


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

A Mitzvah

A Mitzvah, literally, is a commandment in Jewish law. However, it is often used to mean a good deed or an act of kindness and that is the basis for Mitzvah Day. It is an integral part of Jewish life.

Our vision

Guided by the Jewish values of Tikkun Olam, Gemilut Chasadim and Tzedek, our vision is of Jews and non-Jews coming together to build more cohesive neighbourhoods and to strengthen civil society.

What we do

On Mitzvah Day, 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 setting up projects which address real needs. Jewish led, we bring together people of all faiths and backgrounds, to volunteer side by side, building longstanding, genuine relationships.

Our values

Mitzvah Day is rooted in Jewish values that underpin our projects and partnerships so that they have a real, lasting impact.

Tikkun Olam

The Hebrew translates as 'healing' or 'perfecting' the world to instil a shared responsibility in the welfare of society at large – helping others, looking after our environment, and addressing diverse human rights.

Gemilut Chasadim

The Hebrew literally means 'acts 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, thousands do just that, through projects based on the principle of doing acts of kindness.

Tzedek

The Hebrew translates as 'righteousness' and 'justice' and, can manifest itself through social action and acts of loving-kindness; not because it feels good but because of the Jewish faith commands that it is the right thing to do.

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.

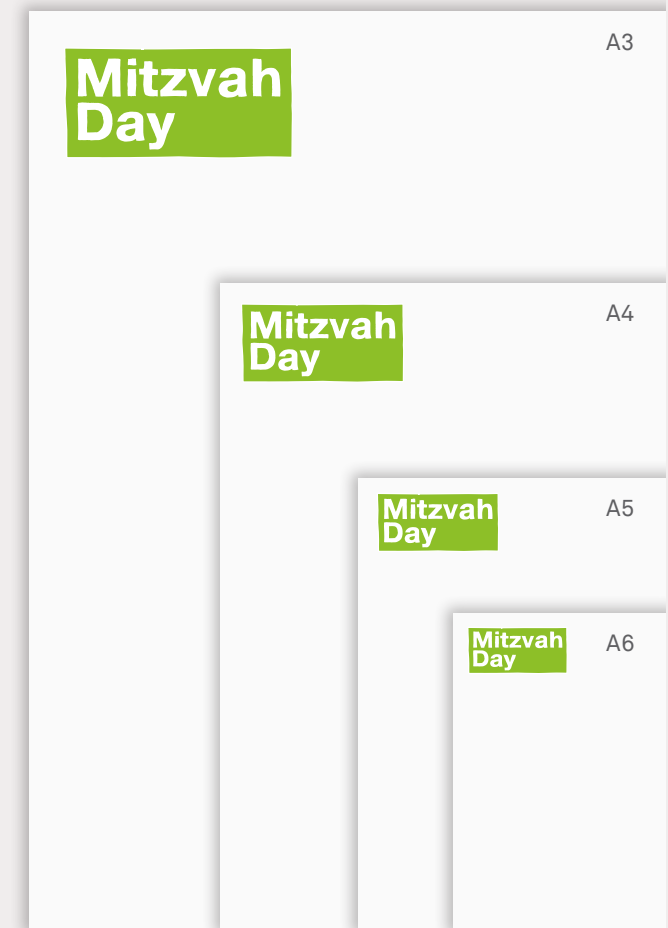


Logo usage

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.



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. These are available for download on our website.

Examples



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.

Please endeavour to use Sketchik and Aktiv Grotesk wherever possible. Where these are not available to use please use Arial which has been chosen to complement our corporate fonts.

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

Our supporters

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 at the bottom of any communication. This is a fixed piece of artwork and is updated each year to accurately reflect the generous support we receive. Please ensure you have downloaded the most up to date version which is always available on our website.

Our supporter logo artwork



Contact details and charity number

Where appropriate publications should include our charity number & contact details.

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 two green colours, 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

Pantone 368

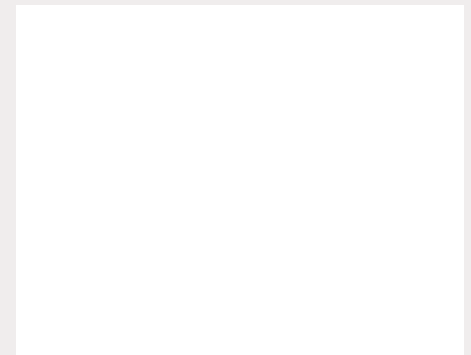
CMYK 51/4/100/0
RGB 141/190/39
HTML 8dbe27

Mitzvah Day Dark Green

Pantone 547

CMYK 96/60/48/47
RGB 2/61/75
HTML 003d4c

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

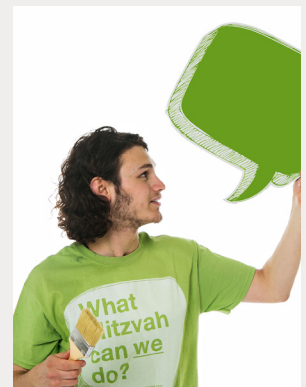
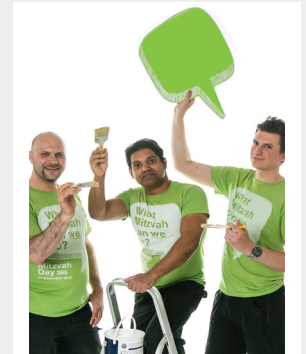


Stylised imagery

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



Our aim is to build a strong, lasting and consistent brand. Each area of our visual identity 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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