

JBBBS.ORG

Visual Brand Language

VISUAL BRAND TRANSLATION

What does the new JBBBS brand tone look like?

VISUAL TONE:

- Clean look evoking the “it” factor
- Great balance of white space
- Appropriate use of ‘choose your path’ concept
- Modern+simple user experience
- Clear messaging + structure of brand
- Balance between design + content

VISUAL BRAND LANGUAGE

What is the new JBBBS look and feel?

BRAND TYPOGRAPHY

Headline

Choose Your Path.

font face: Impact Regular
font size: 32 pt
tracking : 28

Subhead

Build your skills.

font face: Impact Regular
font size: 17 pt
tracking : 30

Body Copy

Attended JBBBS social events – Became a Friend 2 Friend
volunteer – Appointed to Friend 2 Friend Steering
Committee – Emerged a leader and influencer.

font face: Garamond Bold
font size: 11 pt
tracking : 25
leading: 17

BRAND LOGO



Jewish Big Brothers ⬠ Big Sisters

OF GREATER BOSTON



Jewish Big Brothers ⬠ Big Sisters

OF GREATER BOSTON



BRAND COLORS

primary — secondary — accents

R:00
G:51
B:102



C: 100%
M: 87%
Y: 33%
K: 23%

R:102
G:153
B:204



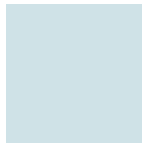
C: 61%
M: 31%
Y: 3%
K: 0%

R:153
G:204
B:204



C: 40%
M: 5%
Y: 20%
K: 0%

R:204
G:204
B:204



C: 19%
M: 15%
Y: 16%
K: 0%

R:51
G:205
B:153



C: 67%
M: 0%
Y: 55%
K: 0%

R:255
G:204
B:00



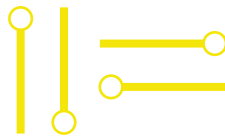
C: 0%
M: 19%
Y: 100%
K: 0%

R:153
G:51
B:51



C: 27%
M: 90%
Y: 81%
K: 22%

BRAND IMAGERY



Choose Your Path.