

Brand Guide



**Jewish
Federation**
of Broward County

Logo

The Jewish Federation of Broward County's (JFBC) logo is comprised of two elements: the menorah icon and the wordmark. While the icon can exist without the wordmark, the wordmark should never exist with the icon.

EPS format are vector files, ensuring they can be used in any situation (print and digital), and can be scaled up infinitely without loss of resolution.

The JPG files are pixel-based. They can be used in most instances, except for large format signage where there would be a loss of resolution when scaled up. PNG format are pixel-based as well but can maintain crisp high resolution, even in larger applications.

Primary logo



Reverse logo



Black logo



Clear space around the logo - approximately the height of the "J" in Jewish Federation



Minimum width - 1.75"



Icon

The Federation menorah icon can be used on its own when our brand has already been established, either through use of the full logo or in copy.

There are four permissible variations: primary, blue, black and white. The colors should not be changed nor should the icon be rotated or flipped.

The icon can also be used as an oversized design element, which can be placed so it bleeds off the page or placed in the background as a watermark.

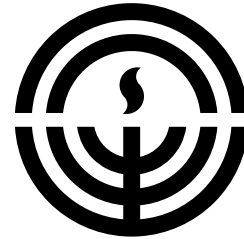
PRIMARY



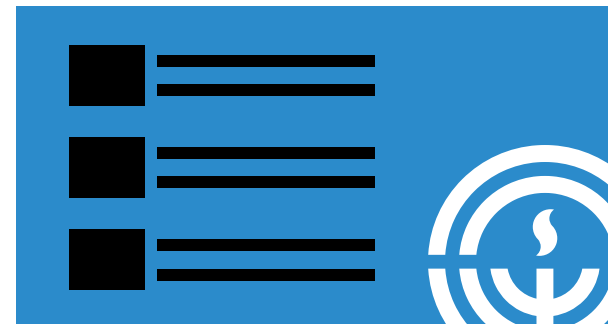
BLUE



BLACK



WHITE



Incorrect logo usage

Don't stretch the logo



Make sure the logo is readable on a full color background



Don't swap logo colors



Color

Primary blue is used as the main color in most cases. Navy, Medium, and Light Blue can all be used to support Primary Blue as a secondary or accent color. The listed Pantone values are approximations. Using the CMYK or RGB values is preferred.

Primary Blue

#1E3EAF / RGB 30, 62, 175 / CMYK 100, 88, 3, 0

Pantone Reflex Blue (closest match)

Navy Blue

#232960 / RGB 39, 39, 124 / CMYK 100, 95, 30, 25

Pantone 2756C (closest match)

Medium Blue

#1c88ed / RGB 28, 136, 237 / CMYK 77, 35, 0, 0

Pantone 2172 (closest match)

Light Blue

#d3e7f8 / RGB 210, 233, 255 / CMYK 30, 8, 0, 5

Pantone 277 (closest match)

Black

#292a2a / RGB 0, 0, 0 / CMYK 0, 0, 0, 100

Pantone BLACK

Typography

PRIMARY Sans serif

Outfit Semibold

Outfit Medium

Outfit Light

Outfit is a free open source Google font that can be safely downloaded [here](#).

PRIMARY Serif

Abril Text ExtraBold
Abril Text ExtraBold

Abril Text Bold
Abril Text Bold

Abril Text Semibold
Abril Text Semibold

Abril Text Regular
Abril Text Italic

Abril is an Adobe font that can be downloaded [here](#) for free with a subscription to the Cloud.

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