

# Temple Emanuel Brand Style Guide

Brand guidelines govern the composition, design, and general look-and-feel of a company to ensure all departments stay on the same page and present a unified vision to the public. Think of Coca-Cola Red or Facebook Blue, they are instantly recognizable.

## Our Tagline

We are excited to debut our new synagogue tagline which encompasses who we are. Please use this language and design when able.

**A Jewish Community for a Better you and a Better World.**

## Our Logo

Our logo is the most important part of our brand. It's the one thing that everyone should immediately recognize as belonging to us, and only us. The preferred logo is vertical. This should be used whenever possible. A white version of this logo is also available for use on dark backgrounds. The horizontal logo should only be used in limited circumstances when the vertical logo will not fit. Ex: promotional products



## Our Color Palette

To create a consistent look and feel throughout the synagogue, we have put together a preferred color palette. These colors pull from our seven gates and are featured on our website and marketing materials. When able, we ask that you use these colors. Grey, red and yellow may also be added in as accents when needed.



Green  
PANTONE 348C  
(RGB 0, 132, 61)



Blue  
PANTONE 7691C  
(RGB 0, 98, 152)



Purple  
PANTONE 7662C  
(RGB 122, 65, 131)



Orange  
PANTONE 715C  
(RGB 246, 141, 46)