



Jewish Family Service

**Moving Forward
*Together***

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

Primary Full color - Minimum spacing around logo

No Tagline

Signature Tagline



Logo - "no, no's"



the smallest allowable logo size is 1" wide



the smallest allowable logo size with tagline is 1.12" wide

Do not stretch



Do not outline



Do not mix gradients



Do not change the lock-up



No dropshadows



Non-approved colors



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 Full-color



JFS_ID_Primary_CMYK_FullColor.eps
JFS_ID_Primary_CMYK_FullColor.jpg
JFS_ID_Primary_RGB_FullColor.png

1-color - Tints



JFS_ID_Primary_CMYK_1ColorTint.eps
JFS_ID_Primary_PMS_1ColorTint.eps
JFS_ID_Primary_CMYK_1ColorTint.jpg
JFS_ID_Primary_RGB_1ColorTint.png

1-color - Solid



JFS_ID_Primary_CMYK_1ColorSolid.eps
JFS_ID_Primary_PMS_1ColorSolid.eps
JFS_ID_Primary_CMYK_1ColorSolid.jpg
JFS_ID_Primary_RGB_1ColorSolid.png

Grayscale



JFS_ID_Primary_CMYK_Grayscale.eps
JFS_ID_Primary_CMYK_Grayscale.jpg
JFS_ID_Primary_RGB_Grayscale.png

Black



JFS_ID_Primary_CMYK_Black.eps
JFS_ID_Primary_CMYK_Black.jpg
JFS_ID_Primary_RGB_Black.png

Reverse color applications



JFS_ID_Primary_CMYK_ReverseColor_OrangeFlame.eps
JFS_ID_Primary_CMYK_ReverseColor_OrangeFlame.jpg
JFS_ID_Primary_RGB_ReverseColor_OrangeFlame.png



JFS_ID_Primary_CMYK_ReverseColor_RefreshBlue.eps
JFS_ID_Primary_CMYK_ReverseColor_RefreshBlue.jpg
JFS_ID_Primary_RGB_ReverseColor_RefreshBlue.png



JFS_ID_Primary_CMYK_ReverseColor_SilverCrown.eps
JFS_ID_Primary_CMYK_ReverseColor_SilverCrown.jpg
JFS_ID_Primary_RGB_ReverseColor_SilverCrown.png

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

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1-color - Tints



JFS_ID_Primary_CMYK_NoTagline_1ColorTint.eps
JFS_ID_Primary_PMS_NoTagline_1ColorTint.eps
JFS_ID_Primary_CMYK_NoTagline_1ColorTint.jpg
JFS_ID_Primary_RGB_NoTagline_1ColorTint.png

1-color - Solid



JFS_ID_Primary_CMYK_NoTagline_1ColorSolid.eps
JFS_ID_Primary_PMS_NoTagline_1ColorSolid.eps
JFS_ID_Primary_CMYK_NoTagline_1ColorSolid.jpg
JFS_ID_Primary_RGB_NoTagline_1ColorSolid.png

Grayscale



JFS_ID_Primary_CMYK_NoTagline_Grayscale.eps
JFS_ID_Primary_CMYK_NoTagline_Grayscale.jpg
JFS_ID_Primary_RGB_NoTagline_Grayscale.png

Black



JFS_ID_Primary_CMYK_NoTagline_Black.eps
JFS_ID_Primary_CMYK_NoTagline_Black.jpg
JFS_ID_Primary_RGB_NoTagline_Black.png

Reverse color applications



JFS_ID_Primary_CMYK_NoTagline_ReverseColor_OrangeFlame.eps
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JFS_ID_Primary_CMYK_NoTagline_ReverseColor_OrangeFlame.png



JFS_ID_Primary_CMYK_NoTagline_ReverseColor_RefreshBlue.eps
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JFS_ID_Primary_CMYK_NoTagline_ReverseColor_SilverCrown.eps
JFS_ID_Primary_CMYK_NoTagline_ReverseColor_SilverCrown.jpg
JFS_ID_Primary_CMYK_NoTagline_ReverseColor_SilverCrown.png

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.

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Full-color



Moving Forward Together

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JFS_ID_Secondary_CMYK_FullColor.jpg
JFS_ID_Secondary_RGB_FullColor.png

1-color - Tints



Moving Forward Together

JFS_ID_Secondary_CMYK_1ColorTint.eps
JFS_ID_Secondary_PMS_1ColorTint.eps
JFS_ID_Secondary_CMYK_1ColorTint.jpg
JFS_ID_Secondary_RGB_1ColorTint.png

1-color - Solid



Moving Forward Together

JFS_ID_Secondary_CMYK_1ColorSolid.eps
JFS_ID_Secondary_PMS_1ColorSolid.eps
JFS_ID_Secondary_CMYK_1ColorSolid.jpg
JFS_ID_Secondary_RGB_1ColorSolid.png

Grayscale



Moving Forward Together

JFS_ID_Secondary_CMYK_Grayscale.eps
JFS_ID_Secondary_CMYK_Grayscale.jpg
JFS_ID_Secondary_RGB_Grayscale.png

Black



Moving Forward Together

JFS_ID_Secondary_CMYK_Black.eps
JFS_ID_Secondary_CMYK_Black.jpg
JFS_ID_Secondary_RGB_Black.png

Reverse color applications



Moving Forward Together

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Moving Forward Together

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JFS_ID_Secondary_CMYK_ReverseColor_RefreshBlue.jpg
JFS_ID_Secondary_RGB_ReverseColor_RefreshBlue.jpg



Moving Forward Together

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JFS_ID_Primary_CMYK_ReverseColor_SilverCrown.jpg
JFS_ID_Primary_RGB_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.

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1-color - Tints



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JFS_ID_Secondary_PMS_NoTagline_1ColorTint.eps
JFS_ID_Secondary_CMYK_NoTagline_1ColorTint.jpg
JFS_ID_Secondary_RGB_NoTagline_1ColorTint.png

1-color - Solid



JFS_ID_Secondary_CMYK_NoTagline_1ColorSolid.eps
JFS_ID_Secondary_PMS_NoTagline_1ColorSolid.eps
JFS_ID_Secondary_CMYK_NoTagline_1ColorSolid.jpg
JFS_ID_Secondary_RGB_NoTagline_1ColorSolid.png

Grayscale



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JFS_ID_Secondary_CMYK_NoTagline_Grayscale.jpg
JFS_ID_Secondary_RGB_NoTagline_Grayscale.png

Black



JFS_ID_Secondary_CMYK_NoTagline_Black.eps
JFS_ID_Secondary_CMYK_NoTagline_Black.jpg
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Reverse color applications



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JFS_ID_Primary_RGB_NoTagline_ReverseColor_SilverCrown.png

