

RIVERS

**Jewish Federation of
Durham-Chapel Hill
Naming**

2.28.20

Creative Brief Summary

We need to explore a creative territory that ties into the organization's "Why?":

- Creating a Jewish Tomorrow
- Building Community
- Being Jewish in Your Own Way
- Rooted in Jewish Values

We need to explore a descriptive territory that ties into the organization's three focus areas:

- Giving: Philanthropic Functions [The Jewish Community Foundation (JCF)]
- Living: Healthy Living and Engaging [The Levin Jewish Community Center (JCC)]
- Helping: Helping Programs and Services [Jewish Family Services (JFS)]

And, we need to explore names that describe the organization's foundational behaviors including:

- OPEN: Welcoming, Inclusive, Diverse, Friendly
- EMPOWERING: Connected, Collaborative, Growing, Rewarding
- PASSIONATE: Joyful, Caring, Spirited

Concept 1

JEWISH FOR GOOD

Jewish for Good is a new identity for JFDC that advances its position as the leader organization that exists to do good and spread good in every aspect of the community.

The name is built around a positive, accessible attitude that encompasses the remarkably broad range of activities and audiences the organization convenes. The brand name is designed become a system of language that connects giving, living and helping and other initiatives together.

NAMING FRAMEWORK

The naming framework provides a flexible language architecture that can be applied across the organization's communications.



MAIN INITIATIVE

**JEWISH
FOR
GIVING**

**JEWISH
FOR
LIVING**

**JEWISH
FOR
HELPING**

SERVICE AREAS

**JEWISH
FOR
CHATHAM**

**JEWISH
FOR
DURHAM**

**JEWISH
FOR
ORANGE**

**SUB SERVICES, AUDIENCES
OR MISSIONS**

**JEWISH
FOR
KIDS**

**JEWISH
FOR
CHANGE**

**JEWISH
FOR
ALL**

SUB BRAND APPLICATIONS

The master brand can appear in a linear format alongside the organization's sub brands.

**JEWISH
FOR
GOOD**

JEWISH
FAMILY
SERVICES

an organization of **JEWISH FOR GOOD**

LEVIN JEWISH
COMMUNITY
CENTER

an organization of **JEWISH FOR GOOD**

JEWISH
COMMUNITY
FOUNDATION

an organization of **JEWISH FOR GOOD**

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JEWISH FOR GOOD

GOOD HELPS

GOOD GIVES TO OTHERS

GOOD PLAYS

GOOD WELCOMES ALL

GOOD INSPIRES

GOOD BUILDS COMMUNITY

Concept 2

NINTH LIGHT

The shamash, or the ninth light, is the servant candle that is used to light the eight candles of the menorah. Its job is to be a constant generator or light whenever there's a need. The name Ninth Light is a new direction for JFDC and an expression of the organization's commitment to serve the community through giving, living and helping.

The name also opens up a flexible language that can be used to shine a light on the organization's values, programs and initiatives.

NAMING FRAMEWORK

The naming framework provides a flexible language architecture that can be applied across the organization's communications.



MAIN INITIATIVE

**LIGHT
ON
GIVING**

**LIGHT
ON
LIVING**

**LIGHT
ON
HELPING**

SERVICE AREAS

**LIGHT
ON
CHATHAM**

**LIGHT
ON
DURHAM**

**LIGHT
ON
ORANGE**

**SUB SERVICES, AUDIENCES
OR MISSIONS**

**LIGHT
ON
KIDS**

**LIGHT
ON
CHANGE**

**LIGHT
ON
ALL**

SUB BRAND APPLICATIONS

The master brand can appear in a linear format alongside the organization's sub brands.



**NINTH
LIGHT**



NINTH LIGHT

SHINE LIGHT ON CARING
SHINE LIGHT ON LEARNING
SHINE LIGHT ON GROWING
SHINE LIGHT ON COMMUNITY
SHINE LIGHT ON VALUES



Concept 3

JEWISH/LIFE

Jewish/Life is a new identity for JFDC that answers the organization's strong desire to help the community live the Jewish lives they choose. The new name evolves JFDC into a contemporary brand that represents all of the ways the organization embraces Jewish values and creates opportunities to live Jewishly.

NAMING FRAMEWORK

The naming framework provides a flexible language architecture that can be applied across the organization's communications.



MAIN INITIATIVE

**JEWISH/
GIVING**

**JEWISH/
LIVING**

**JEWISH/
HELPING**

SERVICE AREAS

**JEWISH/
CHATHAM**

**JEWISH/
DURHAM**

**JEWISH/
ORANGE**

**SUB SERVICES, AUDIENCES
OR MISSIONS**

**JEWISH/
KIDS**

**JEWISH/
CHANGE**

**JEWISH/
ALL**

SUB BRAND APPLICATIONS

The master brand can appear in a linear format alongside the organization's sub brands.



**JEWISH/
LIFE**





JEWISH/LIFE

Thank you

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