JORDAN KENT'S
JUST KIDS
SKILL CAMPS

BRAND GUIDE / 2027 / REVIEW EDITION

Made for kid energy.



Bright. Fun. Clean. Built around the kids.

Real camp moments. An approachable, inclusive identity.
Room to try, connect, celebrate and belong.

Let the experience lead.

An approachable, inclusive camp brand. Show the moments that make people want to be part of it.



Try.

Make room for concentration, new movements and the next attempt.

Connect.

Show shared attention: a coach, a teammate, a new friend.

Celebrate.

Look for the smile, the raised hand and the small proud moment.

Belong.

Show different ways to join in and feel comfortable being yourself.

Kids lead.

Expressions and interactions come before graphic effects.

Give it room.

Use space to make the moment clearer, not to make it feel distant.

Energy, with control.

One strong graphic idea. Clear information. A recognizable identity.

The system should work with a great photo, a modest archive image or a purposeful photo-free announcement.

Options with a purpose.

Keep the full library. Choose the supplied arrangement that fits the placement, then scale it proportionally.



Restored Vector



Small Spacing



Compact



Name only



Horizontal 4:1



Landscape 2:1



Wide 5:1



Wide 6:1



Square name



Portrait 3:4



Portrait 2:3



JK symbol



Circle-safe JK

Start with the job.

Introduce the camp with a name. Fit the format. Use JK when the full signature becomes too small.

Keep the name readable.

Founder-free alternatives expand the system. Compare the whole arrangement at the size it will actually appear.



Compact / with founder

Existing reference



Compact / without founder

Review option



Square / balanced

Review option, founder retained



Square / without founder

Review option



Small space? Use JK.

Keep the name readable nearby for unfamiliar audiences. Compact with founder: review at 160 px wide. Existing square: 190 px. These are starting checks, not universal minimums.

Lime is the signature.

White and photography lead. Charcoal adds definition. Brand lime creates recognition.

#99CC33

Brand lime

The logo and signature graphic color. Use this exact value.

White

#FFFFFF

Primary canvas

Charcoal

#2B2B2B

Primary text

Slate

#3B3D40

Logo lettering

Black

#000000

One-color use

Bright does not mean all lime.

Let imagery and white space do most of the work. Use charcoal for contrast and lime for emphasis. Match print color with the supplier on the actual stock and process.

More room to play.

Pink, orange and blue provide design breadth outside the everyday system. They are not main brand colors.

Pink

#FF66C4

Orange

#F95C04

Blue

#00AEFF

One optional accent at a time.

Use an accent for a campaign or specific message. Keep the logo in its supplied colors. Email purchase and registration buttons use blue with black text. Informational email actions can remain lime.

Readable pink.

Charcoal on pink / 5.36:1

Readable contrast.

White on charcoal / 14.16:1

Use charcoal or black text on pink. Use black text on orange and blue. White on pink is only 2.64:1; white on brand lime is only 1.90:1. Neither is suitable for meaningful text.

Confident. Human. Flexible.

Two everyday fonts, plus an expressive option with a clear role.

Outfit

700 for guide headings. 800 for bold, expressive display type. Use intentional line breaks and enough space between letters.

DM Sans

400 for body copy. 600 for live email headings, labels and calls to action. 700 for compact email and ad headlines. Keep the spacing natural.

FatFrank stays in the kit.

Use it for a short expressive headline when extra playfulness helps. Keep Outfit and DM Sans as the everyday system. Use FatFrank only through a licensed workflow; font files are not part of the public asset package.

Outfit and DM Sans are free under the SIL Open Font License. FatFrank is commercially licensed, including through eligible Adobe Fonts access. Finished artwork and editable font access are different uses.

Font sources and licensing

A scale that does the work.

Starting values for digital layouts. Adjust to the format while preserving hierarchy and legibility.

Hero Outfit 700 / line height 1.0	64 desktop / 44 mobile
Page heading Outfit 700 / line height 1.05	40 px
Section heading Outfit 700 / line height 1.1	32 px
Subheading Outfit 700 / line height 1.2	24 px
Body copy DM Sans 400 / line height 1.5	18 px
Labels & buttons DM Sans 600 / line height 1.4	14–16 px

Read the final size.

Small digital text starts at 14 px. Print sizes need their own proof: do not treat a pixel value as a print point size. Keep word spacing visible, line breaks intentional and letters undistorted.

Try. Connect. Celebrate. Belong.

A photo library becomes useful when we can see the moment, not just the sport.



Try.

Keep the action and equipment intact.



Connect.

Preserve the shared attention.



Celebrate.

Let real expressions carry the energy.



Belong.

Keep the people and connection together.

Use real camp images with natural skin tones. A smaller, well-framed photograph can be more effective than a blurry full-canvas crop.

