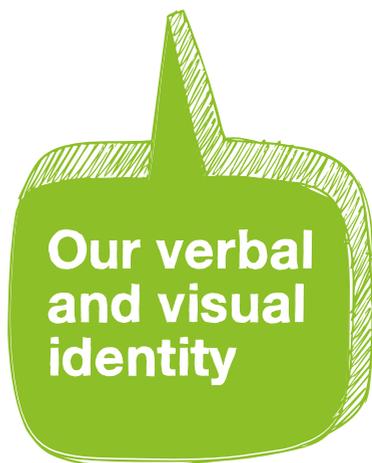


# Mitzvah Day

## Brand

## manual

Mitzvah  
Day



Our verbal  
and visual  
identity

# 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.

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# Verbal identity

## Our values

Mitzvah Day is rooted in Jewish values that influence and guide the formation of our projects and partnerships so that they have a real, lasting impact throughout the year:

## Tikkun Olam

The Hebrew translates as 'healing' or 'perfecting' the world and instils a shared responsibility in the welfare of society at large, expressed in infinite, personal and creative ways - helping others, looking after our environment, addressing diverse human rights and varied social challenges.

## Gemilut Chasadim

The Hebrew literally means 'the giving 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, over 37,000 participants do just that, through a multitude of projects based on the principle of doing acts of kindness.

## Tzedek

The Hebrew translates as 'righteousness' and 'justice' and amongst other aspects manifests itself through social action and acts of loving-kindness; not because it feels good but because the Jewish faith educates that it is the right thing to do.

## Our vision

Mitzvah Day 365 means that, starting with one day, we can make a difference all year round.

## Who we are

Mitzvah Day brings thousands of people together to give our time, not our money, to make a difference to the community around us, on Mitzvah Day and 365 days a year.

## What we do

We give our time, not our money, to make a difference to the community around us.

We introduce people to social action, to their neighbours and to local charities.

We bring together Jews of all denominations with people of other faiths, and none.

# 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.

Our logo is available four variations; with date, without date and international in Mitzvah Day green, black or white.

Green	Without date *for corporate use.	With date *for anything which is for Mitzvah Day.	365 *for anything that is considered a 365 activity.	International *for international partners.	Anniversary *TBC
Black					
Outline					

