BU Hillel
Identity Brand 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.
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.
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.
When designing a flyer or graphic, aim to place the Boston Hillel logo in the top left corner with the tagline next to it in Quicksand Bold.

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 .7”x2.1”. This ratio should be replicated for other sized images.

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

Our tagline

Our tagline should be placed next to the logo on the website and on graphics. The tagline should be on one line and should be aligned properly 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%). When using our brand colors for typography, avoid using dark type on dark backgrounds and light type on light backgrounds.

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, you may proceed.

**PRIMARY**

The warm color scheme is used for general, non-category specific events.

45° linear gradient of these two colors

(when used in outlines or strokes, use no angle)

**SECONDARY**

The cool color scheme is used for holiday, shabbat, and Jewish Learning events.
To ensure consistency of design, use Quicksand for titles and headlines, and Heebo for supporting copy.

Never use all caps in supporting text.

Use bold/italics/underline sparingly.

Keep a high contrast between font and background colors.

Never stretch type.

Do not hyphenate.

**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 humor 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.
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.
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

@isuهل Break the hate summit! @israelcampusroundtable @israeloncampus @propeace @bu_heel @bostonu

FEBRUARY 21, 2016

Quote 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

@isuهل Break the hate summit! @israelcampusroundtable @israeloncampus @propeace @bu_heel @bostonu

FEBRUARY 21, 2016

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 touch 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 tezlem elohim (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.

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

AFTER

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 touch 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 tezlem elohim (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.
CONTENT REQUIREMENTS:

- Name of event
- Date and time of event
- Location of event
- Ticket information
- Hillel logo and tagline
- QR code or other means to sign up and/or get more information
- Always save web documents as JPEG or PNG (if there is a transparent background)
- Always save print documents as PDFs (final version saved as High Quality Print)

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

Facebook Event Cover
Must be 1920 x 1005px - RGB

Instagram
Post- Must be 1080 x 1080px - RGB
Story- Must be 1080 x 1920px - RGB

Website
Must be 1960 x 1440px - RGB

PRINT

Flyer (Color)
Must be 8.5 x 11in - CMYK

- Must be condensed to at least 300 PPI
Our job as designers is to transform the content given to us and create a visually compelling design that invites the audience to engage with our flyers and marketing materials. Here are some design rules and tips that will ensure our designs do just that while remaining cohesive and in tune with Hillel’s branding goals.

**DESIGN REQUIREMENTS:**

- Body type larger than 15pt
- Symmetrical Layout
- Clear Visual Hierarchy (Title much larger than body text, etc.)
- Titles, secondary titles and dates in Quicksand bold
- Round corners to 0.075 inches on boxes and photos
- High Contrast between text and background
- Do not use red type on yellow background or vice versa - use white text instead
- Plain background behind text - no patterns or photos

**SUCCESSFUL DESIGNS**

These are helpful tips that will keep your designs easily readable with a clear hierarchy. Keep in mind, making the designs fun and engaging is up to you!

**HELPFUL DESIGN TIPS**

- Titles are as large as possible (50-70pt is great for a flyer) and in bold
- Always lean towards a larger type size
- Avoid using thin versions of fonts (never use thin fonts against a low/medium contrast background)
- Make use of both Quicksand and Heebo for more contrast (Heebo is great for supporting text while quicksand is better for titles/dates)
- Include enough space between elements
- Keep main illustration or photo large and central
- Keep logos and supplementary graphics small
PHRASING

DATE, TIME, LOCATION

The general formula for writing dates and locations are as follows:

Day of Week, Month #th at #:##am/pm
location, specifics

Feel free to abbreviate either the day of the week OR the month in order to save space and increase font size.

Here is a common example of a date/time for a flyer:

Friday, April 20th at 6pm
BU Hillel, 1st floor

RANGE OF TIMES

Always use a dash, you may put the times on the first line or move to a new line if it saves space/increases font size.

Wed, January 25th
9:00am–1:30pm
Outside Marsh Plaza

ZOOM LINKS

Simply write “On Zoom”, QR code/email will be provided to access zoom link

Tuesday, Dec 9th at 12:30pm
On Zoom

QR CODE SIZING FOR FLYERS

- Always keep QR code in bottom right corner as marked on templates
- DO NOT change size of code or arrow
- Change message (“sign up here”) as appropriate for QR code link
- Use 16pt Quicksand Bold for message

WEBSITE
170 x 170px QR code
35pt Quicksand Bold

FACEBOOK
150 x 150px QR code
28pt Quicksand Bold

INSTAGRAM POST
110 x 110px QR code
22pt Quicksand Bold

INSTAGRAM STORY
150 x 150px QR code
30pt Quicksand Bold
Before

CONSERVATIVE AND REFORM COMMUNITIES PRESENT

MUSICAL SHABBAT

WITH SPECIAL GUEST NOAH WEINBERG

FRIDAY, 6PM

DEC 7

BU HILLEL . 213 BAY STATE ROAD

NOAH WILL SHARE HIS EXPERIENCE AND PASSION FOR LEADING SPIRITED, THOUGHTFUL, AND MUSICAL PRAYER EXPERIENCES WITH OUR COMMUNITY.

After

CONSERVATIVE AND REFORM COMMUNITIES PRESENT

MUSICAL SHABBAT

WITH SPECIAL GUEST NOAH WEINBERG

FRIDAY DEC. 7th 6 PM | BU HILLEL - 213 BAY STATE RD.

