Mitzvah Day

BRAND MANUAL

Introduction

These are the visual and verbal guidelines for how our brand and logo should be used. It has been designed to affect all aspects of visual communications by defining and demonstrating the correct use of the basic elements of the brand – the identifier, typography, colour and methods of application.

The elements outlined in this guide are mandatory and should not be altered without the proper approval by a member of the Mitzvah Day team.

If you are unsure on any aspect of the guidelines and how to apply them, please get in contact with us.

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Our verbal identity

A Mitzvah

A Mitzvah, literally, is a commandment in Jewish law. However, it is often used to mean a good deed or an act of kindness and that is the basis for Mitzvah Day. It is an integral part of Jewish life.

Our Vision

Guided by the Jewish values of Tikkun Olam, Gemilut Chasadim and Tzedek, our vision is of Jews and non-Jews coming together to build more cohesive neighbourhoods and to strengthen civil society.

What we do

On Mitzvah Day, we give our time, to make a difference to the community around us. We introduce people to social action, to their neighbours and to local charities setting up projects which address real needs. Jewish led, we bring together people of all faiths and backgrounds, to volunteer side by side, building longstanding, genuine relationships.

Our values

Mitzvah Day is rooted in Jewish values that underpin our projects and partnerships so that they have a real, lasting impact.

Tikkun Olam

The Hebrew translates as 'healing' or 'perfecting' the world to instil a shared responsibility in the welfare of society at large – helping others, looking after our environment, and addressing diverse human rights.

Gemilut Chasadim

The Hebrew literally means 'acts of loving-kindness' which knows no bounds and not only teaches the art of giving but also not to expect to receive something material in return. Acts of kindness are engraved in a Jewish way of life, where individuals give selflessly of their time and of themselves. Every year on Mitzvah Day, thousands do just that, through projects based on the principle of doing acts of kindness.

Tzedek

The Hebrew translates as 'righteousness' and 'justice' and, can manifest itself through social action and acts of loving-kindness; not because it feels good but because of the Jewish faith commands that it is the right thing to do.

Our logo

Our logo is the most valuable asset of our brand and an instantly recognisable symbol of the organisation.

Our logo is simple, recognisable, modern, confident and distinctive and ensures that we reflect our values and stand out in the crowded charitable marketplace.

Green

Black

Outlined

Clear Space

In order to maintain the integrity of the brand, the logo must not be 'crowded' by other elements. For that reason, an exclusion zone has been defined by using the height and width of the M. Type or any graphic element may not intrude into this area.

Our logo is our most valuable brand asset. To ensure that it is readable and easily recognised it should not appear any smaller than 35mm in print or 100px in digital.

Logo usage

The logo should be used at varying sizes depending on the application. Below are the recommended sizes to use on standard format applications. There is no maximum size at which the logo can be reproduced, although care should be taken to ensure that it is appropriate for its application.

Logo
sizing chart

A6 = 40mm
A5 = 55mm
A4 = 80mm
A3 = 100mm

Mitzvah Day A3

Mitzvah Day A4

Mitzvah Day A5

Mitzvah Day A6
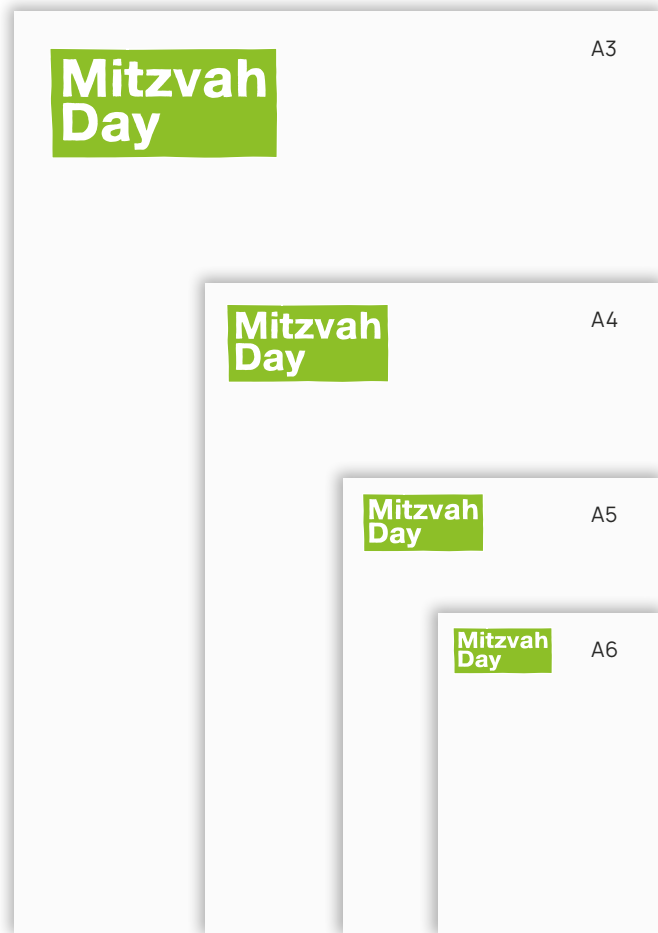
Incorrect use of the logo inicludes:

