



BRANDBOOK

ONWARD ISRAEL VISUAL IDENTITY GUIDELINES

2018

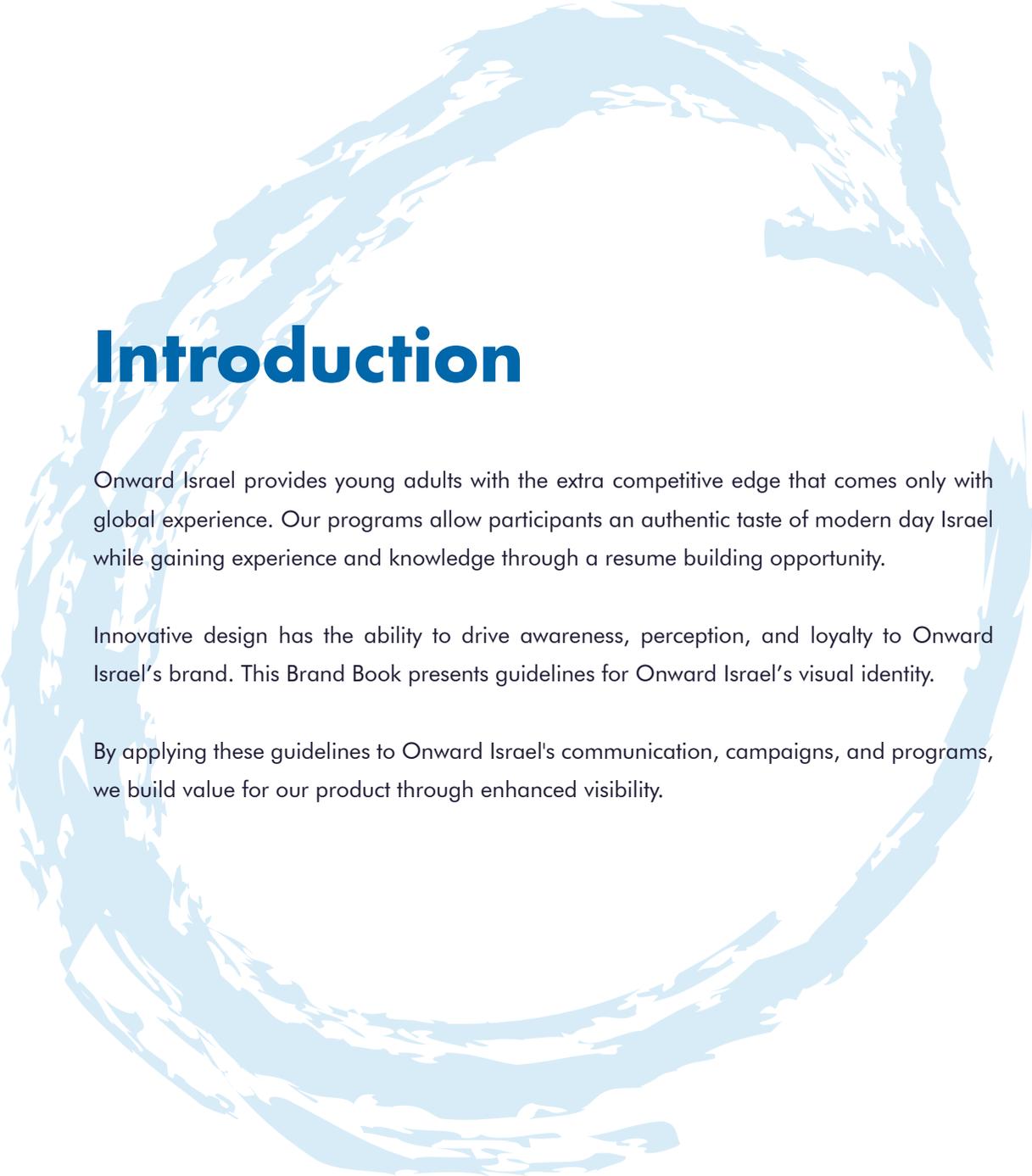


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Introduction

Onward Israel provides young adults with the extra competitive edge that comes only with global experience. Our programs allow participants an authentic taste of modern day Israel while gaining experience and knowledge through a resume building opportunity.

