



JWF Style Guide 2017-2018

JWF Logo

The logo of Jewish Women's Foundation of New Jersey is the cornerstone of the brand. Consistent use of the logo makes the brand more recognizable and strengthens our presence in the broader community. It should be displayed prominently on all JWF publications and channels of communication.

● 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.

● Clear Space

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

● Color

The full-color logo has been designed with two distinct colors—**Orange (Pantone 144) and Pantone Violet**. To achieve maximum impact, the logo may be used with either the Orange as the primary background or the Violet depending upon the color palette of communications placement.

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 Orange (Pantone 144) or black should be used. When used on a black background, the two-color option of white and Orange is preferable.

The all-black and all-white (knock-out) versions of the logo are permitted, but should be used only when no other option is available.

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●Size

To retain legibility it is preferable that the logo is two inches (2"), but can be reduced to .75" wide if absolutely necessary. For online applications, the logo should not be smaller than 144 pixels wide.

Logo Link

JWF Tagline

[Giving Together](#)

[Granting for Change](#)

The JWF tagline should be used as part of the logo lock-up. The two options are:

- (1) Placement centered underneath the JWF logo, or
- (2) Placement to the right of the JWF logo.

To ensure clarity and readability in limited space applications the tagline should be positioned to the right of the logo. Elimination of the tagline is permitted, but only when no other option is available.

File Formats

eps: all professionally printed applications

jpeg: desktop publishing programs

gif: online usage

[Logo and Tagline Link](#)

Mosaic Design Element

The Mosaic Design Element should be utilized in all JWF New Jersey-produced material to further enhance community recognition of the JWF brand. Size and layout will be determined by print and/or online applications. [Mosaic Link](#)

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Typeface

- Logo: Gotham (Black and Regular)
- Tagline: Merriweather (Bold)

- Print
- Headlines/Cover Pages: Oswald (Bold)
- Copy/Body Text: Gentium (various styles)

- Online: Ariel

Required Statement on Placements

The following statement should appear ON JWF publications and channels of communication:

JWF is a donor-advised fund of Jewish Community Foundation of Greater MetroWest.

Jewish Community Foundation may also appear as “JCF” to accommodate space issues.