Jewish Federation®
OF GREATER METROWEST NJ

WE CARE. WE BUILD. WE SAVE

Brand Standards Guide

10.31.2017

Contents

THE IMPORTANCE OF THE STYLE GUIDE

Jewish Federation of Greater MetroWest NJ's various departments and partners produce an enormous amount of digital and printed communications. Though every piece has its own purpose, audience, and objectives, each is a critical part of our overall marketing strategy. To ensure that our collective marketing and communications efforts strengthen Federation as a whole, each piece must be consistent with the pieces of other groups. This effectively brands Federation's work, and most importantly, enables our audience to quickly recognize and understand every Federation communication.

The primary audiences for this Style Guide are Federation's professionals, lay leaders, and Trustees, though we encourage use by additional groups as needed. For the sake of our community members, we advocate using a clear, consistent, contemporary style of writing in documents, websites, publications, and any other communication disseminated by Federation. This Style Guide will help you improve the clarity and consistency of communications coming from your department or group. Please use it whenever your communications are intended for public consumption, including forms, letters, emails, and anything and everything else.

We appreciate your cooperation in following these guidelines. Creating consistency and continuity in our writing style builds Federation's credibility, demonstrates our commitment to high-quality communications, and greatly enhances our audience's commitment to Federation. This Style Guide will continually evolve to address any, communal or stylistic changes.

If you have a suggestion to add additional content, please contact the Marketing Department. To access the Style Guide online, visit jfedgmw.org/styleguide.

FEDERATION MISSION

Federation cares for people in need, builds Jewish life, and saves the world, one person at a time.

ABOUT FEDERATION

92 years. That's how long Federation has been building our Jewish community and Jewish identity. It's how long we have been the Jewish safety net, providing counseling for families in crisis, supportive services for seniors and people with special needs, and career counseling and job placement assistance for the unemployed. Federation helps to make Jewish education and Jewish camping affordable, stands up for Israel, and connects people socially and culturally to their heritage in countless ways. Not only do we provide significant financial support to 22 partner agencies in the region, but we also work within the entire community, acting as convener, fundraiser, and builder of Jewish community.

Federation is the only organization in the Greater MetroWest region that services the entire Jewish community. We are there: caring for those in need; building bridges, education, and inspiration for the Jewish community; and saving the world, one life at a time.

Section I:
Federation Specific
Information

OFFICIAL NAME

Jewish Federation of Greater MetroWest NJ (Federation) on first reference; Federation or Greater MetroWest thereafter

Address

Headquarters: 901 Rt. 10, Whippany, NJ 07081
Regional Office: 1391 Martine Ave., Scotch Plains, NJ 07981

Location

Alex Aidekman Family Jewish Community Campus on first reference; Aidekman Campus thereafter

Phone Number

(973) 929-3000 (Whippany); (908) 889-5335 (Scotch Plains)

Fax Number

(973) 929-7361 (Whippany); (908) 889-5370 (Scotch Plains)

EMAIL SIGNATURES

Below is a sample of the approved Jewish Federation professionals email signature format. The only changes that can be made by professionals without prior approval are the addition of a name suffix or a cell phone number.

Mark Gordon
Chief Marketing Officer
Jewish Federation of Greater MetroWest NJ
901 Route 10 | Whippany, NJ 07981
(973) 929-3050 | cell (if preferred)
markgordon@jfedgmw.org | www.jfedgmw.org

Added Message:

You may add text to promote a specific event or program:
Celebrate Jewish heritage with Jewish Federation of Greater MetroWest NJ at Yom Ha'atzmaut on Tuesday, May 12. Enjoy a free festival celebrating Israel Independence Day beginning at 4:30 p.m. For tickets and more information, visit jfedgmw.org/yh. #iamgmw

OUT OF OFFICE MESSAGES

Jewish Federation professionals must activate their out-of-office phone (both internal and external) and email messages when they are away from the office for a full weekday or longer (including Jewish holidays on which we are closed, as the general public may not realize that).

Suggested phone text:

You have reached the voicemail of Joe Smith at Jewish Federation of Greater MetroWest NJ, I will be out of the office through Monday, Feb. 1. If you need immediate assistance, please contact Sue Admin at (973) 929-3000.

Otherwise, please leave me a message and I will return your call on Monday. Thank you.

Suggested email text:

Thank you for your email. I am currently out of the office and will return on Monday, Feb. 1. If you need immediate assistance, please email Sue Admin at sadmin@jfedgmw.org. Otherwise, I will respond to your email on Monday. Thank you.

LOCAL PARTNERS' NAMES AND ABBREVIATIONS

- Daughters of Israel (DOI)

- Drew University Hillel

- The Friendship Circle (FCNJ)

- Golda Och Academy (GOA)

- Gottesman RTW Academy

- Hebrew Free Loan

- JCC of Central NJ

- JCC MetroWest

- JESPY House

- Jewish Community Housing Corporation (JCHC)

- Jewish Educational Center (JEC)

- Jewish Family Service of Central New Jersey (JFS of Central NJ)

- Jewish Family Service of MetroWest (JFS of MetroWest)

- Jewish Historical Society of New Jersey (JHS)

- Jewish Service for the Developmentally Disabled of MetroWest (JSDD)

- Jewish Vocational Service of MetroWest NJ (JVS)

- Joseph Kushner Hebrew Academy (JKHA)/Rae Kushner Yeshiva High School (RKYHS)

- New Jersey Y Camps (NJY Camps)

- Rachel Coalition

- Rutgers Hillel, Rutgers University

- Sinai Schools

- YM-YWHA of Union County (Union Y)

When speaking about the agency or organization as a whole, use the names as indicated above.

Ex. Stuart Raynor is CEO of JCC MetroWest.

When listing where a program is taking place, include the individual location.

Ex. :"YOO HOO, Mrs. Goldberg" will be screened at the JCC MetroWest in West Orange; Adult programs take place at the JCC Central in Scotch Plains.

Whippany office: Alex Aidekman Family Jewish Community Campus

Scotch Plains office: JCC of Central New Jersey Wilf Jewish Community Campus

INTERNATIONAL PARTNERS' NAMES AND ABBREVIATIONS

- American Jewish Joint Distribution Committee (JDC) on first reference; JDC thereafter

- Jewish Agency for Israel on first reference; Jewish Agency thereafter

GREATER METROWEST AREA SYNAGOGUES

Adat Israel Congregation, 200 Overlook Ave., Boonton

Adath Shalom, 841 Mountain Way, Morris Plains

Bnai Keshet, 99 South Fullerton Ave., Montclair

B'nai Nathan at Daughters of Israel, Plasky Family Campus, Cooperman Family Building, 1155 Pleasant Valley Way, West Orange

B'nai Shalom, 300 Pleasant Valley Way, West Orange

Bris Avrohom/Cong. Shomrei Torah Ohel Yosef Yitzchak, 910 Salem Ave., Hillside

Chabad at Short Hills, 320 White Oak Ridge Rd., Short Hills

Chabad Center of Northwest New Jersey, One Torah Way, PO Box 203, Rockaway

Chabad Center of Southeast Morris County, 42 Park Ave., Madison

Chabad House of Randolph, 50 West Hanover Ave., Randolph

Chabad Jewish Center at Basking Ridge, 3048 Valley Rd., Basking Ridge

Chabad Jewish Center of Mountain Lakes, Boonton, Denville, 6 Gregory Dr., Boonton

