



“J” Logo Guidelines

This is a module of guidelines for the “J” logo, complete guidelines are available at JCCA.me

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Theory + Strategy



Logos: The “J” Logo Theory + Strategy

How to position the “J” within your JCC brand, and sub-brands.



What it means:

J stands for Jewish.

J stands for JCC.

J stands for Jewish Community Center — that big tent environment that transcends differences and creates an atmosphere where anything is possible. “Element J” is the strand of DNA that ties together everything we do. This is the internal concept at the heart of our brand.

Just add J. The “J” connects all the individual, unique communities and programs together under a single Movement with a 100-plus year history and awareness, that’s equity and authenticity that can’t be bought!

Implementing the “J”:

Another way to interpret this for your brand, and sub-brands (programs + events), is to use the “J” as anchor — theoretically and logistically. Pivot your brand around the “J”. Each JCC has its own history, possibly a visible donor name, maybe even an informal moniker (other than “The J”), so how can leveraging the “J.” work to better promote the JCC? Which impression, direct, subtle, or not at all, will the best visual impact?

JCC logo mark:

Seeking to connect to all that the “J” implies, making your JCC’s footprint even bigger? If so, then marry your name to the “J”.

Require a softer link? Integrate the “J” into a current (logo) lockup, or develop a new logo with the “J” that diagrams the relationship.

No visual association at all? Some JCCs are Y’s, or have a mark that is distinctly their own, that’s okay. You can still strengthen your brand by integrating the rest of the brand tools (brand ethos/values—“Why Statement,” Four Pillars, color, typography, Live Up™, There’s something about this place™, imagery, layouts, etc.).

Sub-brands:

Programs + events can feel tricky to define; using the “J” can help drive awareness, and add larger value to the program, or event.

Camps: Do you have multiple camps, all with different looks? Add the “J” to create consistency and create a family of camps.

ECE: Do you have a wonderful program that provides better offerings than others, but has no way to show that? Consider adding the “J” as an implied mark of approval. **Fitness:** Looking to compete with the myriad of gyms in your area? Use the “J” to showcase that your fitness center belongs to a destination with offerings beyond the weights.



Thank you

More resources available at JCCA.me
Questions? Email Joanne Harmon, jharmon@jcca.org