



JEWISH
FEDERATION
CINCINNATI

Brand Guidelines

06/22/21

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BRAND STRATEGY

Brand Position

We're all looking for a way to connect: to feel that we belong, to give back, and to participate in our collective well-being. As the community convener, the Federation is here to help you find meaning and purpose through community. We bring your Jewish values to life and provide you with a platform to shape your community and amplify your impact—whether by caring for the elderly, striving for social justice, combating antisemitism, or bringing crucial aid to the most vulnerable. Together, we can effect lasting change that leaves a better world for future generations.

Boiler Plate

Short

For the website homepage and for use in conversations, at end of articles, back of brochures, etc.

The Jewish Federation of Cincinnati is the backbone that catalyzes our community in common purpose—optimizing community resources, keeping our community safe, and strengthening key organizations. We may come from different places and may express our Jewishness in different ways, but we are unified in our vision to build a flourishing, diverse Jewish community for future generations.

Long

For the About Us page on the website and for press releases

The Jewish Federation of Cincinnati is the backbone organization that catalyzes our community in common purpose. We may come from different places and express our Jewishness in different ways, but we are unified in our vision to build a flourishing, diverse Jewish community for future generations.

The Federation is a community-driven convener, mobilizing diverse groups toward collective action. We are problem-solvers and opportunity-makers with unparalleled reach, raising funds and allocating resources where they're most needed. Connected by our values and tradition, we act as a force for good in the world: caring for the elderly, striving for social justice, keeping our community safe, combating antisemitism, and bringing crucial aid to the most vulnerable.

As a small minority that brings innovation, vision, and leadership to Greater Cincinnati and beyond, the Federation operates locally with global impact.

Our Mission To develop and connect leaders, contributors, organizations, and ideas to build an inclusive Jewish community that helps people in need, supports Israel, and assures a vibrant Jewish future.

Short version
To assure a vibrant Jewish future.

Our Vision To build a flourishing, inclusive, and diverse Jewish community. We empower everyone to participate through learning, volunteering, leading, and social action. We care for everyone in our community and ensure all have access to a full and meaningful life.

Our Values

Compassion: We try to open our hearts to others, to understand, empathize with, and care for them.

Courage: We make difficult decisions despite conflicting priorities in service of our community's best interests.

Inclusivity: We respect, serve, embrace, and value all people.

Integrity: We strive to act with fairness, and honor the trust given to us.

Learning: Continuous learning is at the heart of who we are. We learn from our traditions, best practices, partner agencies, leaders, and community.

Inclusion
Statement

We are all members of the Jewish community, including interfaith families and those of every socioeconomic status; race; gender; national background; sexual orientation; gender identity; and physical, mental, and developmental ability. We also warmly embrace non-Jewish participants in our community.

Funding
Priorities

Help the most vulnerable: You help Cincinnatians with the most critical needs, those who are hungry, in poverty, needing immediate relief, or living with challenges or disabilities.

Protect and energize Jewish life: You strengthen Jewish identity and community. You advocate for Jews locally, combat antisemitism, and fight for a just society for all.

Connect with Israel, and Jewish communities worldwide: You bring Israelis to Cincinnati—and send Cincinnatians to Israel—to learn, teach, and inspire. You help Jews worldwide immigrate to Israel, support communities inside Israel, and help vulnerable Jewish communities worldwide.

Strengthen agencies and congregations: You power programs that strengthen our local Jewish organizations.

Facilitate donor giving beyond the Jewish community: You help fuel local, national, and international non-religious charities in the spirit of repairing the world.



VISUAL BRAND IDENTITY

BRANDMARK



WRITTEN COMMUNICATION

When the brand appears in communication (body text, etc.) the standard is: the Jewish Federation of Cincinnati.

CLEAR SPACE



J = Clear space is the space around the landmark where complex graphics and typography should never exist so as not to compete.

