



# Brand Guidelines

VERSION 1.0 | 07.15.14



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Brand 1  
Foundation

Coming Soon

The Charles E. Smith Jewish Day School is an independent community day school serving students from Kindergarten through 12th grade. The School is dedicated to creating an environment in which students can grow to their fullest potential as responsible and dedicated members of the Jewish community and of American society. Based on six basic Jewish precepts, the Mission of our School is to teach its students:

**TORAH L'SHMAH | תורה לשמה**

to become lifelong learners inspired by a love of “learning for the sake of learning” through a rigorous comprehensive academic program of general and Judaic studies which places a priority on critical, independent and creative thought and expression.

**AHAVAT TORAH | אהבת תורה**

to understand and appreciate the wisdom, spiritual depth and ethical guidance of Judaism.

**K'DUSHAH | קדושה**

to understand and appreciate the perception of God's presence in the awe and wonder of our world and how we can sanctify our lives through the practice and experience of the Mitzvot.

**AHAVAT YISRAEL | אהבת ישראל**

to form an inextricable bond with the Jewish people – past, present and future – to foster a sense of commitment to the State of Israel, and to appreciate and master the Hebrew language as the language of the Jewish people.

**V'AHAVTA L'RAYAKHA | ואהבת לרע**

to create a caring, moral community based upon the concepts of B'tzelem Elokim (each individual is created in the image of God) and Derekh Eretz (ethical decency) in which members respect uniqueness and preciousness and are responsible for each other and the community.

**TIKUN OLAM | תיקון עולם**

to be passionate about preserving God's world and making it a more compassionate, just and peaceful place through individual and collective commitment to programs of social action and public policy.

CESJDS is a dynamic expression of contemporary Jewish life in America. We are a welcoming, inclusive community united by our shared Jewish values and history. By embracing a spectrum of Jewish backgrounds, beliefs and practices, we cultivate respect for our collective diversity.

CESJDS' comprehensive academics challenge students to think deeply and critically. Jewish education provides context for principles, cultural continuity, and spiritual reflection. Our faculty are gifted thought-leaders who advocate inquiry, creativity, and collaboration in the educational process. They challenge students to become holistic learners through active, daily experience. As dedicated mentors, both faculty and staff form influential connections with students that often continue into their professional careers. The guidance and leadership of the entire CESJDS family help every student develop a unique sense of self.

CESJDS graduates emerge with the confidence, compassion, and knowledge to build a life infused with purpose and meaning. Through the lens of their personal Jewish identity, our alumni contribute to a vibrant, enduring future. They become life-long learners who lead positive change in the world.

During the brand workshop, participants were asked to contribute words and ideas that describe the CEJDS experience. These words have been edited and grouped into broad themes.

## ASPIRATIONAL

graduates who make a difference  
in the world  
new standard for  
Jewish education  
forward-thinking,  
innovative model

## ETHOS

collaborative	challenging
experiential	curious
imaginative	creative
discerning	student-centered
respectful	tolerant
welcoming	approachable
supportive	grateful
empathetic	caring
warm	kind

## VALUES + CHARACTER

educate mind, heart, and soul  
values-based education  
value/respect/embrace diversity  
appreciate life-long learning  
leadership qualities  
confidence + compassion  
resourcefulness + resilience

## SELF EXPRESSION

strong sense of self  
supportive space to create/express  
self advocacy for personal success

## ACADEMIC QUALITY

critical thinking  
active, engaged learners  
academic depth  
whole child

## JEWISH EDUCATION

diversity of opinion, practice, belief  
develop personal Jewish identity  
environment that encourages inquiry  
understand/appreciate cultural heritage  
personal connection to Israel and the  
global Jewish community  
Tikkun Olam – actionable commitment  
in repairing the world

## COMMUNITY

meaningful teacher-student engagement  
strong sense of belonging  
responsive, communicative teachers  
positive peer community  
school for the whole family  
hub of the community

## RESOURCES

deep academic enrichment  
attentive educational support services  
intentional social-emotional development  
involved, connected parents  
thoughtful, knowledgeable  
guidance counselors  
supportive, engaged alumni network

A conceptual framework, derived from the ideas discussed during the brand workshop, guides the CESJDS brand expression.

## DYNAMIC SPECTRUM

Students at CESJDS grow and develop through a curriculum of strong academics blended and informed by the contemporary Jewish experience. This concept aims to convey the spectrum of diversity in thought, cultural experience, and religious practice at the school. Students at JDS build and curate their own experiences, emerging as strong critical thinkers with individual interpretations of what it means to be Jewish.

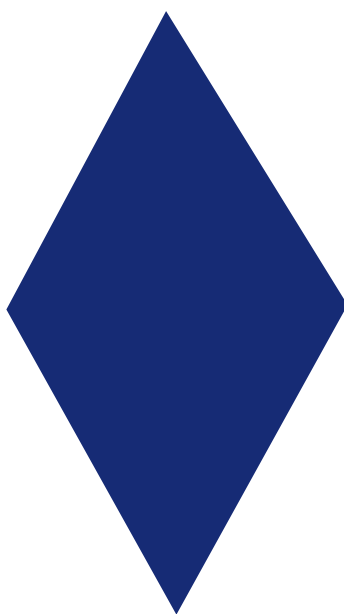




Brand  
Identity 2

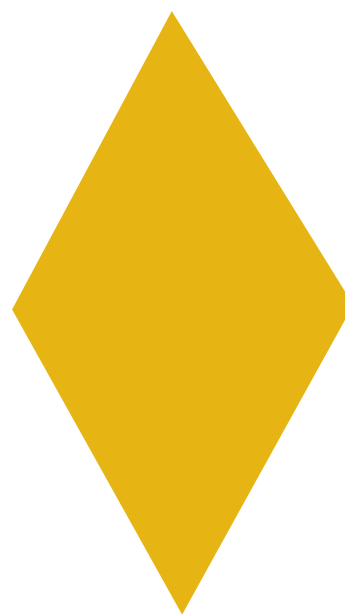
Blue and gold are the main brand colors of CESJDS.

