



Brand and Logo Guidelines

MAY 2023



TABLE OF CONTENTS

Our Brand Platform	3
Logo Variants.....	4
Logo Usage	
<i>Exclusion Zone</i>	5
<i>Proper/Improper Usage</i>	6–9
<i>Over Backgrounds & Colors</i>	10
Color Palette	11
<i>The Logo On Color</i>	13–14
Typography	15
Photography	16–18

OUR BRAND PLATFORM

Target Audiences

(For our Brand – may vary for specific programs or marketing objectives)

Primary: Individuals in need of support and their caregivers

Secondary: Supporters (Volunteers, Financial Supporters: donors, grantors, other funders), Collaborators

Tertiary: Jewish Community

Brand Essence

(Our DNA, Heart and Soul)

Empowering people, strengthening community.

Brand Personality

(How we behave, individually and as an organization; limited to 5 words)

Responsive | Inclusive | Trusted | Compassionate | Accessible

Brand Promise

(What only we do that is really important to our primary audiences)

Inspired by *Tikkun Olam* (repairing the world), only JFS dreams big to address the diverse needs of the community in a compassionate way that honors and empowers individuals and families.

OUR TAGLINE AND LOGO RATIONALE

“For good. For all.” Communicates the brand in a few words. It has layers of meaning, as separate phrases and one united idea. “For good.” conveys the organization’s work to improve the lives of people and work for the greater good. The secondary meaning connoting permanence and longevity is a subtle nod to the legacy of the organization and its long-term impact. “For all.” is unapologetically inclusive, and could not be more clear. Together, the two-sentence structure uses repetition for rhythm and emphasis, while illuminating the interplay of meanings: **We are for good. We are for all. And we are for good for all.**

The logo expresses the idea of repairing the world, as disparate pieces become a mosaic held together in a restored whole. The shapes of the pieces resemble the county boundaries of the region served. The bright color palette brings vibrancy, grounded in a solid, stable field of black. Clean, precise wrap-around typography reflects the professionalism of the organization and reinforces the “held together” idea.

OUR LOGO

Our logo is the cornerstone of our brand. Consistent use of this logo makes our brand more recognizable and strengthens our presence in the communities in which we serve. This is the fastest way to communicate who we are. It's often the first interaction someone will have with our brand, and it lives on nearly every communication we make.

Primary Logo

Our Primary logo is intended for nearly all applications. It always contains our tagline. The full-color version of the primary logo, locked up with our tagline "For Good. For All.", and our mark. This is the preferred logo and should be used whenever possible.



Secondary Logo

Our Secondary logo should be used in applications where a very small size or wide/horizontal aspect ratio prohibit the readability of our name within the primary logo. It always contains our tagline.



The Stack

Our Stack logo should be used in applications where it is acceptable to use "JFS" in substitution for our full name. It always contains our tagline, and a smaller mark built within the word "Rochester".



The Mark

Our Mark may be used as a stand alone graphic element. It may be used without the accompanying typography contained within our primary, secondary and lockup logos. ***It should not be used as the only representation in any communication as a stand-in for any of the full logo options.***



OUR LOGO—EXCLUSION ZONE

To ensure that the logo is always clearly reproduced, and never obscured or compromised by other design elements in a layout, an area of clear space must surround it.

The amount of clear space is defined by "X" below. The exclusion zone is built into the .eps, .jpg, .pdf and .png files provided.

Primary Logo



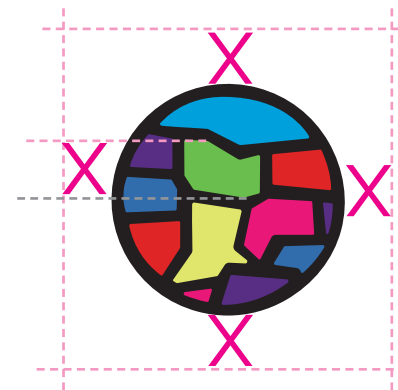
Secondary Logo



The Stack



The Mark



OUR LOGO—RULES FOR USE (PRIMARY LOGO)

Logo on its own:

Whenever possible, always use the full color logo.