MINIMUM SIZE



Minimum size: 1 INCH

BRANDMARK STAGING

The preferred background for the brandmark is white. However, when there are needs to reproduce on a color other than white, see below examples:



On white



On PMS 2935



On PMS 282



On PMS 7544

BRANDMARK ALTERNATIVES



Grayscale



Black & white

BRANDMARK DON'TS



⊘ change the placement of elements



⊘ change the proportions of icon or words



⊘ change the order of the colors



⊘ change the colors






⊘ rotate, skew or change the baseline






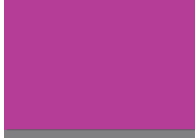




⊘ outline the entire brandmark

COLOR PALETTE

Primary Palette

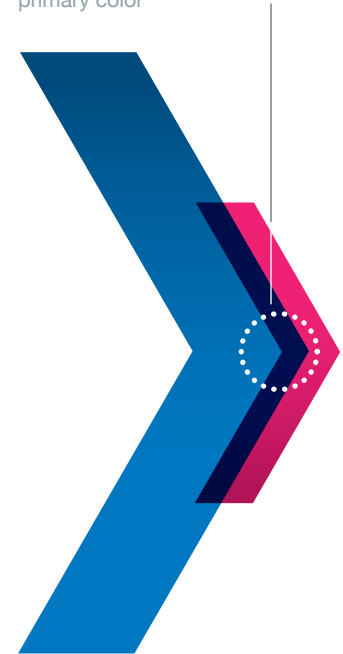
		
<p>PMS 2935 CMYK 100.46.0.0 RGB 0.118.192 LAB 36.-4.-63 HEX #0076C0</p>	<p>PMS 282 CMYK 100.68.0.54 RGB 0.45.98 LAB 12.1.-28 HEX #002D62</p>	<p>White CMYK 0.0.0.0 RGB 255.255.255 LAB 100.0.0 HEX #ffffff</p>

Secondary Palette

	<p>PMS 382 CMYK 29.0.100.0 RGB 193.216.47 LAB 82.-24.82 HEX #C1D82F</p>
	<p>PMS 206 CMYK 0.100.38.3 RGB 229.14.99 LAB 44.74.26 HEX #E50E63</p>
	<p>PMS 7544 CMYK 10.1.0.40 RGB 149.160.169 LAB 61.-3.-7 HEX #95A0A9</p>
	<p>PMS 246 CMYK 29.90.0.0 RGB 182.62.151 LAB 47.71.-34 HEX #B63E97</p>
	<p>PMS Cool Gray 10 C CMYK 0.2.0.60 RGB 128.127.131 LAB 42.0.-2 HEX #807F83</p>
	<p>PMS 137 CMYK 0.35.90.0 RGB 251.176.52 LAB 76.32.84 HEX #FBB034</p>
	<p>PMS 354 CMYK 80.0.90.0 RGB 0.178.89 LAB 60.-76.40 HEX #00B259</p>
	<p>PMS Hexachrome Cyan C CMYK 98.0.0.0 RGB 0.175.239 LAB 51.-36.-52 HEX #00AFEF</p>

Tertiary Palette

Created when overlaying a secondary color on top of a primary color



Gradients

Dark to light colors are added in shapes for dimension and graphic interest.



TYPOGRAPHY

Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

Helvetica Neue Regular (Body Copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

Helvetica Neue Bold (Headlines)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Helvetica Neue Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890***

Helvetica Neue Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue Ultra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

To purchase this typeface: <http://www.linotype.com/1266/neuehelvetica-family.html>

BUSINESS SUITE



Printing: Offset
 Back : 4 Colors (CMYK)
 Front : 3 Spot Colors (PMS 282 Dark Blue, PMS 2935 Blue and PMS 7544 Gray)



APPENDIX A:
ORGANIZATIONAL OBJECTIVES & STRATEGIES

ORGANIZATIONAL OBJECTIVES & STRATEGIES

- Objectives
- Grow & optimize community resources by leading planning and fundraising, public affairs, security, and Israel/global Jewish connections.
 - Strengthen key organizations through collaboration and by providing fundraising, business, and organizational expertise.
 - Cultivate transformative leaders by giving meaningful opportunities for people to shape the community through their talent, influence, and financial support.
-

- Strategies
- Maximize giving & participation—Optimize Federation’s fundraising and transform donor relationship management (DRM) capability for long-term total giving.
 - Plan for a successful community—Implement shared vision for an engaged community by aligning goals and roles with The Jewish Foundation of Cincinnati, agencies, and congregations.
 - Strengthen community organizations—Enhance organizations’ effectiveness through Shared Business Services, agency fundraising, marketing services, and professional/lay leadership development.
 - Connect with Israel and Jews globally—Foster meaningful relationships with—and connections to—Israel in the local Jewish community. Create safe spaces for dialogue, and enhance the broader community’s understanding of the Jewish people in Israel and globally.
 - Build strong civic alliances—Advance alliances with civic, ethnic, and religious leaders. Improve understanding of the Jewish community to promote tolerance and reduce antisemitism.



