

May 10, 2022

Dear Friend of JA,

As a supporter of Junior Achievement of Northern Indiana, you are vital to our mission. That is why we wanted you to be among the first to hear the exciting news: **JA is rebranding!**

The triangle logo that is currently used by JA was unveiled in 1986 and has not been updated since that time. For at least the past decade, numerous JA associates and stakeholders have been requesting a refresh. In response to this demand, JA Worldwide enlisted the help of a brand agency based in New York and London, which interviewed hundreds of JA associates, volunteers, board members, and educators from around the world. After thoughtfully considering their feedback, an exciting new logo and brand identity were revealed.

At Junior Achievement of Northern Indiana, we are thrilled to have a more modern look. Moreover, we could not be more pleased with the fortuitous timing of this change, which coincides perfectly with the exciting changes that are taking place at JA locally. While we, of course, continue to provide the “bread and butter” JA programming for which we have been known for generations, we quite simply are not the same agency that we were 25, 15 or even 5 years ago! From the launch of the 3DE by Junior Achievement educational model to our new JA Work & Career Readiness Certificate, we are transforming the educational experience for students across the region and have carved out our place as a solutions provider. In short, if we look different, it’s because we are different.

Your on going support makes this vision for the future possible, and I want to thank you for partnering with us to equip young people with a skillset and mindset that enable them to thrive.

Ever Onward!

Junior Achievement of Northern Indiana

