

# JEWISH FOR GOOD BRAND IDENTITY STANDARDS GUIDE

ISSUED JULY, 2020

# A NEW BRAND IDENTITY

Jewish for Good is a community organization founded on Jewish values and an ambitious goal to do good and spread good both locally and abroad. Our new brand tells that story.

## **THIS IS A BRAND BOOK TO GUIDE YOU, NOT LIMIT YOU.**

This document is intended as a guide, however not all circumstances can be considered. Common sense is required and should be used where appropriate. If it feels right for Jewish for Good, it most likely is.

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# OUR BRAND



OUR BRAND

BRAND VISION AND PURPOSE

G  
VISION  
MISSION  
D

**VISION**

To be the catalyst that inspires our community to live the Jewish lives they desire for generations to come.

**MISSION**

We serve as a vibrant hub where everyone belongs, nourishing the roots of local Jewish life. We provide engaging opportunities, that deepen Jewish connections, knowledge, and relations to Israel; services for **HELPING** those in need; programs that foster healthy **LIVING**; and pathways for charitable **GIVING**.

## OUR BRAND

# OUR CORE SERVICES



## GIVING

Our Giving for Good activities are committed to empowering donors and advocating for charitable giving that helps individuals, families and community organizations.

## LIVING

Our Living for Good wellness services inspire people, families and communities live the healthier and happier lives they choose.

## HELPING

Our Helping for Good social services support individuals and families facing life's challenges and democratize healthy living by creating ways for the underserved to get access to what they need.

OUR BRAND

BRAND VOICE

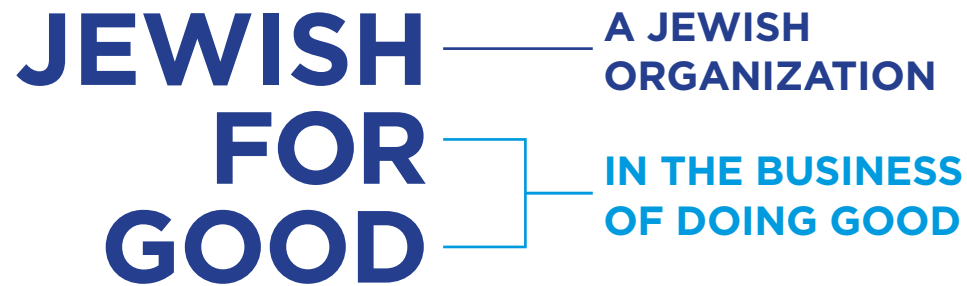
Jewish for Good speaks with a clear and consistent voice: Human. Open. Connected. Optimistic. Fun. Authentic. Serious, but never heavy handed. Jewish for Good is celebration of individuality and a catalyst for collaboration, and we speak as leaders, partners and pioneers for good in our community and the world.



# VISUAL IDENTITY

## VISUAL IDENTITY

# BRAND LOGO



## THE WORDMARK: IT'S WHAT WE DO.

Jewish for Good is a modern, accessible community that goes beyond to do good, together.

## THE MARK: ROOTED IN MEANING.

Our organization focuses on three core service areas. Each part of our Jewish star mark represents one of those areas.

## VISUAL IDENTITY

# BRAND LOGO: HOW IT LIVES

In its primary form, the Jewish for Good logo must always remain three colors and placed over a white background. In this way, it lives in its purest form and most effectively maintains its visual integrity and brand recognition.

When that approach is not feasible, the wordmark can be white over a colored background or image.



PRIMARY: COLOR ON WHITE



SECONDARY: REVERSE ON COLOR



TERTIARY: REVERSE ON TINTED PHOTO

## VISUAL IDENTITY

# LOGO: CLEAR SPACE

Liberal use of white space within and around design elements including type, images and logos, and text legibility are hallmarks of the Jewish for Good visual identity.

