



Brand Style Guidelines

IDENTITY STANDARDS INTRODUCTION

IMPORTANCE OF AN IDENTITY

Cohen Hillel Academy competes with academic institutions across the Northshore of Massachusetts. Given this dynamic environment, it is increasingly important for us to express a single, compelling voice in everything we do.

The totality of the logo, visuals, and words we use to describe the school will enable us to establish and maintain a clear, unified brand identity, both within the school community and beyond.

This document provides general guidelines for the visual and verbal articulation of the Cohen Hillel Academy brand, as well as specific directions for the application of our updated logo and related elements. We recommend that you refer to this guide whenever you develop marketing communications.

Cohen Hillel Academy faculty, staff and other groups, including external consultants, must request the PDF version of the Brand Guidelines from an authorized member of the school community.

BRAND PERSONALITY

METHODOLOGY

STRONG (hard edges logo): Offering a strong, progressive, and personalized general studies curriculum that is challenging, purposeful, and relevant.

DUAL (two color logo): Following an integrated dual-language program emphasizing culture, calendar, and values, mimicking the rhythm of Jewish life.

COMMUNITY (people in logo): Emphasizing and integrating communal and global responsibility into the overall learning experience across all grades.

SIMPLE (simple shapes in logo): Engaging in mixed-age learning where it's developmentally appropriate and adds to the academic and social dynamic.

CLEAN (sans serif font): Teaching skills that carry our graduates successfully through high school, college, and the 21st century workplace.

JEWISH (star of David in logo): Facilitating intellectual conversation and respectful dialogue in the classroom, igniting the spark of learning.

TERMINOLOGY

For maximum clarity, we have established a vocabulary of technical terms that you will encounter throughout this text. It is important to use these terms accurately and consistently in all written and oral communications related to design. Familiarity with the following key terms will help you become fluent in the language of these guidelines.

BRAND

The sum impression derived from a consumer's experience of the school's products, services, communications, and people.

MASTER LOGO

The uniquely drawn set of visual symbols and typographic characters that form the school's official emblem.



SECONDARY LOGO

A visually distinctive arrangement of type that brands the school in a different/horizontal way. Secondary usage such as in envelopes and website.



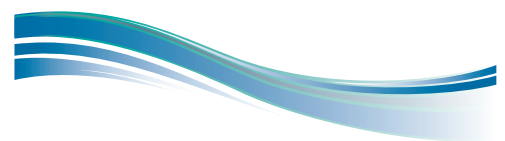
ICON

A simplified, "quick-read" version of the master logo that, along with one or more sub-brand logotypes, forms a signature. Example usage in apparel.



SECONDARY ICON

Additional graph to be used to support a footer or an image.



MASTER LOGO USAGE

Since the master logo is the common thread throughout school communications, it should be your starting point in the creation of all marketing materials. Deliberate, consistent placement of the logo will establish the school's name and institutional credence without distraction from your message. There are very specific guidelines regarding the use of the master logo.



THE LOGO MUST BE PRESENT ON ALL SCHOOL COMMUNICATIONS

As the primary graphic identity for the institution, the master logo must appear on all communications, including brochures, stationery, business cards, and the school website.

TREAT THE LOGO AS ARTWORK, NOT AS TYPOGRAPHY

The master logo is the school's single most important visual element and should be treated as a graphic icon.

NEVER MANIPULATE THE LOGO IN ANY WAY

This rule includes but is not restricted to type, rules, surrounding boxes, shadows, outlines, and embellishments.

SECONDARY LOGO USAGE

Secondary logo will be used only when an horizontal shape is needed for example envelopes and website header.



MASTER AND SECONDARY LOGO PLACEMENT

GIVE THE LOGO ITS OWN SPACE

When using the Master or Secondary Logos in marketing communications, be sure to give both marks the respect they deserve by providing adequate distance between the logo and other elements.

A clear zone of 150 percent of the main shape around the logo (from bottom left corner to head and star corner) will give the room it needs to stand out. The clear zone should be proportionate to the size of the logo.



