Come as you are, make it yours.

BU Hillel
Identity Brandbook
We are excited to share the BU Hillel brand with you, making it accessible to all stakeholders. We hope this deck allows more pathways and ease in engaging with the BU Hillel brand. This was created with the help of seasoned branding & marketing professionals.

The purpose of this book is to provide context about the BU Hillel brand, and guidelines on how to deploy it. The goal is consistency in typography, logo use and copy tone across all marketing materials. Why? So people know and recognize the Boston Hillel brand when they see it, whether it’s on a social post, event flyer or our website.
To inspire, educate, and empower Boston University students to lead meaningful, joyous Jewish lives.
Every student makes an enduring commitment to ignite their Jewish identity, activate community, and engage the world around them.
K.A.V.O.D.  
- HEBREW FOR DIVINITY/HONOR/RESPECT -

**KIND**  
Treating every student with the utmost care and personalized attention, offering sensitivity, support, and compassion.

**ASPIRATIONAL**  
Striving for excellent standards for inspiring, educating and empowering student lives.

**VIVACIOUS**  
Maintaining a vibrancy and energy in our macro-level strategy and grassroots approach with every stakeholder.

**OPEN**  
Building a welcoming, hospitable and warm community that aims to serve every single student.

**DIVERSE**  
Promoting a vibe of inclusivity, pluralism, and acceptance among all our activities and actions.
Focus on reaching out to all Jewish students on campus while promoting acceptance of all students, regardless of religious beliefs or background.

For the purposes of cultivating financial support and lay leadership, we also reach out to parents, community members, alumni, faculty and campus administration.
We primarily use the Sub-Brand Signature provided by Boston University.

As per Boston University policy, please use this logo exactly as given. Never manipulate the logo. Do not change the type, the color, or the rules around it. Do not redraw it, distort it, or add anything to it.

The Boston Hillel logo appears on our website and on all flyers and graphics for Hillel events.
When designing a flyer or graphic, aim to place the Boston Hillel logo at the bottom, either in one of the corners or centered.

Our logo should always appear over a light background and of visible size for print and digital. The ratio on a standard 8.5”x11” image should be no smaller than 4”x2”. This ratio should be replicated for other sized images. Our logo should never be smaller than 0.75” wide.

Ensure our logo always has proper padding around it. Never crowd it with other text or graphics, and don’t place it directly in a corner without any space around it.
Brand Standards

Incorrect logo uses

Do not stretch the logo.
Do not alter the logo in any way.
Do not change the color of the logo.
Do not change the font of the logo.
Our tagline should be placed under or next to the logo on the website and on graphics. The tagline should be on one line and should be aligned properly under or next to the logo. Make sure you respect the logo space indicated on page 8.

The tagline can also appear in the corner opposite the logo.
The color palette was designed to work in harmony with BU’s red and the warm and welcome orange was inspired by our values.

When using black for typography, please only use black below (black 90%).

We strongly encourage the use of our brand colors for all print and digital media. Should you feel there is an important reason to deviate from this palette, please obtain approval before proceeding.
To ensure consistency of design, use Quicksand for titles and headlines, and Heebo for supporting copy.

Never use all caps in supporting text.

Use bolding/italics/underline sparingly.

Keep a high contrast between font and background colors so our designs are legible and easy on the eyes.

Never stretch type.

**Title Typeface**

AaBbCcDdEeFfGg  
HhIiJjKkLlMmNn  
OoPpQqRrSsTt  
UuVvWwXxYyZz  
.:;,,-!1234567890

**Text Typeface**

AaBbCcDdEeFfGg  
HhIiJjKkLlMmNn  
OoPpQqRrSsTt  
UuVvWwXxYyZz  
.:;,,-!1234567890

**Quicksand**

4 weights  
Kerning: 50

**Heebo**

7 weights  
Kerning: 50
Our voice

Our tone is friendly and inviting...but professional. Keep your writing concise, precise and grammatically correct. That said, we encourage you to inject warmth and humor whenever appropriate.

Use simple words and keep your sentences clear and easy to understand.

Tasteful jokes and humor are encouraged when appropriate. We enjoy being playful but avoid humour that could be perceived as offensive or discriminatory.