APPENDIX B:
BRANDING STYLE GUIDE

BRANDING STYLE GUIDE

Writing Best Practices

Transparency

Be extremely clear about who we are and what we do.

Short & Sweet

Enough said.

Keep It Real

Overly complicated or formal language can come off as robotic and fake.

Write like a person who represents and loves the Federation would talk.

Inspire Action

Proof first, call to action second. Give community members a reason to answer before calling them to action.

Context is Everything

Consider the target audience, subject matter, and medium—and adjust the tone accordingly.

BRANDING STYLE GUIDE

Core Values & Tone

	Definition	Description	Do Say	Don't Say
Compassion	We try to open our hearts to others, to understand, empathize with, and care for them.	<p>We dedicate our professional lives to helping others because we try, to the best of our abilities, to see, feel, and understand their struggles. And we want to help. We recognize that we, in turn, were helped by those who came before us.</p> <p>We want to speak carefully, speak without anger, speak with empathy and compassion. Also, we want to listen well.</p>	<p>“We believe in listening with patience and care”</p> <p>“The Federation aspires to move with fairness and compassion in all our work.”</p>	<p>“We know best.”</p> <p>“We help others because they can’t help themselves.”</p> <p>“Our compassion knows no bounds.”</p>

BRANDING STYLE GUIDE

Core Values & Tone

	Definition	Description	Do Say	Don't Say
Courage	We make difficult decisions despite conflicting priorities in service of our community's best interests.	<p>Courage is not the absence of fear, but being willing to take action despite the fear.</p> <p>We want to communicate with integrity, even when it is difficult.</p> <p>We take on responsibility for the whole community (and by extension, the Jewish people worldwide).</p> <p>We will make unpopular decisions if it's best for the community.</p> <p>We will strive to act courageously, as did those who came before us, in the service of our mission.</p>	<p>We respect, serve, embrace, and value all people.</p> <p>Diversity, Equity, and Inclusion Statement:</p> <p>At the Federation we value and strive for a diverse, equitable, and inclusive workplace and community. We will work so that each person feels safe, valued, and respected regardless of their gender; race; ethnicity; religion; national origin; age; sexual orientation; gender identity and expression; marital status; parental status; socioeconomic class or physical, mental, or developmental ability.</p>	<p>"We only serve the Jewish community."</p> <p>Don't assume "insider" knowledge; don't use too much Hebrew or Yiddish.</p> <p>Avoid use of acronyms or other terms—without explanation—that necessitate insider status to be understood.</p>

BRANDING STYLE GUIDE

Core Values & Tone

	Definition	Description	Do Say	Don't Say
Inclusivity	We respect, serve, embrace, and value all people.	<p>We strive to value diversity, equity, and the inclusion of all people in all that we do. We recognize and value that we are a Jewish organization that is itself diverse, and we are part of a Jewish community that is also diverse. We recognize and value that we are part of a city that is rich in its diversity. We are committed to valuing, working with, and embracing allies from everywhere.</p> <p>We recognize “the Jewish community” is actually many smaller and intertwined communities, each of which we will strive to respect, serve, embrace, and value on its own terms.</p>	<p>Inclusion statement (external):</p> <p>“We are all members of the Jewish community, including interfaith families and those of every socioeconomic status; race; gender; national background; sexual orientation; gender identity; and physical, mental, and developmental ability.”</p>	<p>“We are following the times and becoming more inclusive.”</p> <p>“We only serve the Jewish community.”</p>

BRANDING STYLE GUIDE

Core Values
& Tone

	Definition	Description	Do Say	Don't Say
Inclusivity <i>(continued)</i>		We respect, serve, embrace, and value Jews and interfaith families at all levels of observance and non-observance, and however they themselves define their Jewishness.		

BRANDING STYLE GUIDE

Core Values
& Tone

	Definition	Description	Do Say	Don't Say
Integrity	We strive to act with fairness, and honor the trust given to us..	<p>We are committed financial stewards.</p> <p>We work hard to earn and maintain the trust of our constituents.</p>	<p>“We take our responsibility as financial stewards seriously.”</p> <p>“We honor the trust given to us and keep it top of mind in all that we do.”</p> <p>“Integrity is at the center of the Federation’s behavior.”</p> <p>”We are entrusted with large charitable funds and we dutifully allocate them where they’re most needed.”</p>	”We are entrusted with millions of dollars and make sure they’re properly allocated.”

