



STYLE GUIDELINES

PREPARED BY

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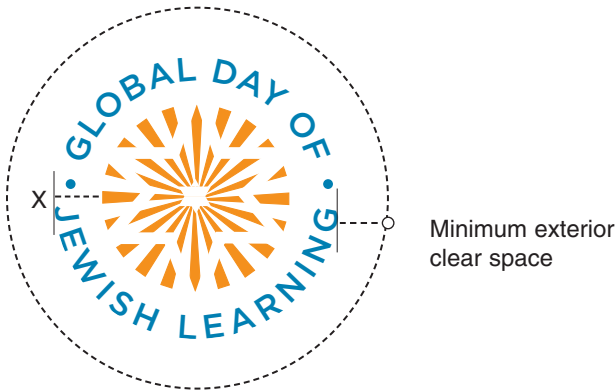


OFFICIAL MARK

The Global Day of Jewish Learning official mark is displayed in 5 languages. It is comprised of two colors, separating the mark from the text. Users of this mark may not alter any element and should not attempt to recreate the mark's typography.

Digital files of the mark will be provided for use in all applications. These files include the stand-alone mark and the mark with support copy.





CLEAR SPACE

When positioned by itself, the mark must be surrounded by clear space. Since the mark is scaleable, determining the minimum exterior clear space is based on a proportional measurement—X in the example shown here. To determine this measurement, first measure the distance between the edge of the spiral circle and the outermost edge of the text. Transfer this distance to the outer edge of the letters and continue the distance around the entire official mark.

POSITIONING

The mark should always be displayed upright as shown here. Tilting of the mark at any angle is not acceptable. It must always appear on a white background. If color is used as a continuous background field, please abide by the clear space rules above. Examples are shown here.





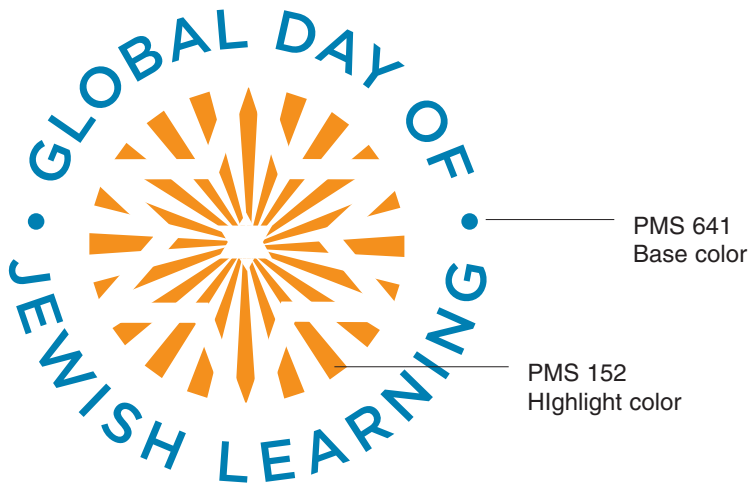
MINIMUM SIZE



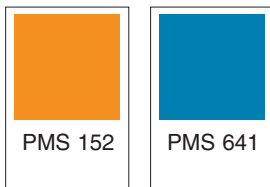
PROPORTIONAL SCALING

SIZE AND SCALING

When the mark stands alone, it should never measure smaller than 1" in height. It should always scale proportionally in order to maintain the relationship between the graphic and the event text.



PRIMARY



CMYK

C=3 M=51 Y=92 K=0
 C=93 M=27 Y=23 K=7

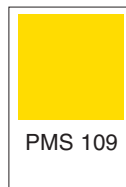
RGB

R=245 G=124 B=17
 R=23 G=109 B=137

HEX CODE

#f57c11
 #176d89

ACCENT



CMYK

C=0 M=10 Y=100 K=0

RGB

R=255 G=222 B=0

HEX CODE

#FFDE00

OFFICIAL COLOR PALETTE

The Pantone Color Matching System (PMS) is preferred when 2-color offset printing is available. For critical color reproduction, PMS 641 and 152 should be matched.