*Design notes:*

- *To ensure legibility, the logo must not be cluttered with competing elements. This is achieved by surrounding the logo with clear space that is kept free of any type or graphics.*
- *The space is defined by with width of the letters Jewish for Good from the wordmark.*
- *To ensure legibility at small sizes, the Jewish for Good Logo should never be used at a size smaller than .75" wide.*



## VISUAL IDENTITY

# LOGO: ONE COLOR

In situations where the logo must be reproduced in one color, the one color logo must be used with the following conventions: White type and mark on a dark colored background, dark type and mark on a white background.



PRIMARY: COLOR ON WHITE



SECONDARY: REVERSE ON COLOR



TERTIARY: REVERSE ON TINTED PHOTO



# VISUAL IDENTITY

## LOGO: BIG STAR

Our Big Star logo has a few exceptions to the Brand Logo rules. This logo takes on a different set of parameters for workmark placement and scale between the mark and the wordmark. Our Big Star logo flips the emphasis from word mark to star for graphic applications.



PRIMARY: COLOR ON WHITE



SECONDARY: REVERSE ON COLOR



TERTIARY: REVERSE ON TINTED PHOTO

## VISUAL IDENTITY

# LOGO: LOCATION TAG

The location tag indicates the physical building where most Jewish for Good activities take place. The logo with location tag should be used whenever the physical location needs to be part of the content.



PRIMARY: COLOR ON WHITE



SECONDARY: REVERSE ON COLOR



TERTIARY: REVERSE ON TINTED PHOTO

## VISUAL IDENTITY

# LOGO: REGION TAG

The region tag indicates the counties where Jewish for Good serves. The logo with region tag should be used whenever the counties need to be part of the content. Our Big Star logo flips the emphasis from word mark to star for graphic applications.



PRIMARY: COLOR ON WHITE



SECONDARY: REVERSE ON COLOR



TERTIARY: REVERSE ON TINTED PHOTO

# VISUAL IDENTITY

## LOGO: FOCUS TAG

The focuses tag represents Jewish for Good’s three core focus areas. The logo with focus tag should be used whenever the focus areas need to be included in the content.



PRIMARY: COLOR ON WHITE



SECONDARY: REVERSE ON COLOR



TERTIARY: REVERSE ON TINTED PHOTO

## VISUAL IDENTITY

# PROGRAM LOCK-UP

The program lock-up is restricted to specific programs that are presented with their own visual branding. The program lock-up should always appear in conjunction with the specific program branding.



PRIMARY: COLOR ON WHITE



SECONDARY: REVERSE ON COLOR



TERTIARY: REVERSE ON TINTED PHOTO

## VISUAL IDENTITY

# LOGO DO'S AND DON'TS



ON LIGHT IMAGES



ON DARK IMAGES



ON COLORS

DON'T SPLIT ELEMENTS



DON'T USE OTHER FONTS



DON'T SKEW



DON'T USE OTHER COLORS



VISUAL IDENTITY

# OUR COLOR STORY

The Jewish for Good color palette includes three core shades of blue. Each shade corresponds with one of Jewish for Good’s focus areas, adding depth, richness and meaning to our brand color story.



