

STYLE GUIDE
2016



תגלית • TAGLIT
BIRTHRIGHT ISRAEL

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Birthright Israel

For questions, please contact:

Noa Bauer

noab@taglitbri.com

Birthright Israel

Birthright Israel has become one of the most recognized and popular brands in the Jewish world. Local partner communities and organizations and Trip Organizers have played an important role in our success. The more powerful our brand is, the better it will serve our partners and affiliated organizations and build public support for our program. Thus, our brand is one of our most important assets.

We have provided these brand guidelines to ensure that our brand is implemented correctly and with consistency. Since our brand also serves as acknowledgment of our funding partners, we have an obligation to clarify and promote the brand everywhere it is appropriate. It is very important that everyone follow these guidelines, so that the Birthright Israel brand remains strong and clearly communicated.

Cooperation and Compliance

Birthright Israel may review each of its partners' and Trip Organizers' websites and materials at any time to verify compliance with these guidelines.

In addition, Trip Organizers are required to cooperate with Birthright Israel's requests to distribute materials before, during and after the trip (including at the airport, the Mega Event, or any other time during the trip). Local partners are also required to cooperate with distribution of materials before, during and after the trip. In all other cases, distribution of materials or giveaways to participants by Trip Organizers, partners or staff, must first secure special permission from Birthright Israel, providing an exact sample of the material.

Birthright Israel reserves the right to take action against violation of these guidelines by Trip Organizers or Partners including but not exclusive to financial penalties and will receive written notification via email detailing the offenses. Organizers will have no more than 48 HOURS to bring materials or websites into compliance and send the corrected version to Noa Bauer.

Our Brand Platform

Our Vision

Changing the course of Jewish history and ensuring the continued existence of the Jewish people by strengthening Jewish identity, Jewish communities, and solidarity with Israel via an educational trip to Israel for the majority of Jewish young adults around the world.

Our Brand Values

- Visionary
- Transformative
- Passionate
- Innovative
- Adventurous
- Dynamic

Logo – clear space

Based on the space available, choose either the stacked or horizontal logotype lock-up provided.

The two Birthright Israel logotypes should **never** be altered.

There should always be an area of clear space around the Birthright Israel logotype. The minimum amount of clear space is measured by $1/6$ the height of the stacked logo (X) and $1/4$ the height of the horizontal logo (Y).

Whenever the logo is used, you must maintain this clear space, including on bus banners, brochures, t-shirts, giveaways and so on.



Logo variations – stacked

(Birthright Israel)

The Birthright Israel logotype is a two-color version, on a white background.

This version should be used whenever possible in printed communications and marketing materials.

Please note, there are occasions when a more colorful version of the logo may be appropriate.

To use these, you must obtain approval from Birthright Israel.



permission needed



permission needed



permission needed

Logo variations - horizontal

(Birthright Israel)

The Birthright Israel logotype is a two-color version, on a white background.

This version should be used whenever possible in printed communications and marketing materials.

Please note, there are occasions when a more colorful version of the logo may be appropriate.

To use these, you must obtain approval from Birthright Israel.



permission needed



permission needed



permission needed

Logo misuse

These examples show some of the possible ways that the Birthright Israel logotype might be misused.

In order to maintain the maximum brand awareness and effectiveness, it is important that the logo be applied in a consistent manner.

Logos should not be tampered with, cropped, compressed, edited or changed in anyway without consent.

Logos are available in a variety of formats (JPG, GIF, PNG or EPS) from Richard Mann, richardm@taglitbri.com



Logo cannot be transparent

Primary colors

Birthright Israel's primary colors are PMS 295C and PMS 299C. The logo should appear exclusively in these two colors, unless you have approval for other variations from Birthright Israel.