Innovative design has the ability to drive awareness, perception, and loyalty to Onward Israel's brand. This Brand Book presents guidelines for Onward Israel's visual identity.

By applying these guidelines to Onward Israel's communication, campaigns, and programs, we build value for our product through enhanced visibility.

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1.0 | VISUAL LANGUAGE

1.1 | OVERVIEW

VISIBILITY ITEMS

It is important that Onward Israel's visual presentation be as distinct as possible from the environment. Because tents, banners, and signs are highly visible, they are among the most important tools in identifying our presence.

MARKETING & FUNDRAISING MATERIALS

Onward Israel marketing and fundraising materials focus on the participant experience with clear high quality images emphasizing their day to day experiences while on the program. Visualization of participant quotes about their experience also play a prominent role in our materials.

PROGRAM MATERIALS

Program materials should adhere to the branding guidelines outlined in this book for ease of recognition and as a unifying force to participants so as to feel part of the collective Onward Israel experience.

1.2 | LOGO IDENTITY & USAGE

The Onward Israel official logo is a visual expression of Onward Israel's mission to provide young adults with a career-enhancing experience that is bolstered by exposure to a living experience in Israel.

The logo is the single most important element and most valued graphic image of the Onward Israel brand and must be used consistently and appropriately. Even minor variations will undermine and compromise the organization's image.

Our tagline, "Start Up Your Future," encapsulates the organization's connection to the Start-Up Nation, and to the opportunity it provides its participants in enhancing their careers through an internship abroad.

When reproducing the logo only the appropriate resolution or vector graphic files should be used. It should never be recreated under any circumstances.

Links to graphic files can be found on page 24.

PRIMARY LOGO - BLUE (TAGLINE)



PRIMARY LOGO - BLUE



PRIMARY LOGO - INVERSE (TAGLINE)



PRIMARY LOGO - INVERSE



MONOCHROME (white only)



Exclusion Zone

Make sure that text or other design elements do not encroach upon the logo. The marked space gives room for the logo to "breathe" free from distraction. The exclusion zone should not exceed 10% of the logo size (i.e. 50 mm logo, 5 mm exclusion zone).



Minimum reproduction size

A minimum size must be adhered to so that legibility is retained. See specifications to the right.

WEB SIZE



Do not use the logo with the Onward loop smaller than 45px wide.

PRINT SIZE



Do not use the logo with the Onward loop smaller than 22 cm (0.87 in.) wide.

RESPECT THE LOGO

Be nice to the Onward Israel logo. Don't re-color, stretch, squeeze it or produce at too low resolution.



1.3 | COLOR SCHEME

Accurate reproduction of the brand color scheme is essential in communicating a clear and consistent message about the organization image. The Pantone colors should be used wherever possible, with CMYK/RGB being matched as closely as possible depending on the materials and print process. White is acceptable as an accent color, in addition to the colors within the assigned scheme.

When working with text and typographic elements it is important to avoid the use of orange text on the light blue (PANTONE: 7627C) or dark blue (PANTONE: 7627C) background. The clash of these colors degrades legibility.