A black-and-white logo is provided for grayscale and photocopied uses.

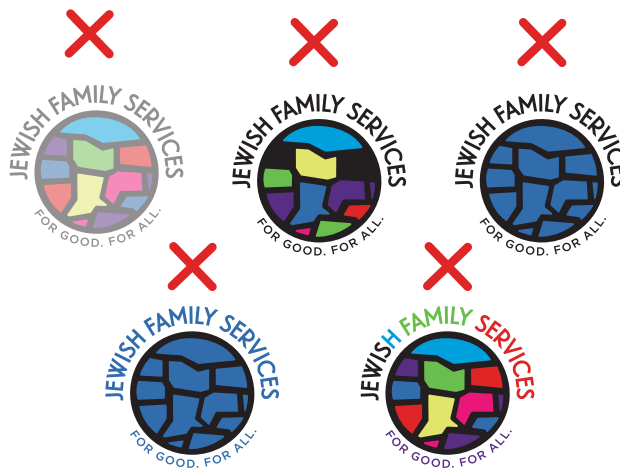
The black-and-white logo can also be used in one-color applications, replacing the black ink with any of the colors in the palette. This is useful for promotional items (mugs, pens, etc.).



IMPROPER USES:



Maintain the logo aspect ratio.
Do not stretch or compress.



Use only the color versions provided.



Do not place a glow around the logo.

Do not use reversed lines and type with colored fill

OUR LOGO—RULES FOR USE (SECONDARY LOGO)

Logo on its own:

Whenever possible, always use the full color logo.



A black-and-white logo is provided for grayscale and photocopied uses.

The black-and-white logo can also be used in one-color applications, replacing the black ink with any of the colors in the palette. This is useful for promotional items (mugs, pens, etc.).



IMPROPER USES:



Maintain the logo aspect ratio.
Do not stretch or compress.
Do not stack or change position of the elements.

Use only the color versions provided.



Do not place a glow around the logo.

Do not use reversed lines and type with colored fill

OUR LOGO—RULES FOR USE (STACK)

Logo on its own:

Whenever possible, always use the full color logo.

A black-and-white logo is provided for grayscale and photocopied uses.

The black-and-white logo can also be used in one-color applications, replacing the black ink with any of the colors in the palette. This is useful for promotional items (mugs, pens, etc.).



IMPROPER USES:



Maintain the logo aspect ratio.
Do not stretch or compress.
Do not alternate the size of elements



Use only the color versions provided.



Do not place a glow around the logo.

Do not use reversed lines and type with colored fill

OUR LOGO—RULES FOR USE (MARK)

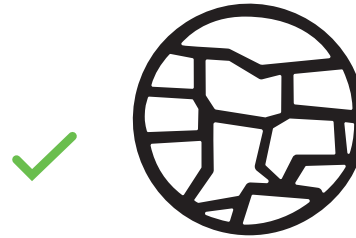
Logo on its own:

Whenever possible, always use the full color mark.

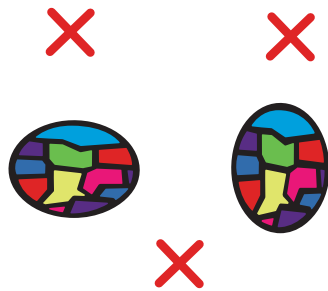


A black-and-white logo is provided for grayscale and photocopied uses.

The black-and-white logo can also be used in one-color applications, replacing the black ink with any of the colors in the palette. This is useful for promotional items (mugs, pens, etc.).

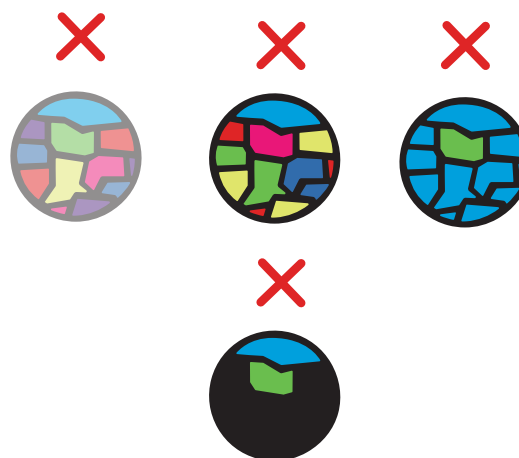


IMPROPER USES:



2023 MEETING

Maintain the logo aspect ratio.
Do not stretch or compress.
Do not put type over the mark.



