

The logo consists of a stylized six-pointed star. The top and right points are dark blue, while the bottom and left points are a lighter blue. The points are formed by thick, angular lines.

# JEWISHCOLUMBUS

## BRAND STANDARDS GUIDE

Updated May 2024

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# OUR BRAND. CRISP. CLEAN. SPACIOUS.

JewishColumbus was formed in 2018 through an integration of the former Jewish Federation of Columbus and the Columbus Jewish Foundation. JewishColumbus exists to strengthen and enrich the central Ohio Jewish community through philanthropy and managing endowments, planned giving, and donor-advised philanthropic funds.

The Federation, founded in 1926, has as its cornerstone the centuries old belief that social justice (Tzedakah) is a community responsibility. In practice, this means that each Jewish person has the duty to help other Jews - one responsible for the other - one family, one community, one people.

The Columbus Jewish Foundation as established in 1955 to create sustainable financial resources to fulfill its mission to ensure continuity of Jewish life and to meet changing needs locally, in Israel and in our worldwide community.

The identity of JewishColumbus is much more than just a logo. It defines how those around us view both the JewishColumbus' and our community. And to ensure its success and maintain its long-term presence, consistency is crucial.

This manual provides a series of easy-to-follow guidelines to keep the look and feel of the identity consistent.

Adherence to these standards will help build our strong continental brand.

## **The key factors to the branding strategy are to:**

- Build awareness for the JewishColumbus brand.
- Limit fragmentation of the JewishColumbus' brand identity as departments and programs increase in the organization.
- Create simple rules for implementation to insure comprehensive adoption.
- Position the JewishColumbus as leading brand of all branded entities under one roof.

# PRIMARY & SECONDARY BRAND COLORS

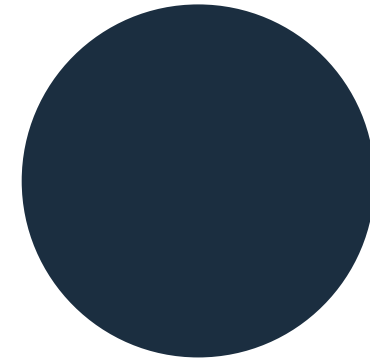
JewishColumbus' visual identity is defined by its primary brand colors. We use different hues of Blue to create a professional and modern identity that appeals to our community.

JewishColumbus' fresh palette of secondary colors aim to provide ample ways to customize look and feel based on target audiences and/ or themes.

## Designer Notes:

- Never use the color black
- Use white as needed
- All paragraph text should be the primary brand color Dark Gray

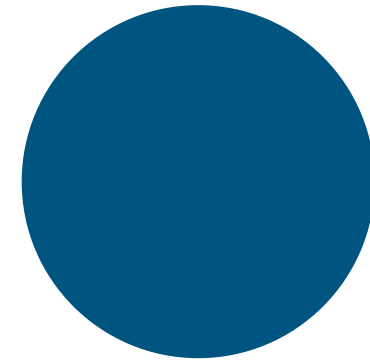
## PRIMARY BRAND COLORS



### Dark Navy

HEX #1B2E40 RGB (27, 46, 64)

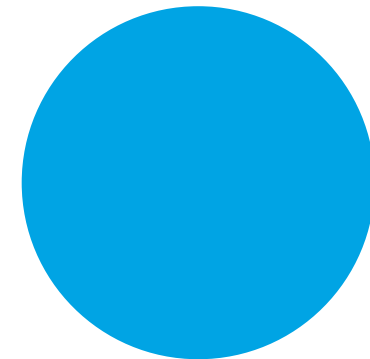
CMYK C: 15% M: 7% Y: 0% K: 75%



### Medium Blue

HEX #005480 RGB (0, 84, 128)

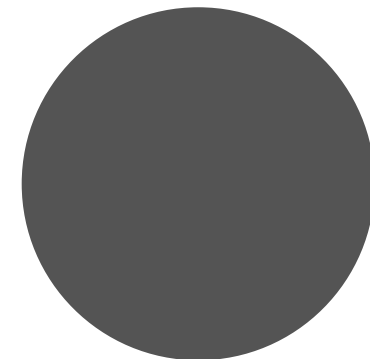
CMYK C: 50% M: 17% Y: 0% K: 50%



### Light Blue

HEX #005480 RGB (0, 84, 128)

