

BRAND IDENTITY GUIDE



TABLE OF CONTENTS

Introduction	3
Color Palette	4
Logo	5-7
Typography	8-9
Photography	10
Graphics	11
Stationary	12
Collateral	13

INTRODUCTION

Why use LIFE & LEGACY'S Brand Identity Guide?

WE ARE ALL BOMBARDED WITH INFORMATION – day in and day out. Most of the time, we are filtering out more information than we are taking in. LIFE & LEGACY, a new signature program of the Harold Grinspoon Foundation, is building a dynamic brand from the ground up in order to cut through the information clutter. We have invested time, energy and money in its development. Each aspect of our new brand is distinctive and especially created just for us. It's important that we protect our new brand and our investment.

We adhere to the rules contained within the LIFE & LEGACY Brand Identity Guide that follows. The rules contained within pertain to the proper usage of all brand assets including our logo, color palette, typography, graphics and photography styles. These rules serve as an easy-to-follow guide for any graphic designer who will be creating communication materials on our behalf. We believe our new brand captures the essential qualities of LIFE & LEGACY and has enormous power to connect with Jewish communities, organizations and individuals. Over time, these various audiences will begin to know and trust our brand. The more vigilant we are in protecting our brand, the more likely it is that LIFE & LEGACY will grow and flourish.

It is important to share this document with anyone who will be creating materials on behalf of LIFE & LEGACY. It is up to us to monitor the use of our brand and to make sure users comply with these established standards.

COLOR PALETTE

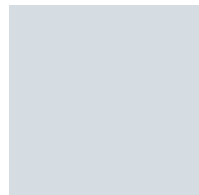
Logo Colors



PMS 285
C 91 M 43 Y 0 K 0
R 124 G 195 B 0
HTML 007CC3



PMS 7545
C 23 M 2 Y 0 K 63
R 92 G 111 B 124
HTML 5C6F7C

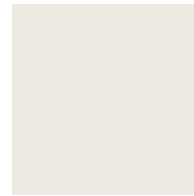


PMS 7545 20%



PMS 718

Secondary Colors



PMS 7527
C 0 M 2 Y 6 K 7
R 237 G 231 B 221
HTML EDE7DD



PMS 7407
C 0 M 22 Y 85 K 11
R 229 G 181 B 59
HTML E5B53B



PMS 7458
C 40 M 0 Y 5 K 6
R 136 G 203 B 223
HTML 88CBDF



PMS 704
C 0 M 87 Y 72 K 27.5
R 182 G 53 B 53
HTML B63535



PMS 5777
C 8.5 M 0 Y 47 K 27.5
R 178 G 182 B 124
HTML B2B67C



PMS 718
C 0 M 56 Y 100 K 6
R 231 G 129 B 29
HTML E7811D

SOPHISTICATED PALETTE
EARTHY COLORS
SOFT TONES

This is a **SOPHISTICATED** color palette. Earthy. The base colors are grey and “HGF blue” along with the flame colors and complimentary colors to round it out. We incorporated a cream background color rather than white for an overall softer look.

LOGO

Specs



PRIMARY LOGO

This logo is 3 colors, PMS 285, PMS 7545 and PMS 718. It should be used on a white or cream (PMS 7527) background.

Always use the tagline with the logo.

BLACK AND WHITE

Use this version only when the entire printed piece will be black and white. Color is the preferred version.

LOGO ON COLOR

If the logo is placed on color it should only be on cream (PMS 7527).

LOGO *Unacceptable Uses*

INCONSISTENT use of the LIFE & LEGACY logo compromises our identity. Please follow these guidelines to ensure a consistent look across all applications.

- A. Do not move the position of any words in the logo.
- B. Do not move the tagline. It should always be under “Legacy”.
- C. Do not change the color of the flame.
- D. Do not change the color of the spark.
- E. Do not change the color of the type.
- F. Do not change the font, letter-spacing, color or size of the tagline.
- G. Do not use the logo without the flame.
- H. Do not put the logo on any color other than the cream (#7527); it becomes unreadable.
- I. Do not put the black and white logo on gray; it becomes unreadable.



LOGO *Tagline*

Paired with logo



Without logo

Assuring JEWISH TOMORROWS

Unacceptable usage



THE TAGLINE is the memorable phrase that conveys the nature of LIFE & LEGACY'S work and defines our market position.

This is the only arrangement when paired with the logo.

The tagline is to be used on a single line underneath the logo.

The tagline graphic is a piece of art and it should not be re-created or rearranged.

The tagline should never be rearranged within the logo.

The font, style, proportion, or spacing of the tagline with the logo may not be changed in any way.

FONT *Primary*

Primary

ANDORRA: *Headlines & Sub-heads*

ANDORRA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GILL SANS REGULAR: *Body Copy*

GILL SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary

TIMES NEW ROMAN: *Accents in body copy*

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!*

UNIFORM MESSAGE
EXOTIC STYLE

CONSISTENT TYPOGRAPHY style throughout all visual communications supports a uniform message. It is an extension of our brand. “Life &” is a traditional serif font, the “&” is in italics suggesting transition to “Legacy.” The legacy font feels a bit exotic. The use of two fonts together suggests now and after.

