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1. Show the Federation Love (Branding Basics)

Logo Usage

- Official Federation logo (can be found in the toolkit above) and linked to: jewishatlanta.org

2. The Right Words Matter (Required Language)

Include the following (or approved variation):

"This program is supported by Jewish Federation of Greater Atlanta."

If funded by a specific initiative, include initiative name

3. Registration Page Must-Haves

When partner is hosting registration:

Page Must Include:

- Federation logo & acknowledgment language (see above)
- Contact email for event questions

4. Let's Promote It Together!

Before Launch:

- Launch date
- Promotional timeline
- Key messages
- Graphics (if co-branded)
- Social media copy

During Promotion:

- Tag @jewishatl on social posts
- Provide sample email copy
- Share digital flyers
- Coordinate any press outreach

5. Quick Approval Check

Any materials that include Federation branding need approval before:

- Registration pages go live
- Emails are sent
- Social graphics are posted
- Printed materials are produced

We're Here to Help!

For approvals, assets, or questions:

Melissa Rosenbaum,
[**mrosenbaum@jewishatlanta.org**](mailto:mrosenbaum@jewishatlanta.org)

We're excited to collaborate and help
make your program a success.

Let's make it amazing!