PMS 295C

100C 68M 8Y 52K

0R 47G 95B

WEB HEX CODE:
#002D62



PMS 299C

86C 8M 0Y 0K

0R 161G 221B

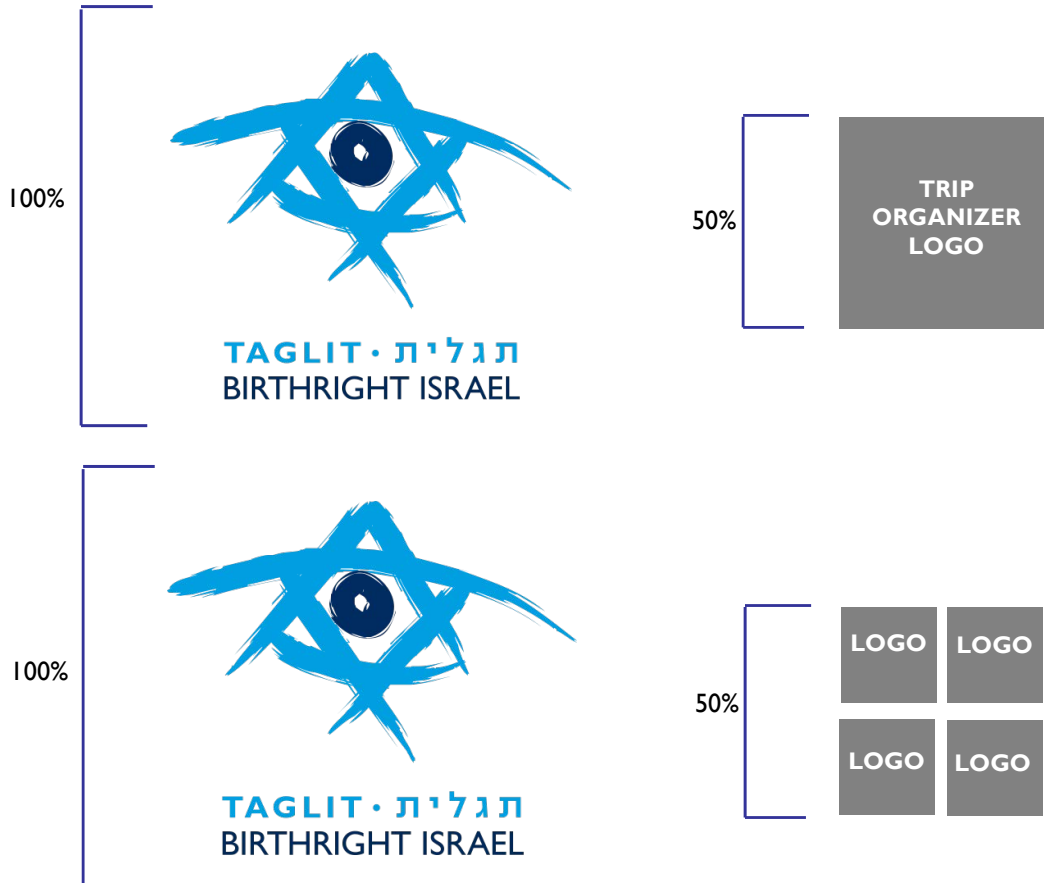
WEB HEX CODE:
#00A0E2

Co-branding

If you intend to use your name and/or logo in conjunction with the Birthright Israel logo, or those of other sponsors on your signage, website or materials, you must have approval from Birthright Israel.

If the name of the Trip Organizer, partner or another party is shown, that name/logo may not together exceed 50% of the size of the Birthright Israel logo.

Under no circumstances should the Birthright Israel name or logo be used in place of your own logo/ name on any written materials or on your website, or used in correspondence not related to Birthright Israel.



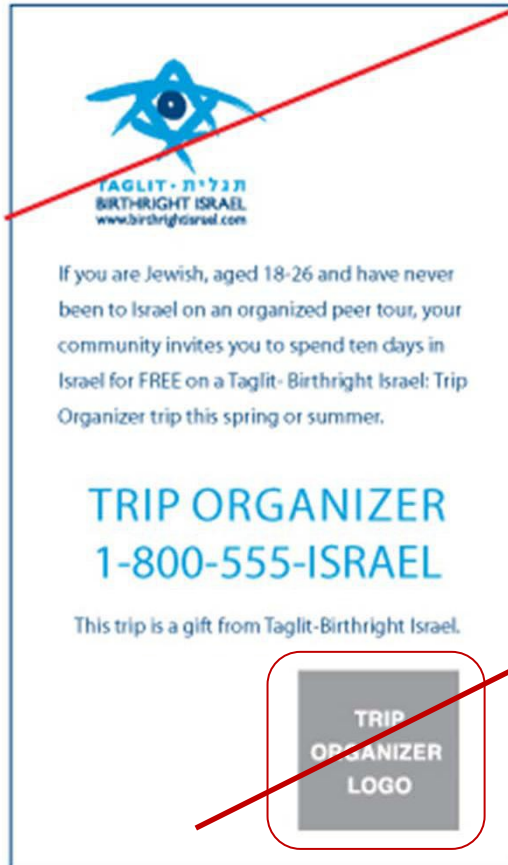
Co-branding

These are examples of a co-branded promotional piece from Birthright Israel and a Trip Organizer or partner. The example on the left shows the proper relationship of the Birthright Israel logo compared to the trip organizer's logo. The example to the right shows an incorrect relationship.

