



**Jewish Family Service
of Greater Dallas**

An open door to all in need

**Brand Standards
Updated 2020**

Contents

Introduction	1
Brand Voice	2
Personality Characteristics	3
Visual Identity	
Primary Logo	4
Typography.....	4
White Space & Minimum Size.....	5
Secondary Logos.....	6-8
Incorrect Usage of Logos.....	9
Partner Logos.....	10
JFS Colors.....	11
Photography	
Color.....	12
Black & White.....	13
Collateral Examples	
Stationary.....	14
Email Signatures.....	15
Powerpoint	16
Print.....	17-18

Introduction

Thank you for reviewing our Jewish Family Service Brand Standards.

The pages that follow represent the foundation of our agency's brand. They are intended to provide you with the basic tools and rules to begin using the identity properly.

Our guidelines have been designed to accommodate your need for creativity and flexibility, while fulfilling our desire to have clients, volunteers, donors, staff, funders and other stakeholders see us as one cohesive organization.

We've created a complete set of design guidelines for our brand to ensure this consistency over virtually every point of key audience contact. The core design elements are the visual fundamentals of our brand – our logo, color palette, typography, imagery, and graphics.

But first, let's start with a bit of background and explanation of our mission, vision and brand strategy.

When in doubt, reach out to the marketing team at marketing@jfsdallas.org.

Brand Voice

The Jewish Family Service of Greater Dallas brand standards reflect the personality, appearance and voice of the agency. These standards will offer staff, board of directors, and lay leaders guidance and structure for continuity of our image as well as messaging to use while speaking about Jewish Family Service out in the Community.

Please note this is a living document that will change as necessary.

MISSION

To provide effective, accessible, and comprehensive mental health and social services that promote lifelong self-sufficiency and well-being for the Greater Dallas community.

VISION

Self-sufficiency and well-being for all.

VALUES

- Honor our **Jewish values**
- Improve **community health** one individual at a time
- Offer **wraparound care** to address clients' multiple needs
- Provide **accredited, high-quality services** that are accessible, affordable, and confidential
- **Respect** all stakeholders
- **Nurture** passionate professionals and volunteers who prioritize the clients

BELIEFS

Our services and programs are built upon our core beliefs:

- Any of us might need help from time to time as we navigate life's unexpected crises and challenging transitions.
- An individual's emotional and physical well-being is the foundation for personal self-sufficiency, strong families, and meaningful social relationships.
- Each child's physical, intellectual, and emotional potential can best be realized by growing up in a safe and nurturing environment.
- All adults want to support themselves, meet family needs, and contribute productively to their community.
- Older adults should have the option to remain in their own homes for as long as it is safe to do so.

Brand Voice

PERSONALITY CHARACTERISTICS

The personality qualities and traits that follow are key to our brand's tone of voice and the behavior and actions of all JFS Dallas' staff and Board of Directors. The key to their distinctiveness is in the extent to which they are consistently communicated, embraced by team members, and experienced by clients, volunteers, and donors.

Altruistic

Attentive

Confident

Caring

Collaborative

Committed

Determined

Empathetic

Empowering

Fair

Forward-thinking

Genuine

Innovative

Motivated

Respectful

Reliable

Personal

Positive

Professional

Progressive

Sincere

Supportive

Trustworthy

Warm

Visual Identity

The Jewish Family Service logo is the graphic representation of the agency and the values for which it stands. It identifies us to our community. The JFS logo includes a two tone open door, representing our tagline of being “an open door to all in need” for the greater Dallas area. The JFS logotype is Verdana Bold. The tagline typeface is Minion Pro Italic. The logo with the tagline is preferred, but without is acceptable as well. All other body copy is Myriad Pro. To ensure consistent representation of our brand identity, always use the high-resolution logo for print purposes and web version for online.

PRIMARY LOGO

STACKED WITH TAGLINE



**Jewish Family Service
of Greater Dallas**

An open door to all in need

HORIZONTAL WITH TAGLINE



**Jewish Family Service
of Greater Dallas**

An open door to all in need

TYPOGRAPHY

The below fonts are used on all agency-wide marketing collateral. There is flexibility in using new fonts for event-specific materials, specific advertising or capital campaigns, but should all have a synergy to benefit JFS.