CMYK C: 50% M: 17% Y: 0% K: 50%



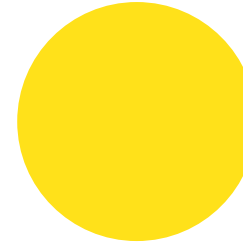
### Dark Gray

HEX #545454 RGB (84, 84, 84)

CMYK C: 0% M: 0% Y: 0% K: 67%

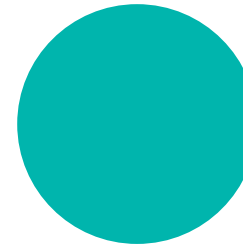
## SECONDARY BRAND COLORS

When producing marketing materials, printed and digital, these colors will work in combination with the primary colors. An option of using different colors to differentiate between affinity groups, ad campaigns, etc. Visually this did not resonate with individuals shown.



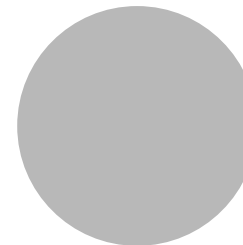
### Yellow

HEX #FFE11A RGB (255, 225, 26) CMYK C: 0% M: 12% Y: 90% K: 0%



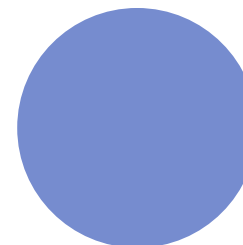
### Teal

HEX #00B5AD RGB (0, 181, 173) CMYK C: 71% M: 0% Y: 3% K: 29%



### Light Gray

HEX #B8B8B8 RGB (184, 184, 184) CMYK C: 0% M: 0% Y: 0% K: 28%



### Purple

HEX #768CCF RGB (118, 140, 207) CMYK C: 35% M: 26% Y: 0% K: 19%



### Very Light Blue

HEX #DEEEFF RGB (222, 238, 255) CMYK C: 13% M: 7% Y: 0% K: 0%

LET  
IT  
BREATHE...

# JEWISHCOLUMBUS LOOK

## TYPOGRAPHY

### Adobe and Microsoft Fonts

#### Acumin Font

Light, Regular, Semi-Bold, Bold; all fonts may be used in italics. Acumin is a versatile sans-serif typeface family intended for headlines and body text.

#### Source Serif Pro Font

Regular, Semi-Bold; all fonts may be used in italics. This font is elegant and extremely readable. Paring well with Acumin, it can often be used to highlight and emphasize copy, as well as caption photographs.

### Canva Fonts

#### League Spartan

A new classic, this is a bold, modern, geometric sans-serif intended for headlines and captions.

#### Arimo

Regular, Semi-Bold; all fonts may be used in italics. An innovative, refreshing sans serif design that is metrically compatible with Arial™. Arimo offers improved on-screen readability characteristics and the pan-European WGL character set and solves the needs of developers looking for width-compatible fonts to address document portability across platforms.

# ADDITIONAL FONTS

## Primary Fonts

### Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

### Gotham Narrow Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

### Georgia - Bold + Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()**

### Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

## Secondary Fonts

### Baskerville (MT Std) Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

### Baskerville (MT Std) Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()**

### Online Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

### League Spartan

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()**

### Apricots

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

### Glacial Indifference

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

### Adlery Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

## Sub Brand Fonts

These fonts are used as needed for the below sub brands. Use these for headers and sparely.

### Women's Philanthropy Font

#### Apricots

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

### JCRC Font

#### Archivo Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()**

# LOGO LINKS

## PNG VERSION

### Print

Horizontal  
[Full Color](#)  
[Black](#)  
[White](#)

Semi Vertical  
[Full Color](#)  
[Black](#)  
[White](#)

Vertical  
[Full Color](#)  
[Black](#)  
[White](#)

### Web

Horizontal  
[Full Color](#)  
[Black](#)  
[White](#)

Semi Vertical  
[Full Color](#)  
[Black](#)  
[White](#)

Vertical  
[Full Color](#)  
[Black](#)  
[White](#)

## EPS VERSION

### Print

Horizontal  
[Full Color](#)  
[Black](#)  
[White](#)

