

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