

# BRANDING GUIDE



Jewish War Veterans  
*of the United States of America*

UPDATED 2021

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# BRAND OVERVIEW

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Section

1



# Guide Purpose

**Welcome to the branding guide for Jewish War Veterans. This guide will assist with increasing the professional profile of the organization by providing tools and methods for maintaining consistency in visuals and messages.**

This manual provides an overview of the Jewish War Veteran’s identity system as well as guidelines, examples, and for appropriate implementation of brand elements. These guidelines have been developed to ensure consistent application of the identity system throughout the organization’s communication and advertising materials to maintain the integrity of the brand through the use of the logo and graphic elements. Please consult this guide before developing materials related to the JWV brand.

Your cooperation in using these guidelines helps build equity in our brand. This guide will continue to evolve as standards change.

If you have questions about any listings, or suggestions for additions, please contact (name of person) at (email address).

# BRAND POSITION

**How we uphold our position:** Supporting our troops and Jewish veterans to provide needed services to the communities in which we live.

Our positioning is how we want to be thought of in the minds of our audiences. It aligns with what we want others to think of our organization, fits with our vision, and builds awareness of JWV in a powerful way.

## Organization Goals

- To maintain true allegiance to the United States of America;
- To foster and perpetuate true Americanism;
- To combat whatever tends to impair the efficiency and permanency of our free institutions;
- To uphold the fair name of the Jew and fight his or her battles wherever unjustly assailed; to encourage the doctrine of universal liberty, equal rights, and full justice to all men and women;
- To combat the powers of bigotry and darkness wherever originating and whatever their target;
- To preserve the spirit of comradeship by mutual helpfulness to comrades and their families;
- To cooperate with and support existing educational institutions and establish educational institutions, and to foster the education of ex-servicemen and ex-servicewomen, and our members in the ideals and principles of Americanism;
- To instill love of country and flag, and to promote sound minds and bodies in our members and our youth;
- To preserve the memories and records of patriotic service performed by the men and women of our faith;
- To honor their memory and shield from neglect the graves of our heroic dead.

# MISSION STATEMENT

The Jewish War Veterans (JWV) is the premier voice for Jewish uniformed service members and veterans in the United States. The JWV affirms that Jewish men and women serve honorably and heroically in the military forces of the United States of America during peacetime and war. The JWV defends the rights and benefits of all service members and veterans, fights anti-Semitism, and supports the State of Israel.

## Vision Statement

- ▶ The Jewish War Veterans will continue to be a leading Veterans Service Organization in the United States supporting and advocating for all uniformed services members, veterans, and their families.

## Organization Slogan

**A Jewish Voice for Veterans;  
A Veteran's Voice for Jews.**

# Brand Character

## Memorable

Brand values don’t mean much if they’re not constantly represented by the things we do and say. Our members and prospective members need to be able to remember our mission, purpose and services if we are to have an impact.

## Unique

Our brand should be a unique reflection of our culture and identity. What works for another organization does not work for JWV. Our brand and messaging must capture aspects of our organization’s heritage, services, and structure.

## Actionable

Our brand value proposition should promote action. When developing promotional materials, choose actionable language that directly appeals to the target audience: Join us. Help us help others. Take pride in our heritage.

## Meaningful

Incorporate emotional triggers into promotional messaging. People rally around and take pride in organizations that communicate their effectiveness. Tell success stories. Include images that reflect the target audience when possible.

## Clear & Defined

Be clear, concise and direct with language and visuals. Make sure that the things you stand for are easy to understand. Craft messages to educate and explain when possible: This is who we are. This is what we do. This is why it matters. This is how we help. This is why you should join us.

# Tone of Voice

Our voice helps create a guide for a unified sound of our organization. When messages are created, the voice shapes them and creates a tone for value propositions and key messages.

These are some examples of tone of voice that should be considered when crafting messages to our audiences.

