Moving Traditions

Branding Guidelines for Moving Traditions' Partners

Spring/Summer 2018

Thank you for your continued partnership as we strive to foster more meaningful connections with Jewish teens today, and more confident and compassionate adults tomorrow. To highlight the renewal and expansion of our programs, as well as meet teens where they are, we are excited to announce some changes to our program and group names, including updated visual signatures. On page five, you will find the updated visual signatures that we request you use going forward.

Old visual signatures – **Please discontinue use**

Rosh Hodesh
powered by Moving Traditions

New visual signatures – **Please use going forward**

Moving Traditions
Rosh Hodesh

Moving Traditions Logo

When promoting programs and/or groups from Moving Traditions, please use the approved version(s) of the logo. We have provided variations to accomodate different contexts.

Preferred version
Full-color (PMS/CMYK/RGB), without tagline.

Grayscale
In certain contexts, only black and white or grayscale printing may be available. In these scenarios, we recommend that you use the black and white or grayscale versions of the logo to optimize legibility and impact.

Knockout (white)
The knockout version is for use on a dark background or photograph. When using this version, please ensure that the background color or photograph is dark enough to provide enough contrast for the logo to appear clear and legible.

Preferred version

Moving Traditions

Grayscale

Moving Traditions

Moving Traditions

Knockout (white)

Moving Traditions

Moving Traditions

Clear Space and Minimum Size

Clear space
Keep the logo clear of competing text, images and graphics by maintaining the minimum amount of clear space, equal to the size of x on all sides.

Minimum size
Keep the logo legible by always using it in sizes equal to or greater than 0.25” high for print, and 25px high for digital applications.

Clear space

Minimum size

Print

0.25”

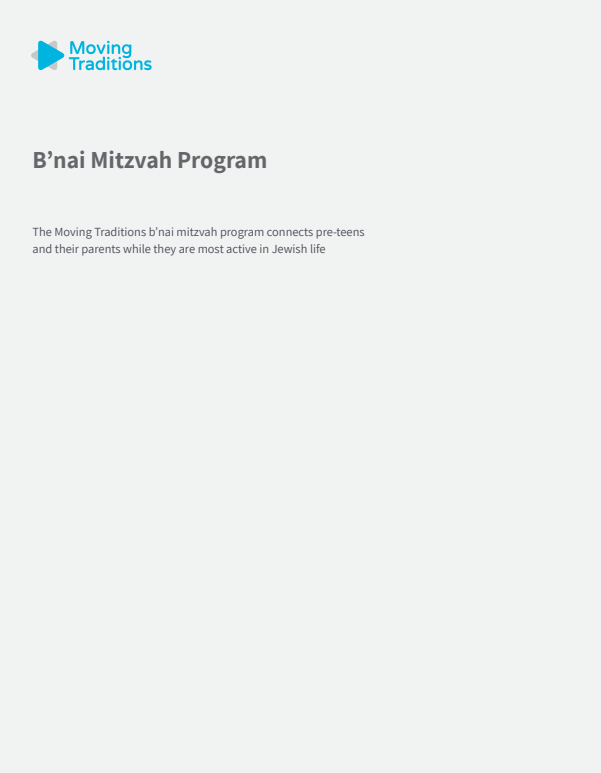
Digital

25px

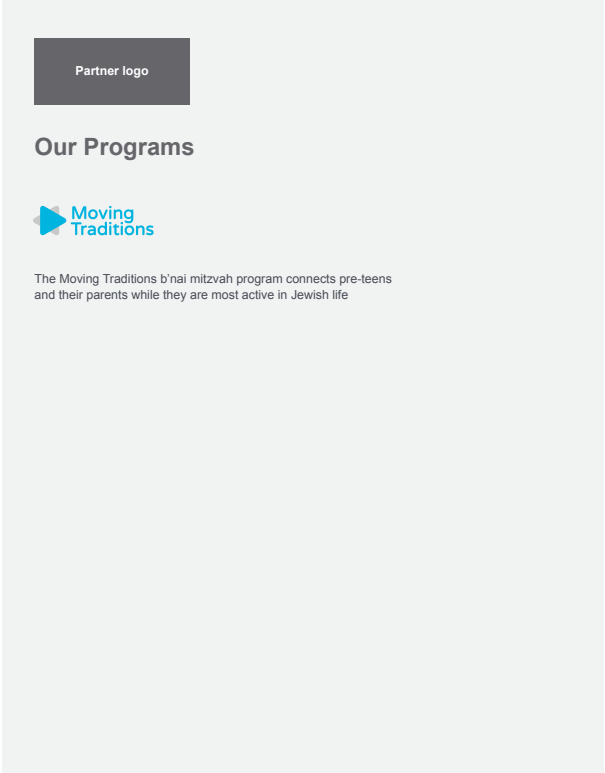
Moving Traditions Programs

Moving Traditions programs should be communicated in text only.

Moving Traditions' context



Partner's context



Moving Traditions Groups

When promoting Moving Traditions groups individually, lockup the Moving Traditions logo with the group name. The group name should be rendered in a larger font size, as shown here.

Moving Traditions
Rosh Hodesh

Moving Traditions
Shevet

Moving Traditions
Tzelem

When listing multiple groups at once, use the Moving Traditions logo and reference the group names in text.

Moving Traditions

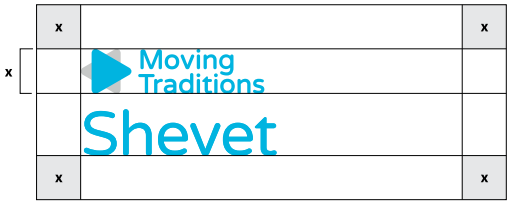
Rosh Hodesh
Shevet
Tzelem

Clear Space and Minimum Size

Clear space
Keep the visual signature clear of competing text, images and graphics by maintaining the minimum amount of clear space, equal to the size of x on all sides.

Minimum size
Keep the visual signature legible by always using it in sizes equal to or greater than 0.5” high for print, and 50px high for digital applications.

Clear space



Minimum size

Print

0.5”

Digital

50px