Primary Brand Color logo / highlighting / background / accent

PANTONE:
C100 M50 Y0 K10
R0 G103 B172
Hex#0067ac



Secondary Brand Color highlighting / background / accent

PANTONE:
C0 M60 Y100 K0
R245 G130 B32
Hex#f58220



Third Brand Color highlighting / background / accent

PANTONE:
C56 M13 Y0 K0
R100 G181 B229
Hex#64b5e5



Body Text Default Color logo text / copy / borders

PANTONE:
C85 M85 Y48 K59
R34 G27 B53
Hex#221b35

Additional accent colors



PANTONE:
C49 M0 Y98 K0
R143 G199 B65
Hex#8fc742



PANTONE:
C49 M0 Y98 K20
R117 G166 B53
Hex#75a637



PANTONE:
C20 M0 Y98 K0
R215 G223 B40
Hex#d6e028



PANTONE:
C78 M18 Y35 K0
R28 G159 B167
Hex#20a0a7



PANTONE:
C56 M47 Y48 K14
R113 G114 B113
Hex#717372



PANTONE:
C0 M98 Y15 K0
R237 G24 B125
Hex#ed0e7e



PANTONE:
C56 M13 Y0 K15
R88 G159 B201
Hex#57a0c9



PANTONE:
C100 M50 Y0 K30
R0 G85 B143
Hex#00558f



PANTONE:
C0 M60 Y100 K20
R202 G108 B24
Hex#ca6c18

1.4 | TYPOGRAPHY

Typography is an important element of our brand. By controlling the type, styles, and alignment used, we further strengthen the visual distinctiveness of Onward Israel.

Our primary typeface is:

Futura.

Futura is clear, bold, and highly legible. The type alignment for all our communication is flush left or left justified.

For design accents/headlines/graphics, we can use:

Grand Hotel

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz 1234567890?!"*\$%&

For web based applications/HTML text, we use:

Open Sans

In cases where Futura is not available, we use:

Century Gothic

Look at me, I'm a Futura Book headline.

Aa

Futura Book Bold

Check me out, I'm a Futura Medium headline.

Aa

Futura Medium Bold

I'm a super great Futura Medium subheadline.

Aa

Futura Medium

And look here, plain old Futura Book for body text.

Aa

Futura Book

Don't forget about me, I'm Futura Light and I can sometimes be used for additional typographic effects.

Aa

Futura Light

2.0 | STYLE ELEMENTS

2.1 | PHOTOGRAPHY

Quality photography is a key element that communicates and reinforces the Onward Israel brand identity and positions the organization with its participants at its center.

All of our photographs should convey the excitement and personality of the people portrayed. Images are most compelling when they tell stories – representing participants in ways that reflect the impact that Onward Israel programs have on their careers and relationships with Israel. Focus should be on work environments, like business offices, labs, and technological projects. Photographs should not focus on traditional Israeli touring locales.

When necessary, Onward Israel images should be credited in the following way: Onward Israel / Photographer's Full Name or Organizer Name (if applicable). For print publications, photographs should be credited beneath the image, flush right, or vertically beside the image, flush left of right bottom. Alternatively, credit can be displayed on a separate 'credits' page, to include the page reference and position on the page where the image appears.

Before their programs begin, Onward Israel participants sign a waiver allowing us use of their photographs.

Primary photo style: Environmental portraits that tell a story, conveying the professional experience of Onward Israel participants.



Secondary photo style: Primarily for marketing and fundraising, collage style cropped photos

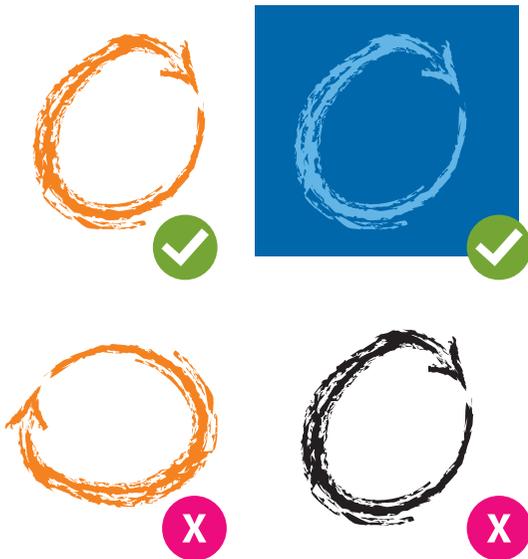


2.2 | GRAPHIC ELEMENTS

The following elements further add to the "look and feel" of Onward Israel's brand style. This is in addition to the components already covered, including the logo and typography.

Onward Arrow

The "Onward Arrow" can be used as an independent graphic element, but is not to be manipulated in orientation. In the majority of cases it should remain orange, but when desired, can also be used as a graphic element using Onward Israel's primary brand colors, in addition to white.



Buttons

Web button style should be consistent across all digital platforms.



