

Graphic Standards Manual

ISRAELI YOUTH ASSOCIATION * HEHAVER *
OHEL JACOB SYNAGOGUE * AFFILIATE MEMBER EUPJ / WUPJ



WORLD
UNION FOR
PROGRESSIVE
JUDAISM



האיגוד
העולמי
ליהדות
מתקדמת

✉ INFO@HEHAVER-OHELJACOB.ORG

🌐 HEHAVER-OHELJACOB.ORG

LISBON . JUNE . 2016
PORTUGAL

בית הכנסת "אהרן יעקב"



ההבר

HEHAVER
SINAGOGA
«OHEL JACOB»

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Israeli Youth Association HEHAVER

« OHEL JACOB » Synagogue

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s_ohel_jacob@hotmail.com

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SIGNATURE

Main Version

Symbol

1999 improvement.

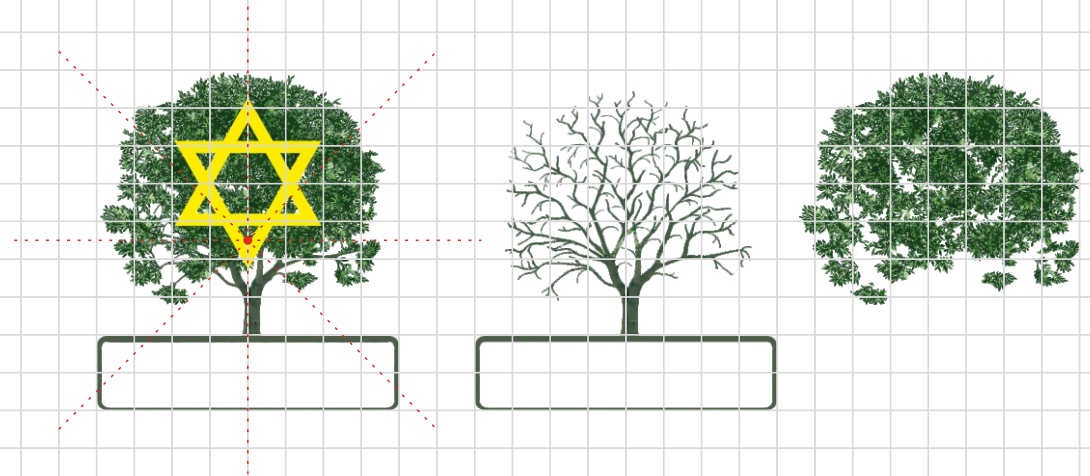
Logotype and Signature

The Logo involves the name of the Synagogue and Association in two languages, Hebrew and Portuguese.

Typography

Felix Titling and Semplicita in the Portuguese language - True Type fonts - and exclusive Logo in the Hebrew language.

5mm



SIGNATURE

Main Version

Safety Area

Outer area bordering the perimeter of the Identity that should not be invaded by any other graphic element (text or figure), in order to preserve its readability and visual integrity.

Minimum Sizes

The minimum size in which the Identity is sufficiently visible and readable in its symbol and logo, without total or partial loss of visual properties.



SIGNATURE

Minor Versions

Symbol or Logotype

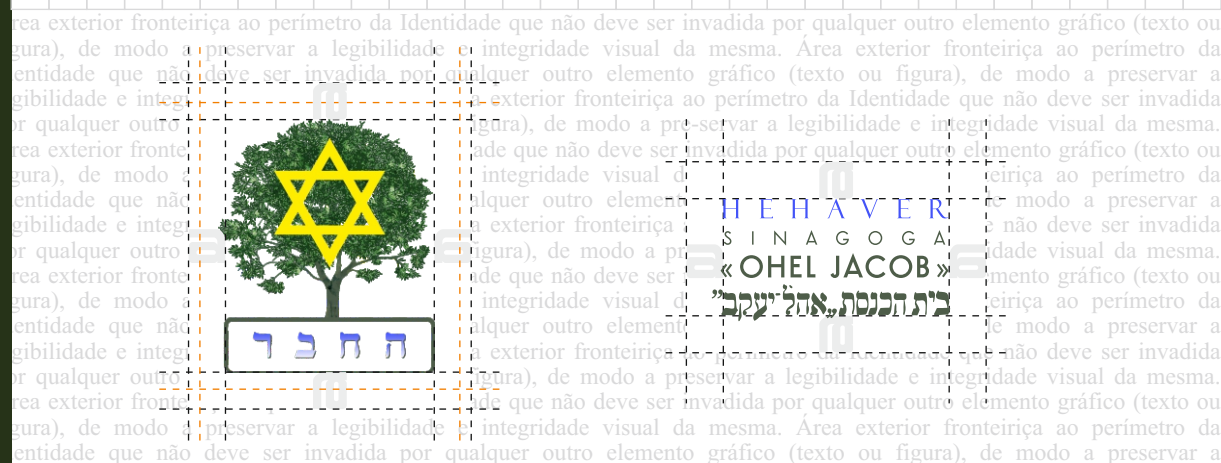
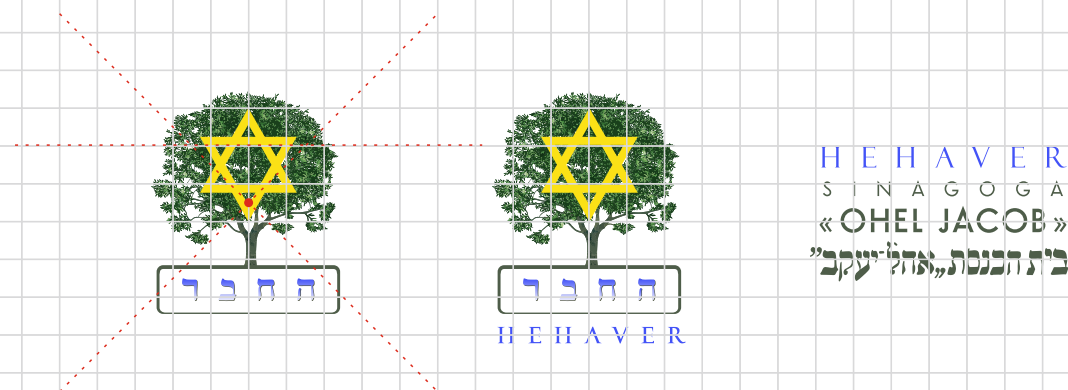
Choice of 1999 symbol or logo option by applying another unique 1946 logo instead of arc representation. The HEHAVER symbol option is intended for billing environments, internal documents and correspondence (not full stationery).