LOGO TYPE ONLY

Verdana Bold logotype

Minion Pro Italic tagline

PRIMARY TYPE

Myriad Pro Regular

Myriad Pro Italic

Myriad Pro Semibold

Myriad Pro Bold

Myriad Pro Bold Italic

MYRIAD PRO REGULAR

MYRIAD PRO ITALIC

MYRIAD PRO SEMIBOLD

MYRIAD PRO BOLD

SECONDARY TYPE

Minion Pro Regular

Minion Pro Italic

Minion Pro Bold

Myriad Pro Condensed

Myriad Pro Semi Condensed

Myriad Pro Semi Condensed

Myriad Pro Bold Condensed

Visual Identity

WHITE SPACE & MINIMUM SIZE



WHITE SPACE

To ensure the prominence and legibility of the logo, always surround it with a field of white space. This space isolates the logo from competing graphic elements such as text, photography and background patterns that may divert or distract attention from the logo.

MINIMUM SIZE

The logo can be used in a wide variety of sizes, but when it is sized too small, legibility is reduced and its impact is diminished. In printed material, the logo should not be reproduced when the logo is smaller than .75" in height.



Visual Identity

SECONDARY LOGOS

TIER 1 – CLIENT SERVICES

Primarily considered income generating for the agency.

All client service departments will use established brand standards seen in Tier 1. The typeface for subheading is Minion Pro Italic and can also be used in a horizontal logo, replacing the agency tagline as well.

What defines client services?

This includes all professional, direct service providers including but not limited to Food Pantry & Emergency Assistance, Family Violence Intervention, Career & Financial Services, Services for Older Adults, Services for Children & Teens, Mental Health Services, Cancer Support Services and Addiction Services.

These instances are to provide flexibility to be used on program specific flyers, newsletters and collateral for individual service area and is not required if primary logo is used.



**Jewish Family Service
of Greater Dallas**
Food Pantry & Emergency Assistance



**Jewish Family Service
of Greater Dallas**
Family Violence Intervention



**Jewish Family Service
of Greater Dallas**
Services for Older Adults



**Jewish Family Service
of Greater Dallas**
Career & Financial Services



**Jewish Family Service
of Greater Dallas**
Mental Health Services



**Jewish Family Service
of Greater Dallas**
Services for Children & Teens



**Jewish Family Service
of Greater Dallas**
Addiction Services



**Jewish Family Service
of Greater Dallas**
Cancer Support Services



**Jewish Family Service
of Greater Dallas**
Special Needs Partnership

Visual Identity

SECONDARY LOGOS

TIER 2 - COMMUNITY PROGRAMS

Primarily considered a free, public service or promoting a community service program.

All community facing programs will use brand standards seen in Tier 2. The program logo should fall within established brand typefaces – Myriad Pro and Minion Pro. If a descriptor is present (ex: PERK), it should be in Minion Pro Italic, replacing the agency tagline.

If the individual program logo includes a logomark, such as a heart or star of David, it always precedes the logotype.

If an individual program logo does not already exist, the new program logo and logomark should be created in a complimentary style and typeface to the JFS logo.

What defines community programs?

This includes community outreach and educational initiatives (ex: Inclusion Experience, Food Pantry Experience), community groups (ex: PERK, PLAN, Roseland Counseling Center) and individual awareness initiatives (ex: Priya, Friends of the Rabbi).

These instances are to provide flexibility to be used on outreach flyers, newsletters and collateral for individual community programs and is not required if primary logo is used.

PLAN

People Living Active Now



A program of
Jewish Family Service
of Greater Dallas

STACKED VERSION

HORIZONTAL VERSION



Jewish Family Service
of Greater Dallas

An open door to all in need

PLAN

People Living Active Now

STACKED VERSION

**ROSELAND
COUNSELING CENTER**



A program of
Jewish Family Service
of Greater Dallas

HORIZONTAL VERSION



Jewish Family Service
of Greater Dallas

An open door to all in need

**ROSELAND
COUNSELING CENTER**

Visual Identity

SECONDARY LOGOS

TIER 3- EVENT BRANDS

Primarily considered a fundraising event or campaign.

Event brands exist for long-time, recurring events benefiting Jewish Family Service of Greater Dallas.