- Change the logo's orientation or rotation;
- Disproportionately scale the logo;
- Change the colours from the approved colour palette;
- Display the logo in a configuration not previously specified;
- Attempt to recreate or redraw the logo;
- Make alterations to the logo, including changing the font;
- Add special effects such as making it look three dimensional.
- Crop the logo in any way.
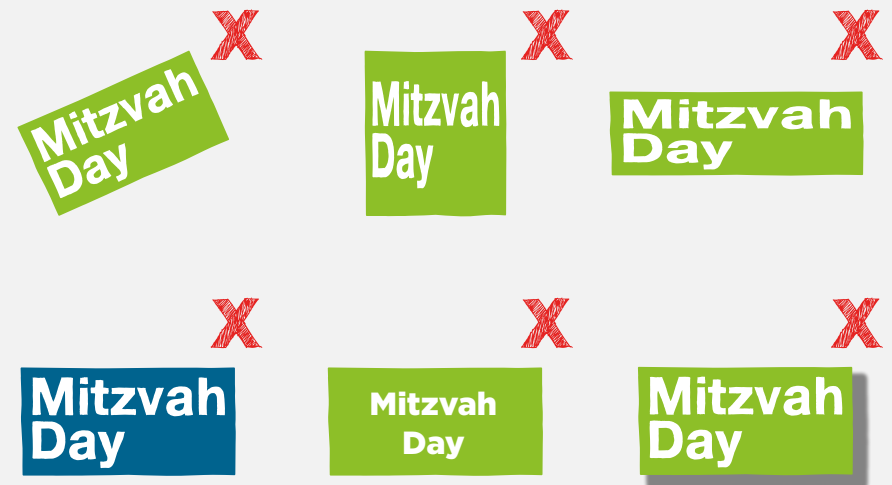
Typography

All communications should use the specified typefaces. Consistent use of the typefaces in the various weights as shown strengthens the visual impact of the identity and increases its recognition.

Sketchetik is used for headlines, titles, subtitles and key phrases, as well as introductory paragraphs. Manrope is used for body text and fine print, or any instance where the font size is too small for the sketch-effect of Sketchetik to be viewed.

Please endeavour to use Sketchik and Manrope wherever possible. Where these are not available to use please use Arial which has been chosen to complement our corporate fonts. Arial is also a default font for most computers, and therefore is used if none of our specific fonts are available.

Typeface One: Sketchetik

Bold   **AaBbCcDdEeFf 0123456789**

Regular   AaBbCcDdEeFf 0123456789

Light   AaBbCcDdEeFf 0123456789

Typeface Two: Sketchetik Fill

Bold   **AaBbCcDdEeFf 0123456789**

Regular   AaBbCcDdEeFf 0123456789

Light   AaBbCcDdEeFf 0123456789

Typeface Three: Manrope

ExtraBold   **AaBbCcDdEeFf 0123456789**

Bold   **AaBbCcDdEeFf 0123456789**

SemiBold   **AaBbCcDdEeFf 0123456789**

Medium   **AaBbCcDdEeFf 0123456789**

Regular   AaBbCcDdEeFf 0123456789

Light   AaBbCcDdEeFf 0123456789

ExtraLight   AaBbCcDdEeFf 0123456789

Colour

The Mitzvah Day colour palette consists of a primary Green colour, alongside two neutral but complimentary colours: Slate and Cloud.

Mitzvah Day Green should always be the most predominant colour used, as it is an integral part of our brand recognition and visual identity.

Slate and Cloud are subtle alternatives to black and white respectively, that bring a bit more uniqueness to otherwise flat colours. In particular, Slate is often used for body text, whilst Cloud is oftern used for backgrounds.

Black and White are still an important part of the identity though and should be used for space and for text to ensure that the Green is not overused. White space is a way of drawing the viewers to a particular message and helps communicate openness and freshness.

Mitzvah Day Green

CMYK:	53, 0, 98, 0
RGB:	141, 191, 90
HEX:	#8DBF28

Mitzvah Day Slate

CMYK:	0, 0, 0, 95
RGB:	40, 39, 39
HEX:	#282727

Mitzvah Day Cloud

CMYK:	0, 0, 0, 7
RGB:	242, 242, 242
HEX:	#F2F2F2

Black
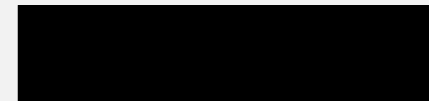
|	
CMYK:	0, 0, 0, 100
RGB:	0, 0, 0
HEX:	#000000

White

CMYK:	0, 0, 0, 0
RGB:	255, 255, 255
HEX:	#FFFFFF

Event imagery

Our imagery includes photos taken at events, both domestically and internationally. These should be bright, colourful, full of people and showcase a predominace of the Mitzvah Day Green colour, whether it is on our campaign t-shirts, bunting, stickers or any other form of deliverables or merchandise to reinforce the brand identity.
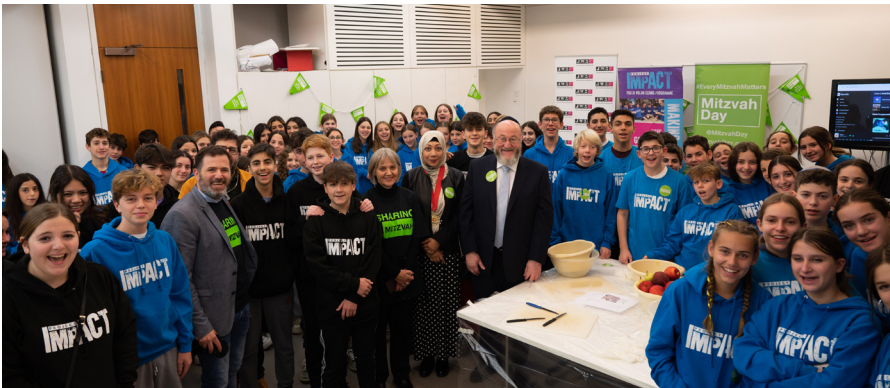
Our aim is to build a strong, lasting and consistent brand. Each area of our visual identity should adhere to these guidelines. If in doubt, get in contact with our brand partners, **Graphical**, who will be happy to help you out!

www.graphicalagency.com
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Keep in touch

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