BRAND COLOR SCHEME

Whenever possible, the master logo should appear in the school's Blue and Green. It should never be represented in any other colors. Use only 100 percent of the officially designated shades and always insist upon accurate color matching, as poorly matched colors will weaken the impact and effectiveness of CHA logo.

FOR PRINT



PMS CP 3015
CMYK 100, 35, 3, 21

FOR WEB

HEX 00709E
RGB 0, 112, 158



PMS CP 7716
CMYK 83, 0, 40, 11

HEX 00968F
RGB 0, 150, 143



PMS CP 121
CMYK 0, 8, 70, 0

HEX F9E070
RGB 249, 224, 112



PMS CP 201
CMYK 7, 100, 68, 32

HEX A32638
RGB 163, 38, 56



PMS CP 7463
CMYK 100, 63, 12, 67

HEX 002B49
RGB 0, 43, 73



PMS CP 255
CMYK 53, 96, 10, 24

HEX 772D6B
RGB 119, 45, 107

If PMS 121 is too light for the medium (such as in newspaper) we recommend using the alternate of PMS 136



PMS CP 136
CMYK 0, 27, 81, 0

HEX FFBA30
RGB 255, 186, 48

BLACK AND REVERSE LOGO

If reproduction constraints prevent the use of color (CHA Blue and Green), use one of the optional black-and-white versions of the logo: all-black or reverse.



SIX ATTRIBUTES

Cohen Hillel Academy is represented by "The Six Attributes" which define its core values. Each value is matched to one color from the palette and has its own tagline. The main attribute is represented by Gill Sans – Regular and the tagline is Adobe Garamond – Semibold Italic and the verb will match a color. **This is an exemption to the school font usage.**

POTENTIAL
we see it

IDENTITY
we foster it

CURIOSITY
we inspire it

INTELLECT
we develop it

COMPASSION
we nurture it

COMMUNITY
we build it

POTENTIAL
we see it

IDENTITY
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COMMUNITY
we build it

100% black + PMS

80% black + PMS

SECONDARY "WAVE" ICON

When using the "wave" symbol together with one attribute, always match the wave color to that of the attribute. When all or none of the attributes are used, choose the primary "wave" symbol with CHA blue PMS 3015.



POTENTIAL *we see it*

IDENTITY *we foster it*

CURIOSITY *we inspire it*

INTELLECT *we develop it*

COMPASSION *we nurture it*

COMMUNITY *we build it*

SECONDARY "WAVE" ICON EXAMPLES

We have done multiple ads and flyers using this symbol.

COHEN HILLEL ACADEMY
your child will have it all

POTENTIAL *we see it* IDENTITY *we foster it* CURIOSITY *we inspire it* **COHEN HILLEL ACADEMY**

INTELLECT *we develop it* COMPASSION *we nurture it* COMMUNITY *we build it*

Amy Gold, Head of School
Six Community Road, Marblehead, MA
www.cohenhillel.org | 781.639.2880

Contact Renee Rudnick, Director of Admission, for more information and to schedule a tour at rrudnick@cohenhillel.org or 781.639.2880

COMPASSION
we nurture it

Experience the difference a Cohen Hillel education can make in your child's life.

Contact Renee Rudnick, Director of Admission, for more information and to schedule a private tour of rrudnick@cohenhillel.org or 781.639.2880

Cohen Hillel Academy is the pluralistic K-8 Jewish independent school on the North Shore. We offer a vibrant and enriching education through an innovative and interdisciplinary curriculum. Tutor assistance and transportation options are available.

COHEN HILLEL ACADEMY Amy Gold, Head of School
Six Community Road, Marblehead, MA
www.cohenhillel.org | 781.639.2880

Looking for a
GREAT VACATION EXPERIENCE?

Passover Adventure at Cohen Hillel for Students in Grades K-7 (STEM, Art & Music)

WEDNESDAY, APRIL 20: 10AM - 12NOON
COHEN HILLEL ACADEMY | SIX COMMUNITY ROAD, MARBLEHEAD, MA | 781.639.2880

AGE-APPROPRIATE ACTIVITIES WILL INCLUDE:

Grades K-5 will engage in:

- Pyramid engineering
- Drumming across the Red Sea
- Designing seder artifacts

Grades 6-7 will join the CHA middle school for:

- Advanced pyramid engineering
- Solving math challenges
- Designing seder artifacts

All students must be accompanied by an adult; adults will have the opportunity for coffee and conversation with our Head of School, Amy Gold.