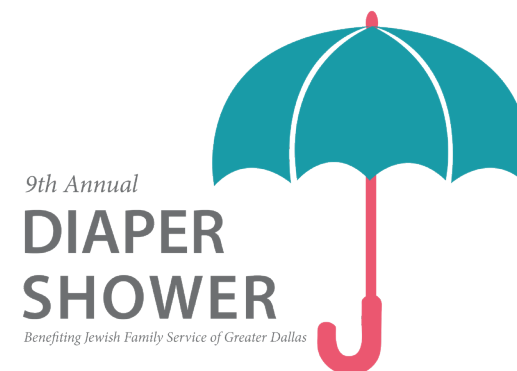
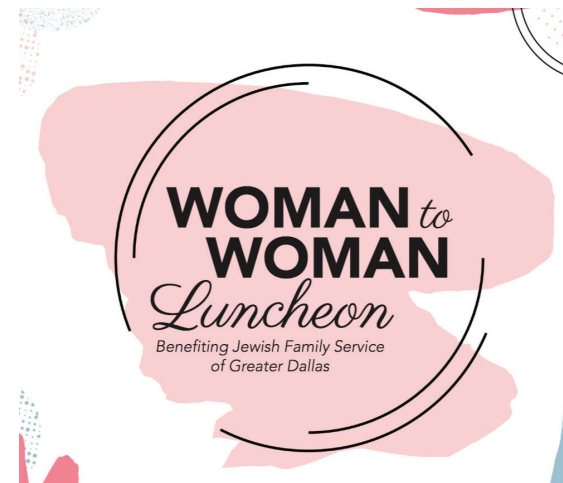
Event brands may differ from the established JFS logo guidelines and brand colors. Event logos reflect the style of the event while creating a consistent but recognizable brand.

The event brand logo should always include the text “Benefiting Jewish Family Service” or “Benefiting Jewish Family Service of Greater Dallas”

What defines event brands?

All brands that represent a fundraising, initiative, or campaign for the agency. This includes Diaper Shower, Annual Campaign, Woman to Woman Luncheon, Just For Show Fundraiser, SNP Honors.

These instances are to provide an identity that represents the event itself but should always be coupled with the primary Jewish Family Service logo and all necessary partner logos on collateral.



Visual Identity

INCORRECT USAGE OF LOGOS

Incorrect use of the logo can compromise its integrity and effectiveness. Shown here is a small and by no means comprehensive sample of possible misuses. To ensure accurate and consistent reproduction of the logo, always use the approved digital artwork. Never alter, add to or re-create the logo.

1. Don't alter the colors
2. Don't apply the full-color logo to a background that would compromise its legibility
3. Don't stretch the logo
4. Don't rearrange the logo elements
5. Don't alter the typeface of the logo
6. Don't apply a drop shadow to the logo

**Jewish Family Service
of Greater Dallas**

An open door to all in need



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of Greater Dallas**

An open door to all in need



**Jewish Family Service
of Greater Dallas**

An open door to all in need



**Jewish Family Service
of Greater Dallas**

An open door to all in need



*Jewish Family Service
of Greater Dallas*

An open door to all in need



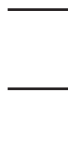
Partner Logos

Because Jewish Family Service of Greater Dallas is funded by the United Way of Metropolitan Dallas, The Jewish Federation of Greater Dallas and The Claims Conference, these logos must be included on ALL marketing materials (print, online, email). In addition, JFS is accredited by the Council on Accreditation (COA) and a member agency of the National Jewish Human Service Agencies (NJHSA) so these logos must be present on materials as well.

All partner logos must be 50% smaller than the JFS logo and can be in color or at gray scaled depending on needs and background. Other logos from grants and fund holders may be added when deemed appropriate by Senior Leadership.



**Jewish Family Service
of Greater Dallas**
An open door to all in need



50% SIZE OF JFS LOGO



JFS Colors

PRIMARY COLORS

Color provides a strong visual link to our brand identity across a wide range of applications. Gold and Black serve as our brand's primary colors and the rest of the colors are a secondary palette for variations in agency-wide marketing collateral, presentations and other materials.

Please refer to the color blocks on this page for print and online applications. Any screen or transparency of these colors is permitted.

For 4-color process printing, refer to the CMYK values. CMYK values provided can be used on both coated and uncoated paper when printing. For on-screen applications (digital, social, video, broadcast), refer to the RGB video values specified. Although variations in color will occur, try to match the colors as closely as possible.



