



Jewish Federation
of Greater Dallas

Logo Guide

A cheat-sheet for our visual branding

Logo Anatomy



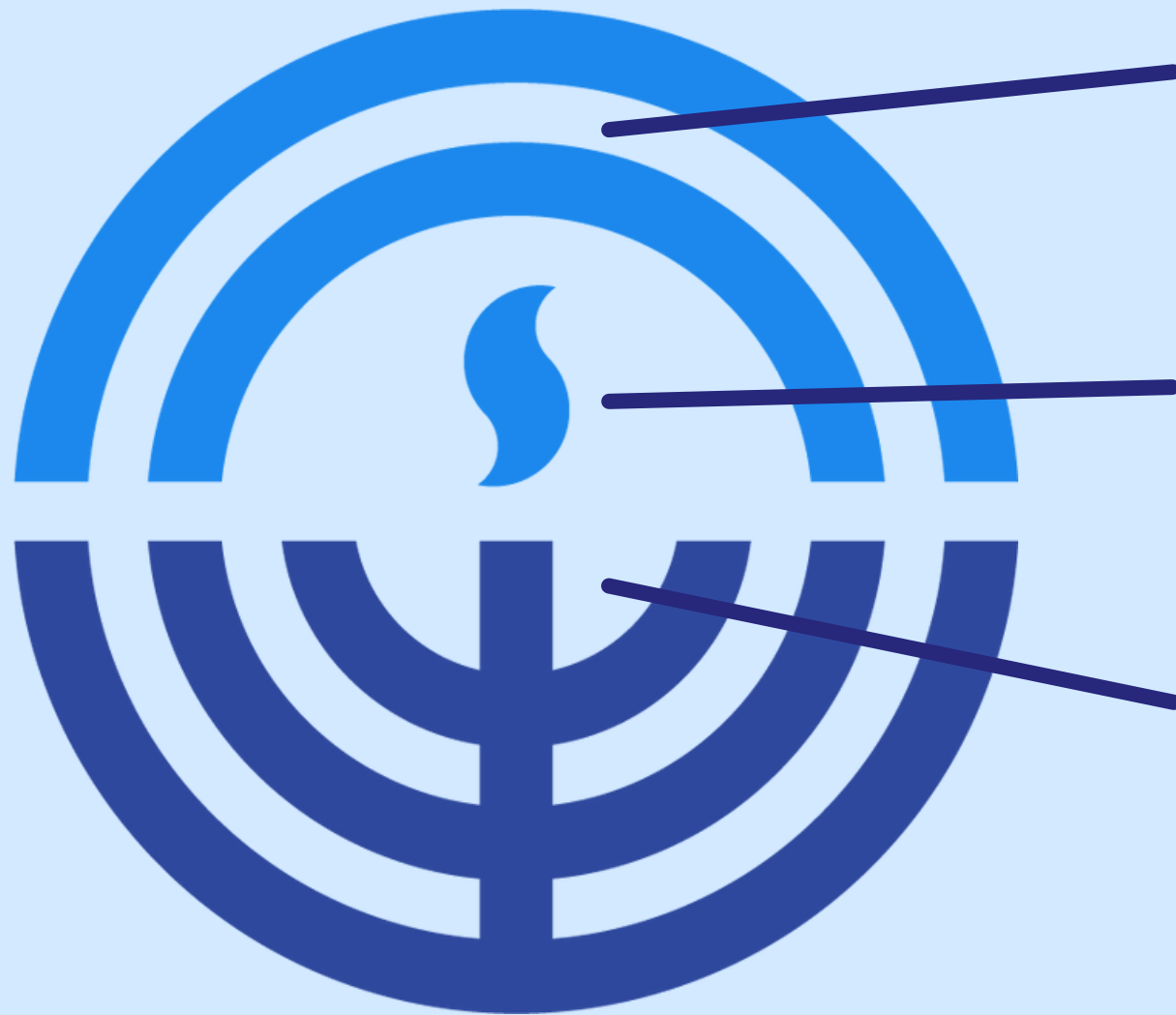
Bug

Jewish Federation
of Greater Dallas

Wordmark

Bug + Wordmark = **Logo**

Logo Bug



Umbrella

The umbrella arcs symbolize the safety net we cast, providing comfort and care to those in need.

Flame

The flame symbolizes our history and heritage — facing East, as we do in tradition.

Menorah

The innovative contemporary menorah anchors our visual identity in Jewish tradition.