Chabad of Montville, 10 Cain Ct., Montville

Chabad of Northwest New Jersey - Western Region, 6 Rehoboth Rd., Flanders

Chabad of Sussex County, 191 Woodport Rd., Sparta

Chabad of Union County, 193 South Ave., Fanwood

Chabad of West Orange, 395 Pleasant Valley Way, West Orange

Chabad Torah Center, 50 Park Pl., Newark

Chai Center, 1 Jefferson Ave., Short Hills

Chavurat Lamdeinu, 170 Main St., Madison

Congregation Adath Israel, 1391 North Ave., Elizabeth

Congregation Adath Jeshurun, 200 Murray St., Elizabeth

Congregation Agudath Israel of West Essex, 20 Academy Rd., Caldwell

Congregation Ahavas Sholom, 145 Broadway, Newark

Congregation Ahavath Yisrael, 9 Cutler St., Morristown

Congregation Ahavath Zion, 421 Boyden Ave., Maplewood

Congregation Ahawas Achim B'nai Jacob and David, 700 Pleasant Valley Way, West Orange

Congregation Anshe Chesed, 1000 Orchard Ter., Linden

Congregation B'nai Ahavath Shalom at Yeshiva Gedolah Zichron Leyma, 2035 Vauxhall Rd., Union

Congregation B'nai Emet, 2 Birch Pkwy., Sparta

Congregation B'nai Israel (Jewish Canter of Sussex County), 13 Washington St., Newton

Congregation B'nai Israel/Basking Ridge, 40 Whitenack Rd., Basking Ridge

Congregation B'nai Israel/Millburn, 160 Millburn Ave., Millburn

Congregation B'nai Jeshurun, 1025 South Orange Ave., Short Hills

Congregation Bais Yitzchok Chevrah Thilim, 153 Bellevue St., Elizabeth

Congregation Beth Ahm of West Essex, 56 Grove Ave., Verona

Congregation Beth El, 222 Irvington Ave., South Orange

Congregation Beth Hatikvah, 36 Chatham Rd., Summit

Congregation Beth Israel, 18 Shalom Way, Scotch Plains

Congregation Beth Torah, 165 Ridgedale Ave., Florham Park

Congregation Etz Chaim, 1 Lafayette Dr., Livingston

Congregation Israel of Springfield, 339 Mountain Ave., Springfield

Congregation Levi Yitzchok, 226 Sussex Ave., Morristown

Congregation Ohr Shalom/Summit JCC, 67 Kent Place Blvd., Summit

Congregation Ohr Torah, 270 Pleasant Valley Way, West Orange

Congregation Shaya Ahavat Torah, 113 Hawkins Ave., Parsippany

Congregation Shomrei Emunah, 67 Park St., Montclair

Congregation for Humanistic Judaism of Morris County, P.O. Box 217, Chester

Elmora Hills Minyan, 961 Magie Ave., Union

Jewish Center of Northwest Jersey, 115 Youmans Ave., P.O. Box 2, Washington

Jewish Congregation of Kinnelon, 21 Passaic Ave., Pompton Lake

Jewish Cultural Society, P.O. Box 909, Montclair

Jewish Educational Center, 330 Elmora Ave., Elizabeth

Kol Rina: Independent Minyan, 60 Valley St., South Orange

Lake Hopatcong Community Jewish Center, 15 Durban Rd., Hopatcong

Lubavitch Center of Essex County, 395 Pleasant Valley Way, West Orange

Maayan, 5 Swayze St., West Orange

Maplewood Jewish Center/Congregation Beth Ephraim, 113 Parker Ave., Maplewood

Morristown Jewish Center Beit Yisrael, 177 Speedwell Ave., Morristown

Mount Freedom Jewish Center, 1209 Sussex Tpk., Mount Freedom

Mount Sinai Congregation, 250 Mt. Vernon Place, Newark

Oheb Shalom Congregation, 170 Scotland Rd., South Orange

Or Ha Lev Jewish Renewal Congregation, c/o Rabbi Debra Smith, Long Valley

Pine Brook Jewish Center, 174 Changebridge Rd., Montville

Synagogue of The Suburban Torah Center, 85 W. Mount Pleasant Ave., Livingston

Temple B'nai Abraham, 300 E. Northfield Rd., Livingston

Temple B'nai Or, 60 Overlook Rd., Morristown

Temple Beth Ahm Yisrael, 60 Temple Dr., Springfield

Temple Beth Am, 879 S. Beverwick Rd., Parsippany

Temple Beth O'r/Beth Torah, 111 Valley Rd., Clark

Temple Beth Shalom, 193 E. Mount Pleasant Ave., Livingston

Temple Beth-El Mekor Chayim, 338 Walnut Ave., Cranford

Temple Emanu-El, 756 E. Broad St., Westfield

GREATER METROWEST AREA SYNAGOGUES, CON'T

Temple Emanu-El of West Essex, 264 W. Northfield Rd., Livingston

Temple Har Shalom, 104 Mount Horeb Rd., Warren

Temple Hatikvah, 58 Pleasant Hill Rd., P.O. Box 672, Flanders

Temple Ner Tamid, 936 Broad St., Bloomfield

Temple Sha'arey Shalom, 78 S. Springfield Ave., Springfield

Temple Shalom, 215 South Hillside Ave., Succasunna

Temple Shalom of Sussex County, 15 Oak St., Franklin

Temple Sharey Tefilo-Israel, 432 Scotland Rd., South Orange

Temple Sholom of Fanwood/Scotch Plains, 1925 Lake Ave., Scotch Plains

Temple Sholom of West Essex, 760 Pompton Ave., Cedar Grove

Temple Sinai, 208 Summit Ave., Summit

Union County Torah Center, 509 Central Ave., Westfield

White Meadow Temple, 153 White Meadow Rd., Rockaway

FEDERATION TERMS

2017 UJA Annual Campaign on first reference, UJA Campaign thereafter

Community Relations Committee (CRC) on first reference, CRC thereafter

Create a Jewish Legacy (CJL) on first reference, CJL thereafter

Donor Resource Center (DRC) on first reference, DRC thereafter

Global Connections

Greater MetroWest ABLE on first reference, ABLE thereafter

Greater MetroWest CARES on first reference, CARES thereafter

Holocaust Council of Greater MetroWest NJ on first reference, Holocaust Council thereafter

Jewish Community Foundation (JCF) on first reference, JCF thereafter

Lion of Judah

Outreach and Engagement Department

Partnership for Jewish Learning and Life (Partnership) on first reference, Partnership thereafter

Planning and Allocations

Total Financial Resource Development (FRD) on first reference, FRD thereafter

Women's Philanthropy (WP) on first reference, WP thereafter

Young Leadership Division (YLD) on first reference, YLD thereafter

TITLES

In general, titles and names of committees should always be given in full, not abbreviated, with key words capitalized.

Titles that come before a full name are capitalized. Ex. Federation Executive Vice President/CEO Dov Ben-Shimon or UJA Campaign Chair Ira Steinberg

Titles that come after a full name are lowercase. Ex. Dov Ben-Shimon, executive vice president/CEO or Ira Steinberg, UJA Campaign chair

GENDER-NEUTRAL LANGUAGE

Jewish Federation seeks to ensure that every community member feels valued and included. Thus, this Standards Guide rests on the principle that people deserve to be called by the names and titles they prefer. Language should be gender-neutral whenever possible. To accomplish this, we prescribe the following usages:

• Collective words, such as *everyone* or *everybody*, should be followed by a plural pronoun. For example, the sentence *Everybody brought his book to class* should be recast as *Everyone brought their book to class*. This violates traditional grammar, but is the dominant trend. The alternatives are to use his or her, which becomes tiresome and inelegant, or to rewrite the sentence to eliminate the collective: *They all brought their books to class.*

• When describing an unknown person, use an occupational or other title. Hence, in listing the characteristics of an ideal employee, do not write, *He is punctual.* The use of he or she should be avoided. *She is efficient. He or she is conscientious.* Instead, write *the employee is…* or *the comptroller is…*

GENDER-NEUTRAL LANGUAGE, CON'T

• The suffix -*man* should not be used, especially when describing an occupation. Wherever possible, use a neutral suffix instead. A *fireman* should become a *firefighter*; a *mailman* a *letter carrier*; and a *freshman* a *first-year student*.