JFS Gold
PMS 124
C0 M27 Y100 K6
R238 G178 B16
Hex #EEB210



Black
C0 M0 Y0 K100
R35 G31 B32
Hex #231F20



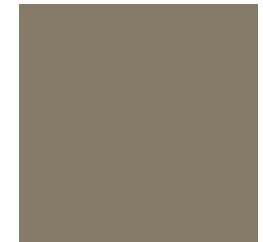
Blue
C59 M35 Y16 K17
R97 G127 B156
Hex #617F9C



Blue Gray
C52 M35 Y35 K0
R133 G149 B155
Hex #85959B



Red
C24 M86 Y83 K12
R174 G66 B55
Hex #AE4237



Brown
C46 M44 Y58 K12
R135 G123 B105
Hex #877B69



Sage Green
C38 M11 Y75 K12
R150 G171 B92
Hex #96AB5C



Burnt Orange
C10 M65 Y98 K21
R182 G96 B31
Hex #B6601F



Lilac
C39 M45 Y19 K0
R160 G141 B168
Hex #A0DA8

Photography



Imagery depicting clients, volunteers, staff, and donors should directly communicate the care and expertise embodied of the agency. Choose images that reflect and relate diversity in race, ethnicity, religion, and socioeconomic status. Refrain from using thumbs up and white isolated backgrounds as they don't feel authentic. Black/white and color photos can be creatively balanced in materials. We hold clients and volunteers to the upmost respect, and only use photos with expressed verbal and written permission (including the parents of minors).

DEPTH OF FIELD

By composing images that consist of a main subject that is a focus while secondary elements in the frame are blurred, a depth of field is created. Photos in this category should appear unrehearsed, like a real moment in time. Try and have subjects looking off camera for a more natural, organic feel.

LITERAL

Literal photography should be composed in a simple manner. A shallow depth of field, lighting in context and natural colors are all elements that create an authentic tone. Imagery should convey a sense of optimism, without looking contrived. When appropriate, we will use candid pictures from JFS sponsored events.



Photography

BLACK AND WHITE

As an alternative option for imagery or to send a slightly more serious, thoughtful tone we often use black and white photography. Be sure to use similar style images and edit the contrast if the pictures appear to be too dark.



Collateral Examples



Jewish Family Service of Greater Dallas

An open door to all in need

Officers

Julie Liberman
President

Eric Goldberg
President-Elect

Julie Gothard
Vice President

Robert Gross, MD
Vice President

Weezie Margolis
Vice President

Steven Berger
Treasurer

Lindsay Stengle
Secretary

Members

Rachel Biblo-Block

Brenda Bliss

Jonathan Blum

Rebecca Buell

Dabney Carlson

Sandy Donsky

Madelyn Eisenberg

Allison Elko

Cory Feldman

Mike Friedman

Linda Garner*

Beverly Goldman

David M. Jacobs

Gary Kahn

Andrew Kaufman

Kathryn Koshkin

Michelle Kravitz, MD

Diane Laner

Seth Margolies

Nicole Post

Staci Rubin

Betty Spomer

Lydia Varela

Richard Wasserman, MD

Laura Weinstein

Ethel Zale**

Lisa Zale

***Lifetime Trustee*

Immediate Past Presidents

Michael Kaufman

Randy Colen

Cheryl Halpern

Cathy Barker
Chief Executive Officer



5402 Arapaho Road, Dallas, TX 75248 | 972.437.9950 | www.JFSDallas.org



Jewish Family Service

The Edna Zale Building

5402 Arapaho Road Dallas, Texas 75248



Jewish Family Service

Steven Brown, CPA

Chief Financial Officer

sbrown@jfsdallas.org

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Office 972.437.9950

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Jewish Family Service

Alita Andrews, LPC, MPH

Clinician

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Office 972.437.9950

Direct 469.607.7509

Fax 972.437.1988

STATIONARY

These samples show how the basic elements of the Jewish Family Service visual system can be applied to stationary including business cards, letterhead, and envelopes. The logotype is consistently Verdana and we use Minion Pro on standard business stationary.

Email Signatures

First Name Last Name, Credentials

Title Here

Jewish Family Service of Greater Dallas

P: 972.437.9950 | F: 972.437.1988

Website | Map | Facebook | LinkedIn



**Jewish Family Service
of Greater Dallas**

CONFIDENTIAL: The enclosed material is intended only for the recipient named above and, unless otherwise expressly indicated, is confidential and privileged information. Any dissemination, distribution, or copying of the enclosed material other than as intended, is prohibited.

If you need assistance updating your email signature, please contact the Marketing Department at marketing@jfsdallas.org.

EMAIL SIGNATURES

Staff email signatures should be consistent across the agency. This includes name in Arial Bold, title in Arial Regular, Jewish Family Service of Greater Dallas in Arial italic, and include direct phone line (and/or extension), fax number, and hyperlinks to our Website, Map, Facebook, and LinkedIn in that order. It should also include the JFS logo (without tagline so it is legible at this size), and the confidential information that is noted. This establishes JFS staff as clear, united, professionals to all external stakeholders.