## VISUAL IDENTITY

# COLOR PALETTE

### PRIMARY



#### GIVING/CELESTE

PMS 630

C 50 M 6 Y 12 K 0

R 119 G 197 B 213

HEX 77C5D5



#### LIVING/CERULEAN

PMS 299

C 100 M 15 Y 0 K 0

R 0 G 163 B 224

HEX 00A3E0



#### HELPING/ULTRAMARINE

PMS 287

C 100 M 90 Y 10 K 0

R 0 G 48 B 135

HEX 003087

### SECONDARY



#### DARK GRAY

PMS BLACK 80%

C 80 M 0 Y 0 K 0

R 20 G 20 B 20

HEX 333333



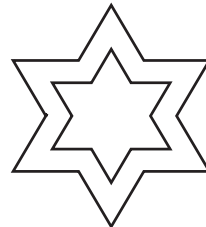
#### LIGHT GRAY

PMS BLACK 20%

C 20 M 0 Y 0 K 0

R 20 G 20 B 20

HEX 333333



#### WHITE

C 0 M 0 Y 0 K 0

R 255 G 255 B 255

HEX FFFFFFFF



#### ORANGE

PMS 164

C 0 M 59 Y 81 K 0

R 255 G 127 B 65

HEX FF7F41



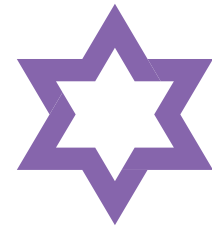
#### LEAF

PMS 339

C 79 M 0 Y 60 K 0

R 0 G 179 B 136

HEX 00B388



#### VIOLET

PMS 265

C 54 M 67 Y 0 K 0

R 144 G 99 B 205

HEX 9063CD



## VISUAL IDENTITY

# TYPOGRAPHY: PRINT

Gotham Bold

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**HELLO.**

Gotham Black

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**WE ARE JEWISH FOR GOOD.**

Gotham Book

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in

Gotham Bold

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**Learn More →**

## VISUAL IDENTITY

# TYPOGRAPHY: WEB

Montserrat ExtraBold

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**HELLO.**

Montserrat Black

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**WE ARE JEWISH FOR GOOD.**

Montserrat Regular

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Montserrat Bold

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**Learn More →**

# APPLICATIONS

## APPLICATIONS

# PRINT: CHALLAH LABEL

This is an example of connecting the Jewish for Good brand to activities within the Levin JCC.

*Design notes:*

- *Title in Living/Cerulean Blue*
- *Big star logo variation for graphic impact*
- *All text is easily legible*
- *Liberal use of white space*



## APPLICATIONS

# PRINT: BUSINESS CARDS

This is an example of Jewish for Good collateral.

*Design notes:*

- *Primary color is Helping/Ultramarine*
- *Star in reverse used as graphic for back of card*
- *Preferred right alignment of logo*
- *URL in same weight and color as wordmark*
- *All text is easily legible*
- *Liberal use of white space*



## APPLICATIONS

# PRINT: WEARABLES

This is an example of Jewish for Good branded merchandise.