These two colors form the foundation of the CESJDS color palette. While the brand color palette is flexible, all expressions of the brand, no matter which form of media, must employ these colors at the top of the visual hierarchy.



### **CESJDS BLUE**

CP: PMS 2756 C  
CMYK 100/90/0/30  
UP: PMS 2756 U  
CMYK 92/82/1/5  
RGB: 26/32/109  
HTML: 1a206d



### **CESJDS GOLD**

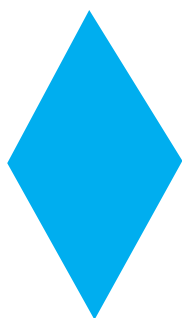
CP: PMS 110 C  
CMYK 2/24/100/7  
UP: PMS 110 U  
CMYK 4/17/95/9  
RGB: 215/169/0  
HTML: d7a900

While it is important that blue and gold retain their place at the top of the brand hierarchy, a secondary palette helps create variety.

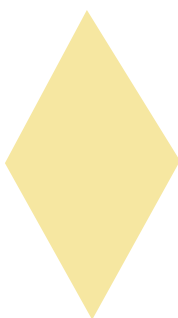
These additional colors open up possibilities to that illustrate the spectrum idea. Cool shades of brighter and darker blues and green that extend from the primary CESJDS blue symbolize the reflective quality of faceted, organic materials like snowflakes, quartz or diamonds.

Warm tones of sand and burnt orange radiate from outward from the primary CESJDS gold to suggest the varying degrees of a candle's flame.

Cool greys provide a base of neutrals against which these vivid colors achieve an energetic contrast. The overlay of colors creates dimension to suggest the layers of meaning in which content can be interpreted.

**CYAN**

CP: PMS Cyan C  
CMYK 100/0/0/0  
UP: PMS Cyan U  
CMYK 100/0/0/0  
RGB: 0/159/218  
HTML: 009fda

**SANDY BEIGE**

CP: PMS 460 C  
CMYK 2/2/43/3  
UP: PMS 460 U  
CMYK 0/1/51/4  
RGB: 230/220/143  
HTML: e6dc8f

**LIGHT COOL GRAY**

CP: PMS Cool Gray 6 C  
CMYK 18/11/8/23  
UP: PMS Cool Gray 6 U  
CMYK 19/11/11/28  
RGB: 173/175/175  
HTML: adafaf

**DARK BLUE**

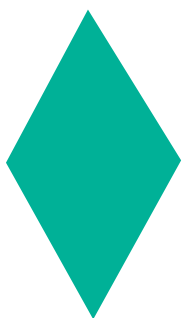
CP: PMS 289 C  
CMYK 100/76/10/65  
UP: PMS 288 U  
CMYK 97/63/13/41  
RGB: 0/34/68  
HTML: 002244

**ORANGE**

CP: PMS 165 C  
CMYK 0/68/98/0  
UP: PMS 165 U  
CMYK 0/53/89/0  
RGB: 255/99/25  
HTML: ff6319

**DARK COOL GRAY**

CP: PMS Cool Gray 11 C  
CMYK 48/36/24/66  
UP: PMS Cool Gray 11 U  
CMYK 30/17/8/53  
RGB: 77/79/83  
HTML: 4d4f53

**GREEN**

CP: PMS 339 C  
CMYK 84/0/54/0  
UP: PMS 339 U  
CMYK 68/0/52/0  
RGB: 0/181/136  
HTML: 00b588

**WARM RED**

CP: PMS Warm Red C  
CMYK 0/86/80/0  
UP: PMS Red 032 U  
CMYK 0/78/73/0  
RGB: 247/64/58  
HTML: f7403a

Distinctive typography helps in developing a cohesive, unique brand voice. Two main typefaces along with a primary body typeface combine to establish visual hierarchy for brand messaging.

Stag is a slab serif typeface originally designed for the *Guardian* newspaper. It comes with a wide variety of weights from hairline thin, to heavy black. This range of weights helps express the narrative of the JDS experience.

Verlag is a versatile sans-serif typeface originally developed for the Guggenheim Museum. The typeface includes a range of weights, which is helpful in establishing information hierarchy. Its geometric forms pair well with the graphics in this concept.

Mercury is a hard-working serif typeface that serves this concept well as a body typeface.

## Stag Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Stag Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Stag Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Stag Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## Stag Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## Verlag Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Verlag Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Verlag Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Verlag Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Mercury

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Mercury Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

The limitations of some email and e-newsletter applications and some web applications may inhibit the use of the main brand typefaces. The following typefaces are approved as alternates.