Safety Area

In the specific case of the symbol, the margin of protection may be reduced depending on some applications, especially web environments.

Minimum Sizes

In the case of the symbol, the minimum dimensions may reduce below suggested values in Web environments.



SIGNATURE

Unsupported Variants

A set of common mistakes in the reproduction of a brand is presented here.

The graphical distortion of a Visual Identity naturally detracts from the way the Brand is communicated and perceived.

1. Do not change the arrangement of the elements;
2. Do not rotate any of the elements;
3. Do not deform or change axes;
4. Do not apply boxes;
5. Do not apply contours;
6. Do not confuse the Brand in funds;
7. Do not change the typography of the Logo;
8. Do not change the proportions between the elements;
9. Do not apply shadow effects in its color version;
10. Do not change the colors in its color version.



Chromatic References

Color Version

The Brand is designed in accordance with the digital or offset application, a four-color system (CMYK), free of Pantone® references and direct color applications, and therefore subject to tone variations depending on printing equipment calibration, even in professional or industrial environments.

In its color version, other reproductions applied to the direct color are discarded, as in the case of vinyl cutting.

PANTONE ® - international color system created by Pantone Inc., New Jersey, widely used in the printing industry.

CMYK - color system formed by four-color, Cyan, Magenta, Yellow and Black, by subtractive process. Used in offset printing and most of laser and digital printers and photocopiers.

RGB - tricolor system, Red, Green, Blue, by additive process. Used in electronic devices such as televisions, monitors, cameras, etc.

WEB SAFE - hexadecimal system for image editing applied to webdesign and multimedia, based on RGB system.

RAL - international color system created by the German Reichsausschuss für Lieferbedingungen for application in the printing industry and digital systems.

VINYL - in this case, the acrylic adhesive used in vehicle decoration, show windows and signage, by electronic cutting process under computerized reading of vector image.



■ Magenta
(Magenta)

■ Cyan
(Ciano)

■ Yellow
(Amarelo)

■ Black
(Preto)

Chromatic References

Half Tone Monochrome Version

Cases in which there may be a need to print in a single direct color for reasons of cost reduction or sponsorship conditioned to the design and graphic product of situations promoted by other Entities. Version to be used only in white backgrounds or under 10% stain intensity.



Flat Color Monochrome Version

For use on fax sheets, internal documents, stamps, situations that do not allow halftone reading, printing on backgrounds above 15% stain intensity.



Chromatic References

Half Tone Negative Version

Flat Color Negative Version



100% preto



90%



30%



100%



90%



30%



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100% preto



100% preto



Backgrounds

Flat Colors

Alternation between the two chromatic versions - CMYK and monochrome (negative and positive).

< 15%



15% < 30%



> 30%



Backgrounds

Photographic Background

Alternation between the two chromatic versions - CMYK and Monochrome (negative and positive).

By way of exception, additional halo effect may be applied in circumstances of intense funds and particular interest in representing the Brand colored version.



Corporate Typography

Corporate typography can switch between the types used in the logo, as well as most types of the Sans Serif group.

H E H A V E R

Felix Titling *true type font*

12 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZABCDEFGHIJKLMN
OPQRSTUVWXYZ1234567890!~"#\$%&'()*+,-./:;<=>?@[]^_`{|}~

16 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZABCDEFGHIJKLMN
OPQRSTUVWXYZ1234567890!~"#\$%&'()*+,-./:;<=>?@[]^_`{|}~

S I N A G O G A
« OHEL JACOB »

Semplicita *true type font*

12 pt

Semplicita Medium Italic BT *true type font* 10 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!~"#\$%&'()*+,-./:;<=>?@[]^_`{|}~

Semplicita Bold BT *true type font* 10 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!~"#\$%&'()*+,-./:;<=>?@[]^_`{|}~

Semplicita Light BT *true type font* 10 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!~"#\$%&'()*+,-./:;<=>?@[]^_`{|}~

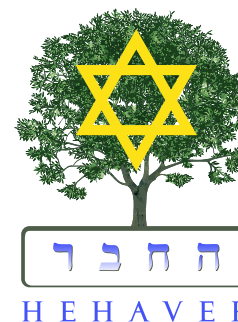
Usage

Main Version

The main version, for its complexity and shape, should not be used on all media or communications. It is called the main version because it contains all the significant institutional elements developed in the Visual Identity Guide, but its application should be reserved for environments that are more likely to brand disclosure, such as postcards, business cards, bookmarks or more specific institutional representations.

Minor Versions

Secondary versions are intended for general applications, especially in web environments and official correspondence (billing, stationery and envelope), taking into account that the institution is managed by Hehaver, the Synagogue being an extension of it. In the case of stationery and envelopes, the colored version of the symbol shall be used, including HEHAVER and this stationery does not include visit card (in which the main version is applied).





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