

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 Boston University students
to be proudly Jewish, engage in Jewish
community, and be lovers of Israel.

**Every Jewish student feels
proud, connected, and engaged
in Jewish life.**

R.U.A.C.H.

- HEBREW FOR SPIRIT -

RELATIONSHIPS

'Love your fellow as yourself - the rest is commentary.' This is the core of who we are and the foundation of what we do. We make friends, build community, and strengthen our people through the power of the relationships we form.

UPLIFT

We want every event, every service, and every interaction to uplift and energize you. We are building a space where just walking in restores and returns you to your highest and best self.

ACTION

We are committed to realizing our mission, not just having one. BU Hillel is about making an impact - in our relationships, in our communities, and in our world.

CARE

In a world that can feel callous and cold, we care. We take notice when someone looks upset or feels sick. We don't avoid awkwardness or discomfort. We check in with each other, we stay present to the moment, and we lean in when it matters.

HEART

'Love...with all your heart,' We lead with heart. Not just feeling, but a deeper knowing. We put our whole selves into everything we do. In this wholeness is the source of our passion, purpose and creativity.

We focus on connecting with every Jewish student on campus, helping them build meaningful relationships, feel uplifted and proud in their Jewish identity, and live with heart, care, and purpose. We welcome and support all students in a spirit of inclusion and shared community.

To strengthen our impact and sustain vibrant Jewish life, we also engage parents, alumni, faculty, community members, and campus leadership by inviting their partnership, support, and care for the next generation of Jewish life.

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.



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.



Brand Standards

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.

Find your people.
Be part of something special.

Brand Standards

Our colors

The general vibe of our flyers should be fun, welcoming, warm, and inclusive. Be creative with the colors and the art.

The color palette was designed to work in harmony with BU's red and the warm and welcome orange was inspired by our values.

Use the secondary and muted colors to your advantage when working with type. Typical rule of thumb is to use light type on dark backgrounds and dark type on light backgrounds. When using black for typography, please only use black below (black 90%).

The purple color should be reserved for iconic events to help make them pop. It can be used in gradients with the red color for a warmer vibe, or the blue for a colder vibe, depending on the event.

Exceptions to brand book colors are allowed in cases where the event is tied to an iconic color scheme (i.e. Celtics Game)



45° linear gradient
of two first colors



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



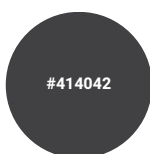
#e52342

R231	C3
G32	M99
B65	Y75
K0	



#faa93d

R249	C0
G169	M38
B61	Y86
K0	



#414042

R65	C0
G65	M0
B65	Y0
K90	



#e5b0f7

R229	C7
G176	M29
B247	Y0
K3	



#47c1bd

R71	C65
G193	M0
B189	Y31
K0	



#a7dad2

R167	C34
G218	M0
B210	Y20
K0	



#4cb68f

R76	C68
G182	M3
B143	Y57
K0	

If the event is featuring a specific person, utilize a cut out of high res photo. When using photos - always use cut outs, using full photos feels unfinished.

Be creative with clip art! This is usually a better solution than photographs. Using small graphics to market an event is more friendly and exciting than a low quality photo to market an event.

Refrain from using event photography on marketing material.

IMAGE GUIDELINES

- Use photos of people when the event itself is about socializing like a Welcome Back BBQ, not like Shabbat services which are about gathering and prayer.
- Photos should always be multiple people, and ideally diversity of gender.
- Feel free to use photos from years past of alumni or stock photos that are copyright allowed to be used. BU Students should take advantage of any subscriptions to stock libraries that BU supplies.



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.

Titles should be short and to the point. Be careful of long titles that don't grab the reader's attention.

Title Typeface

AaBbCcDdEeFfGg

HhIiJjKkLlMmNn

OoPpQqRrSsTt

UuVvWwXxYyZz

.,;,-!1234567890

Quicksand

4 weights

Kerning: 50

Text Typeface

AaBbCcDdEeFfGg

Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt

Uu Vv Ww Xx Yy Zz

.,;,-!1234567890

Glacial Indifference

7 weights

Kerning: 50

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.