Grammatically correct doesn’t have to mean dry – convey joy, passion and enthusiasm as much as you can.

Don’t use negative or hurtful language. Whenever possible, frame your statements in a positive light, and keep it inclusive for all.
Brand Standards

Our website

The Boston Hillel homepage has two slideshows:
- Top slideshow features primary events
- Bottom slideshow features secondary events

All graphics in both slideshows should be the same size:
Either ALL 1920x1080 or ALL 1960x1440

Use graphics and imagery whenever possible.
Brand Standards

Our social media presence

When posting on the Boston Hillel social accounts, remember: Every post, tweet, piece of content and conversation should be 100 percent true to your organization and your brand. So always keep our mission, values and copy tone in mind.

Facebook

Keep posts concise, and place the most important information in the first couple of lines.
Always use either an image or link to an event or webpage.
Keep our Facebook page tidy, with posts evenly spread out.
Maintain at least 2 hours between posts, and ensure there are no more than 3 posts per day.
Facebook events made on the BU Hillel page are signature events only – all others should be a shared link from others’ accounts.

Instagram

Utilize mostly for posting photos of student happenings that feature meaningful and joyful moments. Secondary use is for promotion of certain primary events utilizing the associated flyer materials.

Negative Comments

All negative comments should be marked with the hide function on Facebook, to limit exposure without notifying the poster of deletion.
**Brand Standards**

**Instagram Guidelines**

**Minimum 1 post per week**

Avoid text heavy graphics. Copy should be no more than 160 characters in the image. Longer text must go in caption.

Use of 5 hashtags is strongly encouraged (min. 5).

Use of emojis is encouraged where appropriate (max 3.).

**BEFORE**

*Photo*

Never doubt that a small group of thoughtful, committed citizens can change the world; indeed it’s the only thing that ever has!

*Anthropologist, Margaret Mead*

7 likes

*bu_hillel* Break the hate summit! @israelcampusroundtable @israeloncampus @prosreal @propeace @bu_hillel @bostonu

February 21, 2018

*Quotes is overwhelmed by imagery and graphics*

**AFTER**

*Photo*

Never doubt that a small group of thoughtful, committed citizens can change the world; indeed it’s the only thing that ever has!

*Anthropologist, Margaret Mead*

7 likes

*bu_hillel* Break the hate summit! @israelcampusroundtable @israeloncampus @prosreal @propeace @bu_hillel @bostonu

February 21, 2018

*Full branded gradient with typography only is clean & high impact.*

**BEFORE**

*Photo*

A fountain of blessings are You, God, who has touched me in the person of my sister, my brother, my transgender kin. Each of us reaching towards You, we teach each other in kindness, with compassion, for growth. Everyone is different, but each shares sparks of Your holiness, and when we meet, we kindle a gentle, warming fire. - Dana Vinicoff

We, at BU Hillel, strive to help shine the tzalem eilehim (image of God) housed within each and every human being. We recognize and celebrate that every student and individual has infinite value, equality, uniqueness regardless of gender expression, sexual orientation, background or belief.

**AFTER**

*Photo*

**BU HILLEL IS PROUD TO CELEBRATE PRIDE MONTH**

**Long text moved to caption. Meme-like text in image removed for greater dignity.**
**GENERAL REQUIREMENTS:**

- Name of event
- Date and time of event
- Location of event
- Ticket information
- Hillel Logo and Tagline
- Always save web documents as JPEG or PNG (if transparent background)
- Always save print documents as PDFs

**FIVE VERSIONS OF EACH GRAPHIC MUST BE MADE:**
These versions are created in order to help each stakeholder market their program/event to a larger and more diverse audience.

**Digital**

**GSU Screen**
From Student Activities:
- Your image must be in RGB, less than 20MB and submitted in JPEG format at 1920x1080px
- Your image must be horizontal
- Your image must contain the phrase “partially funded by your undergraduate student fee” if you are an undergraduate student group

**Facebook event cover photo**
Must be 1920x1005 - RGB

**Website**
- 1960x1440 - RGB
- Logo not necessary as already displayed on website.

For all digital links, use clickable buttons and not URLs.