Every effort should be made to use the main brand typefaces; however, certain applications call for the use of standard system fonts. Arial is an acceptable sans serif alternate for Verlag. Georgia is a good serif alternate for Stag and Mercury.

**Note:** typography for the web has grown tremendously over the past few years. All of the main brand typefaces, Stag, Verlag, and Mercury, are available as web fonts. This option should be pursued first for web applications before resorting to using the system fonts below.

## Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

## Arial Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz*

## Georgia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Georgia Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

## Georgia Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz*



Strong photographic images go a long way in establishing a unique brand voice.

Energetic, in-the-moment photography provides a narrative of the JDS experience. All photography should be a visual representation of the school's unique brand attributes.

## ACADEMIC QUALITY



## STUDENT/FACULTY COLLABORATION



## JEWISH EDUCATION



## VALUES



## SELF EXPRESSION

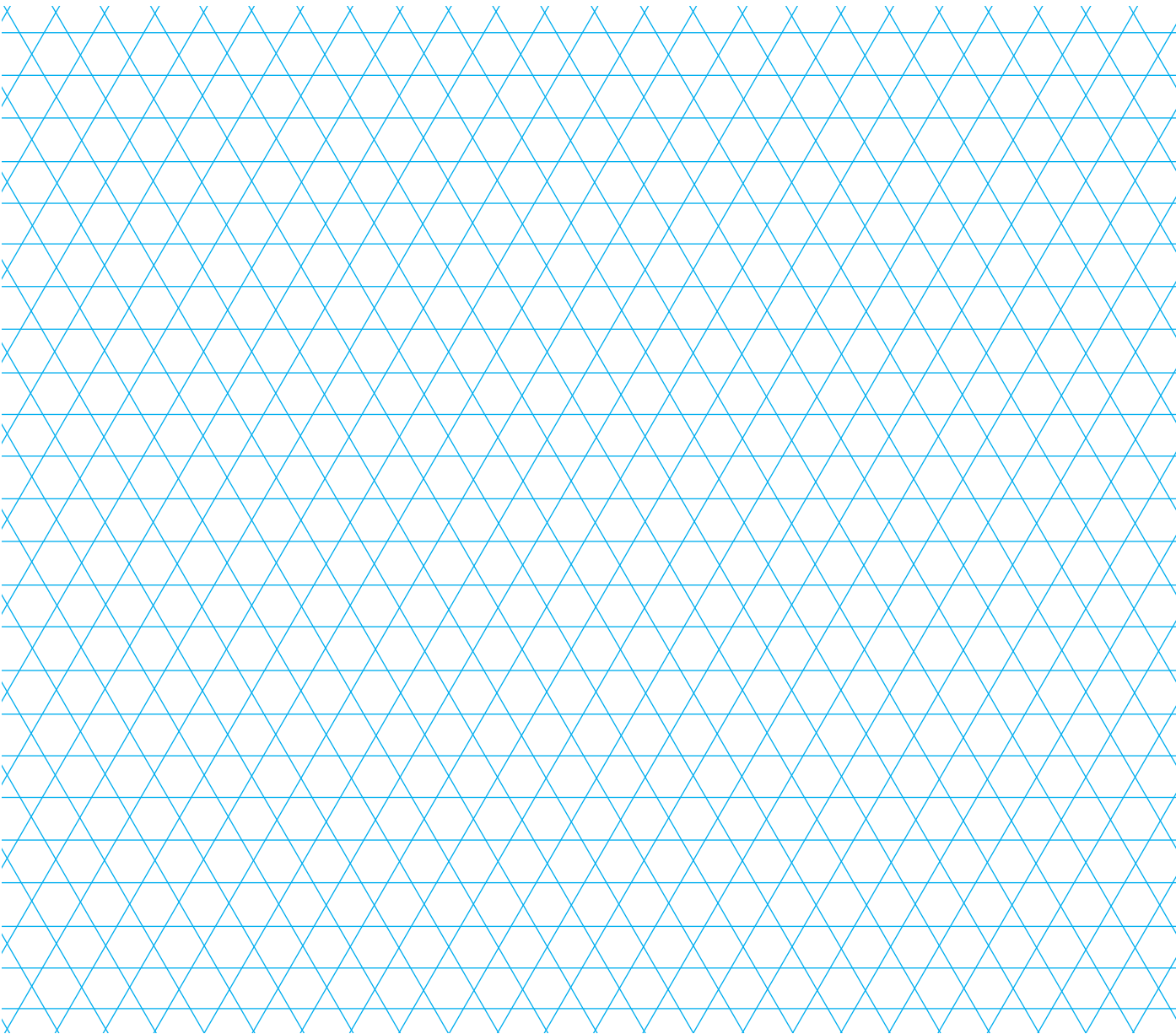


## COMMUNITY



A variety of graphic devices give the CESJDS brand a visual personality. The first part of the tool kit is the Star of David grid.

A geometric grid based on the Star of David is the visual anchor for this concept. The grid symbolizes shared values, heritage and continuity, but at the same time, it represents diversity of thought and perspective as each individual sees different shapes and forms emerge from the pattern. This visual device is also subtly evocative of calligraphic Hebrew letterforms and traditional Eastern European Jewish quiltwork. The grid provides a strong graphic foundation and allows for a multitude of applications.



Overlapping, multifaceted color shapes allude to the idea of diverse perspectives coming together and new insights emerging from unexpected places.

