

The J Branding Guide

Version 1.0

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WHO ARE WE? WHAT IS A BRAND?

The Jewish Community of Louisville's mission is to build and sustain a vibrant, caring, inclusive community rooted in Jewish values. Each word in our mission statement tells the story of our commitment to the Jewish community, congregations and organizations.

BUILD

The JCL's mission begins with the word "build" as an immediate acknowledgement of the Jewish Community of Louisville's (JCL) primary purpose to enhance the long-term viability of our community by providing leadership, financial support and synergy with other Jewish organizations in the Louisville area, in Israel and throughout the world.

SUSTAIN

The JCL's mission is also to ensure that the Jewish community is here for us, for our children and for generations to come through strategic planning that will enable our agency and the greater community we are building to continue in the years to come.

VIBRANT

The success of creating a vibrant community is engaged and interconnected with every generation. JCL's success is measured by the well-being of every individual we touch. We provide services and programs in a Jewish environment that help develop toddlers, engage children, motivate teens, challenge young adults, inspire adults, connect families, and benefit the elderly.

CARING

The Torah teaches us to take care of those in need, regardless of one's ability or limits. We are bound as a community to be compassionate, understanding and to facilitate the needs of all members of our community.

INCLUSIVE

We welcome and embrace each generation across the broad diversity of the Jewish Community.

COMMUNITY

We bring people together, connecting and convening those in our neighborhood, our city, our state, our country, and Jews of all nations, including the people of Israel--receiving and accepting everyone who seeks to be included throughout the diverse Jewish Community.

ROOTED IN JEWISH VALUES

Each individual has his or her own definition of what it means to be Jewish, but undeniably, we celebrate family, education, culture, and the importance of our Jewish homeland, Israel, as we also perform ongoing acts of tzedakah (justice) and tikkun olam (repairing the world).

Our vision is to fulfil the needs of the Jewish community. We will do that by being welcoming, inclusive and diverse; by promoting and celebrating Jewish culture and heritage; by educating the young and caring for the elderly; by advocating justice and

compassion; by developing health and wellness; by supporting Israel; by fostering interfaith relations and by funding Jewish needs.

The JCC is a vital part of the JCL and allows it to accomplish parts of its mission and vision. Specifically, the JCC's vision is to be welcoming, inclusive and diverse; promoting and celebrating Jewish culture and heritage and educating the young and caring for the elderly.

The **Jewish Community Center (JCC)** is focused on engaging both the Jewish community and the greater Louisville community in bettering their lives. We do this through programs for all ages, from children and teens (JCC Early Learning Center, PJ Library, JCC Camps and Jewish Youth Groups), to seniors (JCC Senior Adult Program and JCC Fitness), from Health and Wellness (JCC Fitness, JCC Aquatics and JCC Sports) to Cultural Arts (CenterStage at the JCC, JCC Patio Gallery and the Louisville Jewish Film Festival).

Branding Strategy

As the JCC moves forward, a unified brand must be maintained. This brand acts as our face for the community, consumers and partners. As a Hybrid Branded House, using a common logo for most programs strengthens each individual identities. Beneath this brand there are internal sub-brands representing departmental ideals. Two brands will remain free standing because of their brand equity and larger non-member driven focus.

Consider the NBC brand and its constituent stations. All NBC local news stations have their own standing brand, it has been developed over time and rings true with the community but that brand is overarched and always represented with the NBC peacock. The peacock is always present, an umbrella over all, that strengthens the local and national identity. Our current branding model stands as the NBC peacock (the general J brand) with high value local news station brands (the departments) standing next to it. With this model, we are worth more as an organization and as parts.

Brand Goals

The Millennial generation is forming quickly. They are having children and looking for ways to join in. This is our current and future target group. The audience between 19 — 36. This generation is marked by the desire to carve their own path and avoid restrictions in choice. They do not want to be told what to do or when to do it. Due to the economy they matured in, their spending power is limited and therefore more focused on attaining real world solutions. Forbes has claimed that the easiest way for a brand to fail in the current marketplace is, “*NOT understanding them, NOT finding ways to be relevant or engaging to them, NOT adapting to their new expectations...*”

Though this task may seem daunting it boils down to three simple steps.