**Print**

**Black and White Flyer**
8.5x11 with all colored background removed - 300 PPI

**Flyer**
8.5 x 11 in - CMYK - 300 PPI

For print, website information should appear as shortened URL.
Date, time and address slightly disjointed. Descriptive text in all caps.

Using “sentence case” is more legible and friendly. Grouping this information together reads more like an invitation.
**BEFORE**

![THERAPY DOGS banner](before.png)

- 4 different fonts/weights
- Fonts and colours unrelated to brand

**AFTER**

![THERAPY DOGS banner](after.png)

- 2 different fonts/weights
- Use of branded gradient distinctly Hillel

**Examples**

**Brand Standards**

**Examples**

**Web Banner**
6 different fonts/weights/colours
4 background colours
Uneven use of white outlining
Crowded design hindered legibility

2 fonts, 2 weights, 1 color
1-2 background colors
No outline
Text has room to breathe
Information is clearly laid out
2-3 bullets only per image.
Come as you are, make it yours.

**Brand Standards**

**Examples**

**Web Banner**

**CONSERVATIVE AND REFORM COMMUNITIES PRESENT**

**MUSICAL SHABBAT**

**NOAH WEINBERG**

**FRI@7:00PM**

**DEC 7**

BU HILLEL - 213 BAY STATE ROAD

**NOAH WILL SHARE HIS EXPERIENCE, AND DISCUSS FOR LEARNING SPIRITUAL, THINKING, AND MUSICAL PRAYER EXPERIENCES WITH OUR COMMUNITY.**

**ALTERNATIVE SPRING BREAK 2019**

**BRAZIL**

**NOAH WEINBERG**

**COST: $600**

**TRIP INCLUDES:**
- Explore Brazilian beaches, mountains, and night life
- Volunteer in a local volunteer program
- Visit a local school
- Work and learn with local students

**AMERICAN SOUTH**

**NEW ORLEANS, MEMPHIS, JACKSON**

**COST: $1000**

**TRIP INCLUDES:**
- Explore Memphis night life and New Orleans jazz clubs
- Volunteer at elementary schools and community gardens
- Experience South Southern hospitality

**APPLY: www.tinyurl.com/hillelsb2019**

**THERAPY DOGS**

*In partnership with CAST Programs and Leadership*

**December 12th**

4 - 6 PM

213 BAY STATE ROAD
Dear Friends of BU Hillel,

We are deeply saddened by the hesel/hillel massacre that took place at Tree of Life Congregation in Pittsburgh or Shabbat. While it is difficult to find the words that capture all the pain, angry, heartfelt feelings, for now, we sit with them, mourning the loss of the innocent who died while celebrating Shabbat and welcoming a new baby into our covenant.

We are grateful to those who risked and gave their lives to help save others, as well as to everyone throughout the Boston University community who has offered support, condolences and love. BU Hillel is in regular communication with the BU and Boston Police Departments, as well as university officials, to ensure that our students are safe, whether at BUHillel or anywhere else on campus.

As always, our staff is available to meet with students individually, to listen to them and to be present for them.

Ariel Stein, a member of Tree of Life community and a current BU Sophomore, spoke movingly yesterday afternoon at the Boston Community Vigil held in Boston Common (see the video of her remarks below). She is one of a number of BU students who will be leading a BU Campus Vigil at 6:00pm this afternoon, Monday, October 30th, on Marsh Plaza. If you live in the area or happen to be in town, we hope you can join us for a few moments of remembrance.

Now more than ever, we follow the example of our ancestors Abraham and Sarah, who ran to welcome strangers, stood up for the innocent, and said Hineni, ‘Here am I.’

With prayers of healing, unity and comfort,
The Team at BU Hillel

"When the Holy Blessed One remembers God’s children who are suffering among the nations of the world, God sheds two tears into the great sea. The sound is heard from one end of the earth to the other." Berachot 59a

Graphic at top of page is small and floating
Unstructured text can become stretched across larger screens
Video graphic is compressed
Footer is stacked and floating

Fill up the entire panel for greatest impact
Adding margins improves text appearance on all devices
Centered and enlarged so as not to be missed
Linear footer creates less white space/ a tighter design