Semi Vertical  
[Full Color](#)  
[Black](#)  
[White](#)

Vertical  
[Full Color](#)  
[Black](#)  
[White](#)

All logos are kept in our Sharepoint folder  
[Sharepoint folder link](#)

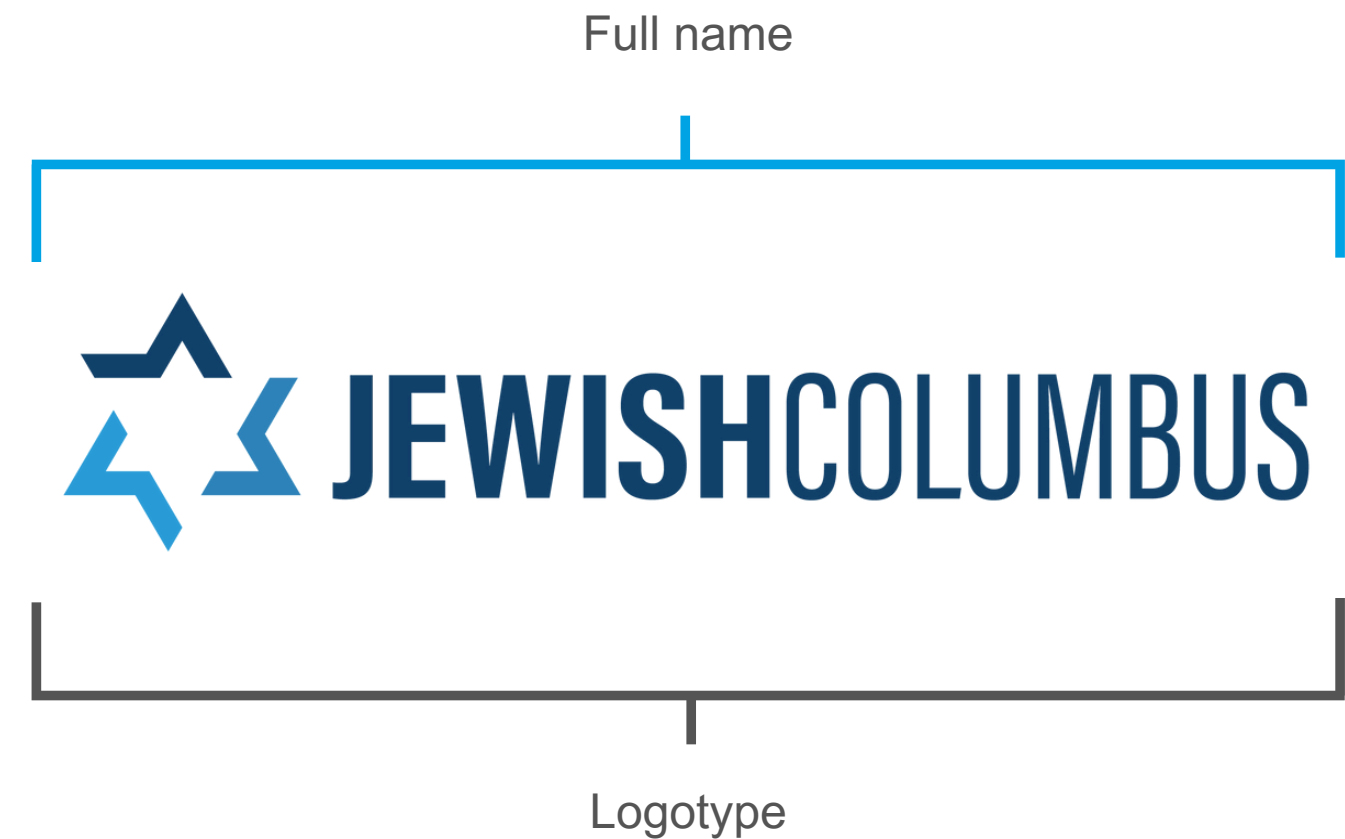
The logo is the cornerstone of the brand. It is the face of JewishColumbus. Consistent use of this logo makes the brand more recognizable and strengthens our presence in the community. It should be displayed prominently on every Federation branded publication and communication.