1. Speak the values that drive them: humor, happiness, passion, sharing, diversity and discovery.
2. Cater towards their need for a realistic lifestyle and attempt to amplify their reality.
3. Do not market to them in a traditional sense; a call to action that tells them “they belong,” or “buy now” does not appeal and in fact alienates their sensibilities. They must feel informed, involved, spoken to, and entertained.

Brand examples that have thrived with this generation include: Uber, Tide, Android, and Kickstarter.

The JCCA has provided a wealth of published data demonstrating that these proposed brand standards reach that audience in a much more relevant way. Our goal has always been and should always be to express relevancy to our target audience, and that audience has shifted. One of the most important aspects for the success of this brand is to project cohesion across all fronts — from print, digital media, film, anything that any possible or current consumer will ever see.

Personality

What describes The J?

Smart

Funny

Cultural

Successful

Empathetic

Intellectual

Philanthropic

Entrepreneurial

Moral, but not preaching

Doing good in the world

The J is more than its building, its grounds and facilities. The J is the moms, dads, kids, seniors, campers and teens. The J is the adults of all ages who grab a workout, enjoy a social event or come for conversation. The J is the donors, staff, volunteers, members and visitors.

The J is the sum of hundreds, if not thousands of individuals. The J is community.

Embrace “the J”

We live in the Age of the Letter: e-mail, g-mail, iPad, Xbox, etc.

We’re no strangers to this game: for years, the Jewish world has used the letter “J” as a quick handle to identify an entity as Jewish.

But only the JCC is known as *the J*. We are the biggest “Jewish tent” outside of Israel, welcoming Jews of all stripes, on their own terms. It’s fitting that we are often known informally as “The J.”

Our brand adopts this succinct and catchy colloquialism as our informal name. Officially, we remain the Jewish Community Center—and we are proud to embody every word in our name. But in casual conversation and in our communications vehicles, we embrace The J.

So how do we refer to ourselves?

Officially, we are the Jewish Community Center of Louisville, part of the Jewish Community of Louisville.

Formally, we are the Jewish Community Center of Louisville.

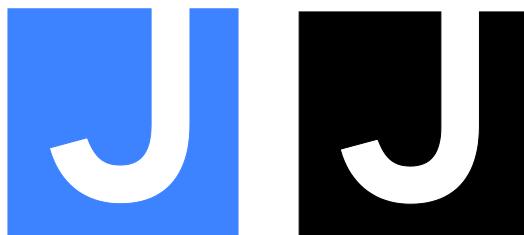
Informally, we are The J and the JCC.

Identity mark

The J logo is our trademark, much like the Target bullseye or NBC's peacock. Alone, this brand has weight and meaning. When combined with a host of other brands, it becomes lost and/or confused.

For all external and internal communications, publications, emails and impressions, The J logo will be used. The J logo is only one color, lapis, to show unity and strength. Changing the color of the logo can become confusing for someone not familiar with the brand. We want instant recognition, no matter the platform. The J mark is bold and is meant to stand out and be noticed. Due to its simplicity, it may be used at virtually any size.

If color printing is not an option, a black and white (knockout) version is acceptable.



PMS: 2727

CMYK: 76, 49, 0, 0

RGB: 47, 125, 225

HTML (hex code): 2F7DE1

The J logo is available in various file formats to send to partners and supporters. It is available online at www.jewishlouisville.org/branding.

Acceptable Uses

The J logo should not appear smaller than .5"x.5".

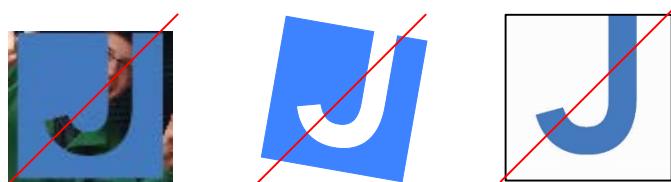
It should always be used in the approved blue color, which cannot be altered or changed without the explicit permission of the Marketing Department.