Other information may be included below the confidential line. Examples include personal office hours, Job Resource Center hours, and/or quotes that positively express the brand's characteristics. If it is not appropriate, staff will be asked to remove it.

Exceptions are made only for programs that fit in the second tier of visual identity logos, but must be approved by Marketing Department.

Collateral Examples

Jewish Family Service of Greater Dallas



Client Outcomes

92%

*Child Mental Health Services
clients showed improvement
after treatment.*

95%

*Food Pantry clients
reported eating at least 2
meals per day and prevented
hunger.*

67%

*Career and Financial Services
clients were able to secure a job
within 6 months.*



Stay Connected

There are three ways for you to learn about current open shifts:

1. Visit JFSDallas.VolunteerHub.com to view a calendar of events.
2. Opt-in at the end of today's Orientation to receive emails every other week with a list of agency wide openings.
3. Join our volunteer Facebook group: Volunteers at Jewish Family Service, Dallas.



POWERPOINT

These PowerPoint samples show the visual consistency that is necessary for all agency related presentations. We use the same template with a simple design for easy replication. Primary color is JFS Gold and fonts should be in the Myriad Pro family. Logo should be present in lower right hand corner on all slides with text. Photos and graphics should be high resolution and cropped appropriately to allow viewer to read text easily.

Collateral Examples



Our Beliefs

For more than 65 years, Jewish Family Service has been an open door to all in need regardless of religion, race, ethnicity, age or ability to pay. Our services and programs are built upon our core beliefs:

- Any of us might need help from time to time as we navigate life's unexpected crises and challenging transitions.
- An individual's emotional and physical well-being is the foundation for personal self-sufficiency, strong families, and meaningful social relationships.
- Each child's physical, intellectual, and emotional potential can best be realized by growing up in a safe and nurturing environment.
- All adults want to support themselves, meet family needs, and contribute productively to their community.
- Older adults should have the option to remain in their own homes for as long as it is safe to do so.

Accolades

2019

- Received Platinum Seal of Transparency on GuideStar
- Received a 7th consecutive 4-star rating from Charity Navigator, indicating that the agency outperforms most other charities in America. (Only 6% of all charities evaluated nationally have achieved this distinction.)

2018

- "PLAN @ 1121 Rock" became the first accredited Clubhouse in Dallas through Clubhouse International
- Honoree of the Year, Junior League of Collin County

2017

- Recognized by Dallas Volunteer Organizations Aiding in Disaster - VOAD - for Chaplaincy services and emotional support to Hurricane Harvey evacuees in the Dallas shelters

2015

- Recognized by the Centers for Disease Control for providing emotional support service during the Ebola Outbreak
- Partner Agency of the Year, North Texas Food Bank

"We doubt the services I received at JFS Dallas changed my life for the better. Thank you to my case manager and counselor for everything you've done for me and my family."

-JFS Client



Jewish Family Service of Greater Dallas

An open door to all in need

5402 Arapaho Road, Dallas, TX 75248
www.jfsdallas.org | 972.437.9950

Our Mission



OUR MISSION

To provide professional, effective and affordable mental health and social services that promote lifelong self-sufficiency and well-being for anyone in need.

OUR COMMITMENT

When people turn to us for help, they can rely on trained professionals with the education, expertise, experience, and heart to make a positive difference in an atmosphere of respect and confidentiality.

Up to 13,000

Individuals and families served annually including children, at-risk teens, young adults, veterans, those with special needs, substance abuse, mental illness, or chronic medical and disabling conditions.

ALL SERVICES ARE AVAILABLE ON A SLIDING SCALE FEE AND FOR AS LONG AS NEEDED.

92%	95%
Child Mental Health Services clients showed improvement after treatment.	Food Pantry clients reported eating at least 2 meals per day and improved hunger.
67%	100%
Career and Financial Services clients were able to secure a job within 6 months.	Family Violence clients created a safety plan for greater physical and psychological safety.
87%	83%
Older Adult Services clients remained independent and living in their own homes.	Adult Mental Health Services clients achieved 2 out of 3 treatment goals.