*Design notes:*

- *Substrate color is Helping/Ultramarine*
- *Big Star logo with Location Tag*





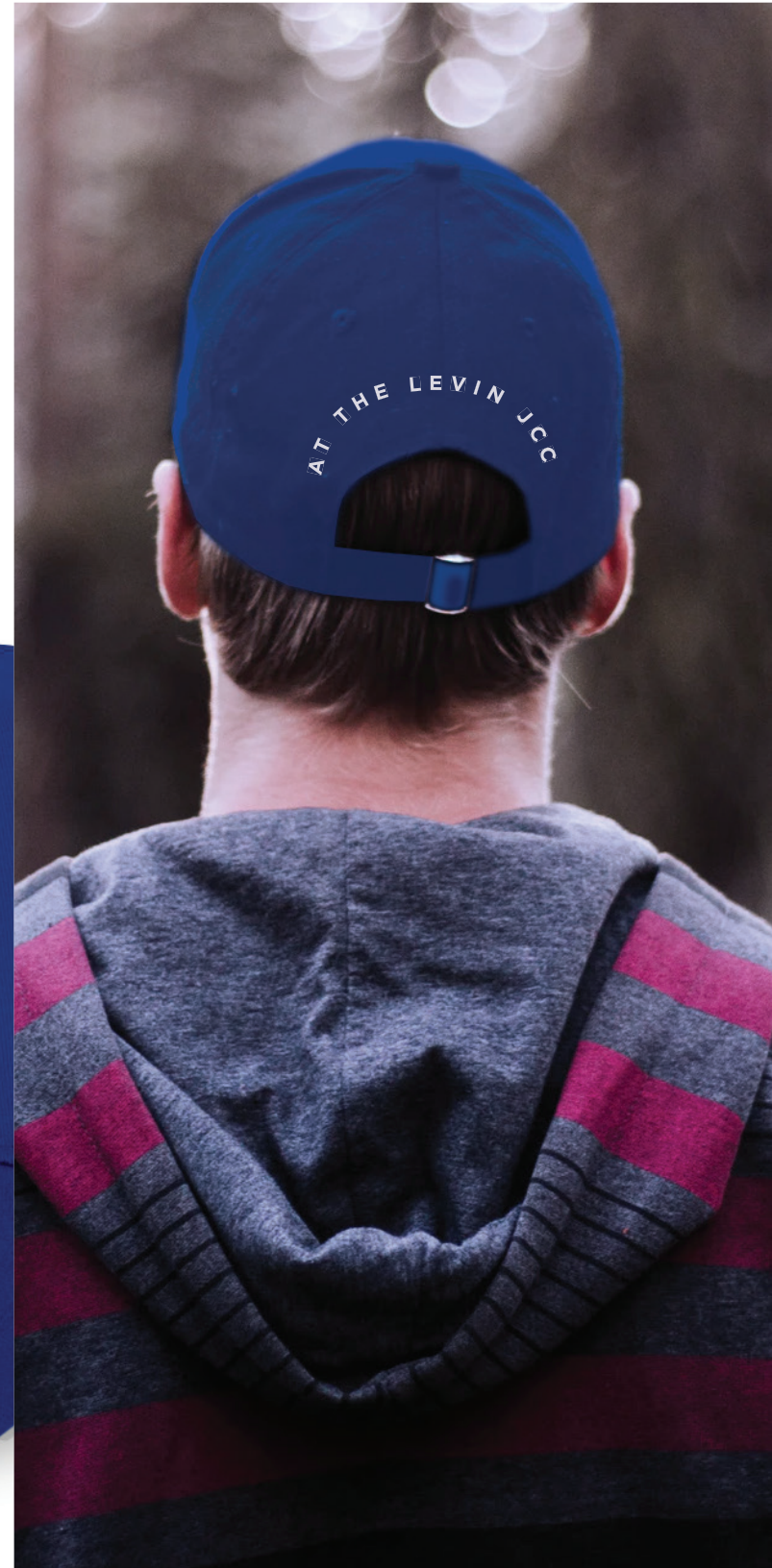
## APPLICATIONS

# PRINT: WEARABLES

This is an example of Jewish for Good branded merchandise.

*Design notes:*

- *Substrate color is Helping/ Ultramarine*
- *One color logo used for embroidery*
- *Location tag used in a graphical treatment on reverse*



## APPLICATIONS

# PRINT: PROMOTIONAL ITEMS

This is an example of Jewish for Good branded merchandise.

*Design notes:*

- *Preferred right alignment of wordmark*
- *Star separated from logo mark for graphic effect*
- *Star mark wraps around bag so the other half is visible on the other side*
- *Design could be applied to other promotional items. E.G. coffee cups, notebooks, etc*





## APPLICATIONS

# PRINT: FLYERS

This is an example of connecting the Jewish for Good brand to a program.

*Design notes:*

- Brand colors used in graphics
- Brought to you by... message in footer
- Program logo used



## 2020 JEWISH FILM FESTIVAL

Featuring Films About Israel, Judaism, and Jewish Culture & Traditions



### 93QUEEN

**MARCH 6TH, 7PM**

Set in the Hasidic enclave of Borough Park, Brooklyn, women are banned from the largest volunteer ambulance corps in the world. Rachel "Ruchie" Freier and fellow like-minded Hasidic women risk their reputations and the futures of their children by shaking up the "boys club" of dignified emergency medical care. Can they balance their faith with their feminism?



### CUBA'S FORGOTTEN JEWELS

**APRIL 3RD, 2PM AND 7PM**

The darkness of war, the luck of escape, and a journey by ship to a Caribbean island full of light, color, and music—this was young Marion Finkels' experience of finding safe haven in Cuba from the Holocaust. Along with other survivor accounts, this dramatic view of 1940s Havana reveals an uplifting immigration success story.



### ARAB MOVIE

**APRIL 25TH, 7PM**

It was a strange tradition and a national pastime of 1970s: Friday afternoons in Israel, tuning in to the only television channel and watching the Arab movie of the week. This film looks into one of the most unlikely moments in Israel's history. A nostalgic examination of a time gone by raises some challenging questions.