The logo will sit at the top left corner or the bottom left corner with the address.

Unacceptable Uses

Do not remove the white J from the logo. The J is a positive space, not negative.

Do not tilt or reverse the logo.



Sub brands of The J

By any name, this is a challenge. Our goal is to bring as much of the organization under one single, identifiable banner. This is the branded house approach. Having a single, strong, compelling brand brings many benefits. Higher visibility to our customers and donors, recognition of quality programming no matter the department and greater recognition for what we stand for. However, we recognize the need to market certain services individually. A strong brand is created by painstakingly building recognition of the whole, not promoting a unique identity for each constituent part.

Our goal is to treat each program as a part of the sum of the whole, thus branding will be mainly core brand and special J's creating a halo-effect of positive feelings towards all parts of our organization. The positive good will created in Summer Camp will extend to the Senior department. The quality of the health and wellness program will prove that the teen programs are of similar quality.

Examples of Department Js

Departments of The J, where appropriate will be displayed alongside the logo to show that they are a larger part of the whole.



Sub-brands

We recognize that CenterStage and the Louisville Jewish Film Festival each have their own visual identity. Brand awareness and equity for these programs has been built over time. They will maintain their own sub-brand logos as their target market is slightly different than The J's. When possible, The J brand should be added to materials from CenterStage and the Louisville Jewish Film Festival to incorporate their programs within The J universe.



Voice

A brand is much more than a logo. The J needs to have a voice, an identity that someone can hear and say "I recognize and relate to that." We desire to have a consistent voice in all messaging: promotional materials, letters, emails and even how we answer the phone. This guide is an effort to be more consistent in our message.

To start, we refer back to The J's personality. We are:

- Smart
- Funny
- Cultural
- Successful
- Empathetic
- Intellectual
- Philanthropic
- Entrepreneurial
- Moral, but not preaching
- Doing good in the world

So our word choice is important. We want to be known as:

- Informative
- Humorous
- Original
- Welcoming
- Compassionate
- Flexible with high professional standards

We want our users to see us as a **smart, funny friend who knows them well** and always has something cool going on.

There are two keys to our voice:

Education

Jews are known as the People of the Book. We are a destination for life-long learning and growth. Writing and communications should be smart and informative. We should not be afraid to teach someone something. Hebrew and Yiddish are perfectly acceptable. However, not everyone knows what those words mean (even Jews sometimes!), so always translate. Nothing makes someone feel like an outsider quicker than not understanding something. Remember, we are welcoming, big-tent organization.

Humor

Jewish humor is famous, especially in North America and we want to reflect that. Humor feels engaging and personal. The key is to find the edge, but never cross it. We never want to be seen as offensive, obscure or smug. A little bit of humor can go a long way.

Writing Style

In order to be seen as a highly professional organization, we need to all speak the same language and write the same way. Therefore, we have put together a style guide on how to represent ourselves on a page.

Our official name is the Jewish Community Center of Louisville. However, that is a very long name that sounds stuffy. We can also be called the JCC of Louisville in informal settings or even The J in conversation.

A note on "the"

"The" is not formally part of our name when we are called "Jewish Community Center of Louisville." We will only use a "the" before our name when it is written in sentence form. However, in signage and listings our name should omit the "the." However, "The J" is the formal shorthand name and the "The" should be capitalized.

Dates and Time:

Months should always be written out instead of abbreviating. We only use numerals in dates. No space is needed between the dates when listing a time span.

Correct

September 7

March 1-10

February 3-April 23

Incorrect

Sept. 1

Mar 3

February 1 – 3.