The Birthright Israel logo must always be on the top of such pieces unless specific approval is given



The image shows a vertical promotional poster. At the top is the Birthright Israel logo, which consists of a blue stylized eye with rays and the text "TAGLIT • תגלית" and "BIRTHRIGHT ISRAEL" below it. Below the logo is a paragraph of text: "If you are Jewish, aged 18-26 and have never been to Israel on an organized peer tour, your community invites you to spend ten days in Israel for FREE on a Taglit- Birthright Israel: Trip Organizer trip this spring or summer." In the center, the text "TRIP ORGANIZER" and "1-800-555-ISRAEL" is displayed in large blue letters. At the bottom, it says "This trip is a gift from Taglit-Birthright Israel." In the bottom right corner, there is a small grey square with the text "TRIP ORGANIZER LOGO".



The image shows a vertical promotional poster, similar to the one on the left, but with several errors indicated by red lines. A red diagonal line crosses out the top right corner, including the Birthright Israel logo. Another red diagonal line crosses out the bottom right corner, including a grey square labeled "TRIP ORGANIZER LOGO". The text on the poster is identical to the correct example: "If you are Jewish, aged 18-26 and have never been to Israel on an organized peer tour, your community invites you to spend ten days in Israel for FREE on a Taglit- Birthright Israel: Trip Organizer trip this spring or summer.", "TRIP ORGANIZER 1-800-555-ISRAEL", and "This trip is a gift from Taglit-Birthright Israel."

Special applications- during trip

Bus Signs

All buses will bear a Birthright Israel sign on the front of the bus. If the size of the banner prohibits displaying it on the front of the bus, then the banner should be displayed on the rear.

The sign must:

- be size: 100 cm x 75 cm
- be on a white background
- be made from cloth or synthetic material
- be printed with waterproof ink
- maintain clear space around the Birthright Israel logo have the Birthright Israel logo centered with the trip organizer's logo(s) underneath, at no larger than 50%.

If you intend to use the names and/or logos of sponsors on your banners, you are required to have approval from Birthright Israel. The names and/or logos of all other parties, may not, together, exceed 50% of the size of the Birthright Israel logo.

Examples below are showing our colors in RGB and CMKY variations.



TAGLIT • תגלית
BIRTHRIGHT ISRAEL

YOUR LOGO HERE



TAGLIT • תגלית
BIRTHRIGHT ISRAEL

YOUR LOGO HERE

Special applications- before & after trip

If you intend to use the names and/or logos of sponsors on your banners and/or bus signs, you are required to have approval from Birthright Israel. The names and/or logos of all other parties, may not, together, exceed 50% of the size of the Birthright Israel logo.

All recruitment and post-trip events where the primary target audience includes Birthright Israel potential or past participants must be properly co-branded.

Portable Signs

All portable signs, such as group identification banners, must have the Birthright Israel logo in the proportions listed before.

Materials

All materials that describe the trip (and all giveaways distributed) must include the following phrase: **This trip is a gift from Birthright Israel.**

Giveaways – co-branded

All signage, trip related information, merchandising, wearables, trinkets, tchotchkes and other materials given to participants before, during, or after the trip must carry the Birthright Israel logo and identification whenever and wherever your logo and identification appears.

All T-shirts and hats must include only the Birthright Israel logo on the front (the logo may appear in other places as well but must be on the front).

If the name of the Trip Organizer, another party or slogan is shown together on the back or sides, they may not together exceed 50% of the size of the Birthright Israel logo. These rules apply to ***all items***, including staff shirts, backpacks, water bottles and so on.



Giveaways

Birthright Israel Promotional Items or Information When requested by Birthright Israel, its materials or giveaways must be distributed, viewed or displayed to your trip participants.

