Jewish Federations

of North America

Logo

The Bug

The Wordmark

The Logo

Logos Elements

Umbrella
The umbrella arcs symbolize the safety net we cast, providing comfort & care to those in need.

Flame
The flame symbolizes our history and heritage — facing East, as we do in tradition.

Menorah
The innovative contemporary menorah anchors our visual identity in Jewish tradition.

Color
The use of two variations of blue represents the diversity of our community.

Logos Versions and Use

The two lines of the wordmark should always be left aligned.

The wordmark should never be used without the Bug.

The Bug should always be to the left of the wordmark.

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

Our Dual Tone logo is Medium Blue on top and Primary Blue on bottom whereas our Blue logo is just Primary Blue.
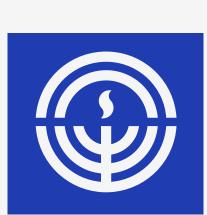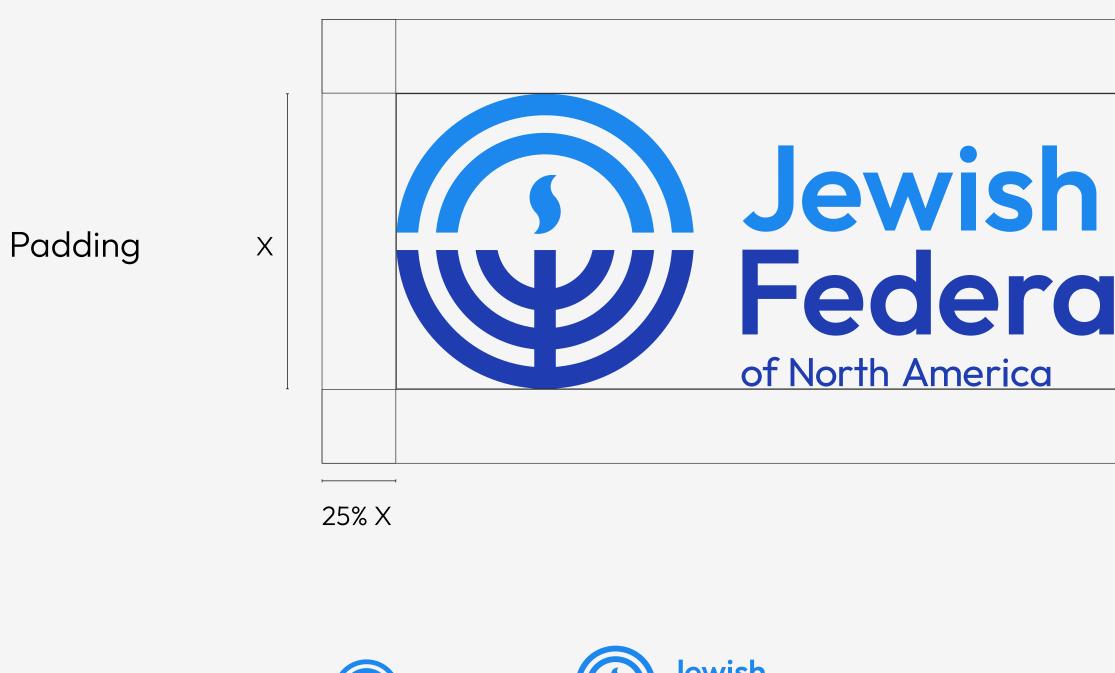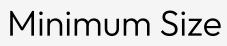
Logo can be downloaded [here](#)

Logos Minimum Padding & Sizing

Minimum padding around the logo is equal to
25% of the height of the logo

Padding   X

25% X

Minimum Size

50 px or .25"

200 px or 1.5"

Logos Improper Use

No changing the Logo color or tone outside those colors specifed in the color section of this guide.

No removing, adding, or editing elements of the bug.

No rotating the logo.

No distorting or warping the logo in any way.

No changing the typeface or otherwise recreating the Wordmark.

No adding a dropshadow to the logo.

No outlining or creating a keyline around the Logo.

No using our wordmark without the bug.

Colors Primary Palette

Primary Blue
#1e3eaf
RGB 30, 62, 175
CMYK 94, 84, 0, 0
PMS Blue 072c

Navy Blue
#27277C
RGB 39, 39, 124
CMYK 100, 100, 18, 6
PMS 2756C

Dark Gray
#2A2A2A
RGB 42, 42, 42
CMYK 71, 64, 64, 66
PMS Black C

Medium Blue
#1c88ed
RGB 28, 136, 237
CMYK 75, 43, 0, 0
PMS 2727C

Off-White
#F5F5F5
RGB 245, 245, 245
CMYK 3, 2, 2, 0
PMS Opaque White

Light Blue
#d2e9ff
RGB 210, 233, 255
CMYK 15, 3, 0, 0
PMS 657C

Colors Accesibility

In this diagram, the rows are background color and the columns are text color. An X indicates the color combination does not work, the ✓ indicates the cimbination does work, and A indicates the color works when the text is greater then 18pt.

	Primary Blue	Navy Blue	Medium Blue	Light Blue	Off White	Grey
Primary Blue		X	X	✓	✓	X
Navy Blue	X		A	✓	✓	X
Medium Blue	X	A		X	A	A
Light Blue	✓	✓	X		X	✓
Off White	✓	✓	A	X		✓
Grey	X	X	A	✓	✓	

Typography Outfit

Our font is Open Source and available for download here

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy
Zz 0 1 2 3 4 5 6 7 8 9

Outfit Thin
Outfit Extra Light
Outfit Light
Outfit Regular
Outfit Medium
Outfit SemiBold
Outfit Bold
Outfit Extra Bold
Outfit Black

Typography **In Use**

For more information on using our font in use, refer to the style guide linked here

Headline

Outfit SemiBold, 36 pt,
Title Case, Leading 1.1x

Building Flourishing Jewish Communities.

Subhead

Outfit SemiBold, 20pt,
Title Case, Leading 1.2x

In Your Hometown, Across North America, and Around the World.

Body Copy

Outfit Light, 11pt,
Sentence Case, Leading 1.4x

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis
nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Typography Noto Sans Hebrew

Our font is Open Source and available for download here

א ב ג ד ה ו ז ח
ט י כ ך ל מ ם נ
ן ס ע פ ף צ ץ
ק ר ש ת 0 1 2
3 4 5 6 7 8 9

Noto Sans Thin
Noto Sans Extra Light
Noto Sans Light
Noto Sans Regular
Noto Sans Medium
Noto Sans SemiBold
Noto Sans Bold
Noto Sans Extra Bold
Noto Sans Black