Time is only written with a colon when the time is not on the hour. There is always a space between the numeral and the time of day signifier and we always use periods in the time of day signifier. We do not use spacing before the dash when writing a time span. The time of day signifier only needs to be written once when writing a time span. Always write out noon instead of 12 for clarity. Noon should only be capitalized at the beginning of sentences

Correct:

7 p.m.

6:25 a.m.

7 a.m.-3 p.m.

8:30-10 a.m.

Incorrect:

7pm

1:00 a.m.

3 – 6 p.m.

Noon

Pricing

Our JCC members need to get a value from membership. Therefore, it is recommended that we have tiered pricing for all programs and events. For consistency, we list our pricing as follows:

Fee \$45, \$35 JCC Members.

We do not specifically call out our non-members because that is not being welcoming. Instead, we show that we value our JCC Members by giving them a discount on pricing.

Places within the JCC

Capitalize all places within the JCC. For example: Health and Wellness Desk, Camp Office, Upper Gym

Phone numbers

Always list all 10 digits of a phone number. Area codes are dying and cell phones now require you to type in all 10 digits. How many people do you know that only have a non-local cell phone for communication? We always separate phone numbers into the standard 3-3-4 groupings, separated with a hyphen. For example, The J's main phone number is 502-459-0660.

Our Website

When writing, please do not write out the www before the URL for websites. Because sites can be long, we always capitalize letters of words when writing websites out. Always use a shortlink when writing the website in text. If you do not have a shortlink, please ask Marketing to make you one. This also has the added benefit of not hyperlinking automatically in Word, which is correct. However, when writing online, hyperlinks are expected and necessary.

Correct

JewishLouisville.org

JCCofLouisville.org

CenterStageJCC.org

JewishLouisvilleCamp.org

JewishLouisville.org/WinterCamp

Numbers

Numbers one through nine are always written out. 10 and above use numeric symbols. It is ok to use different types of numbers in a list. For example: four dogs, two cats and 14 fish.

Exceptions: times and ages are always written in numerical form.

Oxford commas and spacing between sentences

This is the most controversial portion of this document. Yes, there are arguments against both of these items. However, for consistency within the organization, we will all use the same rule book.

We do not use the Oxford comma. Therefore, in a list of more than three items, do not place a comma before the words "and" or "or"

Correct: Tom, Tara and Ron are having a meeting.

You only need one space between sentences. Multiple spaces are a relic from the typewriter era when each key had the exact same width. Because it was too easy to miss the period, the double space was standardized to train the eye that there was a break in sentences. With the advent of computers, each character has its own spacing. A W takes up more space than an I. Triple spacing was never a thing, please do not do it.

Typography

Along with the voice of The J, we want to appear unified in type as well.

Print Usage

Ubuntu — use for headlines and body copy

The J official typeface for printed materials is Ubuntu. Ubuntu feature a clean, contemporary look, is easy to read and contribute to the image of The J. It is recommended to use Ubuntu Bold for headlines. For body text, we recommend 11-point Ubuntu regular or light weight for body text with automatic leading. Fonts should never appear smaller than 8 point. This font can be downloaded from the Marketing folder on the G Drive under System Fonts.

Crimson-serif text font

For more formal documents where a serif text is needed. Crimson is the preferred font. This font presents smaller than Ubuntu and will need to be adjusted accordingly for size on the page.

Web and Digital Media Usage

As a default, please use Arial for headlines a copy in general text. Special fonts may not show up on all computers depending on if that font is installed. Our goal, again, is to be unified in what we do, not separate islands. For specific programs, we may use a special font for a title of event, but this will be done with a graphic to ensure that everything appears uniform.

Email Signature

Arial

In order to maintain a uniform signature, the basic e-mail signature should include: name, title, department, Jewish Community Center of Louisville, office phone number, email and either a link to The J homepage or your individual department web page. Quotes, other slogans, graphics and backgrounds should not be included unless approved by the Marketing and Communications Department.

Correct:

Tom Wissinger
JCC Program and Operations Director
Jewish Community Center of Louisville
5002-238-2740
twissinger@jewishlouisville.org
JCCofLouisville.org