• If a neutral suffix is not available, do not substitute -*woman* for -*man* unless absolutely necessary and do not overuse -person as a suffix. The preference is for the suffix to be dropped entirely. Hence, do not write *Congressperson* or *Councilwoman*; write *Representative* and *council member.*

• Do not refer to nations, ships, or other inanimate objects as *she*. Write it out instead. The same rule applies to hurricanes, which now carry men's names as well as women's names. Do not refer to Hurricane Bob as he or to Hurricane Sandy as *she*; call them both *it*. Eliminate phrases such as "*fellow Jews*," which may carry an exclusively male connotation.

• Use gender-neutral language for G-d in all Jewish Federation publicity when writing in English. This includes substitutions for the word *Lord*, including but not limited to *The Eternal*, *The Divine* and *HaShem*; and *Sovereign for King*. Avoid referring to G-d as *He*, *His*, etc.

Section II:
Grammar and
Punctuation

ALPHABETIZING

In lists of names, compound last names that are not hyphenated come under the final last name while hyphenated names come under the name before the hyphen. For example, Leslie Dannin Rosenthal comes under R, while Dov Ben-Shimon comes under B.

APOSTROPHES

- It is always *s'*, never *s's*. *Ex. Congress' bill (not Congress's)*

- Do not use apostrophes in the *1920s* or the *JCCs*.

- Use an apostrophe in abbreviations of years. *Ex. the summer of '11*

- If a word ends with a *z* sound, add an apostrophe.

COLONS

- Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence. *Ex. He promised this: Federation will support Israel.*

- Colons go outside quotation marks unless they are part of the quoted material.

COMMAS

- Follow the serial comma format in which a comma is used before the final term in a series. *Ex. apples, oranges, and bananas*

- Commas travel in pairs (except at the beginning of a sentence). *Ex. Joe Jacobs, the chairperson of the event, was dressed in black.*

- When possible, use commas instead of dashes to set off thoughts. Dashes should be used only when there is a major break in thought.

- Place one comma between the city and the state and another comma after the state unless ending a sentence or indicating a dateline. *Ex. He was traveling from Nashville, Tennessee, to Austin, Texas, en route to his home in Albuquerque, New Mexico.*

Commas may be omitted after short introductory phrases or words. *Ex. During the night the burglar crept in.*

There is no comma between a name and the designation of Jr. or III. *Ex. John F. Kennedy Jr.; Clarence Williams III.*

DASHES

- Em-dashes are used to indicate a break in thought. *Ex. Federation is the agency — the only agency — which offered to help; Never have I met such a lovely person — before you.*

- Put a space before and after an em-dash.

- En-dashes are used to indicate a range of values, such as a span of time or numerical quantities. *Ex. 9 a.m.–5 p.m., Monday–Friday, ages 5–8*

- No spaces are needed before and after an en-dash.

- Ellipses. An ellipsis is formed by three dots *Ex. . . .*

HYPHENS

- Use a hyphen for compound adjectives before the noun. *Ex. well-known actor, full-time job, 20-year sentence.* Do not use a hyphen when the compound modifier occurs after the verb. *Ex. The actor was well known. Her job became full time.*

- Do not use a hyphen to denote an abrupt change in a sentence — use a dash.

PARENTHESES

- If the material is inside a sentence, place the period outside the parentheses.

- If the parenthetical statement is a complete independent sentence, place the period inside the parentheses.

PERIODS

- Use a single space after the period at the end of a sentence.

- Do not put a space between initials. *Ex. J.K. Rowling*

QUOTATION MARKS

- Always use "smart quotes!"

- Periods and commas always go within quotation marks. *Ex. "The snow has finally melted,"* she said. *"My goose is cooked."*

- Dashes, semicolons, question marks, and exclamation points go within the quotation marks when they apply to the quoted material. They go outside when they apply to the whole sentence.

- Use single marks for quotes within quotes. *Ex. She said, "He told me, 'I love you.'"*

Section III:
Writing Style

Abbreviations

- United States

As a noun, United States. *Ex. The prime minister left for the United States.*

As an adjective, U.S. (no spaces). *Ex. A U.S. soldier was killed in Baghdad yesterday.*

State Abbreviations

- Spell out the names of the states in text when they appear alone. *Ex. It appears that most of the ice has melted in New Jersey.*

- Abbreviate states when they appear in conjunction with the name of a city, town, village, or military base. *Ex. Whippany, N.J., Needham, Mass.*

- Place one comma between the city and the state name, and another after the state name, unless at the end of a sentence or in a dateline. *Ex. She traveled from West Orange, N.J., to go to school in Kansas City, Mo. Now, she's thinking of moving to Turlock, CA.*

- Never abbreviate Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas, and Utah

- State abbreviations + Washington, D.C.

Ala.	Ga.	Md.	N.J.	S.C.
Alaska	Hawaii	Mass.	N.M.	S.D.
Ariz.	Idaho	Mich.	N.Y.	Tenn.
Ark.	Ill.	Minn.	N.C.	Texas
CA.	Ind.	Miss.	N.D.	Utah
Colo.	Iowa	Mo.	Ohio	Vt.
Conn.	Kan.	Mont.	Okla.	Va.
Del.	Ky.	Neb.	Ore.	Wash.
D.C.	La.	Nevada	Pa.	W.Va.
Fla.	Maine	N.H.	R.I.	Wis.
				Wyo.

Academic Degrees

- Avoid abbreviations. *Ex. Bill Cosby has a doctorate in education.*

- Use an apostrophe in bachelor's degree, a master's, etc.

- There is no apostrophe in Bachelor of Arts or Master of Science.

- Use B.A., M.A. and Ph.D. only after a full name and set the abbreviations off with commas. *Ex. Jane Cohen, M.A., lectured yesterday on bioethics.*

Acronyms

- Acronyms with more than two letters do not use periods. *Ex. JFS*
  Two-letter acronyms use periods. *Ex. U.S.*

Addresses

- When abbreviating states in a mailing address, use uppercase with no periods, e.g., MI, WA, NY (post office format)

- Within a sentence, place one comma between the city and the state and another comma after the state unless ending a sentence. *Ex. He was traveling from Nashville, Tenn., to Austin, Texas, en route to his home in Albuquerque, NM.*

- Spell out the names of the 50 states when they stand alone in text.

- When institutions such as colleges include a city as part of their name, spell out the state. *Ex. University of Rochester, New York*

- No state needed with these locations:
Atlanta, Baltimore, Boston, the Bronx, Brooklyn, Chicago, Cincinnati, Cleveland, Dallas, Denver, Detroit, Houston, Indianapolis, Las Vegas, Los Angeles, Manhattan, Miami, Miami Beach, Milwaukee, Minneapolis, New Orleans, New York City, Philadelphia, St. Louis, San Diego, San Francisco, Seattle, Staten Island, Jerusalem, Haifa, Tel Aviv

Dates

- When "st," "nd," "rd" are used with a numeral, do not use superscript. *Ex. May 30th; March 2nd.* In most cases, however, do not use these at all for dates.