The shapes also symbolize the blending of strong academics and Judaic studies for a deeper saturation of learning. These multifaceted shapes each follow the angles of the geometric Star of David grid (60 ° and 180 °). More specific samples of the application of this graphic element can be found in Section 4.



Multifaceted shapes are created using the Star of David grid. Shapes can intersect each other, creating color blends as they overlap.



Multifaceted shapes can be layered on top of photography. The multiply feature in InDesign allows the shapes to be translucent, revealing the photo underneath.

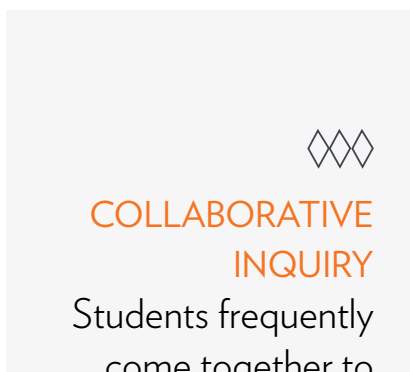
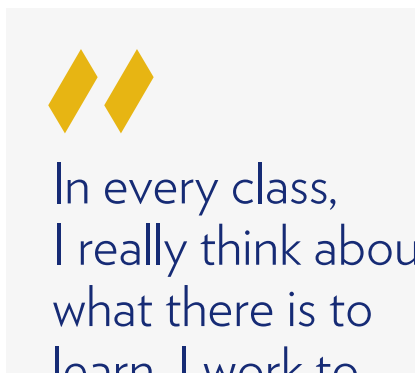


A variety of typographic devices have been created using the Star of David grid. These devices aid in establishing hierarchy of information creating visual interest.

Diamond-shaped graphic devices are drawn from the grid pattern. They are a modern adaptation of the calligraphic shapes in the Hebrew alphabet and can be used as quotation marks or navigational accents for call-outs or quotes. Their shape can also suggest the flame associated with a candle used on the Sabbath, the oil lamp in the Passover story or education's lamp of learning.

Anchor bars help establish hierarchy of information. These bars can be either a solid color, or constructed out of overlapping color shapes that snap to the geometric grid horizontally.

Asymmetric, hanging typography alludes to the layouts of the Mishna and Midrash, which incorporate different viewpoints on ancient texts. In the CESJDS graphic toolbox, typography builds around itself to tell the different aspects of the JDS story.



DIAMOND-SHAPED GRAPHIC DEVICES



ASYMMETRIC HANGING TYPOGRAPHY



ANCHOR BARS



Brand  
Implementation 3

This layout shows how the graphic elements can be used on a viewbook cover.

FEATURES IN THIS LAYOUT TO NOTE:

- 1 Translucent color shape follows the Star of David grid. (Angled at 60°)
- 2 Cover line is set in Stag Light.
- 3 Photo is a dynamic, in-the-moment close up of a student learning.
- 4 Multifaceted color shape.
- 5 Reversed version of the school logo.

