



# rebrand roll out

assisting a local chapter after a worldwide rebrand

a case study featuring

***Junior Achievement of Arizona***

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## organization



**For more than 60+ years,** Junior Achievement of Arizona (JA) has been preparing millions of Arizona students to succeed in work and life by giving them the knowledge and skills they need to manage their money, plan for their future, and make smart academic, career and economic choices.

They serve students with diverse backgrounds and socio-economic status throughout Arizona. While their programs are invaluable to all students regardless of background, the majority of the students JA serves come from low-income households.

JA is a 501(c)(3) not-for-profit organization wholly dependent on the financial and volunteer support of individuals, foundations and businesses. Their in-classroom programs are offered at no cost to teachers or students.

**Colors can help express a brand's emotion and can help to drive decision-making!**



## challenges

### **Transitioning to a new brand**

Junior Achievement (we like to call them JA for short) underwent a large rebrand, culminating in a new logo, as well as an updated color palette and typography.

JA of Arizona was looking to transition their local chapter's visual identity to match the new look and feel of the larger JA organization.

### **THE ORIGINAL LOGO & COLORS**



### **THE REBRANDED LOGO & COLORS**



# solutions & results

1

## Update Assets

The new logo represents the impact that begins with 1 changemaker who prepares students to succeed with a focus on 3 sets of life skills. This impact extends to many!

2

## Engage Local Audience

Biztown Interior Rebrand  
Outdoor Rebrand Recommendations

3

## Amplify Presence

Event Tabling, Banners and T-Shirts

4

## Create Collateral

Suite of Event Brochures  
Email Template



**Junior Achievement stakeholders, including students, educators, donors, sponsors, and employees will now have a consistent brand experience across multiple touchpoints. When it comes to marketing, a consistent brand is a strong brand!**

## next steps

With the success of the rebranding roll out, Junior Achievement of Arizona continues to work with Pixa to attain spicy marketing results.

# oh, hey there!

We'd like to introduce ourself ... or should we say selves?  
Pixa is actually split into two mini brands, Pixa Creative & Pixa Direct.

*Two is better than one, right? We like to think so.*



Our super skilled marketing team that combines talented design with innovation and execution.



STRATEGY



DESIGN



DIGITAL  
MARKETING

[thinkpixa.com](http://thinkpixa.com)



Our print and mailing house where we're known for direct mail marketing, variable data print and our web-to-print solutions.



PRINTING  
PORTAL



DIRECT MAIL  
MARKETING



CORPORATE  
PRINT

[pixadirect.com](http://pixadirect.com)

*Think Pixa, your local full-service marketing & print resource*