- When a phrase lists only a month and year, do not separate the month and the year with commas. *Ex. March 1985 was her best month.*

- When a phrase refers to a month, day, and year, set off the year with commas. *Ex. May 30, 2011, is a day off from work.*

- When spelling out a decade in plural form, do not use an apostrophe. *Ex. the 1920s*

- When abbreviating a decade, use an apostrophe. *Ex. the '60s and '70s*

- When a month is used with a specific date, abbreviate all months except for March, April, May, June, and July. *Ex. May 15 is her birthday; Aug. 24 is his birthday*

- No year is used when it is the current year or within the next 11 months.

Geography

- Where location is needed but not part of the official name, use parentheses. *Ex. The Huntsville (Ala.) Times; The Toledo (Ohio) Blade*

- Lowercase compass directions. *Ex. The warm front is moving east.*

- Capitalize names of U.S. regions. *Ex. The Northeast depends on the Midwest for its food supply.*

- The Middle East applies to Afghanistan, Cyprus, Egypt, Iran, Iraq, Israel, Kuwait, Jordan, Lebanon, Oman, Qatar, Saudi Arabia, South Yemen, Sudan, Syria, Turkey, United Arab Emirates, and Yemen. The term is preferable to Mideast.

More than vs. Over

- More than/less than indicates quantity. Over/under indicates position. When referring to number of people of amounts of money, use more than or less than.

Numbers

- Rule of 10: Numbers from 10 and up are always numerals, except at the beginning of a sentence. *Ex. The table was set for 12. There were 500 people in the audience. Fifty people attended the program.*

- Avoid wording two numbers back-to-back. If this is necessary, spell one number out and use a numeral for the other. *Ex. She cut 20 three-inch sections for the project.*

Ages

- The rule of 10 applies to ages as well. *Ex. Jane Cohn, 35; Daniel, five; a three-year-old girl.*

Spelling of Numbers

- Spell out numbers if they begin a sentence unless the number is a year. Exceptions to these rules include the following in which numerals should always be used:

Ages	Dimensions	Scores	Time of day
Days of the month	House numerals	Serial Numbers	Time of races
	Percentages	Speeds	Votes
Degrees of temperature	Proportions	Sums of money	Years

Fractions

- Fractions should be spelled out in ordinary reading manner and hyphenated when use as an adjective.
  Ex. one-quarter inch but three quarters of a mile; one-and-a-half miles; a half day.

- Measurements and Proportions *Ex. 5 feet tall; 5'5" tall; the odds were 50-50; 5 parts gin and 1 part vermouth; 6 by 8 inches*

Monetary Sums and Large Numbers

- For very large numbers do not write out the zeros but express in units of millions and billions, accompanied by numerals and/or a dollar sign. *Ex. Tuesday's gathering brought together 3.5 million participants from across the nation; The cost was $3.5 million.* Round numbers can be spelled out. *Ex. a million-dollar donation; half a million dollars.* Spell out sums under 10. *Ex. a three-dollar fee.*

Percentages

- Write out the word percent instead of using the symbol (%) in running text. Use the symbol in graphs or charts only. Numbers are not spelled out when paired with a percentage. *Ex. The five-year credit will carry interest of 3 percent.*

Roman Numerals

- Use Roman numerals for popes, royalty, and wars, and if they are a part of a brand, company, or product name. *Ex. Henry VIII*

Seasons

- Lowercase spring, summer, fall, and winter and derivatives such as wintertime unless part of a formal name. *Ex. I love Paris in the springtime; the Winter Olympics.*

Time

- Lowercase a.m. and p.m. and use periods. *Ex. 10 a.m.; 3:45 p.m.*

- Use numerals except for noon and midnight

- Do not use :00 after an on-the-hour time. Simply use the numeral. *Ex. 10 a.m.; 3 p.m.*

- When indicating a beginning and end time, only use a.m. or p.m. in the second time if they are the same. *Ex. 9 – 11 a.m.*

- Avoid redundancies like 9 p.m. on Tuesday night.

Titles

- The titles of books, encyclopedias, periodicals, plays, movies, television and radio programs, CDs, cartoon strips, and works of art are italicized. Ex. *Wizard of Oz, The New York Times, 60 Minutes, Mona Lisa.*

- Lowercase "the" before names if listing several publications, some of which use "the" as part of the name and some of which do not. Ex. *Time, Newsweek, the Washington Post, and the New York Times.*

- The titles of stories and poems within a volume, individual songs, booklets, articles, newspaper columns, journals, concerts, and exhibits should be in quotes and not italicized. Ex. Edgar Allen Poe wrote "The Raven" in Philadelphia. "The Star Spangled Banner." "Somewhere Over the Rainbow" is a song from the *Wizard of Oz.*

- The titles of conferences, seminars, lectures, and courses should not be in quotes or italicized but the first letters of important words should be uppercase.

- The titles of musical compositions and dance numbers should be capitalized (and not in italics). Ex. Brahms' Symphony No. 1. Nicknames, however, should be in quotes. Ex. Beethoven's "Eroica" Symphony; the "Moonlight" Sonata. Use lowercase on the second reference and when not using the full title. Ex. The concerto, a Mozart serenade.

- Capitalize the principal words, including all verbs and prepositions and conjunctions with more than three letters.

Section IV:
Spelling

Common English Words

advisor

African American (n.) African-American (adj.)

Asian American (n.) Asian-American (adj.)

a lot

backyard

best-seller

bunkmate

call letters

child care

coed

copy editor

copyedit

courseload, coursework

co-worker

datum (s.), data (pl.)

donor advised

e-mail

effect (add explanation)

ensure, not insure (insure is only used in matters relating to insurance)

freelance, freelancer

fundraiser, fundraising

health care (or health-care when used as an adjective. Ex. the health-care system)

homecoming

home page

home-schooled, home-schooler, home

schooling

lifelong

Middle East

percent

touch-screen

policymaker

Midwest (region)

online

scholar-in-residence

teenage, teenager

vice president

video game

website

well-being

well-informed

ZIP code (ZIP stands for zone improvement program)

Common Hebrew-Transliterated Words and Phrases

aliyah (the third aliyah [section] in the Torah reading; he is making aliyah to Israel.)

Chag Pesach Sameach (used on Passover: Happy Passover)

Chag Sameach *(happy holiday)*

D'var Torah (plural - Divrei Torah)

Eretz Yisrael (land of Israel)

halacha (Jewish law)

hamantasch (s.); hamantaschen (pl.) (pastry for Purim)

hamotzi (prayer over bread)

hasid; hasidic; Hasidism

Israel Defense Forces (IDF)

Jewish state

Kabbalat Shabbat (welcoming the Sabbath)

Klal Yisrael (the community of Israel)

Kaddish (prayer for the dead)

kiddush, Kiddush (a kiddush (reception) will follow services, but one recites the Kiddush)

Kotel (the Western Wall)

L'shana tova tikateivu (used on Rosh Hashanah: May you be written into the Book of Life)

L'shana tova (used on Rosh Hashanah: a good year) or "Shanah Tovah"

matzah (s.); matzot (pl.)

mazal tov

mezuzah

mitzvah (good deed; commandment); mitzvot (plural)

parasha (Torah portion of the week)

Shabbat (s.); Shabbatot (pl.)