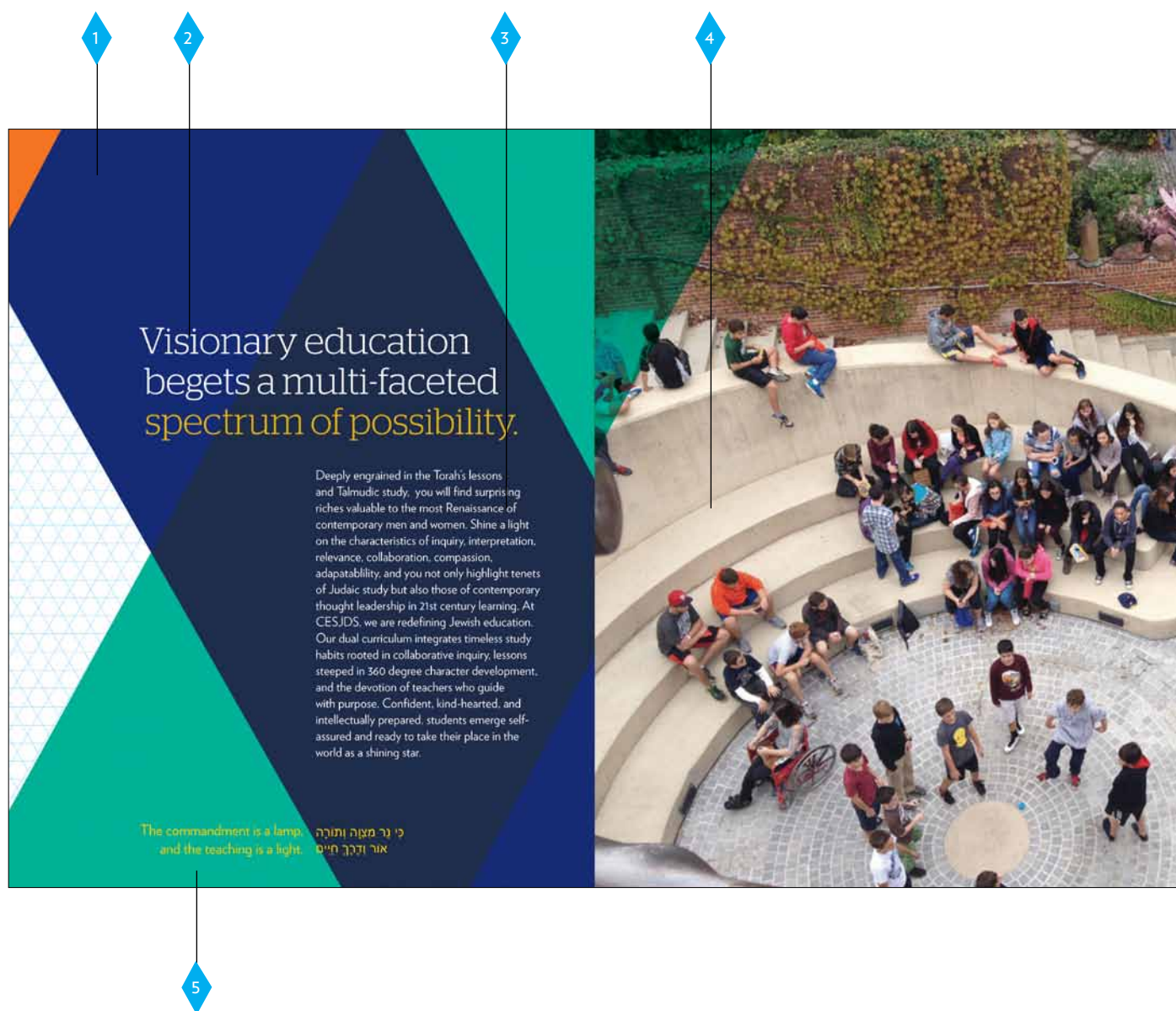




This layout shows how the graphic elements can be used on a viewbook opening spread.

#### FEATURES IN THIS LAYOUT TO NOTE:

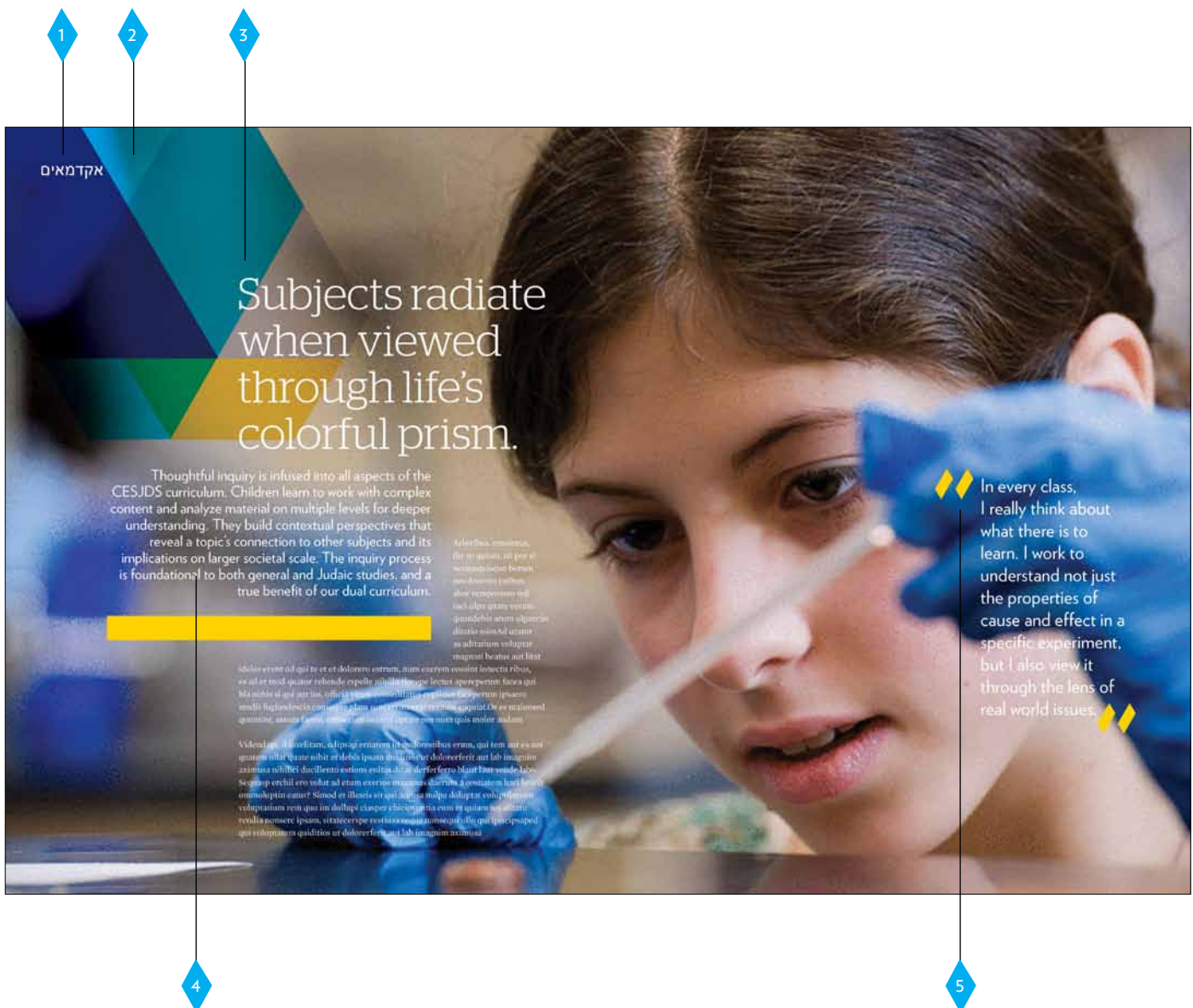
- 1 Multifaceted color shapes and Star of David Grid fill an entire page. Part of the color shapes spill over onto the photograph.
- 2 Headline is set in Stag Light.
- 3 Intro text is set in Verlag Book
- 4 Environmental, scaled-back photograph of a group of students balances out the single student on the cover.
- 5 Supporting scripture appears in English and Hebrew.



