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BRAND COLORS

**PRIMARY COLORS (Logo)**

- **Dark Blue**
  - Hex: #26489f
  - CMYK: 96,84,0,0
  - Pantone: 661

- **Red**
  - Hex: #e7283e
  - CMYK: 3,96,79,0
  - Pantone: 192

- **Orange**
  - Hex: #f5821f
  - CMYK: 0,60,100,0
  - Pantone: 151

- **White**
  - Hex: #ffffff
  - CMYK: 0,0,0,0
  - Pantone: Not specified

**ACCENT COLORS**

- **Medium Blue**
  - Hex: #0071b4
  - CMYK: 100,41,0,10
  - Pantone: Not specified

- **Light Blue**
  - Hex: #6abdea
  - CMYK: 53,9,0,0
  - Pantone: Not specified

- **Light Gray**
  - Hex: #c2c1c0
  - CMYK: 24,19,20,0
  - Pantone: Not specified
MASTER LOGOS

Two orientations of the master logo are available in order to accommodate space and usage needs. Whenever possible, the horizontal logo format should be used. When space is limited or constrained, the vertical logo or badge may be used. The text on the ring can vary as needed between tagline, dates, URL, and hashtag.
TEAM ATLANTA LOGO

This is a modified version of the Master Logo for Team Atlanta projects.
Whenever possible, the full logo format should be used.
When space is limited or constrained, the small text below ATLANTA can be dropped, or just the Flame A with the word “TEAM” may be used as a stand-alone mark.

![Team Atlanta Logo Variations](image-url)
PRIMARY FONT

The primary font for use in JCC Maccabi Games® Atlanta collateral is Visby CF. This font was selected for its clean, modern geometry and wide selection of weights. This typeface should be used for all paragraph style copy and as a supporting font for headlines and call-out text.

Typeface A

**VISBY CF**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( )
SECONDARY FONTS

The secondary fonts for use in JCC Maccabi Games® Atlanta collateral are Veneer and Northwest. These fonts were chosen for their bold, distinct look and feature uppercase only letters. They should be used for headlines, taglines, and featured or highlighted text.

The “Veneer Extras” family features a star shape (Y key) that can be used as a decorative accent throughout all design materials.

Typeface B

**VENEER (+ VENEER EXTRAS)**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z ★
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( )

Typeface C

**NORTHWEST**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( )
PHOTOGRAPHY TREATMENT

Photography must be high quality, high contrast, and rendered in a brand color duotone or grayscale mode. Color block overlays may also be used on top of the photos using the photoshop “Multiply” filter. Images of athletes should be close-up, clear in focus, and displayed against a white or solid color background whenever possible. Subtle duotone images may also be used as backgrounds as long as the visual weight is secondary to the featured image or text.
ICONS & ACCENT GRAPHICS

Icons and line art may be used for design accents and informational graphics. Iconography should be simple and rendered in a flat vector art style.
COLOR BLOCKING & GRADIENT DOTS

Color blocking should be used to highlight key elements, separate content areas, and add visual interest. Gradient dots may be used as decorative accents and should bleed off the edge of the design.
CONTACT INFO

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