

2025

Life & Legacy Leadership Conference







Discover Life & Legacy's Easy-to-Use Marketing Resources

Presented by Allison Biggs, Graphic Designer, Harold Grinspoon Foundation



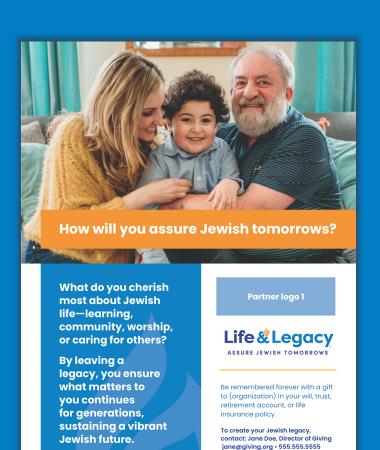
Scan here

To download this presentation

Advertising Templates







www.website.org

Advertising Templates

Predesigned print advertising templates available in a variety of standard sizes

- Themed around major Jewish holidays and financial goals
- Includes approved Life & Legacy language and talking points
- Customizable with your organization's logo and contact information
- Available in both Adobe InDesign and Canva formats

Customizable Brochures





ASSURE JEWISH

TOMORROWS



Our Community Partners

Community partner 1
Community partner 2
Community partner 3
Community partner 4
Community partner 5
Community partner 6
Community partner 7
Community partner 8
Community partner 9
Community partner 10
Community partner 11
Community partner 12

4

Testimonial from an existing legacy donor. Dundigen ditatati rem qui dolorem. Omnitat. Ignisitium fugit elitium seris rerum quation sequassim inctiume eribusd anturianda comnihil magnatem comnihil llenias etusapiet.

- First Name Last Name Title, Organization

Your Legacy Gift Builds a Brighter Jewish Future

What's an endowment fund and how does it make your gift so powerful?

An endowment fund is a long-term investment, professionally managed to provide ongoing income that supports the future of our community organizations. Contributing to an endowment fund ensures that your gift will continue to make an impact for many years to come, providing stability and resources that empower our organizations to thrive and plan ambitiously for the future. Your gift can be made now or as an after-lifetime gift, allowing you to leave a lasting legacy that benefits the community for generations.





Help Shape the Jewish Future

How have you and your family been positively impacted by Jewish programs in our community?

Which of your values do you see embodied in our organizations' work?

Do you want to secure these values and these kinds of programs for future generations?

Your legacy gift bridges the most meaningful aspects of our past with a vibrant Jewish future, ensuring that your impact will be felt for generations.

"To be a Jew is to keep faith with the past by building a Jewish future."

- Rabbi Jonathan Sacks

"Draw from the past, live in the present, work for the future!"

- Rabbi Abraham Geiger

How To Begin?

Reach out to a Life & Legacy team member to discuss how you want to impact the future.

Contact [First Name Last Name]
Phone: (###) ###-###
Email: XxxxXxxxx@xxxxxxxxxx

yourorganization.com

Life & Legacy, an initiative of

The Harold Grinspoon Foundation, partners with North American Jewish organizations to secure the Jewish future through legacy giving to permanent endowment funds.

Customizable Brochures

Predesigned trifold brochure

- Includes approved Life & Legacy language and talking points
- Customizable with your organization's logo, contact information, and community partners
- Custom versions can be ordered through the online form
- Print locally
- One page version also available



Brand Guidelines

We are very excited brand with you! The

elements were create print and digital mat with branding from is for quick reference also be available to

out to info@lifeandle

Thank you for all tha The Life & Legacy Tea

Life & Lec

OUR NAME

Life & Legacy should alw or all lowercase. Please writing out the name of

TAGLINE

Assure lewish Tomorrow Now the tagline can be a

Please note "A program of the tagline and should boilerplate language.

BOILERPLATE

Life & Legacy®, a partne assists communities acre build endowments that fabric of Jewish life.

Please refer to the full by

Life & Legacy | Quick Visual Guide

Logos

With tagline



Life & Legacy ASSURE JEWISH TOMORROWS

Without tagline



Life & Legacy

Co-branding

Whichever organization is communicating should have its logo appear first followed by a vertical or horizontal line (depending on the design's orientation) and then the partner logos.



Life & Legacy

When paired with the HGF logo, Life & Legacy should be first.





ABCabc123@&?!

Fonts

Headline font

Poppins Bold ABCabc123@&?! Poppins SemiBold

Sofia Pro Regular ABCabc123@&?! Sofia Pro Italic ABCabc123@&?! Sofia Pro Bold ABCabc123@&?!

System (PC & Mac) Google/Canva

Arial Black ABCabc123@&?! Arial Regular ABCabc123@&?!

Colors

Primary color



Secondary colors





NAVY HEX: #003340 CMYK: 100, 91, 2, 1







TANGERINE PMS: 7570C HEX: #F69320 RGR: 246 147 32

EMBER PMS: 1665C HEX: #F15B2A RGB: 241, 91, 42

Graphic Elements

The flame element can be used on its own or as part of the background in your design. In the background, the flame may be cropped or used whole and may be used in full color or white in varying transparencies.





Questions?

HOW WE LOOK

Co-branding

When creating digital or print materials that require your logo alongside partner logo(s), please ensure partner logos are high

resolution. Whichever organiz it be for an ad, flyer, email, ev appear first followed by a ver on the design's orientation) a





e.g.: If the Life & Legacy tean webinar for partner organiza community, then the Life & Le would come first.



e.a.: If the Federation of Shal out an ad for its Life & Legac the Federation logo should co





Don'ts



Do not use the old logos, except when talking about older work.



Do not lock up "A Program of the Harold Grinspoon Foundation" with the logo.



Do not change the size or position of logo elements.



Do not change the logo colors.



Do not change logo typography.



Do not use a background that compromises legibility.



Do not distort the logo.

Brand Guidelines

Available as a quick one page version and a longer more detailed version

- Includes approved Life & Legacy boilerplate language
- Demonstrates acceptable uses of the Life & Legacy logo
- Provides all formula numbers for Life & Legacy brand colors
- Lists all Life & Legacy brand fonts



More Resources

The Life & Legacy logo is available in many versions depending on your use case.

- With or without tagline
- Vertical or horizontal
- Full color, one color, black, or white
- For screen or print





Questions?



Thank you!

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Leadership Conference