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

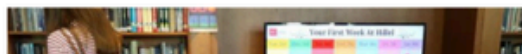
Use graphics and imagery whenever possible.



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

Welcome to BU Hillel!

Either ALL 1920x1080
 or ALL 1960x1440



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.

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 to limit exposure without notifying the poster of deletion.

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).

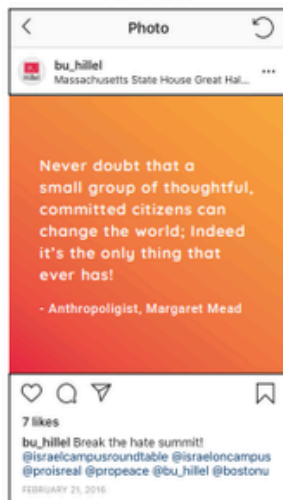
Use of emojis is encouraged where appropriate (max 3.).

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
- Any alignment is fine, but stick to one
- Be consistent with punctuation.
- Never leave a long blurb without punctuation
- Be careful with overuse of exclamation points. Don't end with an exclamation point two sentences in a row

NOTES ON DATE/TIME/LOCATION

- Never use "@" type out "at"
- Use AP Style including no "th" or "st", shortened month and date (Ex: Thurs, Sep 12)
- Utilizing "capsules" to highlight date/time/location

SIX 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.

Warren Digital Screen

- 2160 x 3840 px
- Document must be 72dpi or less

Website

- 1960 x 1440 px - RGB
- Logo not necessary as already displayed on website
- For all digital links, use clickable buttons and not URLs

Instagram Post

- 1080 x 1080 px - RGB

Instagram Story

- 1920 x 1080 px - RGB

Dining Hall TV

- 3840 x 2160 px

Flyer

- 8.5 x 11 inches - 300 PPI

Our job as designers is to transform the content given to us and create an 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 15 pt
- 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
- Flyers should not use more than 2 font sizes per flyer, and font thickness should not change
- Real world logos that can pull in attendance should be put front and center (Celtics, SoulCycle)

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 Glacial Indifference for more contrast (Glacial Indifference 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
- Instead of using the actual official name of the event, titles should evoke what the event is about with creativity, wit, and humor, so that they speak to the current generation of college students
- To help distinguish flyers from each other, develop the background more instead of having the graphics float in the gradient void.

PHRASING

DATE, TIME, LOCATION

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

Day of Week, Month # 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 20 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 25
9:00am-1:30pm
Outside Marsh Plaza

Exclude QR Codes on Instagram Posts, Instagram Stories, and Website

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



FLYER

96 x 96px QR code
16pt Quicksand Bold

WARREN DIGITAL SCREEN

300 x 300px QR code
60pt Quicksand Bold

DINING HALL TV

300 x 300px QR code
60pt Quicksand Bold

Brand Standards

Examples

Web Banner

BU Hillel Find your people. Be part of something special.

Bark! Bark! Ruff! Woof!

And for those of you who don't speak dog: relax, recharge, and hang out with happy, friendly dogs at our Petting Dogs event!

Thursday, April 30 at 4pm
BU Hillel




Sign up here!

BU Hillel Find your people. Be part of something special.

PURIM EXTRAVAGANZA @ BU HILLEL

Live Music & DJ
Free Drinks (21+ or non-alcoholic)
Costume Contest with \$\$\$ Prize
Celtics Tickets + More Epic Giveaways!

Monday, March 2 at 7pm




Sign up here!

BU Hillel Find your people. Be part of something special.

We Got You Flowers!

Put together a lovely flower bouquet before Shabbat!



Friday, April 17 at 10am
BU Hillel



Sign up here!

BU Hillel Find your people. Be part of something special.

Celebrate the High Holidays at BU Hillel

Join us for services, holiday meals, and community.