Shehecheyanu (blessing for a special occasion)

State of Israel

tikkun olam (repairing the world)

tzedekah (charity)

yahrzeit (anniversary of a death)

Yizkor (memorial service for the dead)

(z"l) (indicates someone is deceased. Ex. Joe Cohn (z"l) was a past president....)

Jewish Holidays and Commemorative Days

Rosh Hashanah	Lag B'Omer
Yom Kippur	Shavuot
Sukkot	Tisha B'Av
Sh'mini Atzeret	Yom Ha'atzmaut (Israel Independence Day)
Simchat Torah	Yom Hashoah (Holocaust Memorial Day)
Hanukah	Yom HaZikaron (Israel Memorial Day for soldiers and victims of terror)
Tu B'Shevat	
Purim	Yom Yerushalayim (Jerusalem Day)
Passover, Pesach	

Hebrew Months

Tishrei	Tevet	Nisan	Tammuz
Heshvan	Shevat	Iyar	Av
Kislev	Adar	Sivan	Elul

Tech Terms

cyberspace	home page	login	website
database	hyperlink	logoff	webcast
dot-com	hypertext	logon	webmaster
DSL	Internet	online	World Wide Web
e-mail	intranet	shareware	

Section VII:

Marketing Procedures

Marketing Procedures

Basic Process

As we transition to a fully integrated marketing experience for our constituency, please ensure that you are including your marketing account managers in all meetings about your events; especially at the beginning when strategy, creative, and vision are developed.

Most projects start with either a save the daye that goes out **12 weeks in advance**, or an email announcement that goes out **8 weeks in advance**. Allowing for the necessary creative design time, project request forms should be submitted at least two weeks before the first piece of digital collateral is expected to be produced. In general, this means submitting your request forms at least 12 weeks prior to a project.

Our ultimate goal is to provide the most memorable, targeted, and impactful experience for our constituencies. The live user experience is key, and much more important that the secondary collateral surrounding an event. The primary focus for pre- and post-event collateral should be a matter of clear, accurate content, delivered in a timely manner. Success or failure of an event is never due to a font, background color, or text alignment. The efficient production of secondary collateral frees up valuable time and resources that can be channeled towards ensuring the maximum impact to each constituent.

Digital Components

For eblasts, website updates, and online forms, work with your account manager unless directed to do otherwise.

Eblast

All eblasts will be sent through the marketing department, and need to be scheduled in advance to allow for all the messaging that goes out from Federation to our various constituencies. Emails will contain the appropriate headers and footers to maintain Federation branding. Work with your account manager to provide the following information needed to produce an eblast:

- Current email list 1-2 days prior
- Final text and (if applicable) approved graphic
- Subject line
- List of approvers

- An email should be scheduled through your account manager. This will ensure that we are not sending multiple emails to the same person on the same day.

- Email Proof: We will send a proof to all who need to approve the eblast. You will receive both an HTML version and text version for review. If you make any changes, (no matter how small) we will send another proof. When approving an email, please use the word "approved" to avoid confusion. (An email response of "OK" could mean that you approved the email proof or simply that you've received the proof.)

- An email list should include first name, last name, and email address. If you are able to pull the list yourself from BBEC, do so a few days before the eblast is scheduled to be sent. If you need IT to pull the list, allow five business days for them to do so.

- Statistics. We will send you a brief statistical report one week after the email goes out. For multi-email campaigns, we will send you a single debrief report after the completion of the campaign.

Website

Landing pages

Provide updates to your landing pages on a regular basis. We try to remove outdated content, but rely on the page owner to advise us when content should be added, updated, or removed.

For routine maintenance of web pages (minor changes and updates), send an email with the page title, link, and needed changes. The clearer the instructions, the quicker we can make the update. Imagine you are giving instructions to a six-year-old. We need to know exactly what page and what content is changing, what to remove, what to add, where to add it, etc.

For event pages, work with your account manager to determine whether an event warrants a web page. Provide only final, approved text. We will not build a page without final approved text and graphics. Provide any additional details beyond eblast text as well as sponsor logos, committee members, bios, etc.

Online Registration Form

For all registration form requests, you will be given a specific form to fill out that will give us all of the information to produce the full registration experience for your constituents. This will include the following:

- List of fields needed for the form, including any charges.

- Names of professionals who should be sent an email with each registration.

- Text/images for the top of the registration page.

- Text/images for the confirmation page when someone completes registration.

Print Work

Invitation with Envelope Provide text (including bios, lists of table hosts and/or chairpeople, etc.) and photos of speakers/special guests; back page of invite should include Federation leadership with first/last name followed by title; order of copy should be event name, event co-chairs, committee names, UJA campaign directors names, Federation professionals (including CEO and President), Federation logo, Whippany address, Scotch Plains address; send mailing list 1 week prior to mail date

Postcard
Provide text and photos; send mailing list 1 week prior to mail date

Reply Card with Envelope
Provide text and envelope address

Acknowledgement Card with Envelope
Provide text and envelope address

Program
Provide all information to account manager

Event Name tags
Event nametag templates have been created to ensure consistency in appearance and branding. Only the Jewish Federation logo should appear on the nametags, with the First Name on line 1, Last Name on line 2, and a title (optional) on line 3, all centered horizontally above the logo, which appears on the bottom, centered. The nametags should only use a sans serif font such as Arial or Helvetica. The font sizes are established in the templates but may be altered only if a name is too long to fit on one line.
To be done by dept. admins. See below for sample.

First Name
Last Name

Jewish Federation®
OF GREATER METROWEST NJ

Directions for using Jewish Federation Nametag templates:

Templates Available:
Avery Template 5390 (used for magnet nametag holders)
Avery Template 5392 (used for large clip on nametag holders and lanyard mission nametag holders
Avery Template 5395 (used for stick on nametags)

1. Open nametag template
2. If merging from a spreadsheet follow directions below; if manually entering names, do so.
3. To merge in names from a spreadsheet, click "select recipients" under the Mailings Tab and select the worksheet you are pulling names from.
4. Highlight "First Name" and click "Insert Merge Field" to insert the first name on the nametag.
5. Do the same with the last name to insert that field and the title if using. If not using the title field just delete it.
6. Click "Update Labels" to carry changes across label sheet. Treat the first label in the sheet as the master and the changes will carry over.
7. Click "Preview Results" to make sure the name tags appear as you would like them.
8. If satisfied click "Finish & Merge" to finish and print your name tags.

Posters
Based on eblast design; 11x17, 24x36 or 30x40

Signage
Provide text 1 month in advance for directional posters, station signs, banners, lawn signs, other

***NJJN* ad**
Based on eblast design; provide web address and contact info (to replace 'click here' button)

***NJJN* Lead Up Story**
Coordinate with Lauren Leon; prior provide bulleted information 4 weeks prior to publish date; provide photo captions, titles before names, no period at the end of the final sentence

Press Release
Coordinate with Lauren Leon; provide bulleted information 3 weeks prior; press release runs 1-2 weeks prior to event

Eblast recap
Provide basic bullet points 1 week prior to event; mailing list 1-2 days prior

NJJN recap story
Provide bullet point recap the week following the event; choose 8-9 photos and provide captions

Social Media

We are using social media, specifically Facebook, as a means through which we can connect with individuals in our Greater MetroWest community both locally and globally. We are in the digital age of the smartphone and technology where people are connecting instantaneously and are utilizing social media as the primary source to learn, seek, and discover information.

