



BRAND GUIDELINES

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ABOUT THE BICENTENNIAL

2021 marks the 200th anniversary of Jewish community life in the city of Cincinnati, which formally began with the founding of Chestnut Street Cemetery. The Jewish community and the City of Cincinnati will commemorate this significant milestone through community celebrations, multi-generational programs and interactive experiences.

This milestone provides an opportunity for both celebration and reflection, and presents a compelling opportunity for the community to come together as one. Cincinnati's Jewish community can boast myriad achievements, not least of which is the role the community has played in the history and development of greater Cincinnati. Both the Jewish community and the city overall have an opportunity to commemorate this historic milestone in our shared history, and to dream about what comes next.

LOGO & ENHANCER



The Jewish Cincinnati bicentennial logo took its inspiration from the interconnected history of Jews and Cincinnati. One of the first U.S. immigrant settlements was founded in Cincinnati. The Jewish star represents Ohio and Northern Kentucky, while the text weaves through the middle like the Ohio River. An old fashioned font is used for the main text as a nod to the past, recognizing Cincinnati as a critical center of development throughout American Jewish history. 200 years is written in a modern playful font to signify a steady march towards the future. The design of the star, as well as the colors used, are meant to invoke a feeling of confetti and celebration.

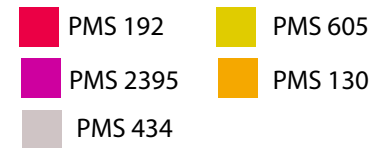
LOGO | COLOR & FONTS



Primary Colors



Secondary Colors



Fonts

- *Guthen Boots*
- *Bilcase Demo*
- Avenir Medium

Logo Variations



Primary Colors

PMS 287

PMS 306

PMS 326

PMS 7461

Secondary Colors

PMS 192

PMS 2395

PMS 434

PMS 605

PMS 130

Bilcase Demo

Guthen Boots

Avenir Medium

Bilcase Demo is the preferred font for headlines for bicentennial communication as it best exemplifies the Jewish Cincinnati Bicentennial.

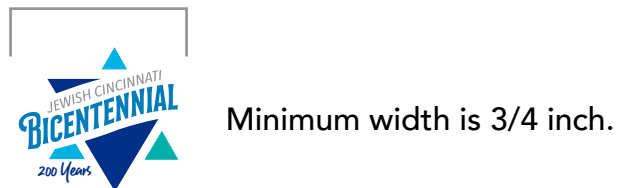
Guthen Boots is best used as secondary or sub-head text.

Avenir Medium is the preferred font for body copy.

LOGO | SIZE & SAFE SPACE



In most cases, size and safe space should exceed the minimums demonstrated below.



LOGO | LOCKUP



Founding Partners



Co-chairs Kim Heiman / Tamara Harkavy



Founding Partners



PIONEERING BOLDLY INTO THE FUTURE

jewishcincinnati.org/200

Co-chairs Kim Heiman
Tamara Harkavy

Founding Partners

- The Jewish Federation of Cincinnati
- Jacob Rader Marcus Center of the American Jewish Archives
- The American Israelite
- Cincinnati Museum Center
- Jewish Community Relations Council
- Hebrew Union College Jewish Institute of Religion
- Red's Community Fund
- Jewish Cemeteries of Greater Cincinnati
- Holocaust and Humanity Center
- Skirball Museum
- Mayerson JCC
- ArtsWave

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LOGO | LOCKUP



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MISSION, VISION & OBJECTIVES

Mission

A pivotal moment in our history, the mission of the Jewish Cincinnati Bicentennial is to partner with local organizations to reflect, share and celebrate the significance and pride that Jewish life in Cincinnati has woven into the fabric of our region.

Vision

The vision of the Bicentennial is for the community to pioneer boldly into the future, to continue making the region a better place for all. This celebration hopes to weave Jewish traditions and partnerships into the city's fabric, ensuring Cincinnati is a place where immigrants and minorities can have a lasting impact.

Objectives

Elevate We want to use the 200th milestone to demonstrate the positive impact immigrants and minorities have had on our nation, by amplifying the significant importance of Jewish immigrants on Cincinnati, America's Jewish communities as a whole, and therefore the entire country. Cincinnati was the hub that connected Jews to the rest of the US. Without Cincinnati Jewish history, US history would look radically different.

