Branding Guidelines for Boston University Hillel

Brand Story

**Mission:** Inspire, educate, and empower Boston University students to lead meaningful, joyous Jewish lives.

**Vision:** Every student makes an enduring commitment to ignite their Jewish identity, activate community, and engage the world around them.

**Values:** “Kavod”: Dignity
- **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.

**Audience**
- Focus on reaching out to all Jewish students on campus while promoting acceptance of all students, regardless of religious beliefs or background.
- We also reach out to parents, alumni, faculty and campus administrators, and community members for the purposes of cultivating financial support and lay leadership.

**Logo**

We primarily use our Sub-Brand Signature provided by Boston University.

As per Boston University policy, this logo is to be used 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 logo appears on our website and on all flyers and graphics for Hillel events. The logo should typically be placed in one of the bottom corners of the flyer or graphic.

The logo should always appear over a white background and never over a different color or an image. However, when using the logo in graphics and signage, there should never be a white box around it. Instead, plan out the design to create a visually appealing white space that flows well with the whole design.
The logo ratio on a standard 8.5”x11” image should be no smaller than 4”x2”. This ratio should be replicated for other sized images.

**DO:**

**DON'T:**

Furthermore, the logo should have 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.

**Tagline:** *Come as you are. Make it yours.*

- 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. A **sans serif** font should be used for the tagline to properly match the logo. Make sure to leave enough space between the bottom of the logo and the tagline.

The tagline can also appear in the corner opposite the logo.
Ideal Flyer Examples - in the spirit of a “cartoony” brand (final branding guidelines will elaborate)
Not ideal flyer examples (branding wise):
Color palette

“Boston University Red”:

<table>
<thead>
<tr>
<th>FOR PRINT</th>
<th>PANTONE 186</th>
</tr>
</thead>
<tbody>
<tr>
<td>or</td>
<td>PROCESS COLORS (CMYK)</td>
</tr>
<tr>
<td>Cyan</td>
<td>0</td>
</tr>
<tr>
<td>Magenta</td>
<td>100</td>
</tr>
<tr>
<td>Yellow</td>
<td>75</td>
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<tr>
<td>Black (K)</td>
<td>4</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>FOR WEB</th>
<th>HEX# CC0000</th>
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<tr>
<td>or</td>
<td>RGB</td>
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<tr>
<td>Red</td>
<td>0</td>
</tr>
<tr>
<td>Green</td>
<td>204</td>
</tr>
<tr>
<td>Blue</td>
<td>0</td>
</tr>
</tbody>
</table>

Color palette's for signage and event flyers should be chosen to fit the event that they represent.

Typography

- No specific fonts

  General typography guidelines that are always good to follow:
○ NEVER use script fonts (hard to read)
  ■ Never use display fonts for body copy
○ NEVER make text white or very light color
  ■ Keep the contrast between text and background high
○ Use an appropriate mixture of sans serif and serif fonts in a flyer, but don't use more than 2-3 fonts on one flyer
○ Fonts must be at least 12 PT Size
○ No more than one bold/underline/italics style on flyer
○ Have purposeful hierarchy in terms of text size and bolding
○ Keep in mind our audience when choosing fonts
○ Never stretch type
○ Design collateral in visual blocks

Website
Homepage has two slideshows:
1. Top slideshow features primary events
2. Bottom slideshow features secondary events

  ALL graphics in BOTH slideshows should be the SAME size
  - Either ALL 1920x1080 or ALL 1960x1440
  - Depends on what sizes the graphics are

- Voice on website should be consistent: professional, concise
- Use images whenever possible

Social Media
“Every post, tweet, piece of content, and conversation should be 100 percent true to your organization and your brand”

Facebook
  ● Keep posts concise and make sure to keep the important information in the first couple of lines
  ● Always use either an image or link to an event or webpage
  ● Facebook tends to have a more professional tone than both Twitter and Instagram
  ● Facebook page should look tidy and posts should be evenly spread out
    ○ At least 2 hours between posts and 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

Responding to Negative Comments
• All negative comments should be marked with the hide function on Facebook to not notify the poster of deletion, but also to remove exposure to other

Marketing Collateral/Flyers/Signage
General requirements:
• Name of event
• Date and time of event
• Location of event
• Ticket information
• Hillel Logo and Tagline
• Always save as JPEG, never as PDF

Four versions of each graphic should be made:
1. GSU Screen
   From Student Activities:
   • Your image must be 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

2. Facebook event cover photo
   • Must be 1920 x 1005

3. Flyer
   • 8.5 x 11in

4. Website
   • 1960x1440

5. Black and White Translucent
   • 8.5x11 with all colored background removed