# Contents

## I INTRODUCTION
- a. The Importance of a Style Guide 3
- b. Jewish Federation Mission 3
- c. About Jewish Federation 3

## II FEDERATION SPECIFIC INFORMATION
- a. Official Name, Email Signatures, Absent Messages 5
- b. Local Partners’ Names and Abbreviations 6
- c. International Partners’ Names and Abbreviations 7
- d. Greater MetroWest Area Synagogues 7
- e. Federation Terms, Titles 10
- f. Gender-Neutral Language 10

## II GRAMMAR AND PUNCTUATION
- a. Alphabetizing, Apostrophes, Colons, Commas, Dashes 13
- b. Hyphens, Parentheses, Periods, Quotation Marks 14

## III WRITING STYLE
- a. Abbreviations, Academic Degrees, Acronyms, Addresses 16
- b. Dates, Geography, More Than vs. Over, Numbers 17
- c. Ages, Spelling of Numbers, Fractions 18
  - Monetary sums and Large Numbers, Percentages
  - Roman Numerals, Seasons, Time
- d. Titles 19

## IV SPELLING
- a. Common English Words 21
- b. Common Hebrew-Transliterated Words and Phrases 21-22
- c. Jewish Holidays and Commemorative Days, Hebrew Months, Tech Terms 22

## VI OUR BRAND - MARKETING PROCEDURES
- a. Basic Process 24
- b. Digital Components and Processes 24
- c. Print Work 25
- d. Social Media 27

## VII OUR LOGO
- a. Primary Logo 31
- b. Color & Typefaces 32
- c. Minimum Size, Limited Space, and Clear Space 33
- d. Incorrect Usage 34
- e. The Mark 35
- f. Centered Logo 36
- g. The Tagline 37
- h. Affinity Group Logo 38
- i. Partner/Agency Logo 39
- j. Federation/Foundation Logo 40
- k. Federation Logo with URL 41
- l. Color Palettes 42
- m. Fonts 43
- n. For More Information 44
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.
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
GREATER METROWEST AREA SYNAGOGUES, CON’T

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 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 Tpke., 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 Shavei 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.

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<td>N.C.</td>
<td>W.Va.</td>
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<tr>
<td>Okla.</td>
<td>Wis.</td>
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<td>Wash.</td>
<td>Wyo.</td>
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</tbody>
</table>

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 or 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:

<table>
<thead>
<tr>
<th>Ages</th>
<th>Dimensions</th>
<th>Scores</th>
<th>Time of day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Days of the</td>
<td>House numerals</td>
<td>Serial Numbers</td>
<td>Time of races</td>
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<tr>
<td>month</td>
<td>Percentages</td>
<td>Speeds</td>
<td>Votes</td>
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<tr>
<td>Degrees of</td>
<td>Proportions</td>
<td>Sums of money</td>
<td>Years</td>
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<td>temperature</td>
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</tr>
</tbody>
</table>

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  
teeneage, 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
Yom Kippur
Sukkot
Sh’mini Atzeret
Simchat Torah
Hanukah
Tu B’Shevat
Purim
Passover, Pesach

Lag B’Omer
Shavuot
Tisha B’Av
Yom Ha’atzmaut (Israel Independence Day)
Yom HaShoah (Holocaust Memorial Day)
Yom HaZikaron (Israel Memorial Day for soldiers and victims of terror)
Yom Yerushalayim (Jerusalem Day)

Hebrew Months

<table>
<thead>
<tr>
<th>Hebrew Month</th>
<th>English Equivalent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tishrei</td>
<td>Tevet</td>
</tr>
<tr>
<td>Heshvan</td>
<td>Shevat</td>
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<tr>
<td>Kislev</td>
<td>Adar</td>
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<td>Nisan</td>
<td>Iyar</td>
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<td></td>
<td>Sivan</td>
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<td>Tammuz</td>
<td>Av</td>
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<td></td>
<td>Elul</td>
</tr>
</tbody>
</table>

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 day email 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.
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

NJN ad
Based on eblast design; provide web address and contact info (to replace ‘click here’ button)

NJN 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

NJN 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.)?
Step 2: Timeline

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.

<table>
<thead>
<tr>
<th>Post</th>
<th>Image</th>
<th>Topic</th>
<th>Post Date</th>
<th>Post Time</th>
<th>Facebook Pages</th>
<th>Scheduled (yes/no)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td></td>
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<tr>
<td>Rachel Crockett</td>
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<tr>
<td>Photos of Event</td>
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<tr>
<td>Photos of Event</td>
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<tr>
<td>David Event</td>
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<td>David Event</td>
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<tr>
<td>7/18/2018</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>12:30 PM</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Center for Volunteers</td>
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<tr>
<td>(Optional)</td>
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</tbody>
</table>

| Tuesday |
|_______|
| Harriet at the launch of the Grocery Disaster Consensus and learn about their commitment to nature and providing affordable food. To register visit http://bit.ly/2m2QzVzTP |
| Greater Nevada Consensus Challenge Specific VOC |
| 7/17 at 10:00am |
| Center for Volunteers |
| scheduled |

| Wednesday |
|__________|
| Harriet at the launch of the Grocery Disaster Consensus and learn about their commitment to nature and providing affordable food. To register visit http://bit.ly/2m2QzVzTP |
| Greater Nevada Consensus Challenge Specific VOC |
| 10:00am |
| Women’s Philanthropy |
| scheduled |

| Thursday |
|__________|
| #HOT Rachel Crockett |
| Harriet at the launch of the Grocery Disaster Consensus and learn about their commitment to nature and providing affordable food. To register visit http://bit.ly/2m2QzVzTP |
| Greater Nevada Consensus Challenge Specific VOC |
| 7/19 at 10:00am |
| Center for Volunteers |
| scheduled |

| Friday |
|__________|
| Harriet at the launch of the Grocery Disaster Consensus and learn about their commitment to nature and providing affordable food. To register visit http://bit.ly/2m2QzVzTP |
| Greater Nevada Consensus Challenge Specific VOC |
| 11:00 AM |
| 11:00 |
| scheduled |

| Saturday |
|__________|
| 25-July |

| Sunday |
|__________|
| 26-July |

*Note: Dates vary, please check event dates.*
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 at 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.
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

![Logo](image1.png)

100% PMS 2995C/100% PMS 302C

Acceptable

![Logo](image2.png)

100% PMS 302C  100% PMS 2995C

Limited

![Logo](image3.png)

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

**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 reproduced, 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. 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.

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:
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.
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.
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 centered aligned.
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.
Federation/Foundation Logo

Example 1
When producing marketing materials, printed and digital, these colors will work in combination with the primary colors.
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 fonts 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:
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