Miles Nadal JCC
Downtown Toronto

Style Guide

2020 JCCA LOGO INTEGRATION

Updated June 2020

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INTRO

About the J

We live in the Age of the Letter (e-mail, g-mail, iPad, Xbox, etc) — and we're no strangers to this game. Which is why for years, the Jewish world has used the letter "J" as a quick handle to identify an entity as Jewish. Officially, we will always remain the MNjcc and are forever proud to embody every word in the name Jewish Community Centre. But in casual conversation and in our communications vehicles, we embrace The J.

The J changes lives every day. The sense of connection that defines our community sparks passion in new generations. An outstretched arm is always present when someone needs comfort on their journey to becoming the best versions of themselves. A child begins their love of learning in our schools and builds character at camp. Families share active, immersive experiences that strengthen their bonds and unity. Young adults have ignited the flame of group training and perseverance, while their grandparents take joy in culture, social living and heartfelt connection with their peers.

Ultimately, The MNjcc is much more than our building. The J is the parents, children, seniors who workout, enjoy a social event, or take in a show or course. It is our donors, our staff, and our volunteers, as well as their conversations, their lessons, and their journeys. It is the sum total of a cast of thousands of individuals.

An important proponent of marketing the MNjcc is presenting a unified and cohesive brand. Doing so builds familiarity and trust, and trains the eye to recognize our products. Inconsistencies look sloppy and unprofessional. We present you with this Style Guide to ensure that our marketing accurately represents the quality of the product we offer.

LOGO USAGE

The logo can be used in one of three formats: formal, informal and compact, with informal being most commonly used. It is the logo we provide when partnering on programs.

The standard colour for the MNjcc "J" logo is PMS 7466. Whenever the logo appears on partnered marketing pieces, unless the document is black & white, it should be provided in this colour format.

When the logo appears at the top of our own marketing, colour can be determined at the discretion of the designer, as long as the guidelines listed below are followed.

An outline should never be added to the logo. The 'J' should always remain opaque and white. The logo should only be a single solid colour. The only exception is a rainbow logo to be used for LGBTQ+ events.

The MNjcc logo can typically be found in the top left corner.

Correct usage

Miles Nadal JCC
Downtown Toronto

< formal

informal >

Miles Nadal JCC
Downtown Toronto

Miles Nadal JCC

< compact

Colour

SEA
PMS: 7466
CMYK: 95, 0, 31, 0
RGB: 0, 173, 187
HTML: 00ADBB

Do NOT do the following

Miles Nadal JCC
Downtown Toronto

add border

Miles Nadal JCC
Downtown Toronto

distort

Miles Nadal JCC
Downtown Toronto

rotate

Miles Nadal JCC
Downtown Toronto

change J colour

Miles Nadal JCC
Downtown Toronto

make J transparent

Miles Nadal JCC
Downtown Toronto

add pattern

Miles Nadal JCC
Downtown Toronto

add multi colours

SPECIALTY LOGOS

There are a limited number of specialty logos. The specialty logos are only created for donor-named programs and 'floating' programs/ committees that do not sit cleanly under one department. These logos will appear only on specific marketing and programmatic collateral at the discretion of the marketing department., never on organization-wide documents.

Miles Nadal JCC
Toronto Jewish Film Society

Miles Nadal JCC
Al Green Theatre

Miles Nadal JCC
Downtown Jewish Community Council

Miles Nadal JCC
Libbie Cowan Childcare Centre

Miles Nadal JCC
Thomas & Marjorie Schwartz Preschool Centre

Miles Nadal JCC
Phil Granovsky Fitness Centre

Miles Nadal JCC
Freddie Shore Learn to Swim Program

Miles Nadal JCC
LGBTQ+ at the J

Miles Nadal JCC
החיבוה ישראלי
Israeli Connection

LAYOUT

All public pieces of marketing collateral should include the MNjcc logo, the UJA logo, the United Way logo, the Trillium logo (except on any Jewish Life marketing materials), the blurb about inclusion, the address, phone number, website, social media handle and charitable number.

standard flyer layout

pamphlet cover

The MNjcc logo should appear consistently in the top left quadrant of all marketing materials. Please use previous versions as a guide in order to keep size and positioning consistent. When necessary for legibility, a white box can be placed behind the logo.

Second Cup banner

MNjcc logo with white background

On flyers, posters, and advertisements this content (with the exception of the MNjcc logo) is typically found on the footer. On brochures, postcards or other multi-page pieces, this content is typically found on the back cover/panel.

standard footer

Partner logos will appear just above the footer unless specifically requested with supporting information.

footer with additional logos

TYPEFACES

The approved font for all pieces of marketing collateral is Myriad Pro, with the exception of titles.

Italics should ONLY be used for:

Emphasis: She was the *only* girl in the class who got 100% on the exam.)