### CHALLAH RISING IN THE DESERT

**MAY 29TH, 2PM AND 7PM**

Braided Challah in New Mexico celebrates the five waves of settlement of New Mexico's Jewish community from the Conversos who escaped the Spanish Inquisition 400 years ago to the German Jewish pioneers of the Santa Fe Trail in the 1800s to the 1940s scientists at Los Alamos to the counterculture of the 1960s.

**BROUGHT TO YOU BY THE ISRAEL CENTER**

A Program of  
**JEWISH FOR GOOD** 

All Shows Screened at the Levin JCC  
1937 W. Cornwallis Rd., Durham  
Pre-register: [JewishForGood.org/Register](https://www.jewishforgood.org/register)  
Keyword: Film

## APPLICATIONS

# PRINT: BROCHURES

This is an example of connecting the Jewish for Good brand to a branded program.

*Design notes:*

- *Branded program logo*
- *Applied as master brand*
- *Program logo appears on cover*
- *All text is easily legible*
- *Liberal use of white space*



## APPLICATIONS

# PRINT: BROCHURES

This is an example of a Jewish for Good branded print piece which includes all three focus areas.

*Design notes:*

- *Logo with location tag*
- *Addition of region information*
- *Giving, Living, Helping programs appear in the preferred order Giving, Living, Helping*
- *Programs are branded with their respective colors*
- *All text is easily legible*
- *Liberal use of white space*





## APPLICATIONS

# PRINT: BROCHURES

These examples show Jewish for Good branded print pieces related to single focus areas.

*Design notes:*

- *Each cover matches*
- *Logo with location tag*
- *Giving, Living, Helping*
- *Brochures are branded with their respective colors*
- *All text is easily legible*
- *Liberal use of white space*