Made for the inbox.

A real email header. One short message, an expressive crop and room for the email to do its job.



HERO IMAGE / 1320 X 660 PX

The short invitation now has a clear next step. Link the whole image to the intended camp destination; the pictured action is part of that image.

In the image

A real moment, a clear invitation and the Find Your Camp action.

In the email

Repeat the action as a live button. Keep dates, location and supporting details live.

At mobile size

Read the headline and action at 330 px wide. Test the image link and live button.

Mailchimp image guidance

Made for the next step.

4:5 for the feed. 9:16 for Stories. A real moment, a useful reason and a clear action.



FEED / 1080 X 1350 PX / 4:5



STORIES / 1080 X 1920 PX

SAMPLE PRIMARY TEXT

For the kid who loves to move, and the kid trying a sport for the first time. Age-appropriate games, encouraging coaches, and room to try. Explore the camp experience.

SAMPLE HEADLINE

Sports camps for kids 6-12

NATIVE CTA

Learn More

Illustrative future campaign. Confirm current offers and selected placement previews before launch. Keep the headline, faces, logo and action clear of the actual platform controls.

Warm. Direct. Useful.

Speak to parents with clarity and respect. Let kids feel welcome. Make the next step easy to understand.

REGISTRATION

BEFORE

Registration is now available for our amazing camp experience.

AFTER

Choose your location, review the camp dates and activities, then register.

Give people a useful sequence instead of extra hype.

SCHEDULE CHANGE

BEFORE

Please note that there has been a change to the camp schedule.

AFTER

Camp now starts at [time] on [date]. Please arrive at [time]. Your updated details are below.

State the change first, then explain what to do.

AVAILABILITY

BEFORE

Hurry! Spots are going fast.

AFTER

Check current availability for [camp / date].

Do not claim urgency or remaining spaces without current evidence.

Bracketed facts are placeholders. Confirm them before publishing.

Keep the promise honest.

Campaign lines invite participation. They are not mandatory taglines or guarantees of an outcome.

Made for kid energy.

Sports. Friends. Room to be yourself.

Room to try. Room to belong.

Name it clearly.

First introduction: Jordan Kent's Just Kids Skill Camps.
Everyday copy: Just Kids Skill Camps.
Short form: JKSC, once the name is established.

Since 2012

A quiet sign of continuity.

Use this optional heritage line as supporting copy. Keep it separate from the logo and smaller than the message.

Since 2012 is an evergreen heritage line. Use it to establish continuity without making it the main message. Confirm dates and season history before using a numbered anniversary claim.

Built from good ingredients.

Start with clean photo assets in each ratio. Upload the logo and text separately; Google assembles the layout.

Overlays are allowed. Include at least one clean image for each aspect ratio.



LANDSCAPE IMAGE / 1200 X 628 PX



SQUARE / 1200 X 1200 PX

SAMPLE HEADLINE

Room to try. Room to belong.

SAMPLE DESCRIPTION

Explore sports, new friendships and real camp fun with Just Kids Skill Camps.

SEPARATE LOGO ASSET

Just Kids Skill Camps

Google image guidance

A clear invitation.

A compact header keeps the message moving. The details and action remain live below it.

JORDAN KENT'S JUST KIDS SKILL CAMPS

Good things start at camp.



JUST KIDS SKILL CAMPS

Find the camp that fits.

A first try. A new friend. Time to move and play. Explore the activities, age range and session details to find the right fit for your family.

[City / venue]
[Camp dates] · [Activities / age range]

View camp details

Questions before you choose? Reply to this email.

Illustrative email. Bracketed details are placeholders. Link the live button to the confirmed destination and include the standard email footer.

EMAIL PURCHASE & REGISTRATION CTAS

Complete registration

Use #00AEFF with black text for email purchase or registration actions only. Informational actions can remain lime.

Find the right moment.

A searchable starter library links the guide to the images and creative we can actually use.

Search: soccer, connect, portrait, high-five...



The high-five

Connect / coaching / outdoor



Room to try

Try / soccer / action



Room to belong

Belong / soccer / group

46 starter records. A structure to grow.

Five photos, three logo options, 32 icons and six campaign exports. Search by moment, sport or channel; filter by type, moment and suggested crop. Photo records retain their Canva page references and crop notes.

Record source, available dimensions, crop guidance, approval and any limits. Available preview dimensions do not guarantee the original camera file or print quality. Keep final campaign artwork linked back to its source image.

Open the creative library

Clear is part of the brand.

Read the finished piece at its actual size. A large preview is not a production proof.

Give the logo a real safe area.



Leave at least 1/4 of the JK symbol height around visible artwork. Supplied canvas padding varies; it is not a substitute for this clearance.