## Overall Tone

Professional

Direct

Personal

Authentic

Approachable

## Audience-Specific Tone

### Active Duty

Direct  
Inspiring  
Personal  
Professional  
Informative

### Women Veterans

Authentic  
Inspiring  
Personal  
Professional  
Informative

### Working Veterans

Warm  
Personal  
Direct  
Professional  
Engaging

### Retired Veterans

Personal  
Nostalgic  
Authentic  
Professional  
Engaging

### Legislators

Professional  
Direct  
Serious  
Engaging  
Authentic

### Legal

Professional  
Direct  
Serious  
Authentic  
Informative

# Audiences and Approach

## Veterans

CHARACTERISTICS	They often do not have an awareness of J WV or a clear understanding and an appreciation of our valuable work and services.
COMMUNICATION GOALS	Increase awareness of J WV’s commitment to Jewish veterans as a leader and as an advocate for our veterans.
ACTION	Establish J WV as an organization that is committed to its members and the Jewish veterans community at large.

## Donors

CHARACTERISTICS	Individual donors, well-recognized connections, and strong partners who are willing to work with J WV to provide continued financial support of our programs and services.
COMMUNICATION GOALS	Continually strengthen J WV’s reputation and increase engagement with current and prospective donors.
ACTION	Continue to impress current and potential donors with success stories about programs and services to inspire them to contribute to maintain and improve J WV’s programs and services.

# Audiences and Approach

*(continued)*

## Current Members

CHARACTERISTICS	A large percentage has a personal connection or familiarity with JWV, with strong ties to others from the Jewish veterans community.
COMMUNICATION GOALS	Inspire enthusiasm and engagement by telling a strong JWV story.
ACTION	Reinforce their sense of pride in JWV by sharing success stories about programs and services and messages that they can relate to.

## Prospective Members

CHARACTERISTICS	May not be familiar with JWV, its programs or services. They may be experiencing “initiative fatigue” and want reassurance that the authenticity of JWV will not be lost.
COMMUNICATION GOALS	Create alignment around where JWV is headed and build confidence in its future. Build pride in the organization while welcoming new members.
ACTION	Create brand language that feels authentically like JWV so they can see themselves in it. Develop tools and resources that set clear expectations for their role in the work.

# Audiences and Approach

*(continued)*

## Legal and Legislators

CHARACTERISTICS	May not be familiar with JWV, its programs or services. They need to be informed about JWV, its mission and how their actions can contribute to the JVW mission.
COMMUNICATION GOALS	Educate and inspire through direct information about what JWV can offer to veterans and the community at large.
ACTION	Promote opportunities to be engaged in the work of JWV and sharing its story. Encourage their role as legal ambassadors of JWV.

# IDENTITY SYSTEM

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Section

2



# Primary Logotype



Symbol

Graphic part of the logo is the seal symbol. It should be used in conjunction with the wordmark in most instances. See page 19 for symbol usages.

Jewish War Veterans  
*of the United States of America*

Wordmark

The secondary part of the logo is the full name of the organization. It should not appear separately from the symbol.

Because the Jewish War Veterans of the United States of America name and seal symbol are the key visual elements that represent the brand, it is crucial that the logo is used consistently and appropriately. This overview provides basic graphic standards for using the logo.

No part of the logo is to be recreated or altered in any way for any reason. All JWV logos are formatted to meet all production requirements.

The Jewish War Veterans logo consists of two parts: the seal symbol, and the Jewish War Veterans of the United States of America wordmark. The horizontal logo version (at left) is the preferred way of reproducing the logo. However, there are several approved versions, which are outlined on the following pages.

# Logo Variations

Our wordmark is typeset in Bookman Oldstyle Regular and Palatino Bold Italic. When used as a logo (and not referenced within text) the official logo artwork should be used.

The wordmark has been set with particular letter spacing, and should not be recreated by simply typing it out.

01

## Horizontal Logo



Jewish War Veterans  
*of the United States of America*

Bookman  
Oldstyle  
Regular

Palatino Bold Italic

02

## Vertical Logo



Jewish War Veterans  
*of the United States of America*

03

## Symbol Only



# Division Logo Formats

Our brand needs to extend across the many areas that comprise our organization, from state departments to posts and programs. Our brand architecture is designed to be flexible and clear, associating sub-brands with our larger master brand and showing clear hierarchy. These are some examples of how the logo can be used to identify these sub-areas.

