

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, 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.

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## Brand Standards

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## Our logo

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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.





Brand Standards

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.



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Brand Standards

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Our tagline

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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.

## 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%).



45° linear gradient of two first colors



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



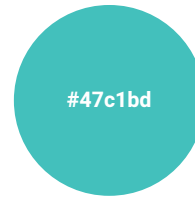
<b>R231</b>	<b>C3</b>
<b>G32</b>	<b>M99</b>
<b>B65</b>	<b>Y75</b>
	<b>K0</b>



<b>R249</b>	<b>C0</b>
<b>G169</b>	<b>M38</b>
<b>B61</b>	<b>Y86</b>
	<b>K0</b>



<b>R65</b>	<b>C0</b>
<b>G65</b>	<b>M0</b>
<b>B65</b>	<b>Y0</b>
	<b>K90</b>



<b>R71</b>	<b>C65</b>
<b>G193</b>	<b>M0</b>
<b>B189</b>	<b>Y31</b>
	<b>K0</b>



<b>R167</b>	<b>C34</b>
<b>G218</b>	<b>M0</b>
<b>B210</b>	<b>Y20</b>
	<b>K0</b>



<b>R76</b>	<b>C68</b>
<b>G182</b>	<b>M3</b>
<b>B143</b>	<b>Y57</b>
	<b>K0</b>

## Brand Standards

## Clip Art vs Images

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.



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

HhIiJjKkLlMmNn

OoPpQqRrSsTt

UuVvWwXxYyZz

.,;,-!1234567890

### Heebo

7 weights

Kerning: 50

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## Brand Standards

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## Our voice

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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.

## 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.



[Who We Are](#) [What We Do](#) [Dining](#) [Rental Space](#) [Donate](#) [Contact Us](#)

## Welcome to BU Hillel!

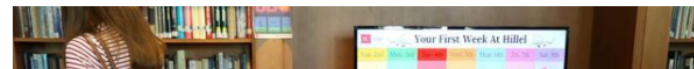
Either ALL 1920x1080  
or ALL 1960x1440

**MILES FOR SMILES 5K**

REGISTRATION: 9 AM **NOV 18** START TIME: 9:45 AM

**REGISTER HERE:**  
<https://www.facebook.com/BUHillel/events/333706690721504/>

JEWISH NATIONAL FUND THE DAVID PROJECT  
BU Hillel COME AS YOU ARE. MAKE IT YOURS.



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



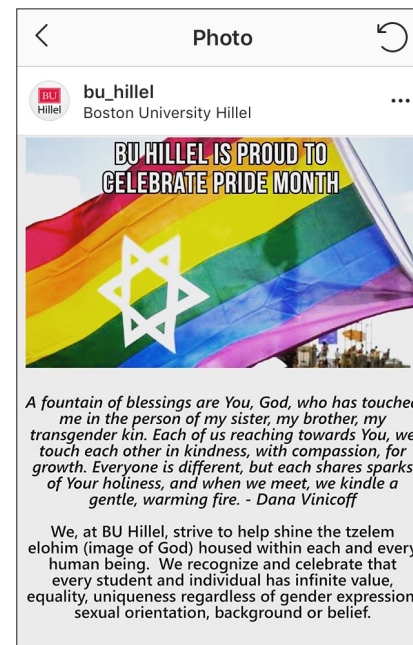
Quote is overwhelmed by imagery and graphics

### 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

**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****Warren Digital Screen**

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

**Facebook Event Cover Photo**

- 1920 x 1005 px - RGB

**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 Story**

- 1080 x 1080 px - RGB

**Instagram Story**

- 1920 x 1080 px - RBG

**Print****Back and White Flyer**

8.5 x 11 inches with all colored background removed - 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 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 patters 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

## Exclude QR Codes on Instagram Posts, Instagram Stories and Facebook

### 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

Brand Standards

Examples

Web Banner

**BU Hillel** Come as you are. Make it yours.

# Chinese Food Night

Thursday, January 26  
5-7 pm

Meet new and returning friends as the spring semester begins!

Sign up here!

**BU Hillel** Come as you are. Make it yours.

# Israeli Current Events with Charlotte Korchak

November 2nd  
7:30 pm

Come discuss Israeli current events and politics with an expert. Food will be provided.

Sign up here!

**BU Hillel** Come as you are. Make it yours.

# Welcome Bagel Brunch

Sep 3rd  
10am-12pm  
at the BU Hillel

Meet new friends and eat delicious bagels fresh from New York!

Sign up here!

**BU Hillel** Come as you are. Make it yours.

# Free Italian Food Night

Friends, food, and fun!

Thursday, April 20  
5pm-7pm

Sign up here!

**BU Hillel** Come as you are. Make it yours.

# BU GradHillel Pub Night

Meet fellow graduate students and Rabbi Danny and enjoy a drink at the BU Pub! First drink is on Hillel.

September 13  
5:00-6:30pm

BU Pub @ 225 Bay State Road

Sign up here!