Register by contacting Cohen Hillel Academy: kohare@cohenhillel.org

COHEN HILLEL ACADEMY

Cohen Hillel Academy is the pluralistic K-8 Jewish independent school on the North Shore. We offer a vibrant and enriching education through an innovative and interdisciplinary curriculum. Tutor assistance and transportation options are available.

MASTER LOGO DO AND DON'T



DO use the original electronic files.

DO keep the original proportions.

DO keep Cohen Hillel Academy as the primary and only message within the master logo.



DO give the logo its own space.



DON'T redraw or retype the logo. It will be difficult to match the official specifications.

COHEN
HILLEL
ACADEMY



DON'T stretch or distort the logo.



DON'T add elements to the logo.



DON'T place the logo in a way that groups it too closely with other graphical elements.





DO make the logo at least 0.625 inches wide in print, or 60 pixels wide on screen.



DON'T scale the logo to less than 0.625 inches wide in print, or 60 pixels wide on screen.



DO place the logo on clean (preferably white) backgrounds for a powerful and modern look.



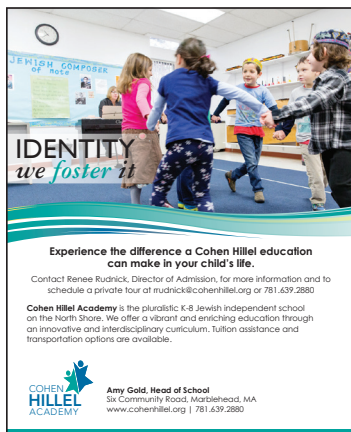
DON'T place the logo on similar values or outline the logo to help it stand out. In the event the logo is layered over a photo for the purposes of advertising or communications, place the logo in a neutral, uncluttered space on the photograph. Nothing in the background should distract from the master logo.



DO use the logo as a visual.



DO separate the master logo from mastheads, titles, or other typographical elements.



DON'T use the logo in a line with text.



DON'T place the master logo near mastheads, titles, or other typographical elements.

OPEN HOUSE



WORKING WITH TYPE

Font selection is a key component in the creation of successful communications. Typography should work in concert with the overall design, photography, and editorial writing to help describe and define the school brand. There are many fonts available, but generally we recommend that you:

DO use clean and classic faces, with a preference for sans-serif fonts.

DON'T use fonts that are overly stylized.

DON'T use type with drop shadows.

DON'T use outline type.

DO avoid condensing, excessive tracking, or horizontal scaling.

DO use italicized styles sparingly.

If for any reason you cannot use the Avenir family, use Arial as a substitute.

TYPOGRAPHY PRIMARY TYPEFACE

AVENIR

Cohen Hillel Academy – 35 Light

Cohen Hillel Academy – 35 Light Oblique

Cohen Hillel Academy – 45 Book

Cohen Hillel Academy – 55 Roman

Cohen Hillel Academy – 45 Book Oblique

Cohen Hillel Academy – 55 Oblique

Cohen Hillel Academy – 65 Medium

Cohen Hillel Academy – 65 Medium Oblique

Cohen Hillel Academy – 85 Heavy

Cohen Hillel Academy – 85 Heavy Oblique

Cohen Hillel Academy – 95 Black

Cohen Hillel Academy – 95 Black Oblique

VIDEO – TITLES

When creating a video, it is important to maintain the color, fonts and symbols described earlier. We have designed a caption that can be used on all videos made for the school. Videos are easily passed along from one person to another and we want to make sure that the audience knows that the shooting is about Cohen Hillel Academy, even if they are taken out of the school website.



אימי גולד
מנהלת בית הספר



אימי גולד
מנהלת בית הספר

ADVERTISING

JEWISH JOURNAL
6.1in x 7in

NORTSHORE MAGAZINE
4.125in x 5.0625in

When creating ads for newspapers or magazines, make sure you maintain brand guidelines present: Space around logo, Avenir family, "wave" icon will color-match the verb in the attribute. If all the attributes are listed, we will use CHA blue – PMS 3015.