BRANDING STYLE GUIDE

Core Values & Tone

	Definition	Description	Do Say	Don't Say
Learning	Continuous learning is at the heart of who we are. We learn from our traditions, best practices, partner agencies, leaders, and community.	While we have extensive experience as a Federation, we will always remain open to improvement, especially as our community's needs and goals evolve.	<p>"We value new ideas to help us improve."</p> <p>"We are always looking to learn from others."</p> <p>"We are part of a wide network of Federations, which we turn to for guidance, advice, and inspiration."</p> <p>"We actively listen to the needs of our various constituents in order to serve them better."</p> <p>"We are lifelong learners."</p>	<p>"We often make mistakes but we learn from them."</p> <p>"We have a lot to learn."</p>

BRANDING STYLE GUIDE

Brand Attributes

Developing the brand voice starts with using the words and phrases that we want our brand to embody.

Words	Phrases
Advocate	We advocate for justice for all communities.
Amplify	We amplify the impact people can have in their community. We amplify people's voices by giving them a platform to shape their community.
Catalyze	We catalyze our diverse community in common purpose, behind a unified vision.
Collaborate/Collaboration	We collaborate with partner organizations to make our community a better place to live.
Connect/Connection	We connect with Jewish communities locally, in Israel, and around the world.
Convener	We bring diverse people together, we're a convener with unparalleled reach.
Do good	We rise up to do good. We act as a force for good.
Effect change	We strive to effect meaningful, long-lasting change.
Give wisely	We are diligent financial stewards who give wisely to address the most pressing needs in our community. We give wisely to maximize our impact.

BRANDING STYLE GUIDE

Words	Phrases
High-impact investing	We engage in high-impact investing, which maximizes your impact by leveraging foundation, corporation, and government resources, allocating them thoughtfully and responsibly where they're needed most.
Innovation/Innovative	We provide innovative services that move our community forward. We dream big and are not afraid to try new things.
Jewish future	We assure a vibrant Jewish future by developing and connecting leaders, contributors, organizations, and ideas to build an inclusive Jewish community that helps people in need and supports Israel.
Leaders	Our donors and volunteer leaders are community builders. We bring leaders together to guide community direction.
Legacy	<i>L'dor v'dor</i> , or "from generation to generation," is the embodiment of our mission to assure a vibrant Jewish future. Creating a Jewish legacy for our children is at the heart of what we do. Like those who came before us, we want to leave the legacy of a more vibrant Jewish Cincinnati for our children and grandchildren. The legacy you leave behind will help this community thrive.
Living Jewish values	We help you live your Jewish values.
Mobilize	Our broad reach enables us to mobilize our entire community quickly. We mobilize meaningful participation.
Outcomes	We ensure effective outcomes by identifying and solving for our community's greatest needs.
Participatory/Participation	We facilitate participation across the community, inviting everyone to feel a sense of belonging.