**BU Hillel** Come as you are. Make it yours.

# Come Volunteer With Us!

September 25th  
9am - 12pm

Services aren't your thing? Join us for alternative Yom Kippur programming with the Greater Boston Food Bank

Sign up here!

BEFORE

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

AFTER

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](http://www.tinyurl.com/hillelasb2019)

**BU** Hillel

Come as you are. Make it yours.

- 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

Come as you are. Make it yours.

- 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.

BU Hillel COME AS YOU ARE. MAKE IT YOURS.

CONSERVATIVE AND REFORM COMMUNITIES PRESENT

# MUSICAL SHABBAT

WITH SPECIAL GUEST **NOAH WEINBERG**

FRIDAY DEC. 7<sup>th</sup> 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 Come as you are. Make it yours

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](http://www.tinyurl.com/hillelasb2019)

BU Hillel Come as you are. Make it yours.

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 Come as you are. Make it yours

**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



BU Hillel Come as you are. Make it yours.

**THERAPY DOGS**

*in partnership with CAS Programs and Leadership*

De-stress with puppies and chocolate chip cookies!

**DECEMBER 12<sup>TH</sup> 4-6 PM**  
213 BAY STATE RD.

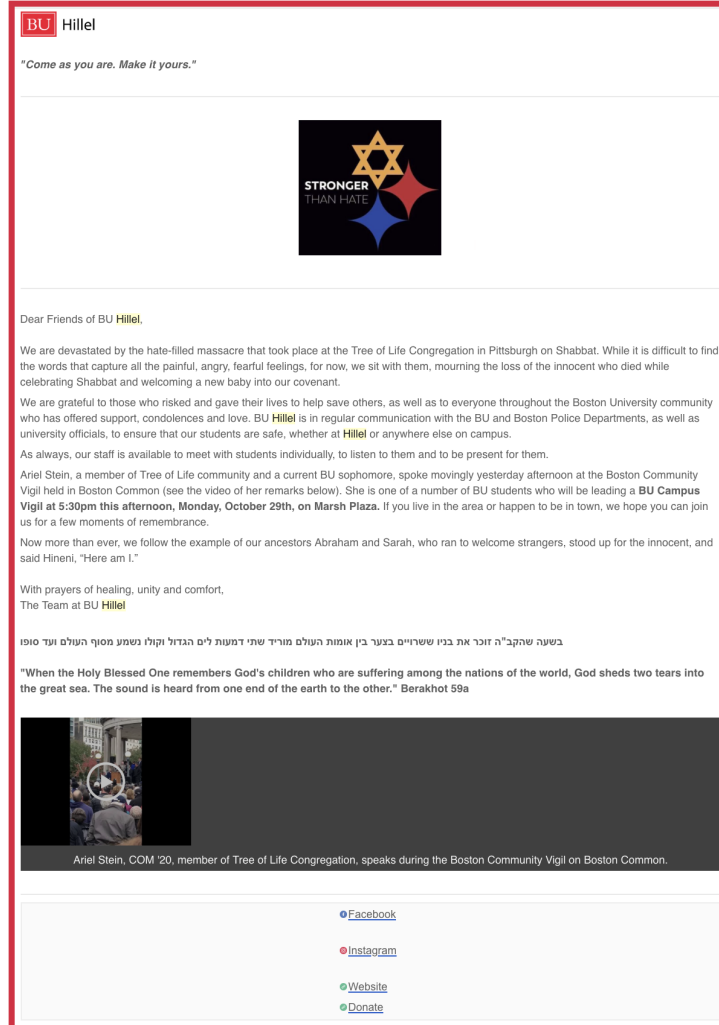


BU Hillel Come as you are. Make it yours

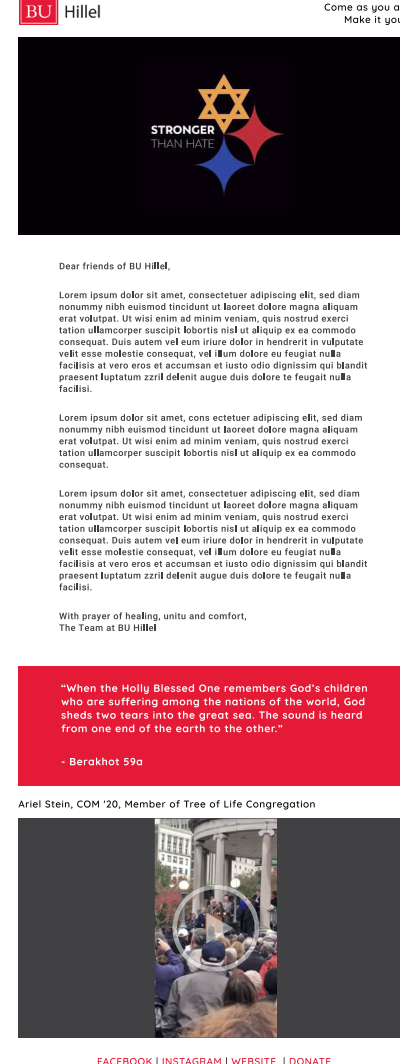
## Brand Standards

## 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

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.

