBRI REGULAR

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

DIN BOLD

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

CALIBRI BOLD

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

## PHOTOGRAPHY

### Bad Examples:

- Appearance: Avoid subjects looking posed, overly excited, unhappy, or disengaged.
- Subject Gaze: No direct camera gaze unless it's a Success Story portrait.
- Environments: Ensure nothing blocks or overshadows the subject.
- Attire: No visible logos or branding.



ENVIRONMENT OVERWHELMS SUBJECT



### Good Examples:

- Appearance: Subjects should look confident, happy, or focused.
- Subject Gaze: Candid shots have subjects looking away; Success Story portraits should face the camera.
- Lighting and Focus: Use high-contrast lighting and shallow depth of field. Add directional lighting if needed.
- Environments: Photograph subjects in authentic settings.



GOOD EXAMPLES OF CANDID PHOTOS





# SOCIAL MEDIA

-  Instagram: @JARCTraining
-  Facebook: JARC Training
-  YouTube: JARC Training
-  LinkedIn: JARC Training
-  TikTok: @JARCTraining

## Suggested Hastags

#JARCChampions  
#JARC  
#JARCTraining  
#JARConians

## Example Social Media Posts

- We're honored to support JARC! Our partnership with @JARCTraining will help empower individuals through high-quality skills training, creating stronger communities. We're proud to contribute to this impactful mission. #JARCChampions
- Great partnerships drive success! We're excited to collaborate with @JARCTraining to expand opportunities for individuals seeking to transform their lives. Together, we're making a difference! #JARConians #CommunityImpact
- Proud to support workforce development: We're thrilled to recognize @JARCTraining for their exceptional work in helping individuals achieve self-sufficiency. Our partnership will continue to fuel their important mission. #JARCTraining #Opportunity
- Making a difference together: Thanks to our partnership with @JARCTraining, vital CNC and Welding Training programs will continue to thrive. Follow along to see how we're contributing to their mission. #JARC #Empowerment
- Empowering communities: We're proud to provide funding to @JARCTraining as they offer crucial career training and financial coaching. Together, we're helping to build brighter futures. #JARCChampions #CommunitySupport



# EMAIL MARKETING TEMPLATE

Subject: Exciting New Partnership Announcement: [Your Organization] and JARC Join Forces!

Dear [Recipient Name],

We are thrilled to announce a new partnership between [Your Organization] and JARC. This collaboration is a significant step forward in our mission to [insert mission or goal], and we are excited about the opportunities it will bring to [mention target audience/community].

Key Highlights of the Partnership:

- Enhanced Programs: Together, we will [describe specific initiatives or programs].
- Expanded Reach: This partnership allows us to [explain how the partnership will increase impact or reach].
- Shared Vision: Both organizations are committed to [mention shared goals or values].

We look forward to working closely with JARC to make a lasting impact in [mention specific area or community]. Stay tuned for more updates as we embark on this exciting journey together.

Thank you for your continued support.

Warm regards,

[Your Name]

[Your Title]

[Your Organization]

[Contact Information]

## Additional Notes for Third-Party Use

- Replace placeholder text (e.g., [Your Organization], [Partner Organization]) with the relevant information.
- Feel free to customize the template to align with your organization's tone and branding.
- Ensure the call-to-action links to relevant and updated content.

This template can be easily adapted for various announcements, making it a versatile tool for your communications.

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