In situations where digital or full color offset printing is available, the two PMS colors can be converted into Cyan, Magenta, Yellow and Black (CMYK). See chip chart for breakdown at left.

Hex codes should be used for color matching on the web.

Note: It is not possible to achieve exact color matches when different color systems, output devices, and monitors are used to display color. The goal is to achieve as close a match to the PMS colors as possible.

PRIMARY PALETTE

For web use and when color printing is possible, the official mark and related support text (see pages 9–12) must be displayed in the primary palette. Options for 1 color use and black and white printing can be found on page 7.

ACCENT

PMS 109 is used to support the primary palette when collateral materials (printed or online) need an accent color.

BLACK

Body copy should be displayed in black ink whenever possible.



PMS 641



PMS 152



Black

SINGLE COLOR MARKS

When it is not possible to print in more than one color, chose one of the PMS primary colors for all GDJL material. Black should be used only when color printing is not an option.

HELVETICA

55 Helvetica Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 .,:;"'{}[]\()*&^%\$#@!

65 Helvetica Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 .,:;"'{}[]\()*&^%\$#@!

56 Helvetica Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
 .,:;"'{}[]\()*&^%\$#@!

75 Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
 .,:;"'{}[]\()*&^%\$#@!

PRIMARY TYPEFACE

Helvetica is the primary typeface for the event's identity. It should be used in all display advertisements, promotional and marketing materials, print collateral, online communications and on the website.

No other fonts should be used in conjunction with the mark in order to maintain simplicity, clarity, and readability.

For use in America

A



NOV·07·10

For use in Europe and other continents

A



07·NOV·10

MARK WITH DATE

The logo with the event date should be used in all communications, collateral, and marketing material when the event tagline and url are presented elsewhere on the page.

For branding consistency, it is important that the logo and the event date are presented in tandem and in this format. Digital files of this format will be available to all users.

B



November 7, 2010

B



7 November 2010

For use in America

For use in Europe and other continents



NOV·07·10

1 WORLD. 1 PEOPLE. 1 DAY.

www.1people1day.org



07·NOV·10

1 WORLD. 1 PEOPLE. 1 DAY.

www.1people1day.org

A

A



NOV·07·10

1 WORLD. 1 PEOPLE. 1 DAY.



07·NOV·10

1 WORLD. 1 PEOPLE. 1 DAY.

B

B



NOV·07·10

www.1people1day.org



07·NOV·10

www.1people1day.org

C

C



NOV·07·10

1 WORLD. 1 PEOPLE. 1 DAY.

www.1people1day.org

The three line support text version should be used in all correspondences and promotional material where there is no other reference to the event date, tagline, or url. Additionally, this version should be used in the signature block of all official GDJL emails.

See page 11 for multi-language examples of the three line support text version.



NOV·07·10

1 WORLD. 1 PEOPLE. 1 DAY.

This two line support text version should be used on promotional material where the url appears as a feature element and therefore does not need to appear as support text. This version should also appear on the website.



NOV·07·10

www.1people1day.org

This two line support text version should be used on promotional material where the tagline appears as a feature element and therefore does not need to appear as support text.



07·NOV·10
 UN MONDE. UN PEUPLE. UN JOUR.
www.1people1day.org

French Version



07·NOV·10
 UN MUNDO. UN PUEBLO. UN DIA.
www.1people1day.org

Spanish Version



NOV·07·10
 1 WORLD. 1 PEOPLE. 1 DAY.
www.1people1day.org

English Version



07·NOV·10
 ОДИН МИР. ОДИН НАРОД. ОДИН ДЕНЬ.
www.1people1day.org

Russian Version



07·NOV·10
 א' ראש חודש כסליו
www.1people1day.com

Note that the Hebrew mark contains both the event name and the tagline. The date is written in Hebrew below the English date.

Hebrew Version