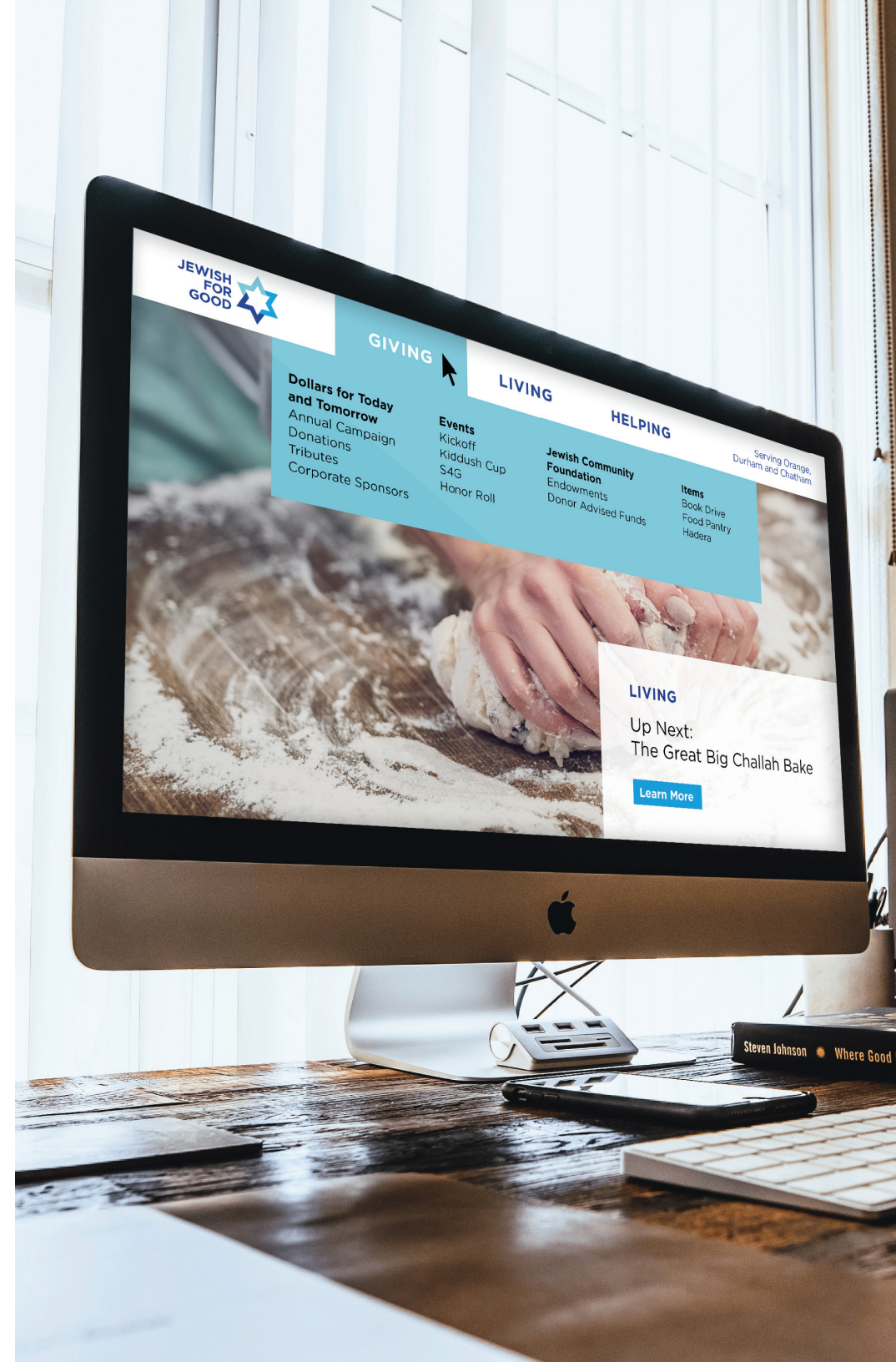
## APPLICATIONS

# DIGITAL: WEBSITE

This is an example of the Jewish for Good brand in digital spaces.

*Design notes:*

- *Giving, Living, Helping programs appear in the preferred order*
- *Giving, Living and Helping sections of the website are branded with their respective brand colors*
- *Region tag in header bar*
- *All text is easily legible*
- *Liberal use of white space*