# PRIMARY LOGO



The core elements of the logo is the JewishColumbus logotype.

The logo must always be reproduced from a digital master reference. It should never be redrawn or digitally manipulated. Master files are available in eps, jpg, png and gif format. Please ensure the appropriate artwork format is used. These files can be found on the network drive [S:/Logos](#)



## File Formats

eps: all professionally printed applications  
jpg: desktop publishing programs  
gif and png: online usage

## Accessibility

The logo must always have good contrast with the background to ensure maximum impact and accessibility. A sufficient clear space is required around the logo.



# COLOR AND TYPEFACE

## Preferred



**JEWISH**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdeffghijklmnopqrstuvwxyz**  
**Acumin Pro Extra Condensed - Bold**

## Acceptable



**COLUMBUS**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdeffghijklmnopqrstuvwxyz**  
**Acumin Pro Extra Condensed - Regular**

## Limited



## Color

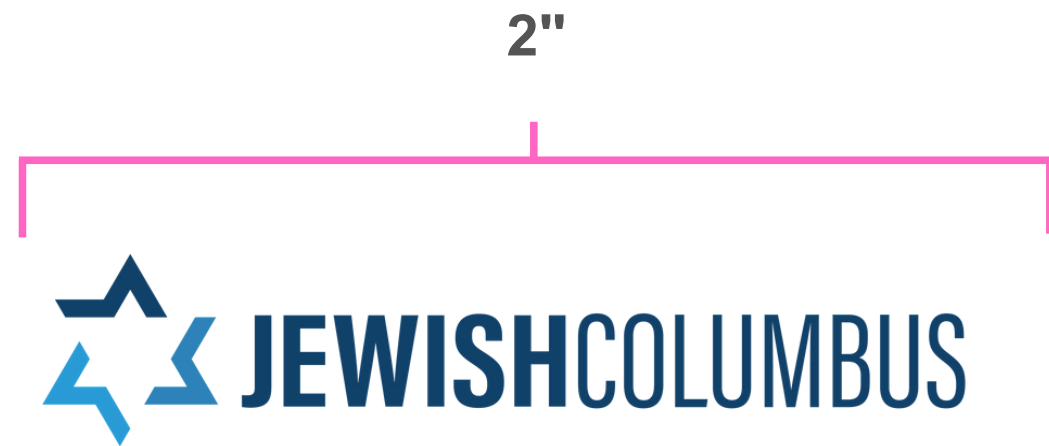
The full-color logo has one distinct blue color and one natural black. They are optimistic, warm and approachable. The Pantone Matching System (PMS) colors for printing on coated (C) paper stock are: lighter blue — PMS 2995C and the off black — PMS Natural Black C. For printing on uncoated stock the PMS colors are 306U and 100% Black.

It is preferable to use the full-color logo when printing with two or more colors and online. In cases when only one color is required, a two-tone variation of PMS 302C or black should be used. When used on black background, the two-color option of white and PMS 2995 is preferable. The all-black and all-white (knock-out) versions are permitted, but should be used only when no other option is available. When possible, spot PMS colors should be specified with our 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. A full corporate color palette with CMYK and RGB values is in this packet.

## Typeface

The typeface (or fonts) in the logotype should always be Acumin Pro Extra.

# SIZING AND CLEAR SPACE



Preferred minimum size for print



Preferred minimum size for web



Limited space logo for minimum size



Clear space = the height of the frame

## 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 1/3 to the height of the S in Columbus.

## Size

To retain legibility, it is preferable that the logo is at least 2" wide. For online applications, the logo should never be smaller than 144 pixels wide. Limited Space When the logo has to be reduced to a minimum size, but there is not enough space to display the logo horizontally, the centered logo for limited space should be used. It should never be smaller than .75" wide. The font of the name should never be changed.

## OY VEY

### Do not do:

- Logo outlines
- Drop shadows
- Colors that are not primary color palette
- Altering the logo so it is out of its original format



# JEWISHCOLUMBUS SUB BRANDS

JewishColumbus has a few sub brands. We are moving over to having every sub brand use the JewishColumbus logo with the department underneath it, fitted into the star. Until everyone has moved over to that format, there are a few departments that have their own logos.



[Sub brand logo files](#)

Example JewishColumbus logo with department name.

