



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 | COLOR & FONTS



Primary Colors

- PMS Violet C
- PMS 7472
- PMS Blue 0821
- PMS 716
- PMS 7409

Secondary Colors

- PMS 2613
- PMS 122
- PMS 2582
- PMS 7563
- PMS 528
- PMS 7569
- PMS 220

Fonts

- ABOLITION
- Century Gothic

Logo Variations



Primary Colors

PMS Violet C
Hex 440099

PMS 7472
Hex 5CB8B2

PMS Blue 0821
Hex 74D1EA

PMS 716
Hex EA7600

PMS 7409
Hex F0B323

Secondary Colors

PMS 2613
Hex 671E75

PMS 2582
Hex AC4FC6

PMS 528
Hex B580D1

PMS 220
Hex A50050

PMS 122
Hex FED141

PMS 7563
Hex D69A2D

PMS 7569
Hex D78825

ABOLITION

Century Gothic

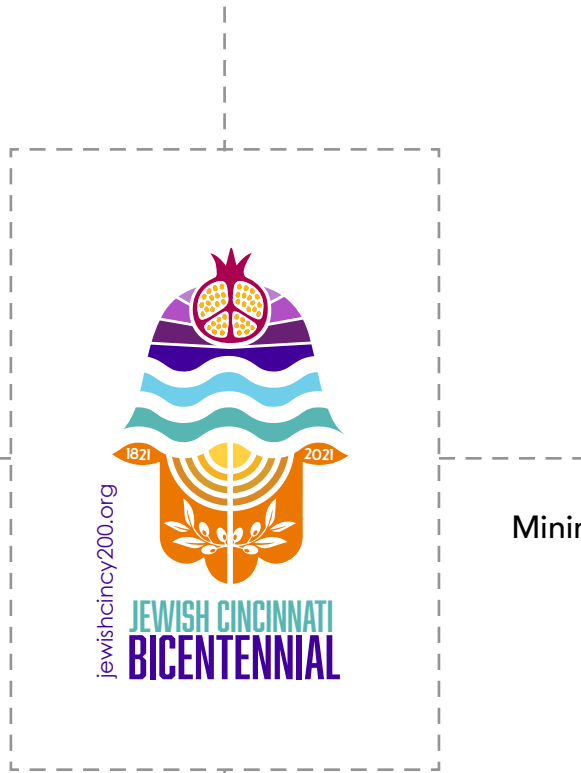
Century Gothic

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

Century Gothic Bold is the preferred font for secondary and sub-head text.

Century Gothic Regular is the preferred font for body copy.

LOGO | SIZE & SAFE SPACE



Minimum safe space is 1/2 inch.

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



Minimum width is 1.15 inch.

LOGO | LOCKUP



**JEWISH CINCINNATI
BICENTENNIAL**

PRESENTING SPONSORS



*In partnership with
Cincinnati's many Jewish
and civic organizations*

jewishcincy200.org

OPTION 1

In small spaces, The Jewish Bicentennial logo should always be used with the Presenting Sponsors, url, and Partnership copy as shown to the immediate left.



**JEWISH CINCINNATI
BICENTENNIAL**

PRESENTING SPONSORS



SPONSORS



FOUNDING PARTNERS



CO-CHAIRS

Kim Heiman Tamara Harkavy

jewishcincy200.org

OPTION 2

The Jewish Bicentennial logo lockup with Funding Partners, Sponsors, and Co-chairs is to be used where space allows (on larger ads, flyers, etc). These two assets can be separated if needed.

GRAPHIC ELEMENTS

Graphic elements can be used alone or combined together as long as they do not obstruct the logo or any copy. Patterns can be cropped as seen fit.



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.

HISTORICAL ACHIEVEMENTS

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)

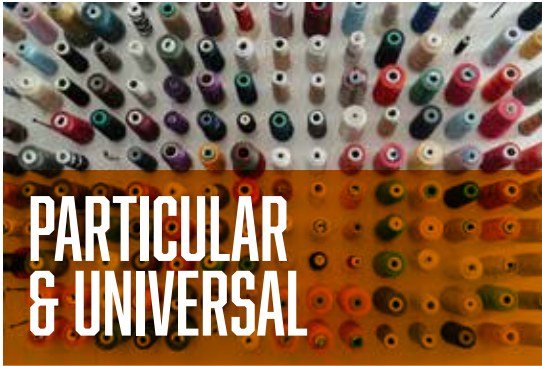
1896 Irwin Krohn and Samuel Fechheimer, founded the Krohn-Fechheimer Shoe Company, which produced Red Cross shoes

1896 Jacob Frank establishes Frank's Spice & Tea Company in Cincinnati

HISTORICAL ACHIEVEMENTS

- 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 Seasongood founds the Charter Party, reorganizing City Counsel 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.