Linear gradient from top to bottom:

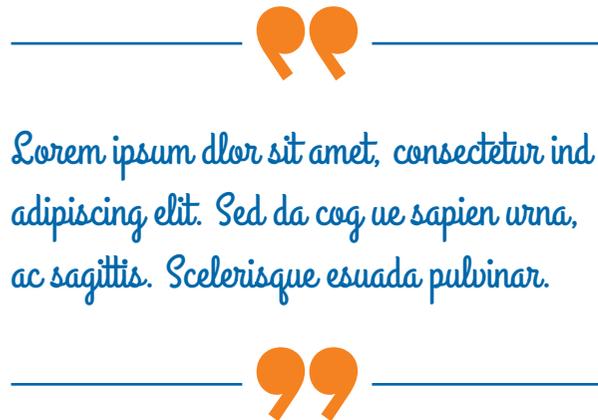


Linear gradient from top to bottom:



Quotations

Quotations from participants are a key method to communicate the impact of the Onward Israel experience. These quotations should remain brief, but powerful and follow a standard format (pictured below) to enhance recognition of the Onward Israel brand. Quotations should use Futura Book Italic/ Bold Italic or Grand Hotel.



Social Media Icons

Social media icons should be represented in the following style using the Onward Isarel primary brand colors in a circle format or without.

Social media



Infographic/Illustrative Icons

Icons used to convey a topic, statistics, etc., should maintain a flat graphic design style with a subtle shadow effect all contained within a circle.



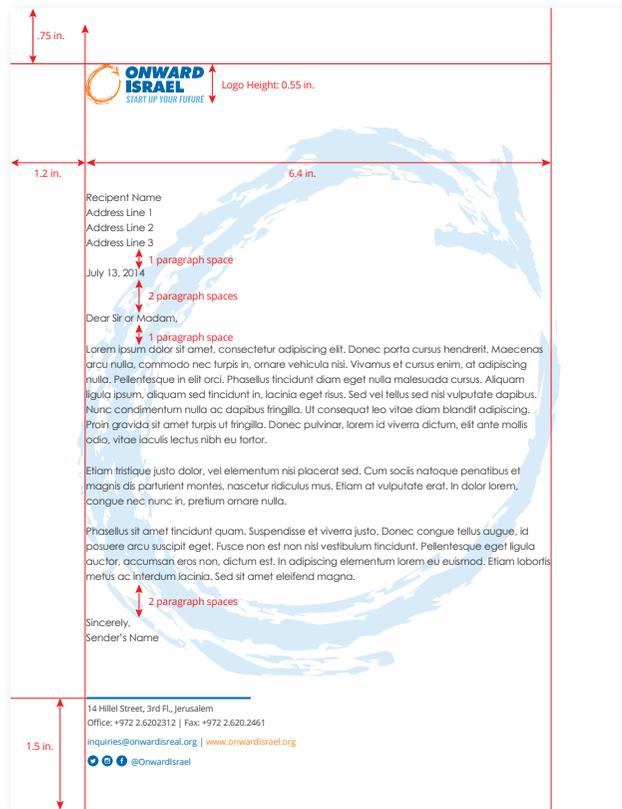
3.0 | COMMUNICATIONS

3.1 | LETTERHEAD

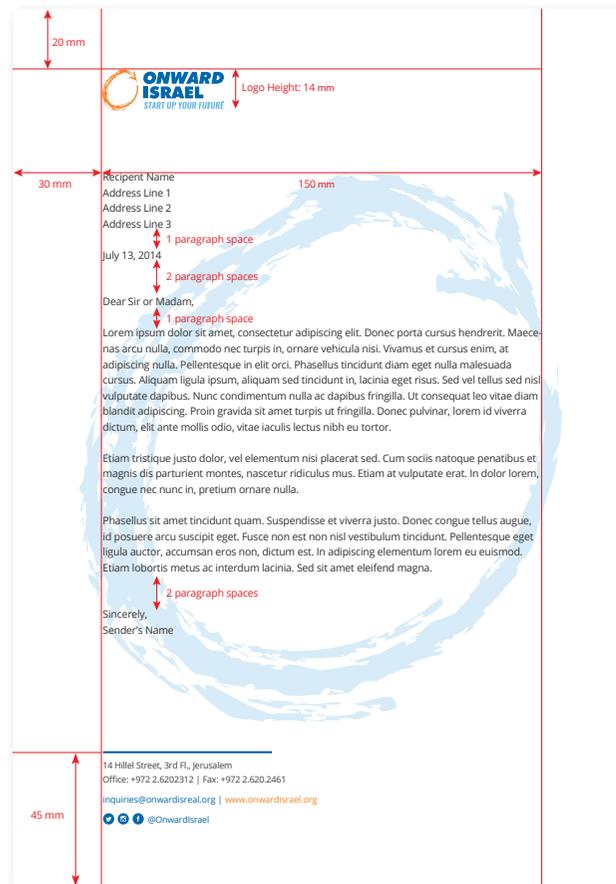
WHY WITHOUT TAGLINE? WHAT IS THE DIFFERENCE BETWEEN THE INTERNAL AND EXTERNAL? WHY DO THEY NEED TO BE DIFFERENT? WASN'T CLEAR TO ME FROM EXISTING BRAND BOOK...