We want to show our followers the diversity of Federation through our Facebook pages. The department Facebook pages exist as a primary source for information for programs, events, Federation news, and more. We will be able to coordinate our messaging by sharing information on these pages. To include social media in materials please contact Shayna Friedman, Social Media Manager at (973) 929-3107.

Social Media Channels

Federation Facebook Pages
   Center for Volunteerism Jewish Federation GMW
   Women's Philanthropy Jewish Federation GMW
   Jewish Federation of Greater MetroWest NJ
   Young Leadership Division Greater MetroWest
   JCF Greater MetroWest NJ
   Global Connections - Greater MetroWest NJ
   CRC - Jewish Federation GMW
   Holocaust Council - Jewish Federation GMW

Greater MetroWest ABLE - Jewish Federation GMW
The Partnership for Jewish Learning and Life
One Happy Camper NJ
PJ Library Greater MetroWest NJ
Greater MetroWest NJ Day School Initiative
J Connection Montclair Area
JTeenMW
Metrowest Teens

Instagram: @jfedgmw
Pinterest: @jfedgmw
Youtube: Jewish Federation of Greater MetroWest
Twitter: @jfedgmw Step

Step 1: Social Media Request The form will request the following information:
- Goal of the Social Media: (ex. increase registration, attract interest, generate awareness...etc):
- Audience:
- Name of Event:
- Department:
- Contact person from department:
- Marketing Account Manager:
- What (event, program, speaker, etc.)?
- Who (who is invited, who is being honored, key people involved)?
- Where (where is the event/program/ceremony/gathering etc. being held) ?
- When (Date, time)?
- Expected number of attendees?
- Does this event require an RSVP? If so, whom (person or link to registration)?
- What is the feeling you are looking for in the build up of the event (i.e. motivation to take an action, social and engaging community, giving back through participation and volunteering,...etc.)?

Once the form is received, the Social Media Manager will schedule a meeting with contact person from department to develop content for the content calendar and to discuss the Facebook posting schedule.

Promotion BEFORE the event:
We would like to utilize available contents of the event in assisting to develop content for the posting content calendar. To assist in doing so, please send the Social Media Manager the following if available:
- Graphics, photos ex. Photo of speaker or venue of event, links to websites ex. Organization website, link to a keynote speaker's bio, or videos ex. of keynote speaker on the news, blog articles written about a person or place, bios...etc.

Content Calendar Template
The content calendar is the most crucial and time-sensitive piece in developing the social media strategy for the marketing promotion and is created and utilized by the Social Media Manager. The content calendar is an excel spreadsheet that demonstrates the following: which Facebook post, the post text, the post image, post time, post date, and Facebook page to which it will be posted.

The frequency and duration of Facebook post content will be updated to the content calendar template based on the information provided at the initial meeting between the Social Media Manager and the department contact person from that department. The Social Media Manager can provide weekly updates to the calendar upon request. The Social Media Manager will post at their discretion to pages that are not the department's own Facebook page. The Social Media Manager will post at their discretion at specific times throughout the day. The Social Media Manager will request approval from the contact person of the department of Facebook posts, including both images and text as soon as both become available. The Social Media Manager will not post content on Facebook until it has been approved by the department, even if relayed otherwise on the content calendar.

See Content Calendar section for a sample Content Calendar.

Post	Image	Topic	Post Date	Post Time	Facebook Pages	Scheduled (yes/no)
		VOLUNTEER BOOT CAMP				
		Monday				
Rachel Coalition...	Photos at Event	Day of Event	7/18/2016	12:30 PM	Center for Volunteerism	yes
Rachel Coalition...	Photos Event	Day of Event		12:30	Woman's Philanthropy	yes
		Tuesday				
Harvest at the urban farm at the Greater Newark Conservancy and learn about their commitment to nature and providing affordable produce. To register visit: http://bit.ly/1Zg2WFP	Greater Newark Conservancy Image	Specific VBC		19-Jul 9:30am	Center for Volunteerism	scheduled
Harvest at the urban farm at the Greater Newark Conservancy and learn about their commitment to nature and providing affordable produce. To register visit: http://bit.ly/1Zg2WFP	Greater Newark Conservancy Image	Specific VBC		1:00pm	Women's Philanthropy	scheduled
		Wednesday				
			20-Jul			
		Thursday				
#TBT Rachel Coalition	Super Market Sweep	Specific VBC		21-Jul 11:30am	Center for Volunteerism	
Harvest at the urban farm at the Greater Newark Conservancy and learn about their commitment to nature and providing affordable produce. To register visit: http://bit.ly/1Zg2WFP	Greater Newark Conservancy Image	Specific VBC		11:30: AM	YLD	scheduled
		Friday				
Harvest at the urban farm at the Greater Newark Conservancy and learn about their commitment to nature and providing affordable produce. To register visit: http://bit.ly/1Zg2WFP	Greater Newark Conservancy Image			22-Jul 11:00am	Center for Volunteerism	scheduled
		Saturday				
			23-Jul			
		Sunday				
			24-Jul			

June 20- June 26 / June 27- July3 / July 4-July 10 / July 11-July17 / **July 18- July 24** / July 25 - July 31 / August 1- August 7 / August 8

Promotion DURING the event:

1. If you require professional photos please see Lynne Roth to book a photographer.
2. If there is a photographer, please provide them with a "Social Media Shot-list" to be used for social media purposes following the event.
3. Will a page Admin from your department be posting to the department's Facebook page during the event?
4. If so, please see the "Social Media" section of Jewish Federation of Greater MetroWest Style Guide for guidelines.
5. If Social Media Manager attends the event, they can post to the department's Facebook page during the event.
6. Pictures will be posted to appropriate departmental Facebook page(s) at the Social Media Manager's discretion.
7. Will there be a videographer st the event?
8. Will professional take photos?
9. Key moments for photos (i.e Featured speaker, special guest, performer, etc):

Promotion AFTER the event:

1. Will there be a follow-up survey?
2. If there is a professional photographer, would you like to create a Facebook album that includes the professional photographer's photos after the event?
3. Request that photographers get photos back to you by the morning of the following day in order to get up on Social Media ASAP.
4. Do you want a #TBT (Throwback) Facebook post of the event ex. Photo of speaker at event, Highlight an honorarium, group picture, etc.?
5. Photos from the event that are taken by professionals should be e-mailed to the Social Media Manager by 10 a.m. the following morning of an event for consideration for social media publication: sfriedman7@jfedgmw.org
6. Would you like your Facebook cover photo changed following the event?
7. If so please provide the image. Dimensions should be: 851 pixels wide 315 pixels high.

Acceptance of Terms and Conditions:

Jewish Federation of Greater MetroWest NJ reserves the right to post content at its discretion.
Please know that the Social Media Manager's responsibility is to ensure that the appropriate photos are gathered for social media purposes for Federation's Facebook page. The social media manager is not the photographer.

