BU Hillel

Identity Brandbook

About this book

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.

Our mission

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.

Our audience

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.

Brand Standards

Our logo

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.

Brand Standards

Logo placement

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.

Incorrect logo uses

Do not stretch the logo.
Do not alter the logo in anyway.
Do not change the color of the logo.
Do not change the font of the logo.

Our tagline

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.

Come as you are.
Make it yours.

Our colors

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.

PRI-MARY

45° linear gradient of these two colors

→

(when used in outlines or strokes, use no angle)
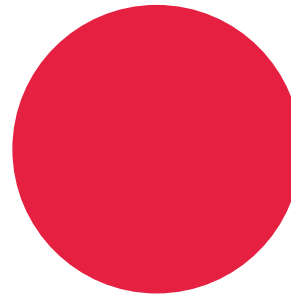
R231	C3
G32	M99
B65	Y75
	K0
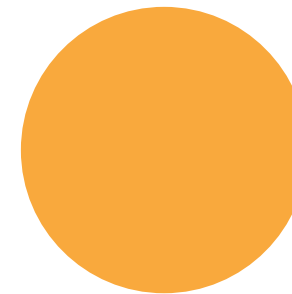
R249	C0
G169	M38
B61	Y86
	K0
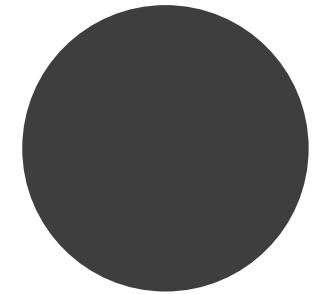
R65	C0
G65	M0
B65	Y0
	K90

SECON-DARY
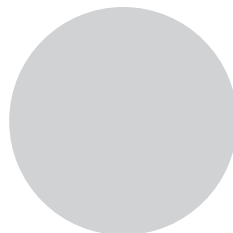
R210	C0
G210	M0
B210	Y0
	K20
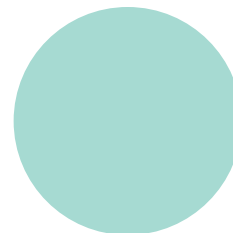
R167	C33
G218	M0
B210	Y20
	K0
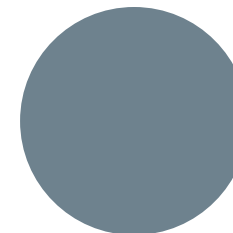
R110	C61
G129	M42
B141	Y36
	K5

Typography

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

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.

BU Hillel

| Who We Are | What We Do | Dining | Rental Space | Donate | Contact Us |

Welcome to BU Hillel!

Either ALL 1920x1080
or ALL 1960x1440

MILES FOR SMILES 5K

NOV 18

REGISTRATION: 9 AM   START TIME: 9:45 AM

REGISTER HERE:
https://www.faceb...s/3337066690721504/

Click Here to RSVP!

JEWISH NATIONAL FUND   THE DAVID PROJECT

BU Hillel   COME AS YOU ARE. MAKE IT YOURS.

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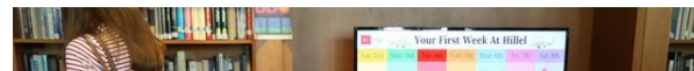
When posting on the Boston Hillel social accounts, remember: Every post, tweet, piece of content and conversation should be 100 percent true to your organization and your brand. So always keep our mission, values and copy tone in mind.

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.

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

Quote is overwhelmed by imagery and graphics

AFTER

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

BEFORE

Far exceeds character count limit. Diminished impact and legibility.

AFTER
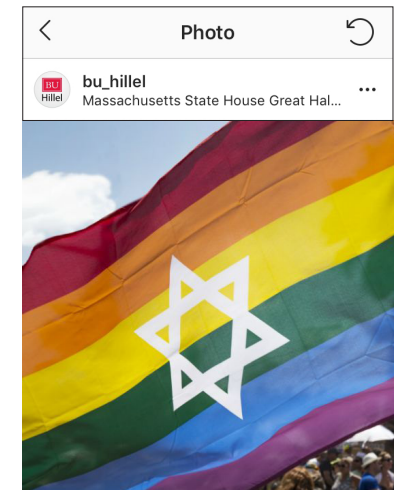
Long text moved to caption. Meme-like text in image removed for greater dignity.