Noah will share his experience and passion for leading spirited, thoughtful and musical prayer experiences with our community.

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**
  
  in partnership with CAS Programs and Leadership

  de-stress with puppies and chocolate chip cookies!

- **DECORATION**

  DECEMBER 12TH
  4 - 6 PM
  213 BAY STATE ROAD

**AFTER**

- **THERAPY DOGS**
  
  in partnership with CAS Programs and Leadership

  De-stress with puppies and chocolate chip cookies!

- **DECORATION**

  DECEMBER 12TH 4-6 PM
  213 BAY STATE RD.

4 different fonts/weights
Fonts and colours unrelated to brand

2 different fonts/weights
Use of branded gradient distinctly Hillel
Brand Standards

Examples

BEFORE

ALTERNATIVE SPRING BREAK 2019

BRAZIL
RIO DE JANEIRO

COST: $600

TRIP INCLUDES:
- Explore Memphis night life and New Orleans jazz clubs
- Volunteer at elementary schools and sustainable gardens
- Experience Jewish-Southern Hospitality
- Visit important civil rights leaders and museums

AMERICAN SOUTH
NEW ORLEANS, MEMPHIS, JACKSON

COST: $1000

TRIP INCLUDES:
- Explore Brazilian beaches, mountains, and night life
- Volunteer in a local favela
- Experience a Brazilian soccer match
- Work and learn with Hillel Rio students
- Unique Shabbat experience with Brazilian students

APPLY: www.tinyurl.com/hillelasb2019

AFTER

ALTERNATIVE SPRING BREAK 2019

BRAZIL
RIO DE JANEIRO

COST: $1000

TRIP INCLUDES:
- Explore Memphis night life and New Orleans jazz clubs.
- Volunteer at elementary schools and sustainable gardens.
- Experience Jewish-Southern Hospitality.

AMERICAN SOUTH
NEW ORLEANS, MEMPHIS, JACKSON

COST: $600

TRIP INCLUDES:
- Explore Memphis night life and New Orleans jazz clubs.
- Volunteer in a local favela.
- Experience Brazilian soccer match.

APPLY HERE

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.
New Creative Writing Group!

Creative Writing Information Session

Friday, December 3rd
5pm at Hillel

Anyone who loves to write, has experience writing, wants to learn more, or just make friends. First meeting is an information session to see what everyone wants this to be!

Delicious Israel Food Tour

Monday, October 26 at 6:30PM EST via Zoom

Join BU and Spoon University on an immersive journey through one of Israel’s most vibrant cities. Bring your favorite Israeli snack, the delicious food will surely make you hungry!

Campus Pop Up: Free Pumpkin Bread

Nov 23rd
Monday at 1 pm
Outside FitRec and on Marsh Plaza

Stop by and pick up a Thanksgiving treat!

Passover Goodies Giveaway

March 25, Thursday at 1-3PM

Marsh Plaza and Outside of Agganis

Come visit us to pick up some delicious kosher-for-Passover treats including Matza, chips, and our favorite Passover candy!

Spooky Sukkot

October 11
Sunday at 1 PM
Towers Lawn

Join us for Pumpkin Painting!

Hillel’s Winter Welcome Day

New to campus? Join us for new student events where you can meet other students and learn about Jewish life on campus!

Thursday, January 28
2-4PM Pick Up Cupcake Decorating Supplies at Hillel
6:30-7:30PM Zoom Event: Speed Friending
7:30-8:30PM Zoom Event: Cupcake Decorating

Brand Standards

Examples

Use these as inspiration for illustrations, type sizing, and layout design.
BUQJ Sushi Social
Tuesday, Nov 9
6:00 pm
At Hillel (2nd floor)
Join the BU Queer Jews for an evening full of fun and free sushi (to-go)!

Pumpkins and Mocktails
with TableTalk
Friday, October 1st at 5pm
Amory Park
Mini pumpkins to paint!
Mocktails to drink!

Chanukah Pop Up
Celebrate Your Jewish Pride!
Give-a-ways including: Menorah, Star of David Necklace, Mezzuzah, Chai Necklace
Monday, November 29th
Chanukah Give-A-Way Pickup on Marsh Plaza and West Campus
Campus wide Menorah Lighting with snacks and hot cocoa on Marsh Plaza
4-5:30PM
4:45PM

Sustainable Fashion:
An Upcycling Workshop!
BYOJ!
Bring Your Own Jeans to decorate and create a fresh new look!
Monday, October 19
6 pm
On the corner of Granby and Commonwealth
In collaboration with BU Sustainability and BU ESO
COVID-19 health status must be green | masks and social distancing required

Jewsky Meet and Greet
Come meet new friends in the Russian Jewish community at BU!
Monday, Oct 25
6 pm at BU Hillel (2nd Floor Board Room)
Join us for free pizza and games!

Welcoming You! High Holidays 2021
Fresh Start, New Friends, Open to All
Rosh Hashana
Mon–Wed, September 6–8th
Yom Kippur
Wed–Thur, September 15–16th
Everything in-person! Delicious and FREE dinners & lunches, engaging and meaningful evening & daytime services, and fun activities!

Details & signup here!
Fast Flyers

Fast Track Flyers Four Variations

Can be requested by students when the flyer is needed in less than two weeks.

Use the templates provided to create the specified variation, making alterations as necessary to fit the given text and photo.

Only make 3 versions for fast flyers: color flyer, website, and Facebook.

*Must only take no more than 5 days to return a Fast Flyer to the requestee.