01

Horizontal Logo + Departments



Jewish War Veterans  
*of the United States of America*

Department of TALO

02

Horizontal Logo + Departments + Post



Jewish War Veterans  
*of the United States of America*

Department of TALO

Post 256, Dallas

03

Vertical Logo + Departments



Jewish War Veterans  
*of the United States of America*

Department of TALO

04

Vertical Logo + Departments + Post



Jewish War Veterans  
*of the United States of America*

Department of TALO

Post 256, Dallas

# Logo Spacing

## 01 Clearspace

The logo must be protected and elevated, always having a clear space around it where no other elements appear (such as no typography, other logos, graphics or photos that intrude upon the logo). The clear space for the logo is equal to the width and height of the logo's letter "W" at 150% of the logo size is the minimum required safe space. Be mindful of maintaining this clear space and do not place the logo too close to the paper's edge, any folded edge, any cuts or embossing.



## 02 Minimum Size

When using the logo in printed materials, do not use the logo in smaller sizes than indicated to maintain the readability and recognition of the logo and detail in the symbol.



Jewish War Veterans  
*of the United States of America*

Seal Height: 1"

This is the smallest the logo should appear. Using the logo smaller than this size makes the seal details too difficult to reproduce.



Jewish War Veterans  
*of the United States of America*

Seal Height: 1.25"

This is the optimal size for the logo to appear for small use items such as brochures, ads, small fliers and direct mail.



Jewish War Veterans  
*of the United States of America*

Seal Height: 1.5"

This is the optimal size for the logo to appear for large use items such as posters, large fliers and report covers.

# Approved Logo Usage

It is important that the official logo files for Jewish War Veterans be used appropriately and consistently to maintain our brand. These are some approved usages of our official logo.



**Jewish War Veterans**  
*of the United States of America*

**Primary logo usage: Horizontal format**  
The primary color option for our logo is Reflex Blue (Pantone® Reflex Blue C). It is intended to be used on lighter backgrounds and images in order to maintain legibility.



**Jewish War Veterans**  
*of the United States of America*

**Additional logo usage colors**  
The logo may be used in black on a light background when full color or Pantone® colors are not available.



**Jewish War Veterans**  
*of the United States of America*

**Secondary logo usage: Vertical format**  
The secondary logo format may be used when space constraints dictate a narrower logo format. The logo's sizing should follow size guidelines outlined on page 15 of this guide.



**Jewish War Veterans**  
*of the United States of America*

**Logo usage on dark backgrounds**  
The logo may be used in white on solid dark backgrounds or dark photos. The logo should have sufficient clear space without busy backgrounds or patterns to ensure readability.

# Unapproved Logo Usage

Please only use the official logo files on all items. Do not recreate the wordmark or use the name of our organization in an abbreviated manner.

These are some unapproved uses of our logo that should be avoided.



DO NOT: Shift the logo elements



DO NOT: Use the logo without appropriate contrast



DO NOT: Alter logo colors



DO NOT: Stretch or skew the logo



DO NOT: Change workmark format



DO NOT: Rotate the logo



DO NOT: Use abbreviated name of the organization



DO NOT: Use on a complex background

# Symbol Usage

In most instances, the JWV symbol should be used in conjunction with the wordmark. However, there are cases in which the symbol may be used as a stand-alone element. These include:

- Official documents: Certificates, official letters, report covers and guidelines
- Apparel: Shirts, hats, post caps, patches, bags, etc.
- Supplies: Decals, grave markers, pens, note pads
- Commemorative Items: Pins, medals, and medallions

These are some examples of how the symbol may appear in different colors on these items.

