

Brand Standards Quick Reference Guide 2024

PRIMARY LOGO



ALTERNATE USE VERTICAL LOGO



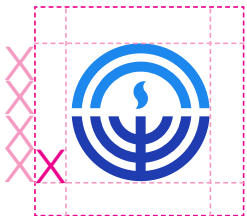
MARK



CLEAR SPACE

To ensure that the logo is always clearly reproduced, and never obscured or compromised by other design elements in a layout, an area of clear space must surround it.

The amount of clear space is defined by X. Regardless of the size of the logo, X is always equal to 1/4 the size of the logo/mark.



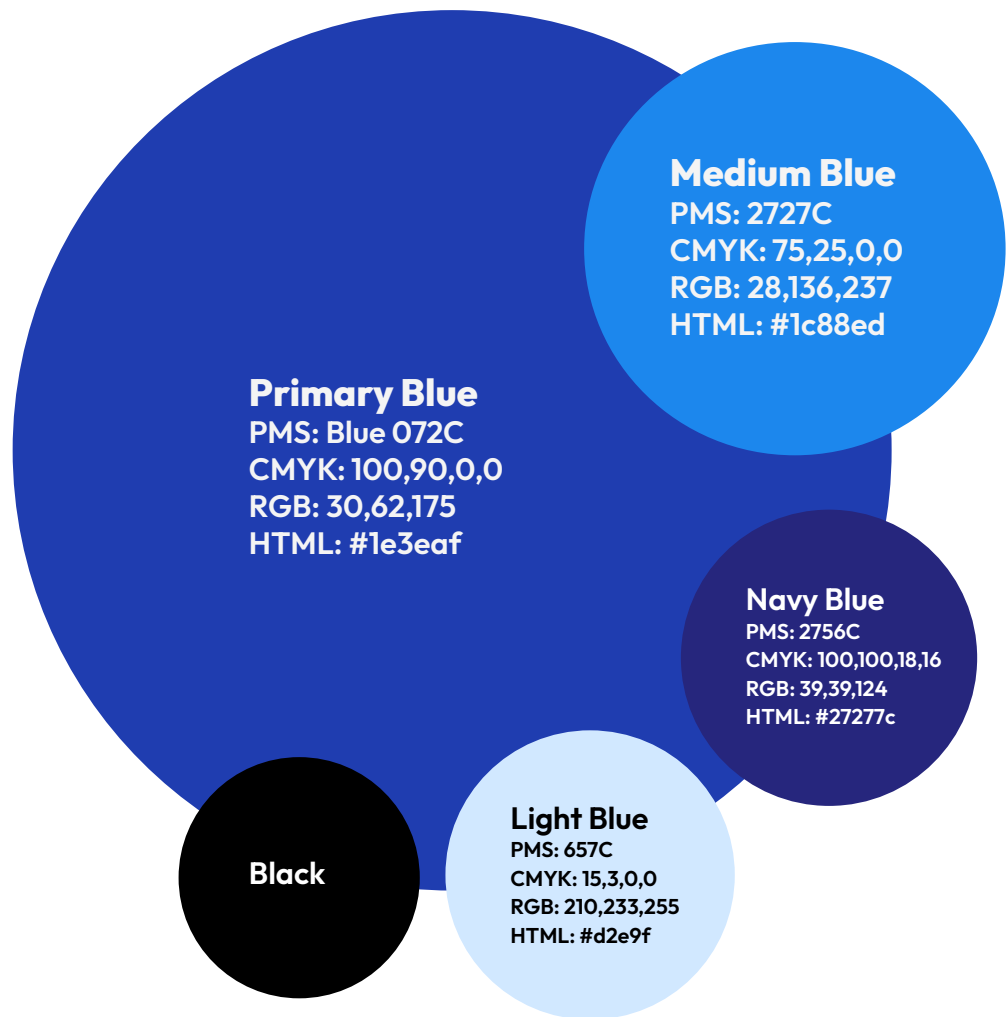
COLORS

These values are from the
PANTONE COLOR BRIDGE
Coated Swatchbook.

The Pantone Matching System
(PMS) colors for printing on
coated (C) paper stock are:
Primary Blue—PMS 072C and
Medium Blue—PMS 2727C.

Supporting colors are PMS
2756C & PMS 657C.

When possible, spot PMS
colors should be specified with
your printer. Do not match
colors to this document or
a computer screen. Refer
to actual Pantone matching
chips or screen color values,
using the numbers listed as
reference.



TYPOGRAPHY

Outfit is the font to be used on all communications for Jewish Federation of Greater Rochester materials.
It is available in several weights.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()_+|}{":?><~

**FOR MORE INFORMATION, QUESTIONS OR REQUESTS PLEASE CONTACT
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