Correspondance for Internal communications (and External communications???)

To ensure consistency in our organization's identity, we use fixed guidelines for designing stationary. This format is detailed in the example to the right. For correspondence from Onward Isarel staff, including internal business memos, etc., the Onward Israel logo, without the tag line, is displayed in the upper-left hand corner of the header. The right-justified Jerusalem and New York City addresses are displayed in header. A blue Onward Arrow is displayed at 25% opacity throughout the page.



Letter (8.5 x 11 in.)



A4 (8.5 x 11 in.)

Typeface: Century Gothic,
10pt or 11 pt with 15pt
paragraph spacing

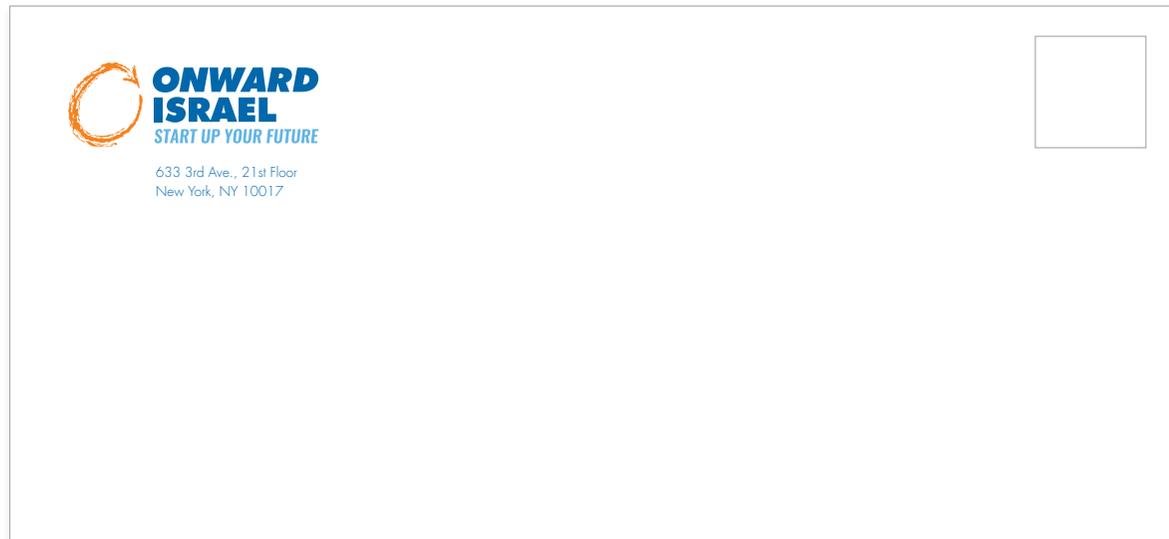
Typeface color:
C85 M85 Y48 K59
R34 G27 B53



3.2 | ENVELOPES

Logo with tagline, width: 47mm —

Futura LT Light, 7pt; C150 M100 Y0 K10 —



3.3 | BUSINESS CARDS



Back

Logo Height: 8.4mm

English: Futura Book, 7.5pt; Futura Book Bold, 9pt

Hebrew: Open Sans Bold, 10pt; Open Sans Regular, 7 & 9 pt



Front

Logo Height: 15.8mm

English: Futura Book, 7.5pt; Futura Book Bold, 9pt

Hebrew: Open Sans Bold, 10pt; Open Sans Regular, 7 & 9 pt

3.4 | EMAIL SIGNATURE

Email signatures are important for maintaining consistency and professionalism across all correspondence and should include the layout in the example above. Adding non-brand colors, different fonts, phrases, promotions or any unique formatting must be approved by the Onward Israel communications team.



