

Logo



The Bug

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.







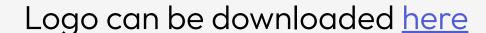














LOGOS Minimum Padding & Sizing

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 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

#le3eaf
RGB 30, 62, 175
CMYK 94, 84, 0, 0
PMS Blue 072c

Navy Blue #27277C

#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 Accesibility

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 \checkmark indicates the cimbination does work.







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

Subhead

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

Body Copy

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

Building Flourishing Jewish Communities.

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

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 <u>here</u>

אבגדהוזח טיכךלמםנ ןסעפףצץ קרשת210 9876543 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



