**ABOUT**

The Jewish Federations of North America has launched LiveSecure, an unprecedented $54 million security campaign and initiative to ensure the security, and resiliency of our communities. With LiveSecure grant funding, local Federations will be able to provide the training, tools, and resources needed to protect those inside our Jewish community centers, synagogues, schools and summer camps.

Nationally, we collaborate with the Secure Community Network (SCN), the Department of Homeland Security, National Counterterrorism Center, and the Anti-Defamation League to fight antisemitism and keep our communities safe.
COMMUNICATION GUIDELINES
THE TONE

In this era of rising antisemitism, the goal of LiveSecure is to enable Jewish communities nationwide to advance the safety and security of their community members and institutions. We are there to help communities secure the critical funds and resources necessary. Our tone should be matter-of-fact, knowledgeable, and constructive.

CAPITALIZATION & PUNCTUATION

Wherever “LiveSecure” appears, whether in a sentence, a logo, or a headline, it should always be written as one word with the ‘L’ and the ‘S’ capitalized. While punctuation should be largely standard, subheads and calls to action can be sentence fragments if they convey the message clearly and more concisely.

THE VOICE

The Jewish Federations of North America (JFNA) have both significant experience in grant funding on a national level and an ongoing collaboration with the Secure Community Network (SCN) – making us uniquely qualified to assist Jewish communities in their goal of protecting the safety of their members while continuing to enrich and facilitate Jewish life. So if you think of LiveSecure as a person, our voice should sound well-informed, supportive, realistically encouraging, and educated without being formal. (For example, contractions such as “we’re” as opposed to “we are” are entirely permissible.)
THE LOGO AND LOCKUPS
THE LOGO LOCKUPS

PRIMARY LOGO LOCKUP

BLACK & WHITE LOGO LOCKUP
Use logos on black and white printing

KNOCK OUT LOGO LOCKUP
Use logos on dark backgrounds or images.
THE LOGO LOCKUPS

JFNA

LOGO LOCKUP

LIVESECURE

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LIVESECURE

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LIVESECURE

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LIVESECURE

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THE LOGO LOCKUPS

LOCAL FEDERATION

LOGO LOCKUP

Local Federation Logo Size
To emphasize partnership, all logos should appear balanced and equal in size.

Divider Guidelines
Place a dividing line between the logos to ensure clarity and create a clear separation between marks.

The spacing between the wordmark and divider should be no less than 0.6x the space of the width of “E”

Height of the divider line is the same height of the Livesecure logo

Download for Editable File (Illustrator)
THE COLORS AND FONTS
THE COLORS AND FONTS

THE COLORS

HEX #0F2938  PMS 303 C
HEX #F5F5F5  PMS 656 C
HEX #1978D4  PMS 285 C

THE FONTS

HEADLINES

BEBAS NEUE PRO EXPANDED BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()
LINE HEIGHT: 1.2
ALL CAPS

Download Font

SUBHEADS

Inter Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()
LINE HEIGHT: 1.2

Download Font

BODY COPY

Inter Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()
LINE HEIGHT: 1.8

Download Font
THE COLORS AND FONTS

THE FONTS ALTERNATIVE

HEALEDINES

BEAS NEUE REGULAR

Inter Bold

BODY COPY

Inter Regular

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FOR QUESTIONS AND SUPPORT, CONTACT:

Alexandra.Coffey@Jewishfederations.org