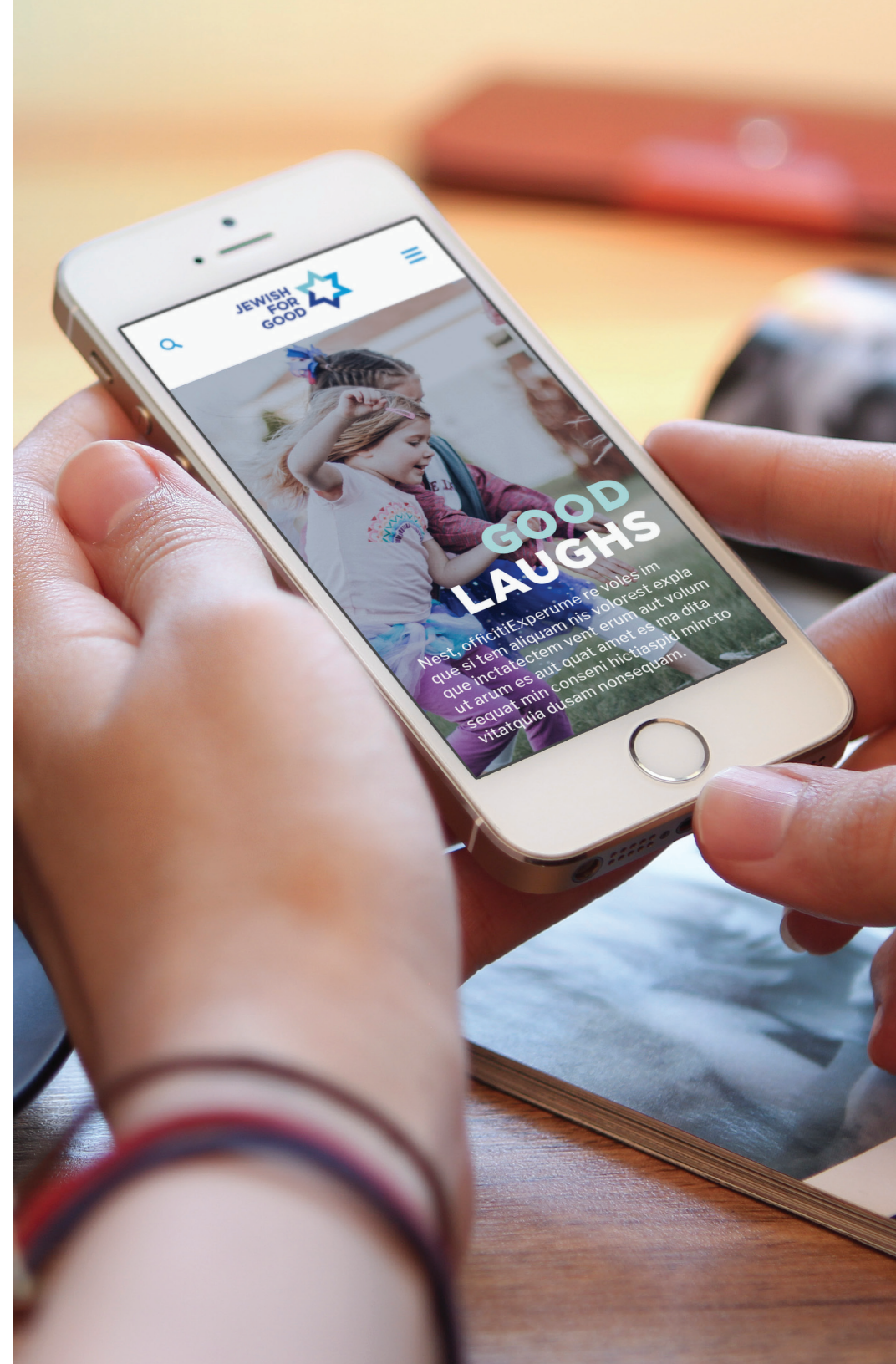
## APPLICATIONS

# DIGITAL: MOBILE WEBSITE

This is an example of the Jewish for Good brand in digital spaces.

*Design notes:*

- *Giving, Living and Helping sections of the website are branded with their respective brand colors*
- *All text is easily legible*
- *Liberal use of clear space around navigational elements*



# GRAPHICS

# GRAPHICS

## VARIATIONS ON GOOD

The O shapes in the word GOOD can be used as containers for photography or graphics.