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 11in - CMYK - 300 PPI

For print, website information should appear as shortened URL.

BEFORE   **AFTER**

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

AFTER

4 different fonts/weights

Fonts and colours unrelated to brand

2 different fonts/weights

Use of branded gradient distinctly Hillel

BEFORE

AFTER

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
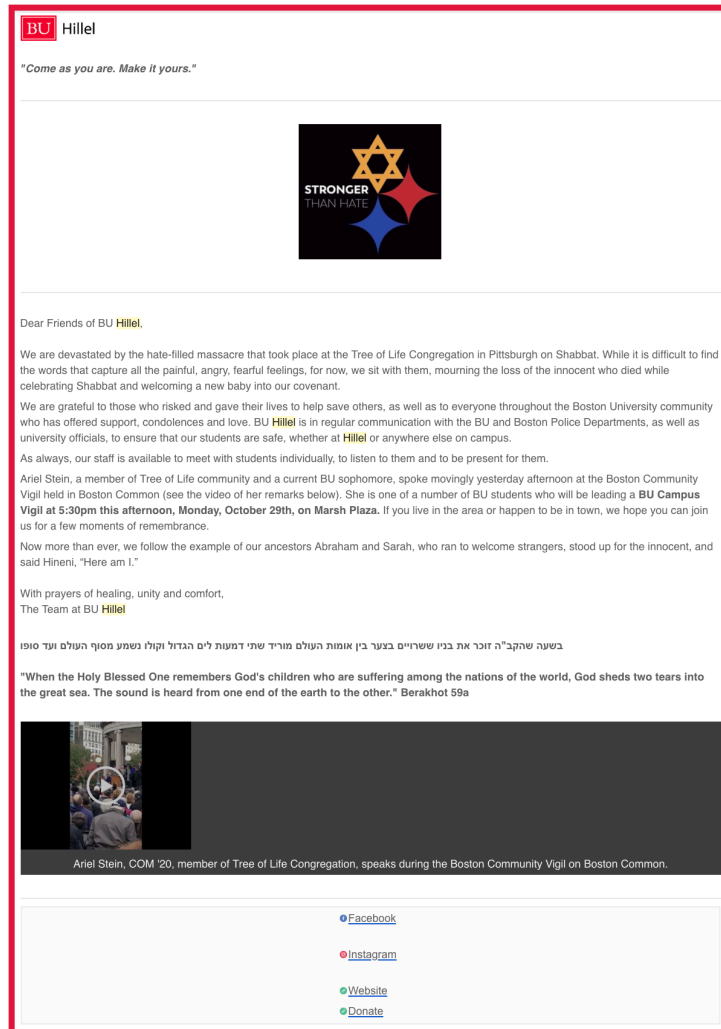
Information is clearly laid out

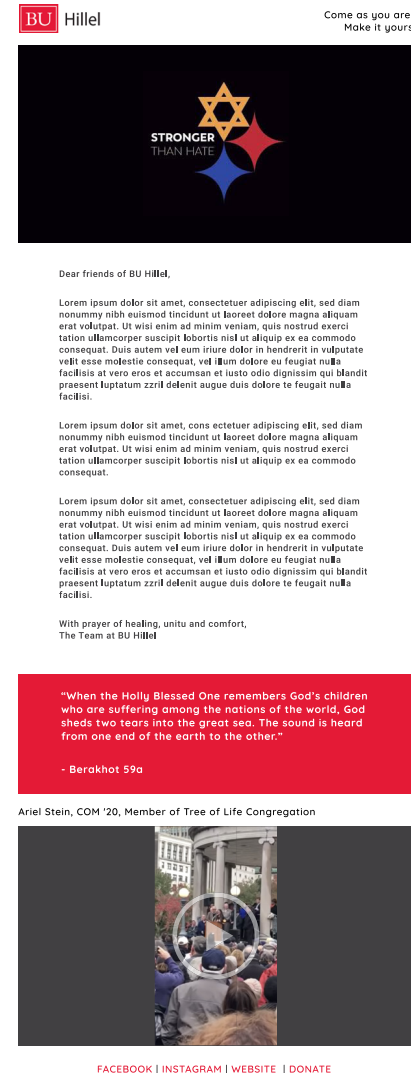2-3 bullets only per image.

BU Hillel   Come as you are, make it yours.

Examples

Email

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