*Please note: When the symbol appears with the wordmark as a unified logo, the colors should adhere to those stated on page 17.*



**Solid blue symbol**



**Example:**  
Embroidery on shirts



**Gold, pale blue & rust symbol**



**Example:**  
Embroidery on post caps



**Solid gold symbol**



**Example:**  
Embroidery on shirts



**Gold, blue, pale blue & rust symbol**



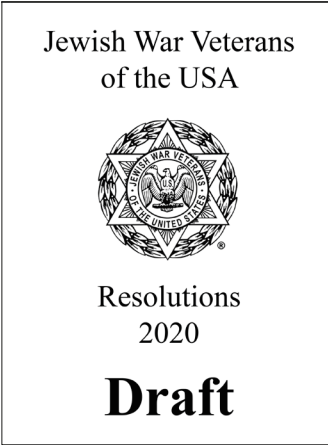
**Example:**  
Embroidered patches

# Symbol Usage

These are some examples of how the symbol may be used as a stand-alone element in promotional and informational materials.

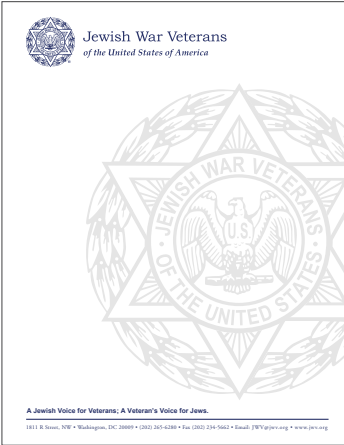
01

Official Document Cover: Single Color



02

Letterhead watermark: 10-15% Gray



03

Social Media Icon: Single Color



04

Document watermark: Tone-on-tone



# COLOR PALETTE

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Section

3



# Primary Colors

Beyond our logo, color is the most recognizable aspect of our brand identity. Using color appropriately is one of the easiest ways to make sure our materials reflect a cohesive image for our organization.

Reflex Blue is our primary brand color and should be the dominant color in most cases. Other colors listed may be used to compliment our primary brand color.

**Primary Color:**  
Reflex Blue

CMYK: 100C 86M 26Y 6K  
RGB: 48R 68G 121B  
Pantone: Reflex Blue  
Hex: #304378

**Secondary Color:**  
Old Gold

CMYK: 32C 40M 91Y 10K  
RGB: 157R 135G 66B  
Pantone: PMS 1255  
Hex: #9d8741

**Secondary Color:**  
Light Blue

CMYK: 32C 2M 2Y  
RGB: 182R 216G 238B  
Pantone: PMS 636  
Hex: #b5d8ee

**Secondary Color:**  
Navy

CMYK: 100C 85M 30Y 50K  
RGB: 25R 39G 75B  
Pantone: PMS 2955  
Hex: #18264a

**Secondary Color:**  
Light Gray

CMYK: 5C 3M 4Y  
RGB: 239R 239G 238B  
Pantone: PMS Cool Gray 1  
Hex: #eeefee

# Secondary Colors

These colors listed may be used to compliment our primary brand color.



**Secondary Color:**  
**Bright Red**

CMYK: 3C 100M 96Y 7K  
RGB: 184R 33G 42B  
Pantone: PMS 186  
Hex: #b72129



**Secondary Color:**  
**Dark Gray**

CMYK: 69C 56M 56Y 27K  
RGB: 84R 89G 89B  
Pantone: PMS 425  
Hex: #535859



**Secondary Color:**  
**Medium Gray**

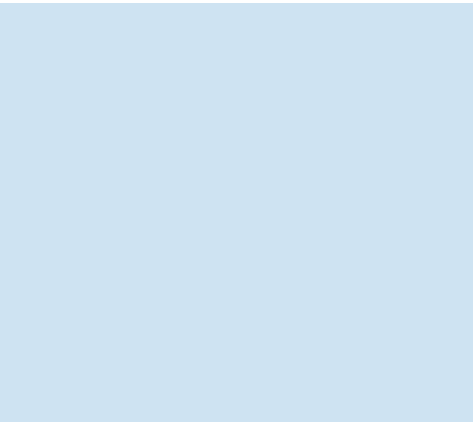
CMYK: 50K  
RGB: 146R 148G 150B  
Pantone: PMS 423  
Hex: #929396