This layout shows how the graphic elements can be used on a viewbook interior spread covering upper school academics.

FEATURES IN THIS LAYOUT TO NOTE:

- 1 Section headers set in Hebrew serve as a navigational tool.
- 2 Multifacted shapes are overlaid on top of a fool-bleed photo.
- 3 Headline is set in Stag Bold.
- 4 Subhead is set in Verlag Book and body is set in Mercury. The text is set using an anchor bar and the asymmetric hanging treatment outlined in section 2.8.
- 5 Quote is set in Verlag Book, using the diamond shaped quote marks from the graphic toolbox.





This layout shows how the graphic elements can be used on a viewbook interior spread covering lower school academics.

## FEATURES IN THIS LAYOUT TO NOTE:

- 1 Section headers set in Hebrew serve as a navigational tool.
- 2 Cover line is set in Stag Bood, with diamond quote marks.
- 3 Subhead is set in Verlag Light and body is set in Mercury. Layout uses asymmetrical hanging text blocks.
- 4 Star of David grid appears as an accent texture. The shape is cut at a 60° angle.
- 5 Graphic anchor bar uses multiple colors from the secondary palette. Each angle is based on the Star of David grid. For standard print pieces, the anchor bar should be no taller than .35".
- 6 60° translucent overlay is used for a sidebar. An outlined three-diamond shape accents sidebar text set in Verlag Book.



This layout shows how the graphic elements can be used on a viewbook interior covering religious study and Judaics.

FEATURES IN THIS LAYOUT TO NOTE:

- 1 Photograph gives viewer a first person experience.
- 2 Hanging asymmetric type is set with the headline in Stag Light, subhead in Verlag Light, and body in Mercury.
- 3 Hebrew section header.
- 4 Sidebar quote is set on top of a color overlay that extends from the right page.
- 5 Sidebar features further detail about specific aspects of religious study and Judaics at JDS.



This layout shows how the graphic elements can be used on a viewbook interior spread covering athletics and team competition.

#### FEATURES IN THIS LAYOUT TO NOTE:

- 1 Flat vector illustration of the school mascot is created using the Star of David grid.
- 2 Headline is set in Stag Bold, subhead in Book, and body in Mercury. Because this spread focuses on athletics and school spirit anchor bar colors have been restricted to the gold and blue color families.
- 3 Monochromatic color overlay using 60° angle from the Star of David grid.
- 4 Multifaceted color shape.





This layout shows how the graphic elements can be used on a viewbook interior spread covering the topic of community.

#### FEATURES IN THIS LAYOUT TO NOTE:

- 1 Translucent accent color overlays photo and balances bottom right color shape. Hebrew section header serves as navigational device.
- 2 Headline is set in Stag Book, subhead in Verlag Light, and body in Mercury. Anchor bar uses colors from the secondary palette.
- 3 Sidebar fits into 60° shape extending from the photo. Text is set in Verlag light, underneath a three-diamond graphic. The text horizontally aligns to the angle of the color shape.



This layout shows how the graphic elements can be used on a viewbook interior spread covering individual expression and diversity.

FEATURES IN THIS LAYOUT TO NOTE:

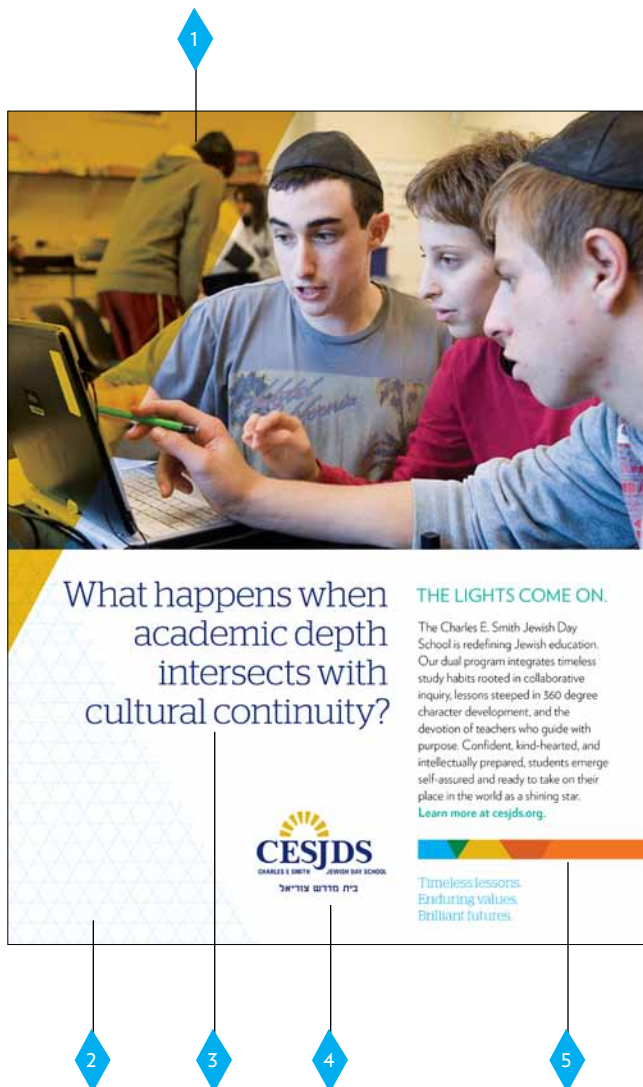
- 1 Translucent color shapes overlay on top of a full-bleed photo.
- 2 Cover line layered on top of multifaceted color shapes is set in Stag Light.
- 3 Asymmetric hanging type, with subhead set in Verlag Book and body set in Mercury. Since there are multiple overlay shapes grouped together in the spread, the anchor bar appears in a solid color.