Third-Party Promotional Items

No third-party promotional items are to be distributed to trip participants without the express consent of Birthright Israel.

Copyright Protected Material or Products

In some cases, Birthright Israel will share music, artwork or other original intellectual assets for the purpose of sharing said materials with trip participants. Permission to distribute such items is restricted and further distribution, display or broadcast are prohibited unless otherwise noted by Birthright Israel.

Giveaways – original artwork and slogans

All giveaways containing slogans or original artwork must be approved by Birthright Israel. As the example on the right shows, inappropriate slogans and artwork will not be approved.



Our Name

Whenever referring to Birthright Israel either verbally, or in a written format the name will be expressed as follows:

- Name must always appear as **Birthright Israel** when directed to English speakers and as **Taglit** when directed to non-English speakers
- “Birthright” should not be used by itself, but should always be paired with “Israel”
- When Birthright Israel appears in text, and not as part of the logo, it should be typeset in the font of the rest of the document, not the logo font.

Birthright Israel usage and other organizational names:

Whenever reference to your Birthright Israel program appears in writing (including on your website, emails, flyers, t-shirts, giveaways, etc.), it MUST appear in the following format:

Birthright Israel: (name of Trip Organizer) - (name of program, if applicable)

e.g. Birthright Israel: Hillel - National Campus Tour
Birthright Israel: Tlalim - Israel by Foot

Our Name

Programs geared towards participants or alumni:

The use of the Birthright Israel name to describe other programs, groups or tours is **restricted**. Trip Organizers, partners and organizations wishing to reach out primarily to Birthright Israel participants are prohibited from using names that may confuse the targeted individuals as to whether the program is sponsored, approved or sanctioned by Birthright Israel.

Not permitted-

- *The Next Birthright*
- *Birthright Extended*
- *Birthright Plus*, etc.

Permitted-

- *Return to Israel: A program especially for Birthright Israel alumni*
- *Learn More Now: Jewish History for Birthright Israel alumni*

Marketing

Keeping in the spirit of the cooperative, not-for-profit venture which the organization is incorporated as, Trip Organizers are required to market the trips (and other partners in the programs) in an honest, up front, and ethical manner. By accepting the terms of being a Trip Organizer, Trip Organizers also accept that these trips are not part of the larger free market for paid, commercial, and noncommercial trips to Israel and that Birthright Israel reserves the right to control the manner in which our funds are spent.

All marketing and giveaways must be done in good taste, within the limits of the law (obeying copyrights, trademarks and intellectual property) and in a manner that maintains Birthright Israel's good reputation.

The following practices are **absolutely prohibited** for all partners and Trip Organizers:

- Distributing plagiarized materials, including website or social media content, that is not original - when borrowed without permission from another organization (*with the exception of official Birthright Israel presence, which must be properly attributed*).
- Marketing or advertising one organization on another organization's website, search engine results, or among another organization's membership or internet presence without permission.
- Using the same or similar slogans, nicknames, URLs, email addresses or euphemisms as another organizer or Birthright Israel.
- Offering any kind of priority to applicants through a 3rd party organization or through alumni without approval. Additionally, once approved, it **MUST** state that priority registration is not a guarantee and that first priority is given to applicants who are 26 years of age and to those who have previously applied.
- Misleading, deceptive, or unclear information that would confuse the reader as to the true funding source of trips, the role of the Trip Organizer, the nature of the trips, or anything about the organizer or Birthright Israel that is untrue.
- Any kind of redundant, exploitative or annoying repeated posts on third-party websites, emails or mailing lists, including the message boards on Facebook.

Marketing

Keeping in the spirit of the cooperative, not-for-profit venture that we are, Trip Organizers are required to market the trips (and other partners the programs) they offer in an honest, up front, and ethical manner. By accepting the terms of being a Trip Organizer, you are also accepting that these trips are not part of the larger free market for paid, commercial, and noncommercial trips to Israel and that we reserve the right to control the manner in which our funds are spent.

All marketing and giveaways must be done in good taste, within the limits of the law (obeying copyrights, trademarks and intellectual property) and in a manner which maintains Birthright Israel's good reputation.

