



**Jewish
Federations**
of North America

Logo



The Bug

Jewish
Federations
of North America

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



Minimum Size



50 px or .25"



200 px or 1.5"



Logos Improper Use



No changing the Logo color or tone outside those colors specified 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

Medium Blue

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

Light Blue

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



Colors Accessibility

In this diagram, the rows are background color and the columns are text color. An X indicates the color combination does not work, whereas a ✓ indicates the combination does work.

Primary Blue						
Navy Blue						
Medium Blue						
Light Blue						
Off White						
Grey						



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 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