Inspire We want to inspire future generations to be proud of their heritage. Cincinnati is a place where people can own their identities, regardless of background, with pride and blaze a pioneering trail to the future.

Connect We want to build bridges throughout the community to create new partnerships, rekindle old collaborations, and engage diverse audiences in dialogue and participation together. We want everyone living in Cincinnati, no matter what race or religion, to be part of our shared story by honoring the distinct cultural and religious traditions we each carry.

CORE MESSAGE & SUPPORTING POINTS

Cincinnati Jews were trailblazers for a new, proud American Jewish identity—they helped identify what it means to be Jewish and American. Our pioneering spirit continues to write the future for generations to come.

- 1821** Oldest Jewish cemetery West of the Alleghenies (Chestnut St. Cemetery)
- 1824** Oldest Jewish congregation West of the Alleghenies is officially established
- 1854** American Israelite is founded
- 1854** First Jewish Hospital in USA founded
- 1866** Plum Street Temple dedication
- 1868** Charles & Maximillian Fleischmann create first commercially produced yeast
- 1873** First Jewish congregational union in America (Union of American Hebrew Congregations) and the oldest in continuous existence
- 1875** Founding of Hebrew Union College
- 1877** First Jewish Cincinnati Reds Player & Captain, Lipman "Lip" Pike
- 1882** Justus Thorner first owner of the Cincinnati Reds
- 1883** First four rabbis educated in USA ordained by HUC in Cincinnati
- 1883** Elias Kahn establishes Kahn's Meat Packing in Cincinnati
- 1889** First Rabbinical Association / Central Conference of American Congregations
- 1896** Jewish Welfare Fund (Federation started)
- 1896** Irwin Krohn and Samuel Fechheimer, founded the Krohn-Fechheimer Shoe Company, which produced Red Cross shoes
- 1896** Jacob Frank establishes Frank's Spice & Tea Company in Cincinnati

SUPPORTING POINTS

- 1900** Two Jews battle to become mayor of Cincinnati (Alfred M. Cohen & Julius Fleischmann). Fleischmann is elected.
- 1903** Irvin F. Westheimer befriends a young boy in Cincinnati, OH; seeds are formed for the start of Big Brothers in Cincinnati
- 1915** First American Mental Health Institute, the Psychopathic Institute (part of Jewish Hospital) was established.
- 1916** Setty Swartz Kuhn establishes Cincinnati's Better Housing League
- 1917** The Helen S. Trounstein Foundation was established
- 1920** Frank's RedHot Sauce goes on the market
- 1924** Murray Seansongood founds the Charter Party, reorganizing City Council with non-partisan elections
- 1929** Sidney Weil becomes majority owner of the Cincinnati Reds
- 1931** The Trounstein Foundation becomes a division of the Community Chest, the predecessor of the United Way
- 1937** Eden Park Greenhouse is renamed in honor of Irwin M. Krohn
- 1939** Dr. Jacob Rader Marcus and others established what would become the Jewish Community Relations Council
- 1943** Sydney 'Syd' Nathan founded King Records
- 1945** David Lazarus becomes president of Federated Department Stores and moves headquarters to Cincinnati
- 1947** Dr. Jacob Rader Marcus established the National American Jewish Archives in Cincinnati
- 1947** David Frisch acquires franchise to open the first Frisch's Big Boy Drive-In restaurant, Big Boy One, on Central Parkway north of downtown Cincinnati
- 1961** HUC President, Nelson Glueck, delivers benediction at John F. Kennedy's Inauguration
- 1963** HUC President, Nelson Glueck, appears on cover of Time Magazine for his work as a Biblical Archeologist
- 1972** Ordination of the first woman rabbi (Sally Priesand)

VOICE & TONE



Particular & Universal

Each of us has a unique history, but we all share in the history of our region.



Meaningful

We want to be interesting, but not too academic. After all this is a celebration, not a history lesson.



Proud

We have accomplished some amazing things, but we don't want to be too arrogant about those accomplishments.



Appreciative

We want to honor those that came before us, while acknowledging that they weren't perfect.



Active

We want people to get excited about the Bicentennial. We want to use bold, inspiring language.



Inclusive

We want to include everyone in this celebration, no matter their beliefs or background.

Pioneer

**BOLDLY INTO
THE FUTURE** *with us*



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