Our Logo
Essentials and usage

Logo Basics
The logo consists of two parts, Jewish Family Service (wordmark) and the momentum arrow (an icon). The tone for the logo is intended to be one of community connection, healing, health and hope while maintaining a casual approachability.

Using the logo
Do not use outlines, strokes or drop shadow treatments with the logo artwork. Enlarge or reduce as needed but only in proportion and never stretched or scaled in a single direction.

Use the width and height of the lower case ‘v’ in the logo as a built-in measuring tool to determine the minimum space required between the logo and any other text or images in layout.

Type must be grouped as a unit, as shown, with the momentum arrow and may not be used independently, unless dictated by a secondary logo treatment.

Tagline Usage
The JFS tagline is a signature element that can be used independently as a sign off on select pieces. When using the phrase in body copy it should appear as follows: “Moving Forward Together™”
## Logo Usage

Essentials and usage

<table>
<thead>
<tr>
<th>Primary Full color - Minimum spacing around logo</th>
<th>No Tagline</th>
<th>Signature Tagline</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Logo" /></td>
<td><img src="image2" alt="Logo" /></td>
<td><img src="image3" alt="Logo" /></td>
</tr>
</tbody>
</table>

- **Logo - “no, no’s”**
  - Do not stretch
  - Do not outline
  - Do not mix gradients
  - Do not change the lock-up
  - No dropshadows
  - Non-approved colors

- the smallest allowable logo size is 1" wide
- the smallest allowable logo size with tagline is 1.12" wide

---

[jfssd.org](http://jfssd.org) | 3
Primary Logo w/tagline

Logo Lock-ups

**Primary with tagline**
The primary logo is to be used in full color whenever possible to maintain a consistent signature.

Single color, grayscale, black and reverse treatments are available depending on the media applications described below.

**File Types**
*EPS and AI files* contain vector artwork that may be scaled to any size without loss of image quality. Use CMYK files for most digitally printed or off-set printed applications. Use Pantone (PMS) files for projects printed with PMS inks only.

*JPG CMYK files* are to be used for print applications. JPG files are raster/pixel based and are subject to size and dpi limitations. Files have been provided at 4x4in at 300 dpi. These may be scaled down but never scaled up. If larger or specific files sizes are needed, these may be generated with provide EPS or AI files.

*PNG files* are to be used primarily for web/screen only applications. Same size and scale issues listed above apply.

Associated files listed below each logo.
Primary Logo no tagline

Logo Lock-ups

Primary - no tagline
The primary logo may be used without the “Moving Forward Together” tagline as long as it is used independently in another area of the document.

File Types
EPS and AI files contain vector artwork that may be scaled to any size without loss of image quality. Use CMYK files for most digitally printed or off-set printed applications. Use Pantone (PMS) files for projects printed with PMS inks only.

JPG CMYK files are to be used for print applications. JPG files are raster/pixel based and are subject to size and dpi limitations. Files have been provided at 4x4in at 300 dpi. These may be scaled down but never scaled up. If larger or specific files sizes are needed, these may be generated with provide EPS or AI files.

PNG files are to be used primarily for web/screen only applications. Same size and scale issues listed above apply.

Associated files listed below each logo.
### Secondary Logo w/tagline

**Logo Lock-ups**

#### Secondary with tagline

The secondary logo is to be used in limited applications where “Jewish Family Service” has already been introduced or the primary logo has already been used.

**File Types**

**EPS and AI** files contain vector artwork that may be scaled to any size without loss of image quality. Use CMYK files for most digitally printed or off-set printed applications. Use Pantone (PMS) files for projects printed with PMS inks only.

**JPG** CMYK files are to be used for print applications. JPG files are raster/pixel based and are subject to size and dpi limitations. Files have been provided at 4x4in at 300 dpi. These may be scaled down but never scaled up. If larger or specific files sizes are needed, these may be generated with provide EPS or AI files.

**PNG** files are to be used primarily for web/screen only applications. Same size and scale issues listed above apply.

Associated files listed below each logo.