**Secondary Color:**  
**Rust**

CMYK: 12C 76M 100Y 25K  
RGB: 150R 77G 37B  
Pantone: PMS 146  
Hex: #964c24

\*Primarily for embroidered seal



**Secondary Color:**  
**Pale Blue**

CMYK: 21C 2M 2Y  
RGB: 205R 226G 240B  
Pantone: PMS 290  
Hex: #cde2f0

# Color Combinations

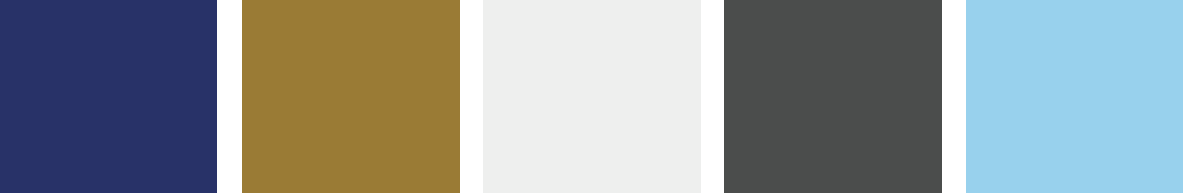
Color Palette 1



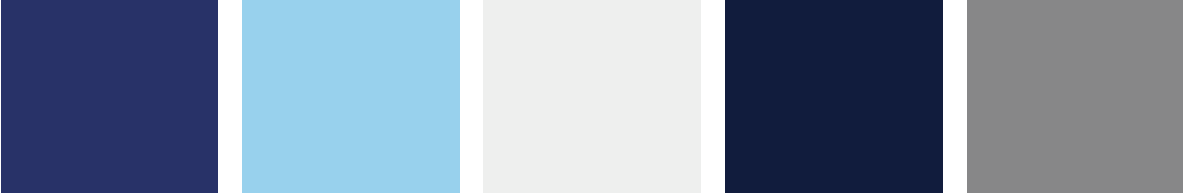
Color Palette 4



Color Palette 2



Color Palette 5



Color Palette 3



Color Palette 6



# BRAND TYPOGRAPHY

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Section

4



# Primary Fonts

Typography plays a pivotal role in the Jewish War Veterans style. Using this range correctly allows us to create easily understood, clear messaging that is consistend and easy to read.

Our main serif font is Garamond Premier Pro.

Garamond Premier Pro

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
STUVWXYZ123456789%&?!@#

If Garamond Premier Pro is not available, it may be substituted for the Times New Roman font family.

Garamond Premier Pro Font Family

Garamond Premier Pro Regular

*Garamond Premier Pro Italic*

**Garamond Premier Bold**

***Garamond Premier Bold Italic***

# Primary Fonts

Arial is the primary sans serif type family used to compliment Garamond in promotional collateral and printed materials such as advertisements, brochures, reports, as well as online promotions.

Our main sans serif font is Arial.

Arial

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
VWXYZ123456789%&?!@#

If Arial is not available, it may be substituted for the Myriad Pro font family.

Arial Font Family

Arial Regular

*Arial Italic*

**Arial Bold**

***Arial Bold Italic***

# GRAPHIC ELEMENTS

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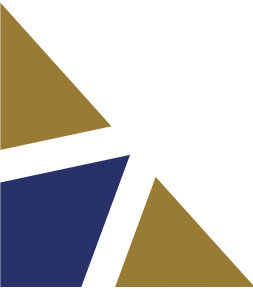
Section

5

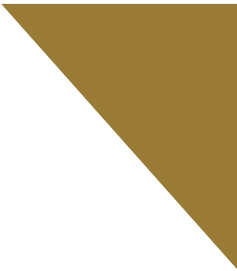


# Triangles

These are some examples of how the triangle graphic elements may be used in promotional and informational materials.



