**Gesher logo brief**

**Background**

Emanuel School is a pluralist and egalitarian Jewish community day school in the eastern Suburbs of Sydney. We have over 760 students from pre-school to Year 12 on one heritage-listed campus.

We have over 900 alumni and hundreds of parents, grandparents and staff, both past and present. It is vital to keep them engaged with and informed about the School. *Gesher*, which means ‘bridge’ in Hebrew, was developed to connect the School with these important people in our School community.

**Requirement**

The current Gesher logo was developed many years ago. We feel that it no longer represents what Gesher stands for and so require a logo that is more aligned to the meaning of the word and the feelings that Gesher imparts.

**What is Gesher?**

Gesher is about ‘friendraising’, building relationships, connecting and networking. We run a number of social and networking events throughout the year to bring our target market together. We have held golf events, business breakfasts, alumni reunions and plan on a Jazz picnic early next year. We also produce a quarterly newsletter for our alumni and another for grandparents. Current parents receive a weekly newsletter.

Current awareness of the Gesher brand is very low.

**Personification**  
Gesher is gender-neutral and family-orientated. It is ageless.

**Font**The School fonts are Optima and Helvetica. These should be incorporated in the logo.

**Colours**

The main colour associated with the Emanuel School brand is PMS208/ CMYK C33; M97; Y56; K23. We would like this to be the predominant colour in the new logo. We would like secondary colours which reflect the warmth of the brand but please steer clear of orange and brown.

**Connection with the School logo**

The Gesher logo must link to the School logo through colour and font. Other links can be explored.

**Essentials**

Please incorporate the strapline “Connecting the Emanuel Community’.

Explore the use of a ‘bridge’ to graphically represent the meaning of Gesher.

Please do not use any of the current Gesher logo elements.