Color

The use of two variations of blue represents the diversity of our community.

When do I use the bug?

This simplified version of our logo should only be used when these criteria have been met:

- 1** The full logo appears on a previous page in the document *or* the full logo appears elsewhere on the webpage *without* needing to click.
- 2** We have clearly stated who we are, using our full name: Jewish Federation of Greater Dallas.

Logo Versions

Rules to Use

The Bug is always to the immediate left of the Wordmark.

The Wordmark should never be used without the Bug.

The two lines in the Wordmark are always left-aligned.

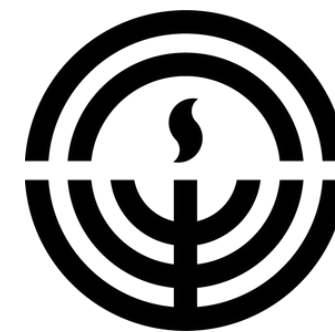
We do not use a vertical configuration of our logo. If needed for space requirements, you may use the Bug and include Jewish Federation of Greater Dallas as a Title or Header.

Dual



Jewish Federation
of Greater Dallas

Black



Jewish Federation
of Greater Dallas

Blue



Jewish Federation
of Greater Dallas

White



Jewish Federation
of Greater Dallas

Logo Sizing

The "whitespace" surrounding the logo should be 25% of the logo height on each side.

Here, the whitespace (which is a design term referring to the area surrounding artwork) is light blue. This additional space prevents the logo from becoming visually overcrowded or lost.



Minimum Widths



50px or .25"



Jewish Federation
of Greater Dallas

200px or 1.5"

Logo Don'ts

Rotation



Texturizing



Removing the Bug



Changing the Color



Blurry/Pixelated Logo



Dropshadow



Modifying the Bug



Transparency



Changing Fonts



Colors Primary

RGB 245 245 245

CYMK 3 2 2 0

#f5f5f5

Off-White

RGB 42 42 42

CYMK 71 64 64 66

#2a2a2a

Blackish

Primary Blue

#1e3eaf

RGB 30 62 175

CYMK 94 84 0 0

Medium Blue

#1c88ed

RGB 28 136 237

CYMK 75 43 0 0

Navy Blue

#27277c

RGB 39 39 124

CYMK 100 100 18 6

Light Blue

#d2e9ff

RGB 210 233 255

CYMK 15 3 0 0

Fonts Outfit

Primary
Headers + Text

Substitutes

Poppins
Open Sans

Aa Bb Cc Dd Ee Aa Bb Cc Dd Ee Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk Ff Gg Hh Ii Jj Kk Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Ll Mm Nn Oo Pp Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Qq Rr Ss Tt Uu Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz Vv Ww Xx Yy Zz Vv Ww Xx Yy Zz
Aa Bb Cc Dd Ee Aa Bb Cc Dd Ee Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk Ff Gg Hh Ii Jj Kk Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Ll Mm Nn Oo Pp Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Qq Rr Ss Tt Uu Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz Vv Ww Xx Yy Zz Vv Ww Xx Yy Zz
Aa Bb Cc Dd Ee Aa Bb Cc Dd Ee Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk Ff Gg Hh Ii Jj Kk Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Ll Mm Nn Oo Pp Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Qq Rr Ss Tt Uu Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz Vv Ww Xx Yy Zz Vv Ww Xx Yy Zz

fonts.google.com/specimen/Outfit

Fonts Noto Sans Hebrew

Names and other special
circumstances

י ט ח ז ה ד ג ב א י ט ח ז ה ד ג ב א
פ ע ס נ ם ל ך כ פ ע ס נ ם ל ך כ פ ע ס נ ם ל ך
ת ש ר ק ץ צ ף ת ש ר ק ץ צ ף ת ש ר ק ץ
י ט ח ז ה ד ג ב א י ט ח ז ה ד ג ב א
ע ס נ ם ל ך כ ע ס נ ם ל ך כ ע ס נ ם ל ך כ
ת ש ר ק ץ צ ף ת ש ר ק ץ צ ף ת ש ר ק ץ
י ט ח ז ה ד ג ב א י ט ח ז ה ד ג ב א
ע ס נ ם ל ך כ ע ס נ ם ל ך כ ע ס נ ם ל ך כ
ת ש ר ק ץ צ ף ת ש ר ק ץ צ ף ת ש ר ק ץ

fonts.google.com/noto/fonts