

NEWS RELEASE

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Junior Achievement of Wisconsin Launches Updated Logo and Branding

Milwaukee, Wisconsin – Today, Junior Achievement of Wisconsin announced the launch of its updated logo and branding. It is the first change to the Junior Achievement (JA) logo since 1986. The update reflects the organization’s evolution from a supplemental youth development program in the 1980s to a fully integrated K-12 education partner today.

The branding change also highlights the Junior Achievement vision of a world where young people have the skillset and mindset to build thriving communities. JA helps students connect what they learn in school to life outside the classroom, especially when it comes to managing money, work and career readiness, and entrepreneurship. During the current 2021-22 school year, 2,353 local community volunteers provided JA financial literacy, entrepreneurship, and career readiness learning experiences to over 92,000 Wisconsin students in 586 schools around the state.

“Junior Achievement has changed significantly over many years, and this update of our brand reflects that reality,” said Michael Frohna, President of Junior Achievement of Wisconsin. “We have collaborated closely with our partners in education, business, and the community to ensure that we deliver proven, life-changing learning experiences to students. This process, which includes the use of innovative learning technology, accelerated significantly over the course of the pandemic. The time just felt right to make this change to our brand to recognize what Junior Achievement has become.”

The brand update is also occurring globally, with JA operations in more than 100 countries worldwide beginning the process this year.

Since 1986, the Junior Achievement logo has consisted of a green triangle with three white or gold stairsteps in the triangle. The new logo, which resembles planes flying in formation or a flock of geese, borrows elements from the five previous JA logos. The new logo and branding, which utilizes dark blue, turquoise, yellow, and green color elements, represents how one leader in the community, working in tandem with Junior Achievement, can impact many lives. Ultimately, by working together, we can all rise above.

The first part of the brand update began June 1, 2022, and included websites, social media channels, and other marketing materials. The transition will also include updated learning experience curriculum, signage, and buildings, and is expected to take a few years to complete.

About Junior Achievement of Wisconsin

Junior Achievement is the world's largest organization dedicated to providing young people with the skills and confidence to own their economic future and contribute to the economic viability of their families, communities, and country. Junior Achievement's programs - in the core pathways of career readiness, entrepreneurship, and financial literacy - ignite the spark in young people to experience and realize the opportunities and realities of tomorrow's workplace. Over the past 5 years, the twelve area offices of Junior Achievement of Wisconsin have used a dedicated core of more than 8,000 volunteer mentors to serve an average of 141,000 students per year.