- As a reminder, the deceptive practice of tagging your site, SEO, meta text or ads with the keywords, meta text, SEO or names of other organizations is strictly prohibited. The same goes for deceptive naming of groups or other profiles on social networking sites.

The following statements are required on printed materials and webpages (including non-proprietary pages set up on other sites, blogs, profiles):

- The following phrase must appear in bold typeface in all printed material, on each page of Trip Organizers' (or their partnering organizations) website(s) that refers to the trip, and on giveaways when original slogans are used: **This trip is a gift from Birthright Israel.**
- The following phrase must appear on your official websites as well as your 'official' presence on third party sites or partner organization sites:
 - Birthright Israel is an innovative partnership between the people of Israel through the Government of Israel, private philanthropists through the Birthright Israel Foundation and Jewish communities around the world (North American Jewish Federations, Keren Hayesod, and The Jewish Agency for Israel).

Marketing best practices

The Birthright Israel gift is educational in nature.

Photos used in marketing **cannot** include or depict:

- Identifiable images of individuals not affiliated with the Birthright Israel trips
- Use of drugs or alcohol
- Violence or weaponry (including soldiers with guns, displayed mortar shells, etc.)
- Sexual or sexually suggestive behavior
- Participants in t-shirts or other clothing items with offensive content
- Excessive use of bikini, beach, or “mud” imagery

Words used in marketing **cannot** include:

- “Totally Free”
- “All Expenses Paid”
- “Vacation”
- “VIP”
- “Best”, “More”, “Most” or other words that overstate the TO or the specific trip being marketed.

*In order to use these words, they must be pre-approved by Noa Bauer

Internet presence

In addition to the other guidelines listed, Trip Organizers and their Partners' website(s) as well as post-programming partners' website(s) must:

- Direct participants to Birthright Israel's website for further, in- depth information about the trip or programming.
- There must be a direct link to www.birthrightisrael.com from all Birthright Israel logo on all pages of a website that reference the trip experience
- The Birthright Israel logo must be twice the size of the Trip Organizer's logo and appear in the top part of the website, so that a user can see it without scrolling.
- Use the phrase "This trip is a gift from Birthright Israel" on each page of your website.
- Note that these guidelines apply to your online presence in all forms and extend to all pages, profiles, blogs, groups, social media, list servers or other third party sites managed by staff, recruiters or partnering organizations.

Banner and online advertising must make clear which organization is being advertised.

Internet presence- social media

In addition to the guidelines already covered, the guidelines for third-party sites are required of all your pages online related to the Birthright Israel experience, trip, activities or information, including those of Trip Organizer's recruiters and promoters as well as those who may be doing alumni programming or outreach.

Third party websites may include - but are not limited to - Twitter, Pinterest, Google+, Facebook, YouTube, Picasa, Instagram, Flickr, partnering organization's websites, etc.

- Trip organizers and third-party organizations must name their page, profile, group or description as descriptively as possible and in a way that makes it clear to the viewer which organization(s) is involved. For example, "Birthright Israel: Mayanot Winter '12-'13 New York Groups," or "Birthright Israel: David's Groups on Sachlav" are OK.
 - "Birthright Israel Free Trips" or "Birthright Israel alumni" are not OK.
- Include a disclaimer in any social network group description that it is NOT an official Taglit-Birthright Israel page (for any bus-specific or other Birthright Israel related groups).
- All profiles should include at least a 180 X 180 px Birthright Israel logo somewhere prominent in the background style of the page

Facebook presence

- The naming convention we request every Trip Organizer to use for their official Facebook page should follow this structure: [Trip Organizer Name]: Birthright Israel
(Please note that in the past we requested that the trip organizer name come last)
 - For example: Birthright Israel: Hillel Trip
- 'LIKE' our Facebook page and add us <https://www.facebook.com/TaglitBRI> as a "FEATURED LIKE"
 - If you do not know how to do this as a page, go here:
<https://www.facebook.com/help/?faq=224585677557798#How-can-I-feature-other-Pages-on-my-Page>

