

# PEOPLE'S HEALTH SOLUTIONS

JEWISH FAMILY SERVICES SAN DIEGO STUDY  
BRANDING GUIDELINES

JULY 26, 2023



CMYK 66 51 10  
RGB 99 122 185  
HEX #6379B9

CMYK 7 41 83 0  
RGB 234 161 70  
HEX #EAA146

CMYK 50 7 10 0  
RGB 121 193 217  
HEX #79C1D9

CMYK 12 75 84 2  
RGB 213 97 61  
HEX #D5613D

CMYK 41 9 73 0  
RGB 161 192 111  
HEX #A1C06F

CMYK 84 47 26 4  
RGB 44 116 151  
HEX #2C7497

HEADERS  
Mosk Bold

# Jewish Identity

There are approximately 56,200 Jewish households in the San Diego Jewish community, according to Pew Research Center estimates. These households include 134,100 individuals, of whom 100,700 are Jewish. The Jewish population comprises 3.1% of San Diego County, and Jewish householders make up 4.6% of the households of San Diego County.

SUBHEADERS  
Interstate Compressed Regular

## THEME 1: WHO IS A JEW?

Pew Research Center defines a Jewish household as households that include at least one Jewish adult. Jewish adults include those who consider themselves Jewish by religion or Jewish aside from religion. Non-Jewish adults include those who had a Jewish parent or were raised Jewish, along with those who have no Jewish background or affinity. Children are in turn classified based on whether their parents consider them to be Jewish.



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