Our Logo

Primary Logo

Full name — Jewish Federation

Trademark symbol — ®

Divide

Mark

Logotype
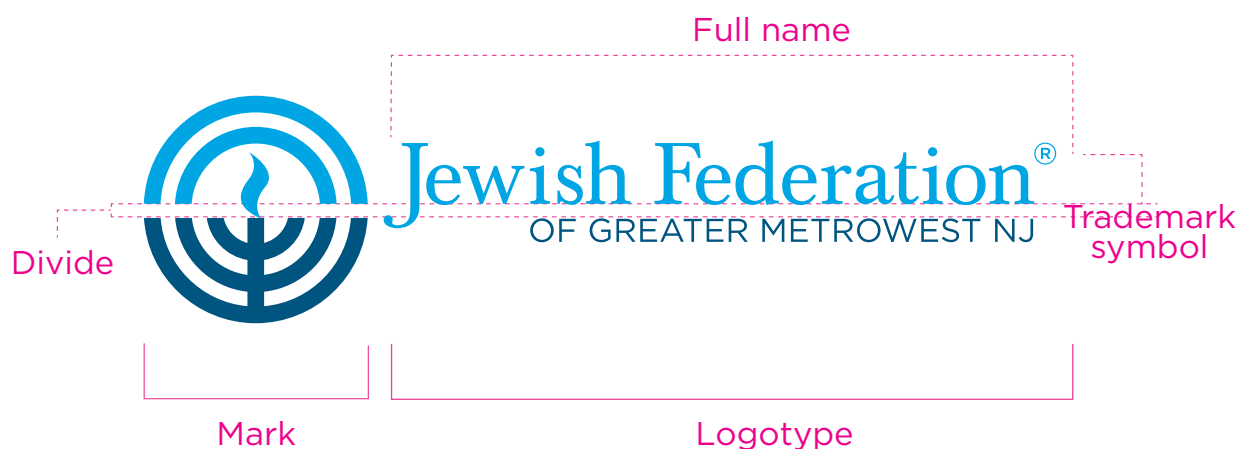
The logo is the cornerstone of the brand. It is the face of Jewish Federation of Greater MetroWest NJ (Federation). Consistent use of this logo makes the brand more recognizable and strengthens our presence in the community. It should be displayed prominently on every Federation branded publication and communication.

Mark and Logotype
The core elements of the logo are the mark and Jewish Federation of Greater MetroWest NJ logotype. The two lines of the logotype should always be right aligned. The logotype should never be used without the mark. The mark should always be to the left of the logotype with the exception of the centered logo. The mark can be used on its own as a decorative element when the whole logo is present as well. Please refer to the following sections explaining correct and incorrect usage.

The logo must always be reproduced from a digital master reference. It should never be redrawn or digitally manipulated. Master files

are available in eps, jpeg, and gif format. Please ensure the appropriate artwork format is used.

File Formats
eps: all professionally printed applications
jpeg: desktop publishing programs
gif: online usage

These files can be downloaded from
www.jfedgmw.org/branding

Accessibility
The logo must always have good contrast with the background to ensure maximum impact and accessibility. A sufficient clear space is required around the logo (see p.33 for full explanation).

Color & Typefaces

Preferred

100% PMS 2995C/100% PMS 302C

Acceptable

100% PMS 302C

100% PMS 2995C

Limited

100% Black

100% White

Jewish Federation
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdeffghijklmnopqrstuvwxyz

Baskerville MT Std Regular

OF GREATER METROWEST NJ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdeffghijklmnopqrstuvwxyz

Gotham Regular

Color
The full-color logo has two distinct blue colors that were chosen for their traditional Jewish association. They are optimistic, warm, and approachable. The Pantone Matching System (PMS) colors for printing on coated (C) paper stock are: lighter blue — PMS 2995C and darker blue — PMS 302C. For printing on uncoated stock the PMS colors are 306U and 302U.

It is preferable to use the full-color logo when printing with two or more colors and online. In cases when only one color is required, a two-tone variation of PMS 302C or black should be used. When used on black background, the two-color option of white and PMC 2995 is preferable. The all-black and all-white (knock-out) versions are permitted, but should be used only when no other option is available. When possible, spot PMS

colors should be specified with your printer. Do not match colors to this document or a computer screen. Refer to actual Pantone matching chips or screen color values, using the numbers listed as reference. A full corporate color palette with CMYK and RGB values is available on p.42.

Typeface
The typefaces (or fonts) in the logotype should always be Baskerville MT Regular for the name and Gotham Regular all caps for geography. The only acceptable exception is when space for the logo is limited and the logo has to be reduced to .75″. In this case the name can be set in Gotham Narrow Medium (see p.33 for Limited Space) for readability.
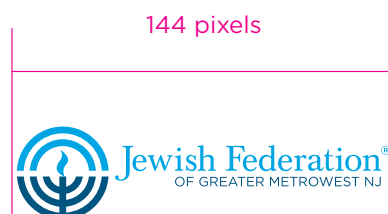
These fonts are available on request from msimon@jfedgmw.org. A full list of corporate fonts is available on p.43.

Minimum Size, Limited Space, and Clear Space

2″
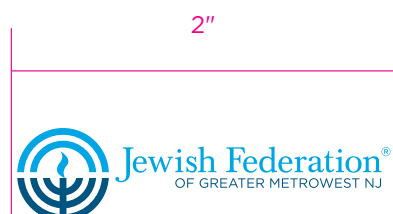
Preferred minimum size for print

144 pixels

Preferred minimum size for web

1.0″

Limited space logo in minimum size

Clear space = the height of the flame

Size
To retain legibility, it is preferable that the logo is at least 2″ wide. For online applications, the logo should never be smaller than 144 pixels wide.

Limited Space
When the logo has to be reduced to a minimum size, but there is not enough space to display the logo horizontally, the centered logo for limited space should be used. It should never be smaller than .75″ wide. This is the only instance in which the font of the name can be changed to a Gotham Narrow Medium for readability.

Clear Space
To ensure that the logo is always clearly repro-duced, and never obscured or compromised by other design elements in a layout, an area of clear space must surround it.

The amount of clear space is defined by X. Regardless of the size of the logo, X is always equal to the height of the flame.

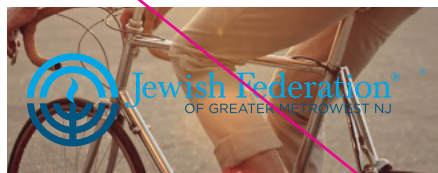# Incorrect Usage

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

When the rules of the identity are broken, the brand becomes weakened and confusing. The following are some examples of how the logo should NOT be used:

1. DON'T change the placement of the mark.
2. DON'T use the logotype without the mark.
3. DON'T change the color of the flame.
4. DON'T change the color of the logo to any color that is not specified in this guide (p.5).
5. DON'T place the logo on a background that is too close in tone.

6. DON'T change the font of the logotype.
7. DON'T add any elements into the logotype and/or the mark.
8. DON'T change the alignment of the lines in the logotype.
9. DON'T break the logotype into multiple lines.
10. DON'T superimpose the logo over a photograph.

The Mark

Umbrella
The umbrella arcs symbolize the safety net

Flame
The flame symbolizes our history and heritage — it visually guides the eye upwards, providing a sense of aspiration, hope and optimism

Color
The use of two variations of blue, which is viewed as a traditional Jewish color, is both optimistic and approachable.
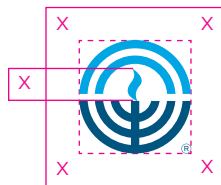
Menorah
The innovative contemporary menorah anchors our visual identity in Jewish tradition.

Elements of the mark

Clear Space

.25"

Minimum Size

Our strong mark is rooted in Jewish tradition. It is innovative, easily recognizable, and both inviting and optimistic.

