



Jewish Federation
of Greater Philadelphia

LOGO GUIDE

Typefaces and colors for the application
of the Jewish Federation of Greater Philadelphia
logo and supporting visual style.

PRIMARY LOGO

The primary logo should be used whenever possible and should be left-aligned with content or margins.



Jewish Federation
of Greater Philadelphia

LOGOMARK

The logomark should be used when there is not sufficient space for the primary logo to be legible, and it should be centered in the space.



PMS

The PMS color logo should be used for professional, offset printing, and is best displayed on a white background.

PMS colors are only supported by .eps format.



Jewish Federation
of Greater Philadelphia

EPSJFGP_pms.eps

CMYK

The CMYK logo should be used in digitally printed pieces that require CMYK printing and full color images.

CMYK colors are supported by .eps, .jpg, and .png format.



Jewish Federation
of Greater Philadelphia

EPSJFGP_cmyk.eps
JFGP_rgb.eps

JPG

JFGP_cmyk.jpg
JFGP_rgb.jpg

PNG

JFGP_cmyk.png
JFGP_rgb.png

RGB

The RGB logo should be used for online usage.

RGB colors are supported by .eps, .jpg, and .png format.

KNOCKOUT

The knockout version should be used against a dark color background when preferred.

White versions of your logo need a transparent background, which is not supported in JPEG format.

**PMS**

EPS	JFGP_KO_pms.eps
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CMYK

EPS	JFGP_KO_cmyk.eps
-----	------------------

PNG	JFGP_KO_cmyk.png
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RGB

EPS	JFGP_KO_rgb.eps
-----	-----------------

PNG	JFGP_KO_rgb.png
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GRAY

The gray and white logos should be used when placing the logo on a dark or colored background when the "knockout" version is not possible. Ensure there is high contrast between the one color logos and the background.



EPS	JFGP_gray.eps
JPG	JFGP_gray.jpg
PNG	JFGP_gray.png

WHITE

The gray and white logos should be used when placing the logo on a dark or colored background when the "knockout" version is not possible. Ensure there is high contrast between the one color logos and the background.

White versions of your logo need a transparent background, which is not supported in JPEG format.



EPS	JFGP_white.eps
PNG	JFGP_white.png

BLACK

The black logo should only be used for publications that are printed in black & white. This will ensure that the logo will print clearly and be legible.



EPS	JFGP_black.eps
JPG	JFGP_black.jpg
PNG	JFGP_black.png

PMS

The PMS color logo should be used for professional, offset printing, and is best displayed on a white background.

PMS colors are only supported by .eps format.



EPS	JFGP_Logomark_pms.eps
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CMYK

The CMYK logo should be used in digitally printed pieces that require CMYK printing and full color images.

CMYK colors are supported by .eps, .jpg, and .png format.



RGB

The RGB logo should be used for online usage.

RGB colors are supported by .eps, .jpg, and .png format.

EPS	JFGP_Logomark_cmyk.eps
	JFGP_Logomark_rgb.eps
JPG	JFGP_Logomark_cmyk.jpg
	JFGP_Logomark_rgb.jpg
PNG	JFGP_Logomark_cmyk.png
	JFGP_Logomark_rgb.png

GRAY

The gray and white logos should be used when placing the logo on a dark or colored background when the "knockout" version is not possible. Ensure there is high contrast between the one color logos and the background.

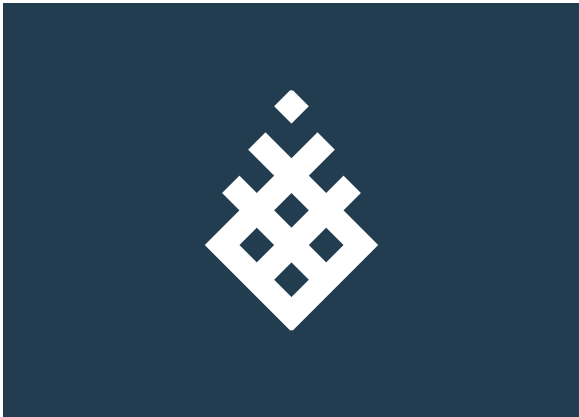


EPS	JFGP_Logomark_gray.eps
JPG	JFGP_Logomark_gray.jpg
PNG	JFGP_Logomark_gray.png

WHITE

The white logo should be used when placing the logo on a dark or colored background where the "knockout" version is not possible.

White versions of your logo need a transparent background, which is not supported in jpeg format.



EPS	JFGP_Logomark_white.eps
PNG	JFGP_Logomark_white.png

GRAY

The black logo should only be used for publications that are printed in black & white. This will ensure that the logo will print clearly and be legible.



EPS	JFGP_Logomark_black.eps
JPG	JFGP_Logomark_black.jpg
PNG	JFGP_Logomark_black.png

AFFINITY GROUP

The appropriate Affinity Group logo lockup should be used on collateral specific to one group. The name should replace "Affinity Group", and remain on one line.



EPS

JFGP_Affinity_template_cmyk.eps

URL

The URL logo lockup should be used sparingly in materials where the logo and the URL must be present, but there is little space for them both to share. In all other cases where the logo and the URL are present on the same piece, they will be separate.



EPS

JFGP_URL_lockup_cmyk.eps

DON'T STRETCH THE LOGO

Make sure the logo proportion is correct, don't stretch the elements.



DON'T SWAP LOGO COLORS

Do not rearrange the colors within the logo.



MAKE SURE THE FULL COLOR VERSION IS READABLE ON A COLOR BACKGROUND

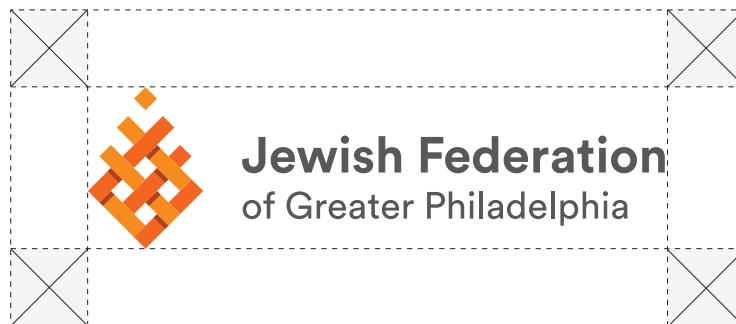
Contrast is important for readability. Using the knockout version of the logo is best on dark backgrounds.



CLEAR SPACE

In order to maximize its visual presence, the logo requires a surrounding area clear of any other graphic elements. This ideal zone should be no less than than double the height of the "J" in Jewish Federation.

The recommended minimum clearance is to ensure optimum legibility. This minimum spacing guideline will help give the logo clarity and presence on many different applications and formats.

**MINIMUM SIZES**

The logo is reduced or enlarged proportionately to accommodate alternative sizes. It must never be compressed or expanded but always scaled up or down in proportion.



Minimum width of logo
1.5 in