Use only the color versions provided.



Do not place a glow around the logo.

Do not use reversed lines and type with colored fill

OUR LOGO—RULES FOR USE OVER BACKGROUNDS & PHOTOGRAPHY



Place the logo over a tinted, transparent circle for clarity



Place the logo over a light colored, simple and clean image for clarity



Place the full colored logo over a solid colored secondary color in palette

IMPROPER USES:



Photo is too busy to have logo alone



Photo is too dark to have logo alone

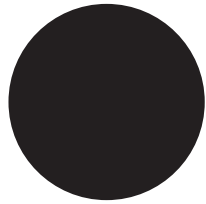


Background color is too dark

COLORS

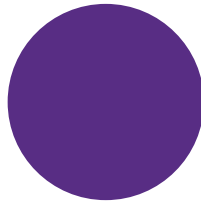
Primary Color Palette:

Use black as the primary color for text



BLACK

Use the bright colors within the mark as highlight text, callouts and background colors
These are our signature colors and should be used for brand impact and recognition.

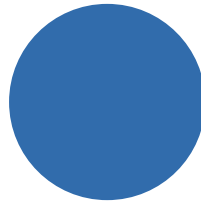


PMS 268 C

CMYK
81,91,0,0

RGB
86,61,152

HTML
#563D98

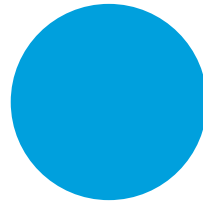


PMS 7683 C

CMYK
78,55,0,0

RGB
69,114,184

HTML
#4572B8

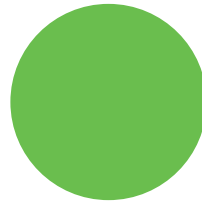


PMS 299 C

CMYK
74,15,0,0

RGB
0,168,225

HTML
#00A8E1

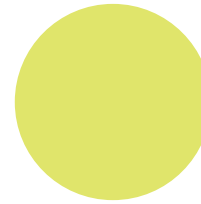


PMS 360 C

CMYK
57,0,100,0

RGB
122,193,67

HTML
#7AC143

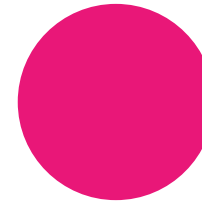


PMS 379 C

CMYK
18,0,76,0

RGB
217,227,99

HTML
#D9E363

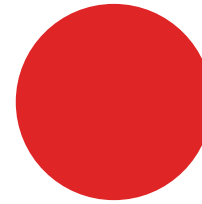


PMS 213 C

CMYK
0,100,39,0

RGB
237,16,101

HTML
#ED1065



PMS 485 C

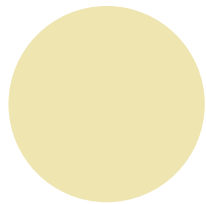
CMYK
2,100,100,0

RGB
231,30,37

HTML
#E71E25

Secondary Color Palette:

Use as background colors for presentations and communications with text and the logo set on top of a large block

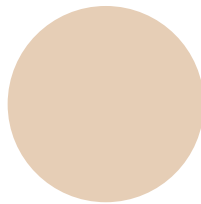


**PMS 7499 C
(SCREEN OF 70%
RECOMMENDED)**

CMYK
1,129,0

RGB
241,232,193

HTML
#F1E6B2

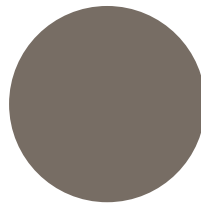


**PMS 2309 C
(SCREEN OF 60%
RECOMMENDED)**

CMYK
3,15,22,0

RGB
231,206,192

HTML
#E7CECO

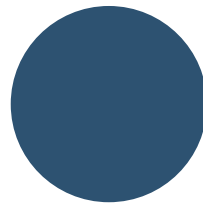


**PMS WARM
GRAY 10 C**

CMYK
43,43,46,24

RGB
122,111,108

HTML
#7A6F6C



PMS 2377 C

CMYK
82,49,18,35

RGB
49,84,115

HTML
#315473

COLOR NOTES:

Sometimes a tint of a brand color may be necessary in order to achieve accessibility contrast needs or appealing, balanced pairings with other colors.