This layout shows how the graphic elements can be used on a viewbook interior.

#### FEATURES IN THIS LAYOUT TO NOTE:

- 1 Translucent color shape follows the Star of David grid. (Angled at 60°)
- 2 Star of David grid detail texture.
- 3 Headline is set in Stag Light, subhead in Verlag Book all-caps, body in Verlag Light.
- 4 Logo and sign-off line.
- 5 Graphic anchor bar uses secondary color palette.



1

What happens when academic depth intersects with cultural continuity?

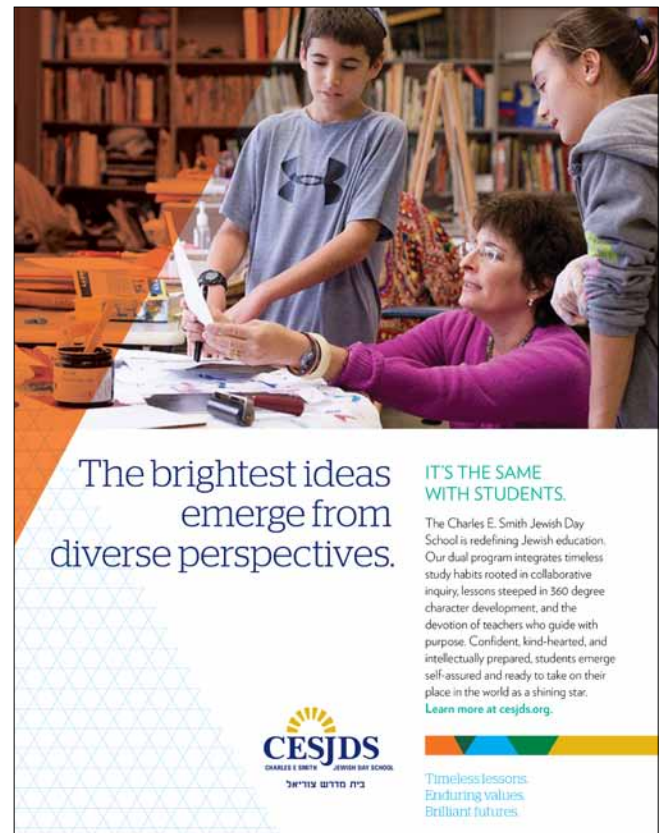
THE LIGHTS COME ON.

The Charles E. Smith Jewish Day School is redefining Jewish education. Our dual program integrates timeless study habits rooted in collaborative inquiry, lessons steeped in 360 degree character development, and the devotion of teachers who guide with purpose. Confident, kind-hearted, and intellectually prepared, students emerge self-assured and ready to take on their place in the world as a shining star. [Learn more at cesjds.org.](http://cesjds.org)

**CESJDS**  
CHARLES E. SMITH JEWISH DAY SCHOOL  
בית מדרש צו"א"ר

Timeless lessons.  
Enduring values.  
Brilliant futures.

2 3 4 5



The brightest ideas emerge from diverse perspectives.

IT'S THE SAME WITH STUDENTS.

The Charles E. Smith Jewish Day School is redefining Jewish education. Our dual program integrates timeless study habits rooted in collaborative inquiry, lessons steeped in 360 degree character development, and the devotion of teachers who guide with purpose. Confident, kind-hearted, and intellectually prepared, students emerge self-assured and ready to take on their place in the world as a shining star. [Learn more at cesjds.org.](http://cesjds.org)

**CESJDS**  
CHARLES E. SMITH JEWISH DAY SCHOOL  
בית מדרש צו"א"ר

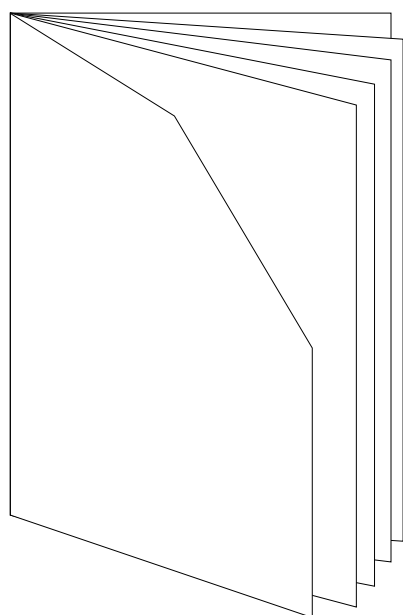
Timeless lessons.  
Enduring values.  
Brilliant futures.