<table>
<thead>
<tr>
<th>Full-color</th>
<th>1-color - Tints</th>
<th>1-color - Solid</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><img src="JFS_ID_Secondary_CMYK_FullColor.jpg" alt="JFS" /></th>
<th><img src="JFS_ID_Secondary_CMYK_1ColorTint.jpg" alt="JFS" /></th>
<th><img src="JFS_ID_Secondary_CMYK_1ColorSolid.jpg" alt="JFS" /></th>
</tr>
</thead>
<tbody>
<tr>
<td>JFS_ID_Secondary_CMYK_FullColor.eps</td>
<td>JFS_ID_Secondary_CMYK_1ColorTint.eps</td>
<td>JFS_ID_Secondary_CMYK_1ColorSolid.eps</td>
</tr>
<tr>
<td>JFS_ID_Secondary_CMYK_FullColor.jpg</td>
<td>JFS_ID_Secondary_CMYK_1ColorTint.jpg</td>
<td>JFS_ID_Secondary_CMYK_1ColorSolid.jpg</td>
</tr>
<tr>
<td>JFS_ID_Secondary_RGB_FullColor.png</td>
<td>JFS_ID_Secondary_RGB_1ColorTint.png</td>
<td>JFS_ID_Secondary_RGB_1ColorSolid.png</td>
</tr>
</tbody>
</table>

**Grayscale**

<table>
<thead>
<tr>
<th><img src="JFS_ID_Secondary_CMYK_Grayscale.jpg" alt="JFS" /></th>
<th><img src="JFS_ID_Secondary_CMYK_Grayscale.jpg" alt="JFS" /></th>
<th><img src="JFS_ID_Secondary_CMYK_Grayscale.jpg" alt="JFS" /></th>
</tr>
</thead>
<tbody>
<tr>
<td>JFS_ID_Secondary_CMYK_Grayscale.jpg</td>
<td>JFS_ID_Secondary_CMYK_Grayscale.jpg</td>
<td>JFS_ID_Secondary_CMYK_Grayscale.jpg</td>
</tr>
<tr>
<td>JFS_ID_Secondary_RGB_Grayscale.png</td>
<td>JFS_ID_Secondary_RGB_Grayscale.png</td>
<td>JFS_ID_Secondary_RGB_Grayscale.png</td>
</tr>
</tbody>
</table>

**Reverse color applications**

<table>
<thead>
<tr>
<th><img src="JFS_ID_Secondary_CMYK_ReverseColor_OrangeFlame.jpg" alt="JFS" /></th>
<th><img src="JFS_ID_Secondary_CMYK_ReverseColor_RefreshBlue.jpg" alt="JFS" /></th>
<th><img src="JFS_ID_Primary_CMYK_ReverseColor_SilverCrown.jpg" alt="JFS" /></th>
</tr>
</thead>
<tbody>
<tr>
<td>JFS_ID_Secondary_CMYK_ReverseColor_OrangeFlame.jpg</td>
<td>JFS_ID_Secondary_CMYK_ReverseColor_RefreshBlue.jpg</td>
<td>JFS_ID_Primary_CMYK_ReverseColor_SilverCrown.jpg</td>
</tr>
<tr>
<td>JFS_ID_Secondary_CMYK_ReverseColor_OrangeFlame.jpg</td>
<td>JFS_ID_Secondary_CMYK_ReverseColor_RefreshBlue.jpg</td>
<td>JFS_ID_Primary_CMYK_ReverseColor_SilverCrown.jpg</td>
</tr>
<tr>
<td>JFS_ID_Secondary_RGB_ReverseColor_OrangeFlame.png</td>
<td>JFS_ID_Secondary_RGB_ReverseColor_RefreshBlue.png</td>
<td>JFS_ID_Primary_RGB_ReverseColor_SilverCrown.png</td>
</tr>
</tbody>
</table>

JFS_ID_Primary_CMYK_ReverseColor_SilverCrown.jpg
Secondary Logo no tagline

Logo Lock-ups

Secondary - no tagline
Use when space is a premium and the JFS primary logo is used in another location on the piece, i.e. side one or side two on 2-sided print collateral.

File Types
EPS and AI files contain vector artwork that may be scaled to any size without loss of image quality. Use CMYK files for most digitally printed or off-set printed applications. Use Pantone (PMS) files for projects printed with PMS inks only.

JPG CMYK files are to be used for print applications. JPG files are raster/pixel based and are subject to size and dpi limitations. Files have been provided at 4x4in at 300 dpi. These may be scaled down but never scaled up. If larger or specific files sizes are needed, these may be generated with provide EPS or AI files.

PNG files are to be used primarily for web/screen only applications. Same size and scale issues listed above apply.

Associated files listed below each logo.