These values are from the PANTONE COLOR BRIDGE COATED Swatchbook.

When possible, spot PMS colors should be specified with your printer. Do not match colors to this document, prints from a color copier or a computer screen.

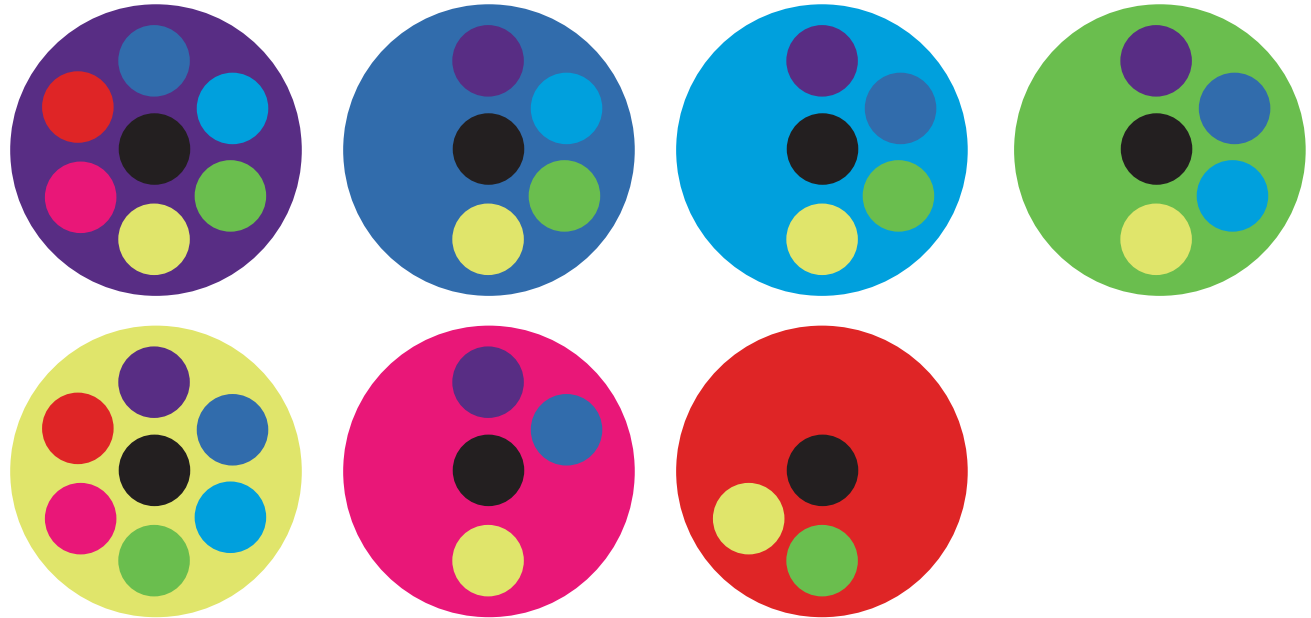
COLOR PAIRINGS

For accessibility purposes, it's important that when pairing brand colors together, in particular text on a color background, that there is enough contrast to be viewed cleanly.