Bilingual Signature – left-aligned



Poor resolution, embedded image file, not left-aligned, incorrect icons



Bilingual Signature – right-aligned



Poor resolution logo, embedded image file, not left-aligned

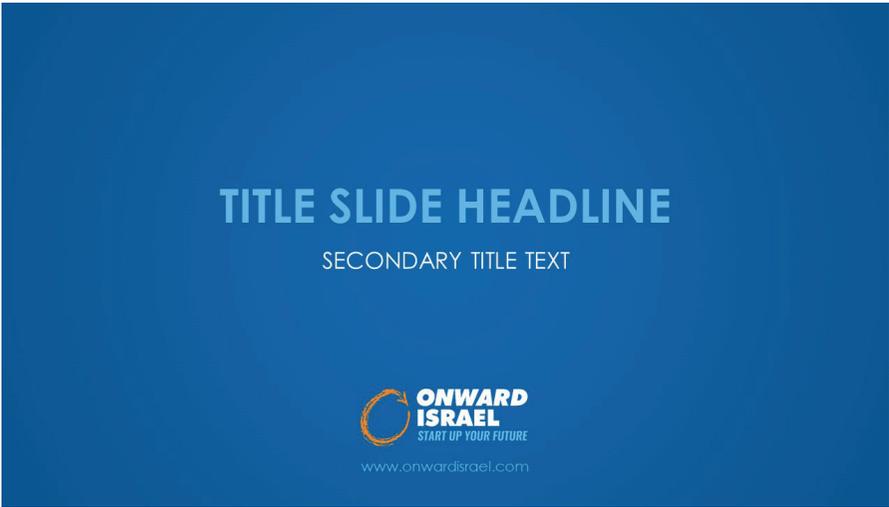


3.5 | PRESENTATIONS

It is extremely important to maintain the Onward Israel brand across all digital and printed presentation formats, primarily PowerPoints, whether internal or external communications, and including any presentations to participants along the course of their programs.

The Onward Israel logo should appear aligned to the bottom left corner of ALL slides including the cover slide as seen in the examples below. For flexibility across machines it is mandatory to use the Century Gothic font.

PowerPoint Blue Template (cover slide)



PowerPoint White Template (cover slide)



All elements
center-aligned

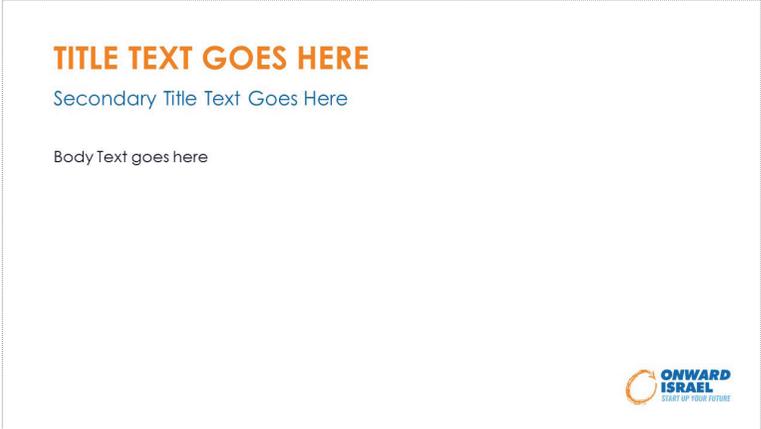
3.5 | PRESENTATIONS

Only images with appropriate resolutions should be used, with specific attention to image quality when the PowerPoint slides will be printed.