Our Services

Individual & Family Counseling
Family Violence Intervention
Diagnostic Assessment & Play Therapy
Services and Programs for those with Special Needs
At-Risk Youth Intervention
Addiction Counseling
Holocaust Survivor Support
Employment Services & Financial Coaching
Food Pantry & Emergency Assistance
Services for Older Adults & those with Disabilities
PLAN @ 1121 Rock Clubhouse
Chaplaincy
Special Needs Partnership
Papa Jewish Reproduction Fund
Support Groups
Volunteer Services

FOR A COMPLETE LISTING OF SERVICES, VISIT WWW.JFSALLAS.ORG OR CALL (972) 437-9950

JEWISH FAMILY SERVICE

An Open Door to All in Need

Our mission is to provide professional, effective and affordable mental health and social services that promote lifelong self-sufficiency and well-being for anyone in need. Jewish Family Service is an open door to those in need regardless of religion, race, ethnicity, or ability to pay.



5402 Arapaho Road | Dallas, TX 75248
www.jfsdallas.org | 972.437.9950

CAREER & FINANCIAL SERVICES

Expert Career Coaches at Jewish Family Service can help set your path to achieve Career and Financial Success

Gain the focus, tools and self-confidence you need to reach your goals.

READY

Individualized Guidance, Tools & Knowledge

One-on-one, expert coaching provides you with the right knowledge, tools and guidance so you will be ready for the next steps to your future.

- Job Search Assessments & Skills Enhancements
- Achievable Career & Financial Success Goals
- Sound, Individualized Career & Financial Security Plans
- Tailored, Effective Resume and Interviewing Strategies

SET

Up-to-date Training & Education Classes

Free, confidence-building training classes on software, job search and career & financial empowerment help to set you on your path to success.

- Search Skills Seminars & Workshops
- Monthly, Up-to-Date LinkedIn Workshops
- Career & Financial Success Seminars & Workshops
- Microsoft Office Software Training for Job Seekers

ACHIEVE

Opportunities & Ongoing Support


Coaches are here to assist you now and in the future to provide resources that support you to achieve your career and financial goals.

- Verified, online job opportunities
- Expert Coach-led Weekly Networking Groups
- Career Fairs with Dallas Ft. Worth Employers
- Ongoing Career & Financial Success Coaching Sessions

Turn the page to learn more.
Call 972-437-9950 to reserve your place at our Orientation & Workshops and begin benefitting from the Career and Financial Services program services.

JEWISH FAMILY SERVICE

Low to Moderate Income Statistics



PROGRAM	% CLIENTS AT LMI INCOME
Food Pantry	100%
Older Adults	96%
Family Violence	84%
Mental Health	77%
Financial Coaching	71%
Employment	72%

Services are available on a sliding scale fee, sometimes as low as \$0.

www.jfsdallas.org | 972.437.9950 4

READY

Career and Financial Coaching

- Every step of the way, expert, caring Coaches are ready to guide you to bring your future into focus and assist you in improving your career and financial outlook.
- One-on-one, confidential coaching brings you understanding and know-how to assist you to in building on your strengths, and advancing your plans and prospects.

Veterans Services

- Services for veterans and/or family members provide the enhanced potential for employment success.
- Coaches provide coaching, mentoring, tools, networking opportunities & Veteran Benefit program referrals.

SET

Training and Education for Job Seekers

- Up-to-date seminars, workshops and training classes are designed to help set you up for success.
- Our confidence-building Microsoft, Excel, Word, PowerPoint and LinkedIn classes can improve your employability.

Additional seminars and workshops are provided to help fortify your effectiveness, and include topics such as: Branding, Easy Networking, Wage Clarification and Negotiations, Interviewing & Resume Effectiveness and Removing Credit-Related Barriers.

ACHIEVE

Opportunities & Ongoing Support

- Ongoing professional guidance and tools ensure you have the support you need, when you need it, to achieve your goals.
- Weekly employment, networking groups connect you to resources and expertise in a comfortable setting.
- Our Career Fairs and online, verified job leads enable you to connect with more potential employers.

Call 972-437-9950 to reserve your place at our Orientation and Workshops to learn more.

Jewish Family Service of Greater Dallas is a non-profit mental health and social services agency that impacts over 13,000 lives a year. For more than 65 years, JFS has maintained a reputation through our diverse expertise of care, reliability, and compassion in the ability to provide professional, effective and affordable mental health and social services that promote lifelong self-sufficiency and well-being for anyone in need.

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PRINT PRIMARY

These samples represent standard JFS collateral. All annual campaign and program specific pieces should compliment the overall brand. The Primary colors are JFS Gold and Black and fonts should be in the Myriad Pro family.