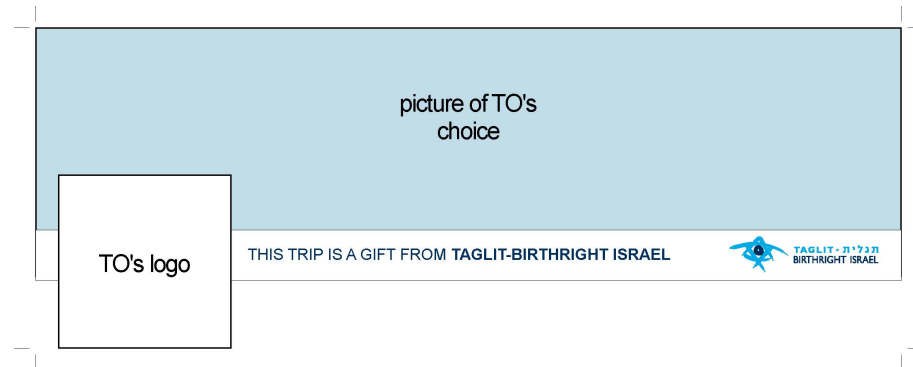
Internet presence- social media

On Facebook, trip organizers must use a PAGE, and not a personal account designed for a private individual.

- ☐ For more information about converting a personal account to a page, see <https://www.facebook.com/help?page=213602951994043>
- ☐ We advise updating your social media channels regularly, using an informal, fun approach, posting on Facebook a few times a week and on Twitter at least once a day. Be sure to also respond to others and to answer questions, rather than merely broadcast your content.
- ☐ Add the following information within the **'About', 'Description' or 'General Information'** area of your page: **'This trip is a gift of Birthright Israel.'**

Posting images and videos of trips is encouraged, and participants should be encouraged to tag themselves and their friends. We ask you to also tag images posted on Facebook with @Birthright Israel so that the album or post links to our page.

- We encourage you to SHARE content from our social media
- We also ask you to tweet @TaglitBRI when posting about a trip experience on Twitter.



YOU MUST USE THIS TEMPLATE FOR FACEBOOK

The following practices are absolutely prohibited on all partner and trip organizer's social media channels:

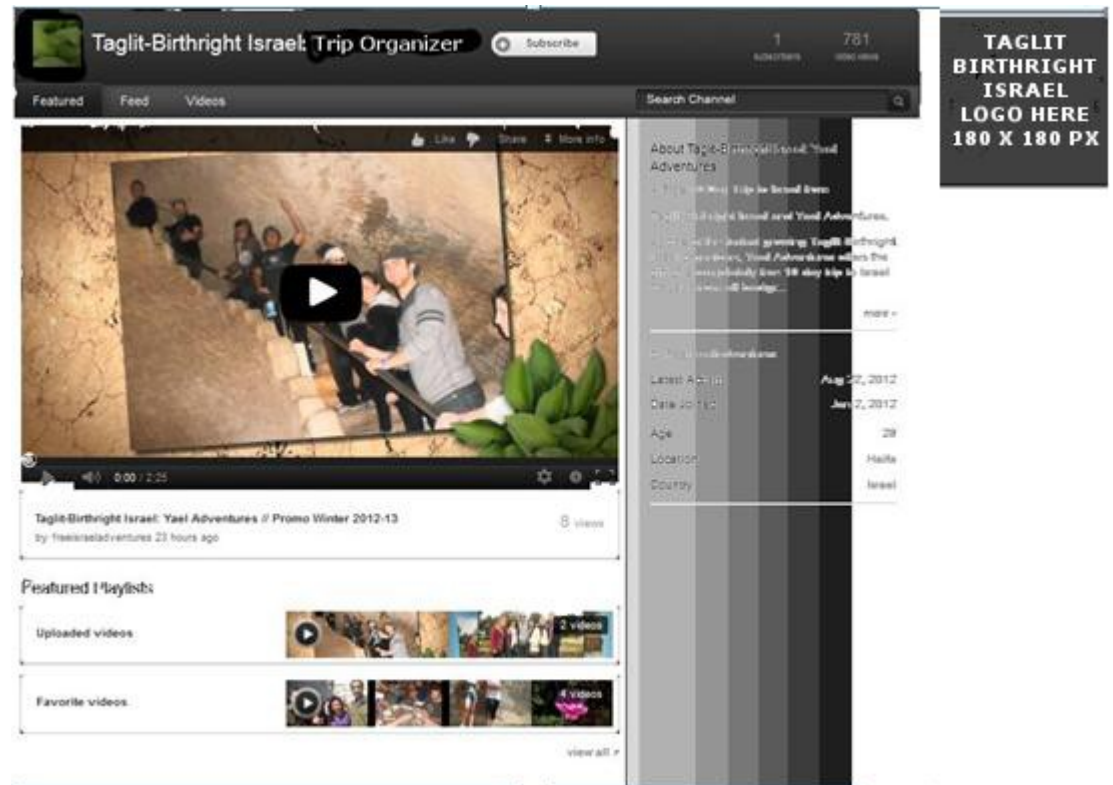
- Any kind of redundant, exploitative or repeated posts on Facebook Timelines or Twitters feeds
- Misleading, deceptive, or unclear information that would confuse the reader as to the true funding source of trips or the role of the trip organizer
- Posted images and videos and other media **cannot** include or depict:
 - ☐ Use of drugs or inappropriate consumption of alcohol
 - ☐ Violence or weaponry (including soldiers with guns, displayed mortar shells, etc.)
 - ☐ Sexual or sexually explicit and suggestive behavior