*Design notes:*

*A: Smile graphics*

*B: Solid circles*

*C: One O used as a photo frame*

*D: Both Os used as photo frames*





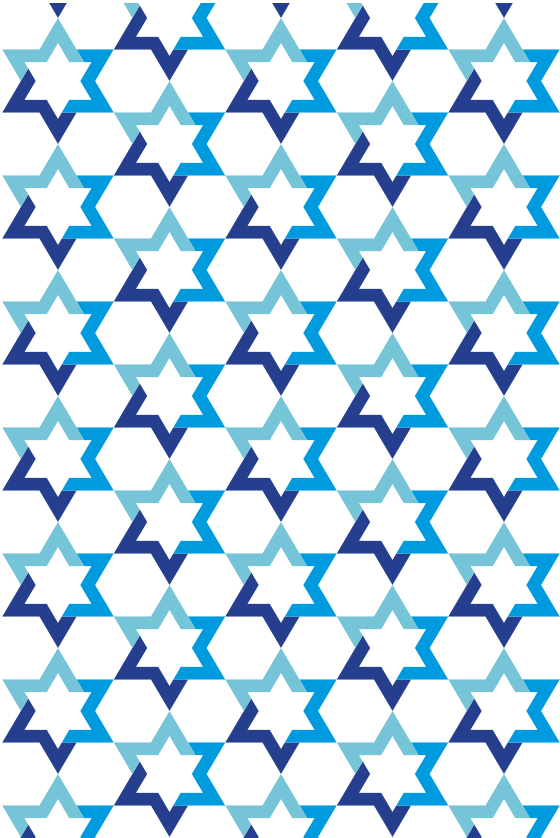
GRAPHICS

PATTERNS

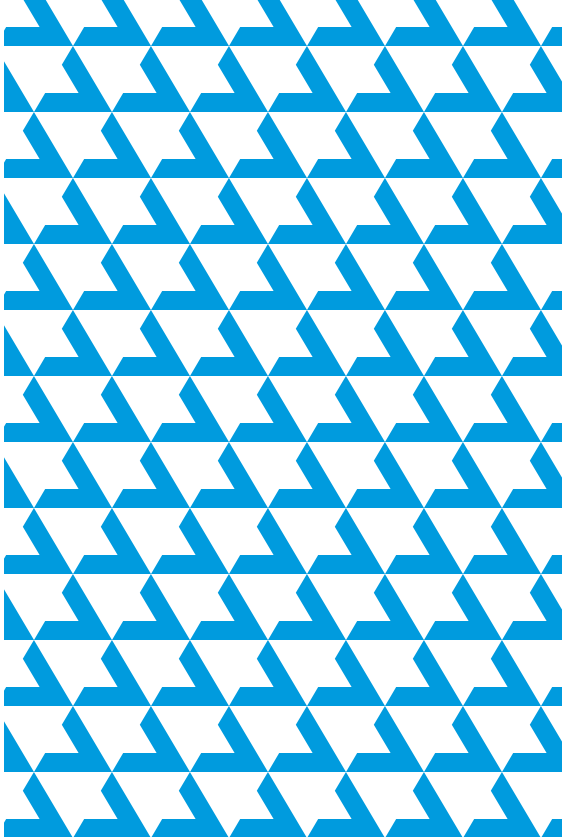
Pattern can be a key visual element of the new brand identity.

HELPING GIVING LIVING HELPING  
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FOCUS STEP-AND-REPEAT



STAR PATTERN



STAR ELEMENT PATTERN

# PHOTOGRAPHY

## PHOTOGRAPHY

# GENERAL GUIDELINES

Photographs are a powerful tool to communicate our unique brand identity. The images you choose should be compelling and reflective of the energy that drives our mission. All photos should feel natural and unstaged.

*Design notes:*

- *Avoid stock imagery or choose images that follow our general guideline.*
- *Choose photos with recognizable environments that tell authentic stories*



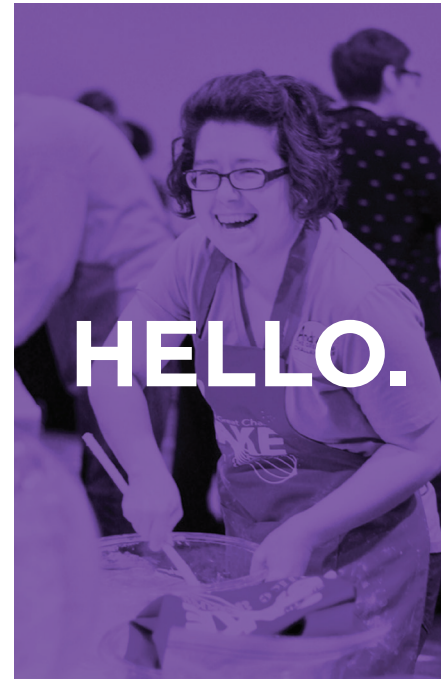
## PHOTOGRAPHY

# COLOR OVERLAYS

Our primary and secondary palette can add a rich layer of color to our communications. In addition to being a bold way to highlight our brand colors, black and white imagery with a color overlay makes a vibrant canvas for reverse copy or graphics.

*Design notes:*

- *Color overlays should only be applied to black and white images*
- *Primary and secondary brand colors may be used*
- *White text and graphics can be placed on top of overlaid photos*





KIM LAN GROUT, PRONOUNS: SHE/HER/HERS  
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