Titles: This week our book club will review *The Firm* by John Grisham.

Non-English Words: They say the man had quite the *chutzpah*, speaking to her that way.

Titles of programs (but not body copy) can use alternative fonts at the discretion of the marketing department.

For invoices, forms, email and memos the approved alternate font is Interstate.

MYRIAD PRO

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumpsover the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

Correct usage

Incorrect usage

INTERSTATE

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

LANGUAGE

The company name can be written one of three ways.

Where the acronym MNjcc is used, the 'jcc' must always be written in lowercase letters. When referring to just The J – it should be uppercase.

Correct usage

Miles Nadal Jewish Community Centre

Miles Nadal JCC

MNjcc

The J

Incorrect usage

Miles Nadal, MNJCC, mnjcc

Wherever possible, the dates should be written out in full. Inclusion of the year is optional but preferred on printed materials.

Correct usage

December 2, 2020

October 6 - December 2, 2020

Times should include spaces around the dash and between the time and am/pm. The am/pm should not be capitalized unless the entire line is capitalized.

Correct usage

4:30 - 5:30 pm

11:30 am - 2:00 pm

Incorrect usage

1-1:30pm

4-5 pm

9:30-11:00 AM

Phone numbers should have dots only and extensions are listed as x 111

Correct usage

416.924.6211 x 117

Incorrect usage

416-924-6211 ex117

(416) 924-6211 x117

(416) 924 6211 ext 117

LANGUAGE

When using anglicized Hebrew or Yiddish, the MNjcc prefers these spellings.

Chanukah
hamantashen
Tu B'Shvat
sukkah
Sukkot
Shana Tova
Rosh Hashana
Yom Ha'Atzmaut
Yom HaShoah
shpiel
kibbitz
shvitz
Mazel Tov

Within the frame of the MNjcc, there are certain words we choose to spell in a particular way. Please keep spelling consistent.

drop-in
saltwater pool
preschool
prenatal
postnatal
childcare
co-ed
wellbeing
after school

ACCESSIBILITY

It's important to keep language simple and copy short.

Correct

An exciting program for you and your family!

Incorrect

We are pleased to invite you to an exciting program that both you and your family can enjoy!

Font size should be a minimum of 10pts

8pts

9pts

10pts

11pts

12pts

14pts

16pts

18pts

20pts

24pts

28pts

32pts

Use high contrast colours for legible text.

Correct

Incorrect

Avoid using text over images or patterns. Instead use solid colours or the negative space around an image.

Correct

Incorrect

Correct usage

Incorrect usage

TONE

The MNjcc is a family-oriented, accessible, inclusive, welcoming environment. Refrain from using images or messages that are overtly sexualized, aggressive or exclusive.

Where possible, endeavour to showcase our diversity.

When choosing or taking photos, try to capture moments, rather than use obviously posed photos, unless it makes the most sense for the context of the photo (e.g. taking a posed photo of a group of volunteers for posterity).

COLOUR

The Miles Nadal JCC's corporate colour is Pantone 7466.

The JCCA provides a list of recommended colours, which can be found here. They (in addition to all other colours) can be used at the MNjcc Marketing Department's discretion.

PANTONE 7466

C: 95	*R: 0*
M: 0	*B: 173*
Y: 31	*G: 187*
K: 0	

JCCA Colours

SEA SALT

warm gray 1
14 14 17 0
216 209 202
D8D1CA

PEWTER

warm grey 11
52 53 59 24
112 98 88
706258

CLAY

warm gray 5
33 33 37 0
174 162 153
AEA198

SALMON

1625
0 45 41 0
255 164 136
FFA388

GARNET

226
12 100 26 0
215 0 109
D7006D

POPPY

178
0 80 58 0
255 89 89
FF5859

FIREFLY

155
4 18 41 0
243 208 158
F3D09E

GOLD

7412
14 56 95 1
214 130 49
D68230

APRICOT

7410
0 38 57 0
255 174 117
FFAE75

MIST

621
17 4 15 0
209 224 215
D0E0D7

AGATE

7481
90 0 97 0
0 180 79
00B44F

MOSS

7488
56 0 93 0
114 213 74
72D54A

SKY

630
51 5 14 0
118 195 212
76C3D4

LAPIS

2727
76 49 0 0
46 125 225
2E7DE1

EARTH

731
35 72 100 37
121 66 15
79420F

AMETHYST

253
39 92 0 0
179 25 171
B319AB

IRIS

2577
35 57 0 0
170 123 201
AA7BC9

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The Miles Nadal JCC is an accessible, inclusive and positive space.

Charitable #140344243RR0001

UJA FEDERATION of Greater Toronto

United Way Greater Toronto

Ontario Trillium Foundation Fondation Trillium de l'Ontario