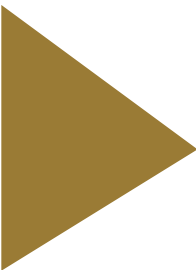
Gold and Blue 3-Piece Triangle



Gold Corner Triangle



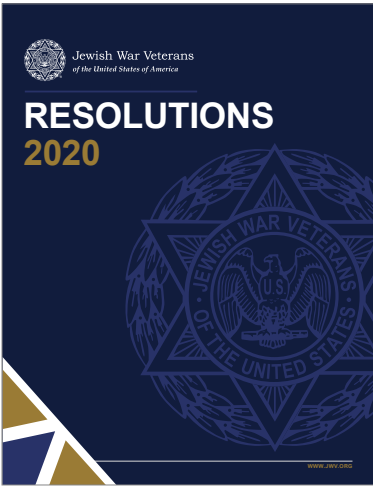
Gray Pointer Triangle



Gold Pointer Triangle

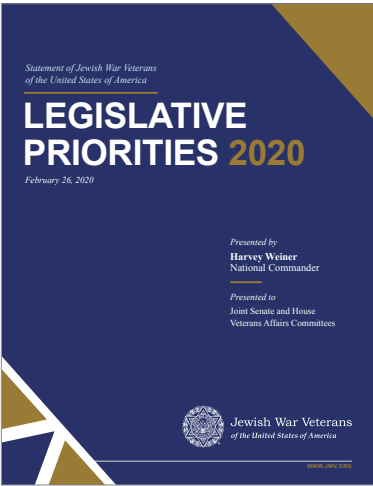
01

## 3 Triangle Corner Element



02

## Gold Triangle Corner Element



03

## Triangle Shapes to Create Dynamic Space



# Borders

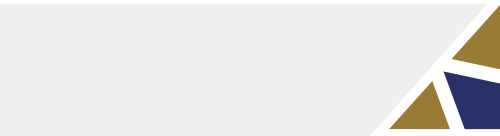
These are some examples of how the border elements may be used in promotional and informational materials.



Stripe Border



Gold Border



Gray Border with Triangles

01

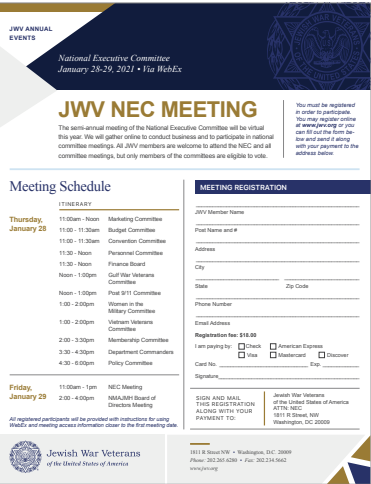
## Gold Border Usage



The border may be used across the entire top or just a small section.

02

## Gray Border with Triangles Usage



The border may be used to separate information, such as for a footer at the bottom of a page.

03

## Stripe Border Usage



The stripe border may be used to call attention to type or as a graphic color element at the bottom of a page.

# BRAND IN USE

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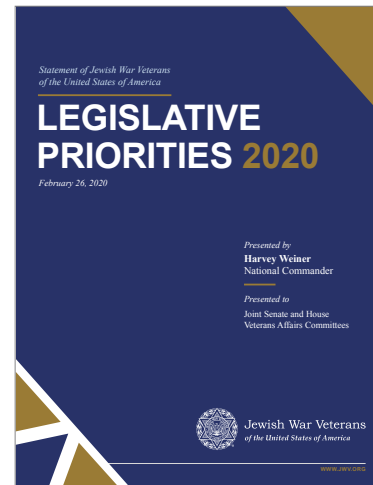
Section

6



These are some examples of how the brand may be implemented into the design of various pieces and may serve as a guide for producing materials in the future.

## Report Covers



## Informational Flyers



## Print Advertisements



# Example Designs

(continued)

04

## Tri-fold Brochure Examples



05

## Exhibition Booth Example





**Jewish War Veterans**  
*of the United States of America*

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*[www.jwv.org](http://www.jwv.org)*