

# Logo

The woven torch represents two important aspects of the Jewish Federation — a manifestation of the light we carry and the interwoven communities of our diverse region. Our logomark is clean, simple and versatile. We use it paired with our full organizational name, “The Jewish Federation of Greater Philadelphia,” and as its own design element. The primary logo is orange with black text, but can also be used as a single solid color or as a design element.

Primary logo



Reverse logo



Black logo



Clear space around the logo - approximately double the height of the “J” in Jewish Federation



Minimum width - 1.5”



# 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

GENERAL AUDIENCE

Like the Jewish Federation, our color system is inviting, bold, and impactful — aiding us as we compete for time and attention and support our region.

Our primary colors are anchored in blues, with orange as an accent.

#21418E

C100 M88 Y10 K1  
R33 G66 B142

**Primary Dark Blue**

#60B4E5

C57 M13 Y0 K0  
R97 G181 B229

**Primary Light Blue**

#F08D34

C2 M53 Y90 K0  
R241 G142 B52

**Primary Orange**

#7B7A7A

C53 M45 Y45 K10  
R124 G123 B122

**Primary Gray**

#000000

C0 M0 Y0 K100  
R0 G0 B0

**Primary Black**

#FFFFFF

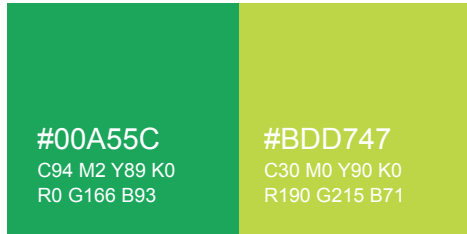
C0 M0 Y0 K0  
R255 G255 B255

**Primary White**

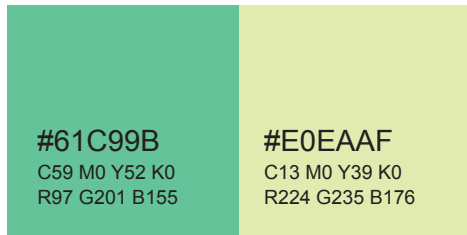
## Audience color segmentation

Our color system is also modular, evolving and changing with the audiences we intend to reach. Below is an example of how color (like messaging) can be differentiated by audience to evoke emotion and response. These systems are intended to be used in conjunction with the brand's primary blues.

### NextGen



Full



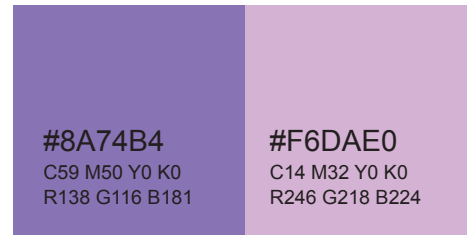
Tonal



### Philanthropic Leaders



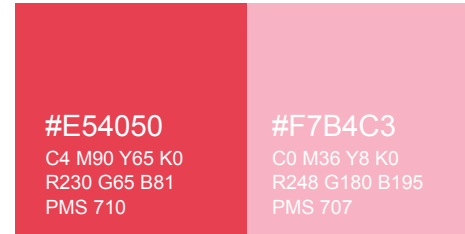
Full



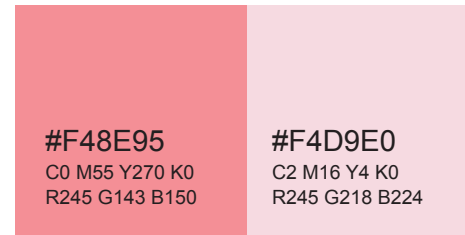
Tonal



### Women's Philanthropy



Full



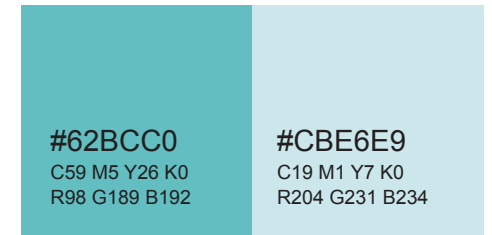
Tonal



### Stakeholders



Full



Tonal



# Typo- graphy

Our fonts are striking, clear, and contemporary, giving us flexibility in digital and print media.

PRIMARY  
Sans serif

## Circular

Our brand's typographic identity relies heavily on the use of Circular and its many available weights

While ExtraBlack can be used for headlines, Medium (in uppercase) works well for subheads. Regular, Bold, and Italic can be used for body copy. Circular Thin (in uppercase) is a refined choice for more formal body and headers such as invitations.

**Arial can be used when Circular is not available.**

**Circular  
ExtraBlack**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+

Aa  
Headline

**Circular  
Medium**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+

Aa  
Subhead

**Circular  
Regular**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+

Aa  
Body

**Circular  
Thin**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+

Aa  
Elegant body, headline

## PRIMARY

Serif

# Tiempos

Tiempos is an extremely flexible serif font that can aid the range of our Federation's needs. When used as body copy, it tends to feel more serious and formal.

**Georgia or Times New Roman can be used when Tiempos is not available.**

**Tiempos  
Black**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+

Aa  
Headline

**Tiempos  
Regular**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+

Aa  
Body

## AFFINITY

Elegant + formal

# Al Fresco

Al Fresco should be deployed sparingly, to set an elegant tone. A robust font with numerous glyphs, Al Fresco can take on a more casual or formal feel, as necessary. It is intended for use in invitations and should not be used in conjunction with the other affinity font.

*Al Fresco*  
*Regular*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+  
Aa  
Headline

## SECONDARY

Accent

# Bebas Neue Pro

Bebas book can be used for headlines and as accent copy when a narrow font is needed. Bebas is not intended for body copy.

Bebas Neue Pro  
Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+

Aa  
Headline

**Bebas Neue Pro  
Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+

Aa  
Headline

## AFFINITY

Bold + young

# Flood

Flood is intended for use with younger target audiences and should be used scarcely — as a header, for a bold, spontaneous, and active tone. It could be used for a single word or phrase within a sans serif header and should not be used in conjunction with the other affinity font.

**FLOOD**  
**REGULAR**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*()\_+  
AA  
Headline