The mark can be used on its own as a graphic element to support the overall branded message on pens, hats, bags, etc. Never use it as a replacement for the full logo in corporate communication.
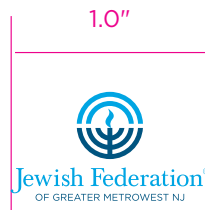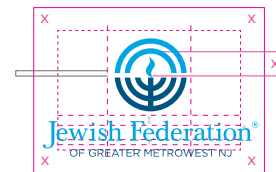
Centered Logo

For vertical and square print applications

Clear space

1.0"
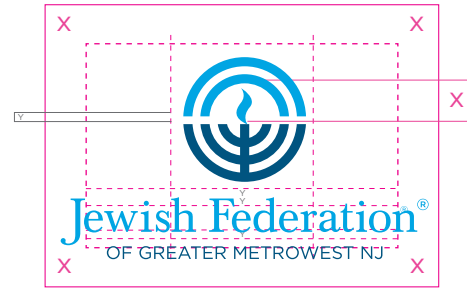
For limited space in print and web applications

Clear space

The centered logo was developed to provide a smaller footprint without compromising the clarity of the mark and readability of the logotype. It should be used in narrow spaces where the primary horizontal logo does not fit. When it has to be reduced to less than 1", the limited space logo should be used.

The Tagline

For print and web applications

Alternate option for print and web applications

For limited space in print and web applications

You may choose to use the tagline as part of the logo lock-up. Depending on the space available, you may choose between any of these treatments.

Affinity Group Logo

Vertical Line

Affinity

Primary Logo

100% Black

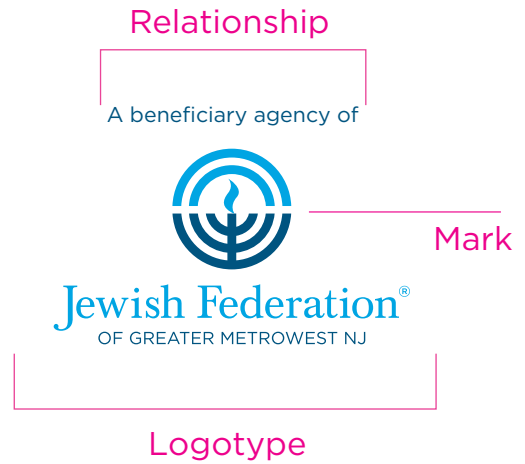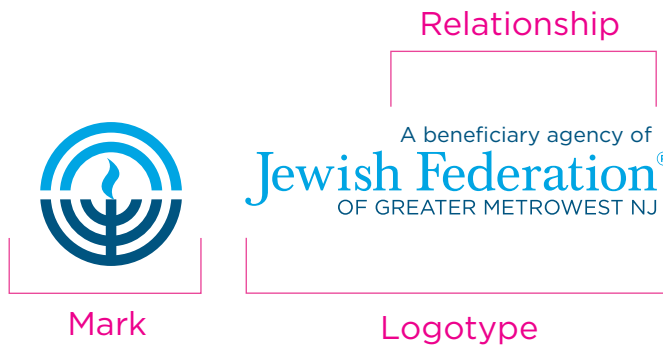100% PMS 2995, PMS 302

100% Black Vertical

An affinity is a segment of your donor population that you have targeted with programming and other fundraising tactics.

The Affinity Group Logo consists of the primary signature, the name and/or symbol describing the group on the bottom, and a horizontal line that separates them.
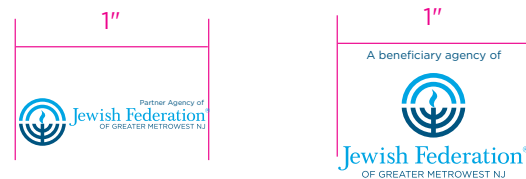
The name of the group should be centered between the horizontal line and depending on the length of your group name, you may extend the width of the logotype so the height of the letters are consistent with the tagline.

Your group name should be set in Gotham Book in Title Case (upper and lower case) and cente aligned.

Partner/Agency Logo

Relationship

A beneficiary agency of

Jewish Federation®
OF GREATER METROWEST NJ

Mark   Logotype

Relationship

A beneficiary agency of

Jewish Federation®
OF GREATER METROWEST NJ

Mark

Logotype

Partner Agency of
Jewish Federation®
OF GREATER METROWEST NJ

Clear Space

1"

Partner Agency of
Jewish Federation
OF GREATER METROWEST NJ

1"

A beneficiary agency of

Jewish Federation®
OF GREATER METROWEST NJ

Minimum Size

Partner Agency of
Jewish Federation®
OF GREATER METROWEST NJ

Example 1

Supported by
Jewish Federation®
OF GREATER METROWEST NJ

Example 2

Funded by
Jewish Federation®
OF GREATER METROWEST NJ

Example 3

Co-branding with our partners and our agencies gives our audience a holistic understanding of the Federation community and all it represents. It makes the work of Federation more visible, helps build Jewish Federation brand equity,and clearly communicates the relationship between the Federation and partner/agency.

We have provided a range of options to represent the various relationships that exist with our partners and/or agencies.

The Partner/Agency logo consists of the Federation logotype in dark blue with the text line explaining the relationship with an agency above it in dark blue.

The logo may be reproduced as shown or in either black or white.

39

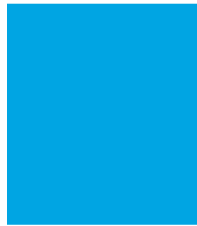# Federation/Foundation Logo

Example 1

Federation Logo with URL

Example 1

COLOR PALETTES
Primary Colors

PMS:
2995C
CMYK:
90c, 11m, 0y, 0k
RGB:
0r, 164g, 228b

PMS:
302C
CMYK:
100c, 25m, 0y, 50k
RGB:
0r, 84g, 128b

Extended Color Palette

PMS:
116C
CMYK:
0c, 16m, 100y, 0k
RGB:
255r, 210g, 0b

PMS:
151C
CMYK:
0c, 48m, 95y, 0k
RGB:
248r, 151g, 40b

PMS:
200C
CMYK:
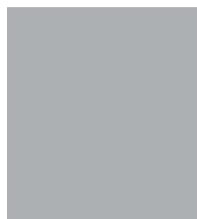11c, 100m, 70y, 2k
RGB:
211r, 18g, 69b

PMS:
219C
CMYK:
1c, 88m, 0y, 0k
RGB:
235r, 68g, 152b

PMS:
268C
CMYK:
85c, 99m, 10y, 0k
RGB:
82r, 46g, 145b

PMS:
360C
CMYK:
58c, 0m, 80y, 0k
RGB:
115r, 193g, 103b

PMS:
Cool Gray 7C
CMYK:
0c, 0m, 0y, 37k
RGB:
173r, 175g, 178b

PMS:
877C Metallic (Silver)
CMYK:
0c, 0m, 0y, 40k
RGB:
186r, 188g, 190b

PMS:
871C Metallic (Gold)
CMYK:
20c, 30m, 70y, 15k
RGB:
180r, 151g, 90b

When producing marketing materials, printed and digital, these colors will work in combination with the primary colors.

Fonts

Baskerville (MT Std) Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*( )

Baskerville (MT Std) Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*( )**

Gotham Book

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890!@#$%^&*()

Gotham Medium

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890!@#$%^&*()**

Gotham Narrow Book

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890!@#$%^&*()

Gotham Narrow Medium

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890!@#$%^&*()**

Online
Arial

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Typography is also an integral part of the identity. Consistent use of the official typefaces is essential. Baskerville MT and Gotham are the primary fonts to be used on all communications for Federation. Both are available in several weights. Arial should be used for online body copy. Supporting script fonts may be used in marketing materials.

For More Information

Branding information is available at
www.jfedgmw.org/Branding

For custom logos and the fonts, please contact:
Melissa Simon at (973) 929-3085 or msimon@jfedgmw.org
Mark Berkley at (973) 929-3086 or mberkley@jfedgmw.org