Rosh Hashana: Sept 22-24
Services + Festive meals

Yom Kippur: Oct 1-2
Pre-fast meal + Services + Break-fast

Multiple service options. Great food. Warm community. All are welcome.




Sign up here!

BU Hillel Find your people. Be part of something special.

Free Boston Celtics Game!

Come see Boston Celtics vs. Orlando Magic for free w/ 10-15 new BU friends!





SPOTS ARE LIMITED!

Sunday, April 12
(6pm tip-off at Boston Garden)



Sign up here!

BU Hillel Find your people. Be part of something special.

Grad's, It's Time to SoulCycle!

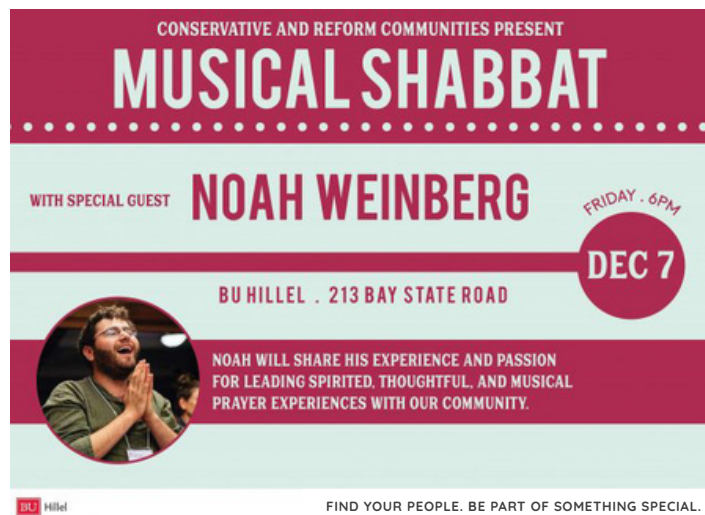
Join GradHillel for an evening of SoulCycle, we'll cover \$15 of your ticket!

Wednesday, April 15 at 5:30pm
Back Bay SoulCycle (500 Boylston St)




Sign up here!

BEFORE

The banner has a maroon top section with the text "CONSERVATIVE AND REFORM COMMUNITIES PRESENT" in small white caps, followed by "MUSICAL SHABBAT" in large white caps. Below this is a light teal section with "WITH SPECIAL GUEST NOAH WEINBERG" in maroon. To the right, "FRIDAY - 6PM" is written in maroon above a maroon circle containing "DEC 7". Below the teal section is a maroon section with "BU HILLEL . 213 BAY STATE ROAD" in white. At the bottom is a light teal section with a circular photo of Noah Weinberg on the left and the text "NOAH WILL SHARE HIS EXPERIENCE AND PASSION FOR LEADING SPIRITED, THOUGHTFUL, AND MUSICAL PRAYER EXPERIENCES WITH OUR COMMUNITY." in maroon on the right. The BU Hillel logo is in the bottom left, and the tagline "FIND YOUR PEOPLE. BE PART OF SOMETHING SPECIAL." is in the bottom right.

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.

BU Hillel

FIND YOUR PEOPLE. BE PART OF SOMETHING SPECIAL.

Date, time, and address slightly disjointed.
Descriptive text in all caps.

AFTER

The banner has a maroon top section with the text "CONSERVATIVE AND REFORM COMMUNITIES PRESENT" in small white caps, followed by "MUSICAL SHABBAT" in large white caps. Below this is a light teal section with "WITH SPECIAL GUEST NOAH WEINBERG" in maroon. Below the teal section is a maroon section with "FRIDAY DEC. 7th 6 PM | BU HILLEL - 213 BAY STATE RD." in white. At the bottom is a light teal section with a circular photo of Noah Weinberg on the left and the text "Noah will share his experience and passion for leading spirited, thoughtful and musical prayer experiences with our community." in maroon on the right. The BU Hillel logo is in the bottom left, and the tagline "Find your people. Be part of something special." is in the bottom right.