TYPOGRAPHY

HEADLINES AND SUB-HEADS

(Andorra capitals, character spacing 80)

TEXT STYLE FOR INTRO BODY COPY

(Andorra capitals, character spacing 80)

Text style for sentences and paragraphs

(Gill Sans Regular)

TEXT STYLE FOR ACCENTS

Text Style for accents

Text Style for accents

(Accented Cyrillic all caps, regular or italic, character spacing 200)

Use these type styles for all communications. Do not underline, outline, strike through or shadow any type. Capitalized type is the preferred method of highlighting key messages.

TRANSITION
NOW & AFTER

PHOTOGRAPHY

Consistent photography style

throughout all visual communications supports a uniform message. It is an extension of our brand. Photography should be professionally taken.

We've incorporated a transparent frame into the imagery. The frame also accentuates the palette. The transparency is 50-60% based on the color.

Photo style incorporates people interacting: multigenerational families and friends connecting in various scenarios.



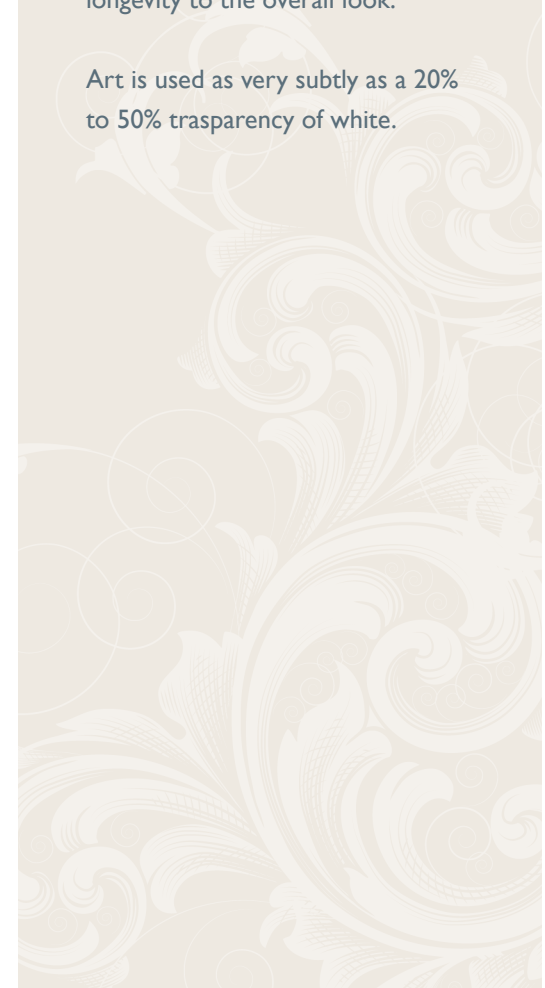
GRAPHICS



ENGRAVED ELEMENTS

conjure a sense of permanence and longevity to the overall look.

Art is used as very subtly as a 20% to 50% transparency of white.



STATIONARY



Assuring JEWISH TOMORROWS

**LIFE &
LEGACY**
380 Union Street
West Springfield, Massachusetts 01089

A program of the Harold Grinspoon Foundation
380 Union Street West Springfield Massachusetts 01089 413.736.2552 www.hgf.org

**LIFE &
LEGACY**
Assuring JEWISH TOMORROWS

Sue Kline

*A program of the
Harold Grinspoon Foundation*
380 Union Street, West Springfield
Massachusetts 01089
413.736.2552 www.hgf.org

COLLATERAL

It is anticipated that, through an application process, LIFE & LEGACY will be open to up to 50 North American communities in the next several years. These communities will become Partners with the Harold Grinspoon Foundation to successfully begin, launch and lead the LIFE & LEGACY initiative.

To learn how your community can apply to become a LIFE & LEGACY Partner, please contact Gail Littman at Gail@hgf.org. We look forward to working together to assure Jewish tomorrows.

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LIFE & LEGACY
Assuring JEWISH TOMORROWS

LEGACY GIVING begins with a conversation. Whether a JCC or nursing home, synagogue or overnight camp, organizations have provided life-enriching experiences to members of the community. Those who have been touched want to know that their cherished institutions will be there in the future to benefit the lives of others. They want to hear from their organizations, learn about their plans for the future and find out how they can help.

Introducing LIFE & LEGACY, a capacity building partnership program of the Harold Grinspoon Foundation (HGF).

The LIFE & LEGACY program does more than encourage Jewish communities to hold those conversations – it provides **training, support and monetary incentives** to move organizations to secure meaningful after-lifetime legacy gifts.

This new initiative of the Harold Grinspoon Foundation creates a robust partnership between central Jewish organizations and communal agencies, day schools and synagogues. Together they embark on a legacy building program for the entire Jewish community.

Today the importance of legacy giving is widely recognized. LIFE & LEGACY is a program whose time has come.



WHY NOW?

The time is right. LIFE & LEGACY will help communities make the most of the generational transfer of wealth, change the language and landscape of giving, and build into their culture the significance of an individual's after-lifetime gift.

A generous incentive is available. The Harold Grinspoon Foundation has committed up to \$20,000,000 to LIFE & LEGACY to provide communities a 50% funding match of up to \$150,000 a year for each year of this two-year program. In addition, the program provides training, education, mentoring and conference opportunities for all community partners and participating organizations.

The community comes together. LIFE & LEGACY fosters camaraderie and respect among Jewish organizations that share the goal of legacy building for the entire Jewish community.