This layout shows how the graphic elements can be used for an annual fund piece.

FEATURES IN THIS LAYOUT TO NOTE:

- 1 Cover line is set in Stag Extra Light.
- 2 Multifaceted shapes become the dominant visual element.
- 3 Cover is die-cut at 60° to reveal the interior.
- 4 Campaign descriptor line.



Print pieces can be die-cut at the corner, following the 60° angle of the Star of David grid to reveal the photo on the opening spread.



This layout shows how the graphic elements can be used for the interior of an annual fund piece.

FEATURES IN THIS LAYOUT TO NOTE:

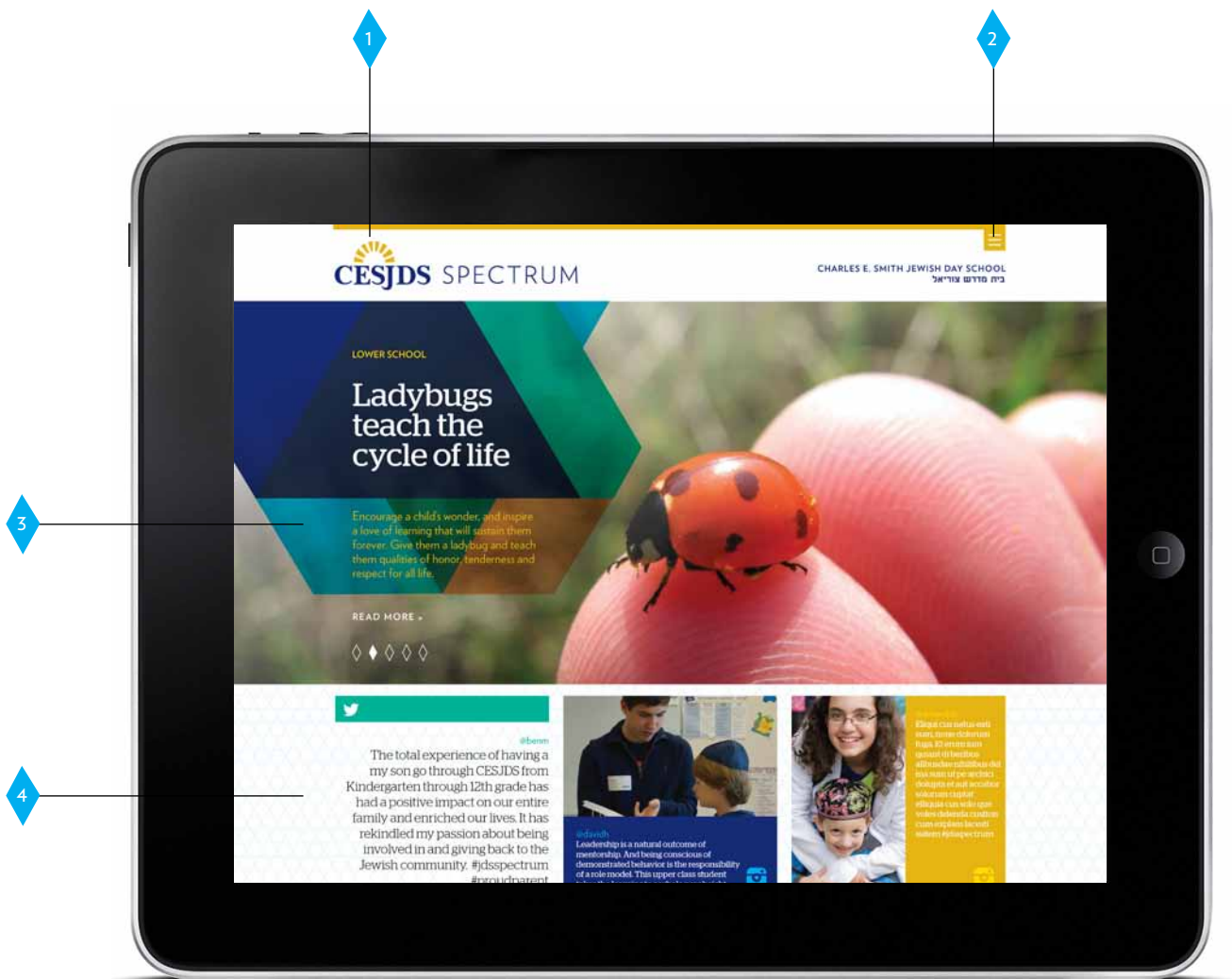
- 1 Multifaceted color shapes overlay the full-bleed photo.
- 2 Headline is set in Stag Light, and subhead is set in Verlag Book.



This layout shows how the graphic elements can be used on a web application. This example could be a microsite that includes a slideshow linking to extended articles and blog posts about events and experiences at the school, with a live social media feed at the bottom.

FEATURES IN THIS LAYOUT TO NOTE:

- 1 Abbreviated logo, with descriptor text set right aligned in the header.
- 2 “Sandwich navigation” button that reveals top level menu / navigation.
- 3 Photo slideshow.
- 4 Social media feed would be generated by faculty, staff, parents, and students.



This layout shows how the graphic elements can be used on a large environmental application.

FEATURES IN THIS LAYOUT TO NOTE:

- 1 Large multifaceted shapes overlap each other and reveal the Star of David grid.
- 2 Type is set in Stag Light.

