



Jewish Federation
of South Palm Beach County

BRAND STANDARDS GUIDE 2026-2027

Recognizing Our Partnership

Federation and our partner agencies work together to strengthen Jewish life across

South Palm Beach County. Consistent recognition helps our community and donors understand the impact their philanthropy makes possible.

CHECKLIST:

- ☐ Use the approved Federation logo
- ☐ Acknowledge Federation on applicable funded programs and communications
- ☐ Link the logo to jewishboca.org when used online
- ☐ Follow the placement and sizing standards in this guide
- ☐ Use approved Federation acknowledgment language when a logo cannot be used
- ☐ Contact Federation Marketing with questions

Our Logo

PRIMARY LOGO

Full-color logo on white/light backgrounds.



PRIMARY LOGO - REVERSE

Approved version for dark backgrounds



ALWAYS USE THE OFFICIAL LOGO FILE PROVIDED.
Do not recreate or download the logo from the internet.

DO:

- Maintain the original proportions
- Give the logo adequate clear space
- Use a version with sufficient contrast
- Keep the logo clearly legible

DON'T:

- Stretch or compress
- Recolor
- Crop
- Rotate
- Add effects or shadows
- Place over a busy image
- Recreate the logo
- Separate or rearrange logo elements

Placement + Prominence

MULTIPLE FUNDERS/SPONSORS

When multiple funders are recognized, Federation should receive visibility comparable to organizations providing a similar or lower level of support.

✓ **CORRECT:** Federation logo approximately comparable to peer funders

**LOGO****LOGO**

X **INCORRECT:** Federation logo dramatically smaller than every other funder

**LOGO****LOGO****WEBSITE**

Federation logo + live link to JewishBoca.org

EVENT SIGNAGE/PROGRAM

Federation included with appropriate partner/funder recognition

EMAIL/NEWSLETTER

Logo or approved acknowledgment in an appropriate location

FEDERATION-FUNDED PROGRAM PAGE

Recognition clearly associated with the supported program