JEWISH COMPOSER OF ROCK

IDENTITY
we foster it

We invite you to join us for an informational coffee and tour with
Amy Gold, Head of School
Renee Rudnick, Director of Admission
Tuesday, February 9 or Wednesday March 9 at 8:15 am
\$5VP: kohare@cohenhillel.org

Cohen Hillel Academy is a pluricultural K-8 Jewish independent school on the North Shore. We offer a vibrant and enriching education through an innovative and interdisciplinary curriculum. Tuition assistance and transportation options are available.

COHEN HILLEL ACADEMY
Amy Gold, Head of School
Six Community Road, Marblehead, MA
www.cohenhillel.org | 781.639.2880

POTENTIAL
we see it

We invite you to join us for an informational coffee with
Amy Gold, Head of School
Renee Rudnick, Director of Admission
Monday, January 11 @ 8:15 am
\$5VP: kohare@cohenhillel.org

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STATIONARY

0.31.41.75



COHEN
HILLEL
ACADEMY

Amy Gold 10/11 Avenir Black
Head of School 10/11 Avenir Book

781.639.2880 x225 9/11 Avenir Book
agold@cohenhillel.org

Six Community Road
Marblehead, MA 01945
www.cohenhillel.org 9/11 Avenir Heavy



Six Community Road
Marblehead, MA 01945

POTENTIALwe see it

IDENTITYwe foster it

CURIOSITYwe inspire it

INTELLECTwe develop it

COMPASSIONwe nurture it

COMMUNITYwe build it



Amy Gold
Head of School

Six Community Road | Marblehead, MA 01945 | 781.639.2880 | www.cohenhillel.org

POTENTIAL
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CURIOSITY
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INTELLECT
we develop it

COMPASSION
we nurture it

COMMUNITY
we build it

75% from its original size

EMAIL SIGNATURES

Use the following email signature guidelines for your CHA email address to present a more unified, professional appearance for official school communications. These guidelines are recommended for all faculty and staff.

- ✓ **DO KEEP IT SIMPLE**, including only essential information in three to eight lines.
- ✓ **DO USE COMMON** fonts such as Helvetica, Calibri, or Arial, sized 12–14 points. Other fonts may not display correctly.
- ✓ **DO USE A SINGLE COLOR** such as black or dark gray.
- ✓ **DO INCLUDE SIMPLE URLS** without "http://".
- ✓ **DO INCLUDE SOCIAL MEDIA LINKS** in plain text without icons.
- ✗ **DON'T INCLUDE LOGOS OR GRAPHICS** since they add unnecessary file size and appear as attachments.
- ✗ **DON'T INCLUDE VCARDS** since they add unnecessary file size and appear as attachments.
- ✗ **DON'T INCLUDE TAG LINES OR QUOTES** since these may be perceived as school-wide statements.

EXAMPLES

MINIMAL SIGNATURES

Amy Gold

Head of school
Cohen Hillel Academy
781-639-2880 x225

SIGNATURE WITH MULTIPLE PHONE NUMBERS AND LINKS

Amy Gold

Head of school
Cohen Hillel Academy
agold@cohenhillel.org | www.cohenhillel.org
781-639-2225 (office)
617-123-1234 (mobile)
781-999-9999 (fax)

Follow Us: Facebook | Twitter | LinkedIn

SIGNATURE WITH MAILING ADDRESS

Amy Gold

Head of school
Cohen Hillel Academy
Six Community Road
Marblehead, MA 01945
agold@cohenhillel.org | www.cohenhillel.org
781-639-2225 (office)
617-123-1234 (mobile)
781-999-9999 (fax)

Follow Us: Facebook | Twitter | LinkedIn

IDENTITY STANDARDS CONTACT US

ASK A QUESTION

For questions about the Cohen Hillel Academy Brand Guidelines, or to discuss a new job contact:

The Fenway Group

870 Commonwealth Ave

Boston, MA 02215

Tel: 617-226-1900

www.fenway-group.com

www.behance.net/Fenway-group

www.linkedin.com/company/the-fenway-group

www.facebook.com/FenwayGroup