BRANDING STYLE GUIDE

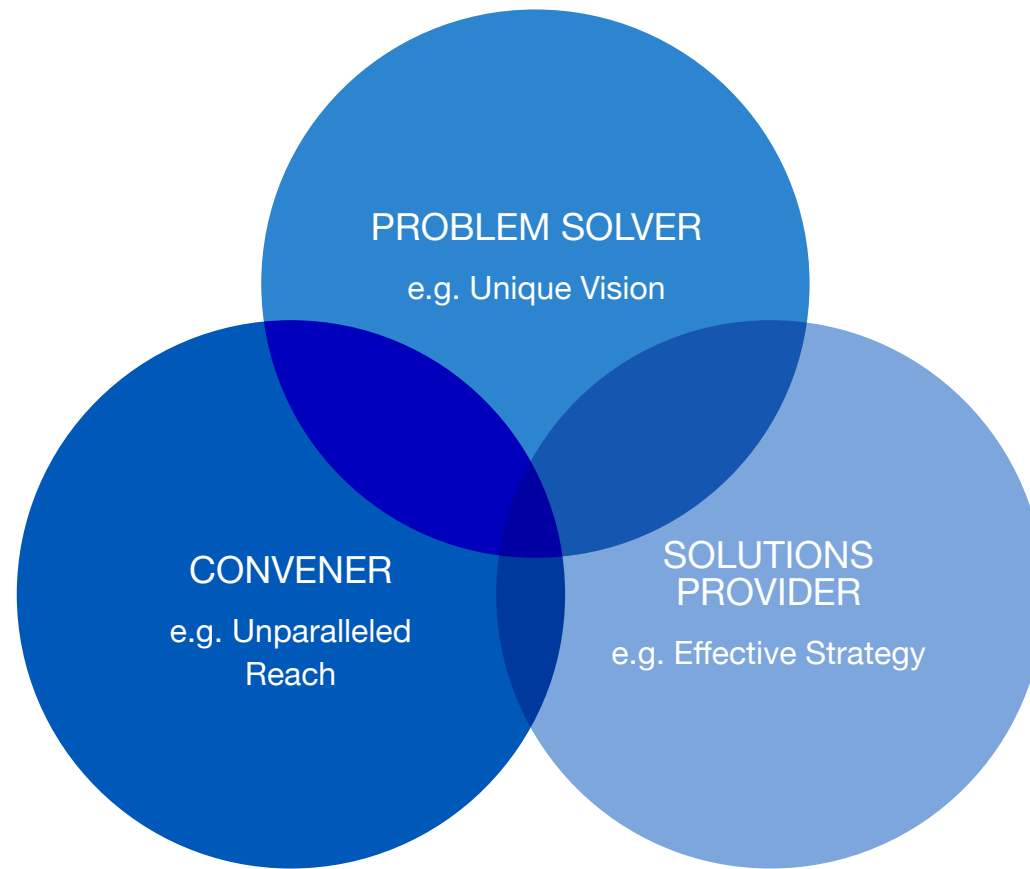
Words	Phrases
Partner	You are our partner in building a Jewish community that began long before us and will continue long after us.
Problem solver	We are problem solvers and opportunity makers. For more than a century, we've met the challenges of our times. We solve community-level problems in innovative ways.
Purpose/Purposeful	We invite everyone to find purpose through community. We are purposeful in our response to community needs. We connect people to purpose.
Strengthen	We strengthen our community so we can accomplish more together. We strengthen our community's ecosystem.
Together	Together we can do almost anything. Creating our home together.
Unified	We seek to be unified, not uniform.
Vibrant	We work toward a strong, vibrant Jewish future.

The background features abstract geometric shapes in various shades of blue and purple. On the left, a large blue shape is partially obscured by a purple and dark blue arrow-like shape pointing right. On the right, there are several overlapping blue and dark blue shapes, including a prominent dark blue horizontal bar and a blue shape pointing downwards.

APPENDIX C: HOW WE DELIVER VALUE

HOW WE DELIVER VALUE

(Unique Value Proposition)



HOW WE DELIVER VALUE

(Unique Value Proposition)

Problem Solver / e.g. unique vision

The Federation confronts the big challenges facing our community and identifies big opportunities.

What That Means

- We focus on the big picture.
- We secure and optimize community resources (money, strategy, talent).
- We identify problems in the community before they happen.

Reasons to Believe

- Our scale and scope ensure a coordinated, community-wide approach to solve for the challenges we face today.
- Our perspective and role enable the Federation to see both individual and collective needs, now and in the future.
- We draw strength from our local and national network, positioning us on the front line of addressing the most significant and evolving opportunities for the Jewish people.

HOW WE DELIVER VALUE

(Unique Value Proposition)

Convener / e.g. unparalleled reach

The Federation catalyzes the power of community by mobilizing diverse groups towards collective action—developing and connecting leaders, contributors, organizations, and ideas.

What That Means

- We partner with donors; volunteer leaders; and civic, ethnic, and religious organizations to make the greatest possible collective impact.
- We develop leaders to become transformative visionaries and agile thinkers.

Reasons to Believe

- Our donors accomplish their philanthropic goals through trusting and transparent relationships.
- Our partnerships make us uniquely positioned to identify and address the most significant challenges and opportunities we face as a community.
- Our collaborative approach emboldens diverse groups to innovate and ensure effective outcomes.

HOW WE DELIVER VALUE

(Unique Value Proposition)

Solutions Provider / e.g. effective strategy

The Federation deploys the right resources to the areas of greatest need—with maximal efficiency.

What That Means

- We identify and meet the critical needs of Cincinnatians and Jews everywhere.
- We raise dollars and allocate millions. We run crucial programs and services.
- We are a solutions provider who develops programs and services to meet community needs.

Reasons to Believe

- The way we allocate funds is known as high-impact giving. Our dedicated volunteers do the research, hold the vision, and then allocate your gift wisely.
- When you give a dollar to the Federation, 88¢ goes to core priorities, compared to an average of 74¢ when giving to other charities.
- We generate matching funds through our Annual Campaign that average 20¢ per dollar raised.



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