Branding Guidelines

Please follow these branding guidelines for Jewish Family Services of Silicon Valley. Contact us if you have any questions.

Logo

Jewish Family Services of Silicon Valley logo evokes our values of social responsibility, compassion, and respect. The hamsa has been modernized and the heart has been added as a symbol of our responsiveness and caring.

Primary Logo

The color logo is our preferred version for primary use. Use the color versions whenever possible. The primary logo is the vertical logo shown on the right.
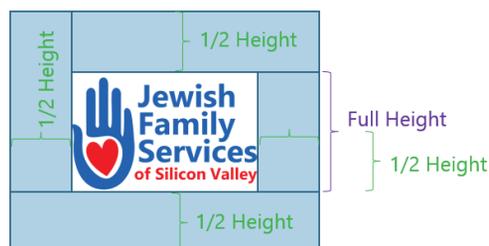

Secondary Logo

The secondary logo is the horizontal logo. The secondary logo maintains the same two colors.

Clear Space

Clear space protects our logo by giving it a minimum of breathing room. Be sure that the clear space around the logo is equal to at least half the height of the logo itself.

Keep clear space free of any text, graphic elements or visual marks. Clear space may be adjusted for select online and exterior signage applications where space is limited.

Special Use Logos

Use the **black logo** when contrast is insufficient for the primary logo, or in cases where only black and white printing is possible.

Use the **reverse logo** on dark backgrounds or when there is insufficient contrast between the logo's wordmark and the background.

If two color printing is offered for a logo placed in reverse; please use the **Reverse with red heart logo**.

Logos are available in **PNG, JPG, EPS, and SVG.**

Reverse logo

Reverse logo with Red Heart

For more information and logo files, email - marketing@jfssv.org

Colors

Our primary color palette is comprised of **three colors**: blue, red, and black.

Our blue is the inspired by the blue found in the Israeli flag. This blue symbolizes trustworthiness, professionalism, dependability, and confidence. Our blue is an essential part of our brand identity and should be evident in every communication wherever possible.

Our red is the second primary color that symbolizes passion, energy, and action. Use red as a primary accent whenever possible.

Our secondary colors palettes add depth and offer flexibility to our color palette. Be sure to use the secondary color palettes to maintain color consistency across all media.

Vibrant - Our vibrant colors speak to a contemporary audience and add a saturated range that works well across a variety of applications.

Neutral - Our neutral colors bring a sophistication that appeals to a technical audience. They also offer flexibility when paired with our primary and vibrant colors.

Primary

| HEX #005EB8 RGB - 0, 94,184 CMYK- 91, 67, 0, 0 PMS 300 | HEX #EC1C24 RBG- 236, 28, 36 CMYK - 1,99, 97,0 PMS 185C |

Secondary: Vibrants

| HEX #602E9E RGB - 96, 46, 158 CMYK -77,94, 0, 0 PMS 267C | HEX #FFD51E RGB - 255, 213, 30 CMYK - 0,16, 88, 0 PMS MedYellow | HEX #43B14B; RBG -67, 177, 75 CMYK -74, 3, 99,0.5 PMS 361 C | HEX #36D6E7 RBG -54, 214, 231) CMYK -60, 0, 13, 0) PMS 637 C |

Secondary: Neutrals

| HEX #A5A5A5 RBG -165, 165, 165 CMYK-38, 31, 31, 0 PMS 877 C | HEX #735240 RBG -15, 82, 64 CMYK - 0, 29, 44,55 PMS 7603 C | HEX #9FC7AA RBG -159, 199, 170 CMYK -39, 7, 39, 0 PMS 558 C | HEX #BF3F2F RBG - 192, 63, 47 CMYK - 18, 90, 92,7 |

Typography

Our typography is about more than words. It's an integral part of our personality and design. When we're making a statement in the world, we want our visual language to be clear, recognized and understood.

Our primary font is Gadugi - abcdefghijklmnopqrstuvwxyz

When not available, use Calibri since it is very close to Gadugi - abcdefghijklmnopqrstuvwxyz

The secondary font is Cambria - abcdefghijklmnopqrstuvwxyz

Numbers for Graphic emphasis should be done in
(Gill Sans MT) 1, 2, 3, 4, 5....

Tagline

Our tagline is as follows:

Restoring Hope and Transforming Lives

Display the tagline on all content possible.

Rules for the tagline are as follows:

- Always capitalize the first letter of every word except for the word "and"
- Do not replace "and" with a "&"
- Color for the tagline should be Blue, Red or black
- Font should be Cambria or Gadugi
- Do not break up the works with "-"

For more information and logo files, email - marketing@jfssv.org

**14855 Oka Road, Suite 202 | Los Gatos,CA 95032
Phone: 408.556.0600 | www.jfssv.org
JFS SV is recognized by the IRS as a 501(c)3 nonprofit organization.**