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.

BU Hillel

Find your people. Be part of something special.

Using "sentence case" is more legible and friendly.
Grouping this information together reads more like an invitation.

BEFORE



4 different fonts/weights
 Fonts and colours unrelated to brand

AFTER



2 different fonts/weights
 Use of branded gradient distinctly Hillel

BEFORE

ALTERNATIVE SPRING BREAK 2019



BRAZIL
RIO DE JANEIRO

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

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

APPLY: www.tinyurl.com/hillelasb2019

BU Hillel Find your people. Be part of something special.

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

AFTER

ALTERNATIVE SPRING BREAK 2019



BRAZIL
RIO DE JANEIRO

COST: \$1000

TRIP INCLUDES:

- Explore Brazilian beaches, mountains and night life.
- Volunteer in a local favela.
- Experience Brazilian soccer match.



AMERICAN SOUTH
NEW ORLEANS, MEMPHIS, JACKSON

COST: \$600

TRIP INCLUDES:

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

APPLY HERE

BU Hillel Find your people. Be part of something special.

2 fonts, 2 weights, 1 color
 1-2 background colors
 No outline
 Text has room to breathe
 Information is clearly layed out
 2-3 bullets only per image.

Brand Standards

Examples

Web Banner

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.

 Hillel

FIND YOUR PEOPLE. BE PART OF SOMETHING SPECIAL.

CONSERVATIVE AND REFORM COMMUNITIES PRESENT

MUSICAL SHABBAT

WITH SPECIAL GUEST **NOAH WEINBERG**

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

 Hillel

Find your people. Be part of something special.

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/hillel2019

 Hillel

Find your people. Be part of something special.

ALTERNATIVE SPRING BREAK 2019

BRAZIL
RIO DE JANEIRO



COST: \$600

TRIP INCLUDES:

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

AMERICAN SOUTH
NEW ORLEANS, MEMPHIS, JACKSON



COST: \$1000

TRIP INCLUDES:

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

APPLY HERE

 Hillel

Find your people. Be part of something special.

THERAPY DOGS

in partnership with CAS Programs and Leadership

de-stress with puppies and chocolate chip cookies!

DECEMBER 12TH
4 - 6 PM
213 BAY STATE ROAD

 Hillel

Find your people. Be part of something special.

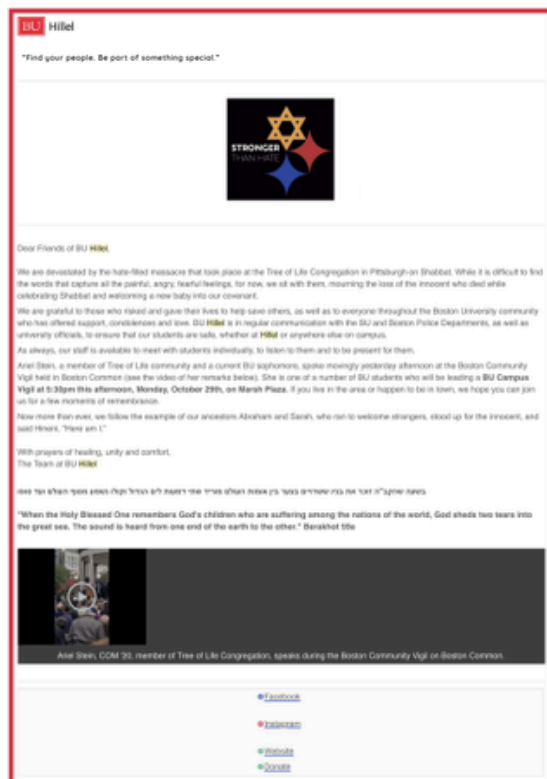
THERAPY DOGS

In partnership with CAS Programs and Leadership
De-stress with puppies and chocolate chip cookies!

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

 Hillel

Find your people. Be part of something special.



- 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

Brand Standards

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: Normal, Website, and Warren Digital Screen

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