PowerPoint Blue Template (internal slide, no picture)



PowerPoint White Template (internal slide, no picture)



PowerPoint Blue Template (internal slide, w/ picture)

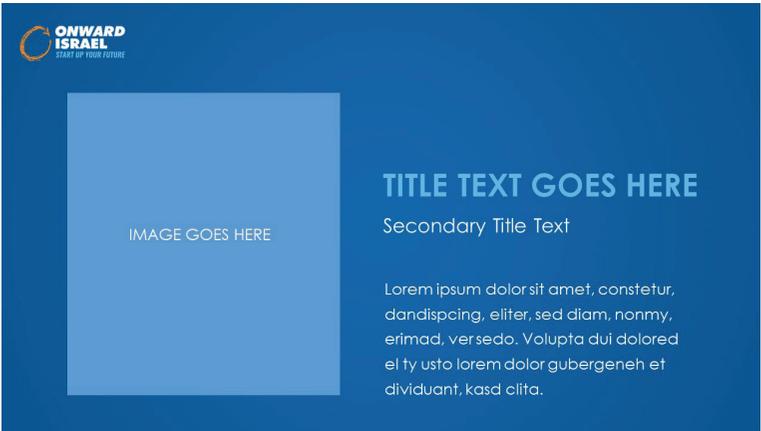


Image to left,
text left-aligned

PowerPoint White Template (internal slide, w/ picture)



3.6 | PROMOTIONAL MATERIALS



A strong Onward Israel presence through signage and large banners should be a core element of events and activities.



Partners may use the Onward Israel logo in its original colors or in white on their own materials.



Items that cannot accurately match the colors of Onward Israel should be avoided and preference given to use of the logo in its correct colors printed on white materials.



If the Onward Israel logo cannot be reproduced accurately, an alternative item should be chosen.

4.0 | PARTNER GUIDELINES

4.0 | BRANDING GUIDELINES FOR PARTNERS

Onward Israel works in partnership with dozens of organizations in Israel and around the world. It is important that these stakeholders in Onward Israel's programs be recognized in the following ways:

Strategic Partners

Onward Israel's strategic partner, Masa Israel Journey, and its partnership with the Jewish Agency for Israel and the Israeli Government, must be recognized in all marketing materials for programs that are carried out within the framework of the Onward Israel/Masa partnership.

Branding Requirements:

- *The four-logo lockup pictured below is to be used across all printed and digital materials within the framework of the Onward/Masa partnership, whether created by Masa or Onward Israel.*
- *The Onward Israel official logo must also always be presented independently of the lockup, and should always be at least twice as large as the Onward Israel logo within the lockup.*
- *The lockup should never appear less than 10 cm or 520 pixels wide and the Onward Israel logo no smaller than 22 mm or 120 px wide*



Community Partners & Israel Program Organizers

Onward Israel community partners, largely but not exclusively consisting of local Jewish Federations, and Israel program organizers are invited to put their logo on Onward Israel's external marketing materials related to the local programs in which they are invested or programs they operate. Onward Israel's logo must also appear on any Partner/Organizer-created materials within the partnership framework.

Branding Requirements:

- *In Onward Israel-created materials, the Partner's logo may be added to the four-logo lockup, or independent from it if the lockup does not appear on that particular item. Their logo should not be featured above or larger than the official Onward Israel logo.*
- *In Partner-created materials, the partner may maintain their own branding, but the Onward Israel logo must be presented in the four-logo lockup if relevant or independent from it if the lockup does not appear in that particular document and at no smaller than half the size of the main logo.*
- *The lockup should never appear less than 10 cm or 520 pixels wide and the Onward Israel logo no smaller than 22 mm or 120 px wide*

5.0 | LINKS TO MATERIALS

The following links are available to staff and partners for accessing Onward Israel materials. The following items are not to be reproduced, redistributed or edited without the permission of Onward Israel.

[Onward Logo >](#)

TBT

[Strategic Partner Lock-up >](#)

TBT

[Letterhead >](#)

TBT

[PowerPoints >](#)

TBT

[Style Elements >](#)

TBT

[Fonts >](#)

Futura - TBT

Grand Hotel - TBT



For more information on Onward Israel branding and marketing,
please contact: Brad Garoon, VP for Marketing & Communication

212-339-6046 | bradg@onwardisrael.org

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