Contrast

Normal text: at least 4.5:1. Qualifying large text and essential interface graphics: at least 3:1. Use charcoal/black on lime and pink; black on orange and blue.

Information

Use live, selectable text where possible. Add useful alt text. Use descriptive links, visible focus and controls that are comfortable to tap.

Image quality

Keep meaningful faces, hands and equipment intact. Match image size to the available detail. Do not generate campers or invent events.

Release check

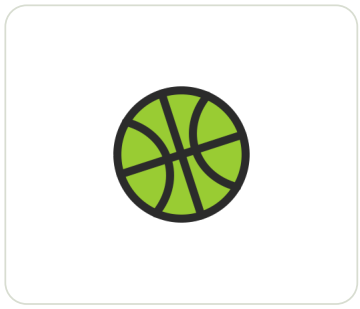
Confirm names, dates, prices, availability, destinations and photo use. Proof the smallest screen and intended print size.

W3C accessibility reference

Small shapes.
Big kid energy.

A familiar sport. A little encouragement. A clear next step. One family for the whole camp experience.











32 symbols. One shared language.

8 current sport/navigation icons. 2 expansion sports.
10 camp-experience symbols. 12 site essentials.
Three color treatments, with SVG masters and transparent PNGs.

Icons support the JKSC identity. Use them for activities, ideas and actions. Keep the JK mark and full-name logos for brand signatures.

Preview, compare and download the full icon family

All on the same team.

Familiar equipment, deliberate details and a consistent amount of breathing room.



Multi-Sport

40 px minimum



Pickleball

32 px minimum



Basketball

32 px minimum



Baseball

32 px minimum



Soccer

32 px minimum



Football

32 px minimum



Softball

40 px minimum



All Sports

40 px minimum

EXPANSION ARTWORK



Volleyball

Use only when the activity is offered.



Track & Field

Use only when the activity is offered.

Keep the sport name visible. The All Sports collection opens the sport index. Volleyball and Track & Field are expansion assets, not a claim about current camp offerings.

More than the sport.

A useful vocabulary for the experiences and practical details that shape a day at camp.



Skills in motion

Practice and play



Simple star

A quieter alternative



Coaching

Encouraging instruction



Teamwork

Games and friendships



Belonging

Room to be yourself



Nutrition

Food and learning



Hydration

Water breaks



Movement

Active play



Progress

Steady improvement



Care & safety

Care information

One idea at a time.

Choose the symbol that helps the message. Pair it with a clear heading. Avoid piling up icons as decoration or suggesting a certification with the care-and-safety shield.

Help families find their way.

Clear symbols for everyday actions. Keep the wording visible and the next step obvious.



Calendar

24 px minimum



Location

24 px minimum



Time

24 px minimum



Camper

24 px minimum



Registration

24 px minimum



Camp ticket

24 px minimum



Email

24 px minimum



Phone

24 px minimum



Questions

24 px minimum



Search

24 px minimum



Next

24 px minimum



Confirmed

24 px minimum

The symbol can be small; the touch target should not be. Use a clickable area of at least 44 x 44 px. An icon-only control needs a meaningful accessible name.

A star, with momentum.

Recommended for Skills Through Practice and Play. The simple star remains available as a quieter alternative.

ILLUSTRATIVE WEBSITE PLACEMENT

Skills Through Practice and Play

Coaching, games and movement help kids build skills while having fun.

Brand on white

Charcoal on lime

White on charcoal

Draw consistently.

64 x 64 grid. 3-unit main strokes. All Sports uses 2-unit internal details. Preserve the full canvas.

Use enough space.

48 px sport cards; 32 px feature symbols; 56 px badges. Multi-Sport, Softball and All Sports need 40 px.

Keep the files sharp.

SVG for websites where supported. PNG for email. Do not enlarge a 256 px PNG beyond 128 px at 2x.

Keep meaning clear.

Visible labels. At least 8 px between art and text. Decorative icons beside matching headings need no repeated alt text.

Download icon masters, PNGs and both skills badges

Make something good.

Start from the current files. Choose the right arrangement. Keep the camp experience in focus.

01

Choose the job.

A full-name introduction, a small placement, an image-led story or a clear announcement.

02

Pick the right source.

Use an intact master and a photo that supports the intended crop and size.

03

Build a clear hierarchy.

One message, useful details, one next action and enough clear space.

04

Check the real output.

Readable type, correct facts, working links, suitable resolution and permitted use.

Browse the live guide

Download v1.4 campaign examples

Download v1.1 logo and graphic assets

Open the creative library

Version 1.6 / 2027 review edition / Updated November 2, 2026.
Direction developed by Matt. Logo and icon options remain under review. This edition does not record Jordan approval. Photo use approved by Matt.