



BRAND STANDARDS GUIDE

INTRODUCTION

JAFCO's mission is to provide care, safety and support to children and their families within the Jewish community and beyond who are impacted by abuse, neglect, trauma, or developmental disabilities... giving every child a place to belong.

The JAFCO logo is a strong symbol that conveys support, stability, caring and growth. Please adhere to the following guidelines to ensure the logo is used in a way that maintains the aesthetic standards to keep our brand looking professional and consistent.

LOGO WITH TAGLINE

Our logo with tagline consists of the organization name, inspirational image and tagline.



LOGO WITHOUT TAGLINE

Our logo without tagline consists of the organization name and inspirational image. The logo without tagline should be used if the statement of the primary logo is unreadable due to media space or size restrictions.



SAFE SPACE / EXCLUSION ZONE

The JAFCO logo with and without tagline always need space around it that is free of imagery and text to ensure legibility. The space is essential to ensure other graphic elements or body copy do not conflict, crowd, or lessen the impact of the logo.

The logo's exclusion zone is equal to the width of the letter J as indicated by the X area in the diagram.



MINIMUM SIZE

The JAFCO logos should always be easy to read in both digital and print content. Adhering to the established minimum sizes ensures legibility of the logos.



MINIMUM SIZE

The smallest the logo should be is 1.5" wide or 120 pixels.



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LOGO MISUSE

It is extremely important to ensure the JAFCO logos remain consistent. Never reproduce the logos using your own fonts or graphics. Only use the official files created by JAFCO. The files can be downloaded directly from the JAFCO website here.

The official files should never be modified or added to. In addition, the logos should not be placed over other images or busy backgrounds.

The following represent examples of misuse.



Do not rotate the logo.



Do not compress, stretch, distort or warp the logo.



Do not place text or graphics in the exclusion zone.



Do not resize any part of the logo.



Do not rearrange elements of the logo.



Do not add unofficial text or graphics to the logo.



Do not use off-brand colors.

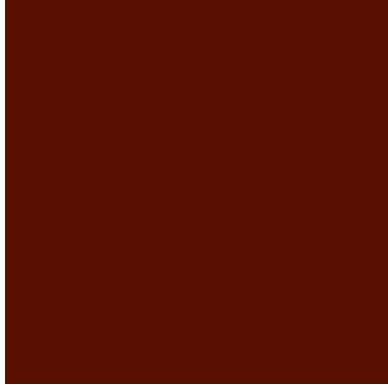


Do not add dropshadow or other effects to the logo.



Do not outline the logo.

JAFCO COLORS



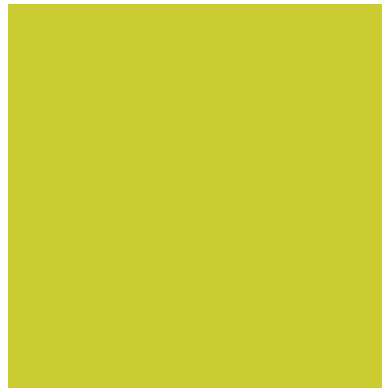
PANTONE 4695 C
CMYK 0 81 100 77
RGB 90 20 0
HEX/HTML 5B3427



PANTONE 165 C
CMYK 0 74 100 0
RGB 242 103 34
HEX/HTML FF671F



PANTONE 277 C
CMYK 35 10 0 0
RGB 160 201 235
HEX/HTML ABCAE9



PANTONE 584 C
CMYK 24 9 97 0
RGB 204 204 49
HEX/HTML D2D755



PANTONE 122 C
CMYK 0 21 70 0
RGB 255 203 102
HEX/HTML FED141

THANK YOU

If you are having any trouble with this guide or use of official JAFCO brand files, please contact JAFCO Creative Marketing Manager Paula Slack at pslack@jafco.org or (954) 315-8672.