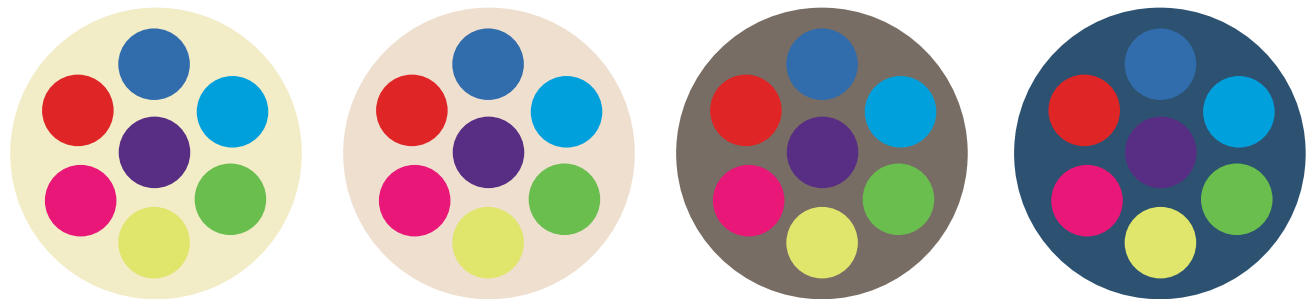
Here are some examples of color pairings that work with other colors within our brand.

Black and White are always acceptable and will work with both the primary and secondary color palette.

Primary Color Palette:



Secondary Color Palette:



PMS 7499 C
(SCREEN OF 70% SHOWN)

PMS 2309 C
(SCREEN OF 60% SHOWN)

THE LOGO ON COLOR (PRIMARY PALETTE)

There may be instances when the logos may be needed to be reproduced over a brand color. In this case the reversed or black only outline version may be used.

The black outline version with the mark filled in may also be used for visibility as shown here.

Because our logos contain all of the primary colors in the brand, the full color logo should never sit on top of any of those colors.



THE LOGO ON COLOR (SECONDARY PALETTE)

For maximum visibility and contrast, it's important that when pairing the logo with a background color, that the secondary palette is used. Here are some examples of logo elements that work on our secondary color palette.

Care should always be taken when using the primary, secondary and stacked logos on these colors that the logos are large enough to ensure the logos are readable.

Black and White are always acceptable and will work with both the primary and secondary color palette.

Because our logos contain all of the primary colors in the brand, the full color logo should never sit on top of any of those colors.



TYPOGRAPHY

JEWISH FAMILY SERVICES

FOR GOOD. FOR ALL.

LANDMARK

GOTHAM MEDIUM

Sans Serif Typeface: Sentinel

Our primary typeface for body and support copy, Sentinel is an open, friendly typeface that complements Landmark and Gotham from our logo. Sentinel is Available in several weights. May also be used for headlines.

SENTINEL LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%^&*()+!{|}<>?!

SENTINEL BOOK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%^&()+!{|}<>?!*

SENTINEL BLACK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%^&*()+!{|}<>?!

Serif Typeface: Raleway

Raleway is our supporting typeface and may be used for titles, subheads, highlight text & callouts. Works well set in all caps for headings.

RALEWAY LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%^&*()+!{|}<>?!

RALEWAY REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%^&*()+!{|}<>?!

RALEWAY BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%^&*()+!{|}<>?!

PHOTOGRAPHY

Voice:

Use of photography is an emotional tool of communication in our brand. The right image can add needed warmth and human connection when used in the right way.

Photography should normalize challenges, and always seek to tell the story of our services, emphasizing the positivity of our service areas, and focusing on positive outcomes.

Conceptual photography that does not depict or represent a specific person or group can support our message of "For All", and add interest and connection with our audiences. Conceptual images can be easier for an audience to connect with, because they speak to a need or outcome, rather than trying to "see themselves" in the image.



PHOTOGRAPHY

Color and tone:

To extend our brand, color should be considered when choosing and finalizing imagery. Images that are in warmer tones balance with the bright colors in our logo. Warmer toned images also can communicate a sense of kindness and friendliness.

Images that contain more color should try to sparingly have colors from within our brand palette for accent.

Our color palette should compliment image choice and not compete with the image.

Our secondary color palette can be used to tint both color as well as black and white photography to "quiet" an image that has the right elements, but the wrong colors, or is busy in composition. This also allows for the full color logo to stand out over the image.



PHOTOGRAPHY

Composition, brand color and typography placement

Nesting type and our logos within images are a good way to connect our "For Good." message and voice with a positive image that reflects the story of our services.

Finding & pulling a brand color within an image is a good way to call attention to being able to "see JFS" within an image, thus making the image part of the brand.

Type within an image should also be simple, clean and easy to read.

Brand color should always be a factor when choosing and finalizing imagery and the type set within it.