# 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.

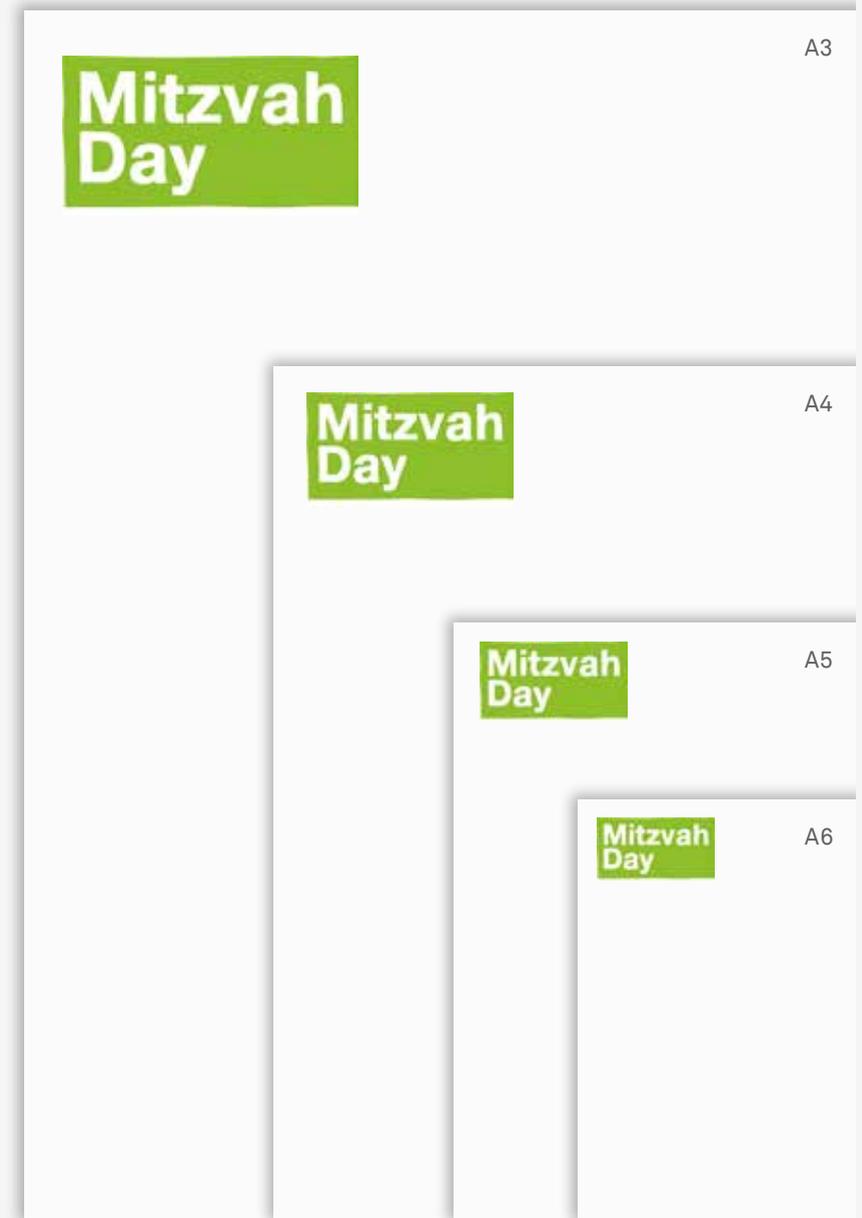
## Logo sizing chart

**A6 = 40mm**

**A5 = 55mm**

**A4 = 80mm**

**A3 = 100mm**



# 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.



# 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.

P.S. Arial is our system typeface and should be used when restrictions mean that you can't use our corporate font. These include internally created documents, letters and electronic media including online. This typeface has been chosen to complement Sketchetik and Aktiv Grotesk and is readily available on all PCs.

**Please note:**

Arial should not be used for external professionally created applications, including corporate materials, advertising and communications.

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## Typeface One: Sketchetik Bold and Regular

**bold**

**AaBbCcDdEeFf 0123456789**

regular

AaBbCcDdEeFf 0123456789

---

## Typeface Two: Sketchetik Fill Bold and Regular

**bold**

**AaBbCcDdEeFf 0123456789**

regular

AaBbCcDdEeFf 0123456789

---

## Typeface Three: Aktiv Grotesk Light

AaBbCcDdEeFf 0123456789

# Mandatories

## Supporters brands

We wouldn't be sustainable if it wasn't for our incredible supporters. So, we ALWAYS showcase their logos on all communication materials to show our gratitude and understanding that by working together, we can do more Mitzvot! The logos should be placed in black, as showcased here at the bottom of any communication. This is a fixed piece of artwork. Please download from our website.

## Contact details and charity number

Every publication should include our charity number and contact details.

## Our supporter logo artwork, one line version



## Our supporter logo artwork, two line version



## Our contact details and charity number

Office 2  
353-359 Finchley Road  
London NW3 6ET

+44 20 3747 9960  
info@mitzvahday.org.uk  
www.mitzvahday.org.uk

- Mitzvah Day
- @MitzvahDay

Charity no. 1125682

# Colour

Our colour palette is restricted to one green colour, white, black and a light grey.

Black and white are an important part of the identity and should be used for space and for text and 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

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**Pantone 368**

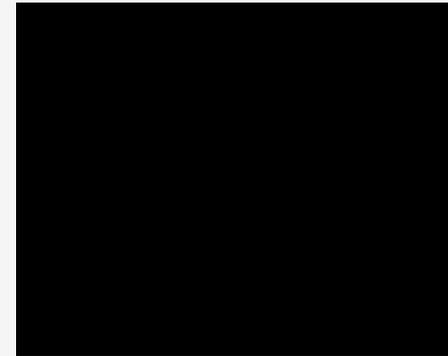
**CMYK 51/4/100/0**

**RGB 141/190/39**

**HTML 8dbe27**

## Mitzvah Day Black & White

---



## Mitzvah Day Grey

---

**Pantone Cool Grey 1**

**CMYK 13/11/12/0**

**RGB 220/216/214**

**HTML dcd8d6**

# Event imagery

Our imagery includes photos taken at events and these are full colour reportage 'snaps' and should be bright, colourful, full of people and show a predominance of the Mitzvah Day Green t-shirts to reinforce the brand identity.

## Examples of colour reportage



# Stylised imagery

We have created a series of studio photographs which are stylised by shooting on a white background and showcase people in Mitzvah Day t-shirts holding various props which reflect some of the varied Mitzvah Day projects.

The graphic speech bubble is designed to carry a message about each project.

## Examples



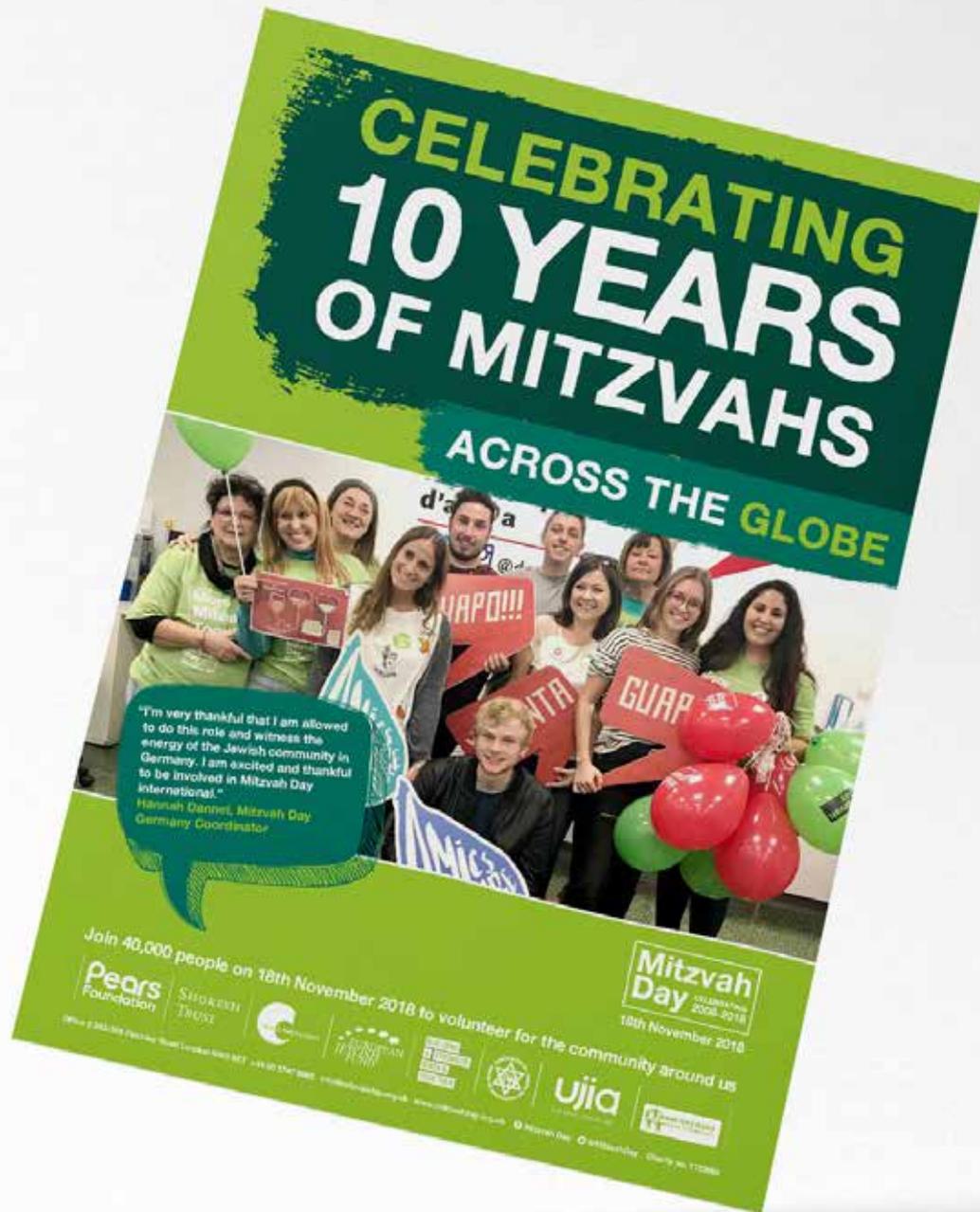
# Graphic devices

To keep our brand identity visually recognisable and distinct, our brand palette utilises single-colour speech bubbles and arrows which act as devices to incorporate text, statements or quotes.

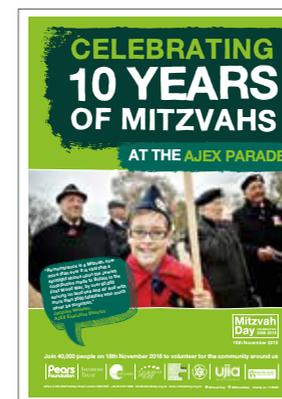
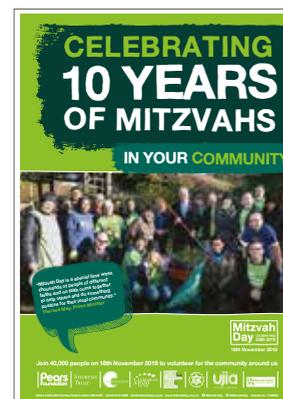
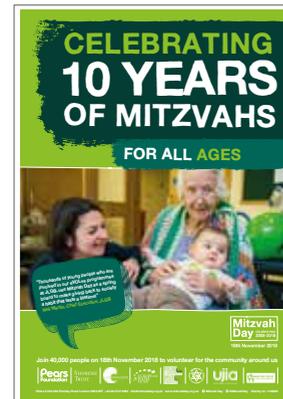
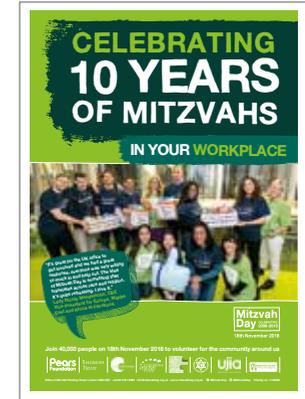
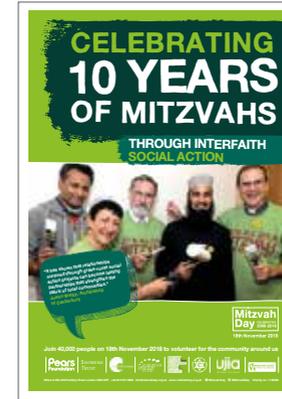
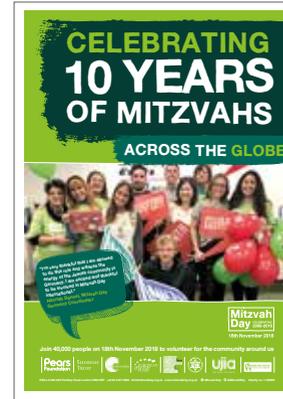
## Examples



# Our brand in action



## Posters



## Stationery

**Debbie Drapkin**  
Operations  
Coordinator

Office 2  
353-359 Finchley Road  
London NW3 6ET  
+44 20 3747 9964  
debbie@mitzvahday.org.uk  
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**Mitzvah Day**

 Mitzvah Day  
 @MitzvahDay

Charity no. 112662

**Mitzvah Day**  
CELEBRATING  
2008-2018  
18th November 2018

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## Other collateral

**Mitzvah Day**  
CELEBRATING  
2008-2018  
18th November 2018

**More Mitzvahs,  
Together.**

 Mitzvah Day  
 @MitzvahDay

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w: www.mitzvahday.org.uk








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**Our aim is to build a strong, lasting and consistent brand. Each area of our visual identity, from advertising to stationery, should adhere to these guidelines. If in doubt, call our brand partners, Graphical, who will be happy to help you out!**

**info@graphicalagency.com  
020 3393 8927**



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