Partners and trip organizers are responsible for removing any of the above content posted by a third party

Internet presence - Youtube

Any videos that are related to recruiting applicants for the trip, or deal with information related to being on the trip, or post-trip options need to be properly branded. Again, this means the Birthright Israel logo is 50% larger than your own. It must also be understood from the video that although this is a Birthright Israel trip, that it is your organization that is promoting (has authored) the video. Additionally, any such videos should be submitted to Noa Bauer for approval before being published to the internet or made available to the public. Again, this is to make sure that the video is in good taste, and is properly branded.

Your user channel should also include a 180 x 180px Birthright Israel logo in the top section



Internet presence – E-mails

When sending out emails related to pre-trip, trip, or post-trip information the following branding rules must be followed:

The FROM: line in the email should be directly from your organization

If the email is sent from a specific person, the email should state which organization he/she is from

EXAMPLE: Sara@Shorashim

Additionally, all emails must also follow the same branding guidelines for websites or any written advertising or marketing. This means that the Birthright Israel logo receives prominence at the top of the email, is 50% larger than your own (and any partner organizations), and the name of the trip should be written as Birthright Israel: Name of TO.

Also, the statement, 'This trip is a gift of Birthright Israel' should be placed within the email. This can be somewhere within the body of the email, or can be added as a footer as well.

The Birthright Israel logo should link back to our homepage: www.birthrightisrael.com

Internet presence- URLs and E-mail address

One area where we need Trip Organizers to reference Birthright Israel properly is in branding your emails and website urls. The public should not be confused whether they are in contact with Birthright Israel or an individual Trip Organizer. Therefore, here are two examples of proper branding as it relates to emails or website addresses:

URL

Proper usage: <http://www.israexperts.com>

Incorrect usage: <http://taglit.israexperts.com>

E-MAIL

Proper usage: information@mayanot.edu

Incorrect usage: birthright@mayanot.edu

Press

All contacts between Trip Organizers and programming partners and the media must have previous authorization from Birthright Israel.

For the continued prosperity of the program, we ask that you cooperate with Birthright Israel press agents or staff in the generation of newsworthy articles or features. This includes notifying Birthright Israel staff of interesting participants, itineraries, occurrences or events.

In addition, any proposed meetings with public officials or other noteworthy individuals in Israel must be approved by Noa Bauer BEFORE an invitation to the speaker is extended

Press releases must be reviewed and approved by Birthright Israel before dissemination so that Birthright Israel is aware of possible inquiries from the media.

Please follow these rules:

- There will be no unauthorized contact with the media without the prior approval of Birthright Israel
- Trip Organizers must provide updated and accurate information to the media in press releases.
- Press releases must list a Birthright Israel contact person:
 - In North America, Pamela Weinstein +1-646-453-2006, pamela.fertelweinstein@birthrightisrael.org
 - Throughout the rest of the world, Noa Bauer +972-52-606-2057,- noab@taglitbri.com
- Any and all official correspondence with respect to the program must carry the Birthright Israel logo in the manner proscribed in these brand guidelines.
- Trip Organizers are prohibited from representing themselves as partners, sponsors or sole providers of the Birthright Israel gift.

Trip Staff

To raise awareness of the program in Israel and foster a sense of professional behavior and structure, all Israeli and home country madrichim, staff and/or tour guides must wear at least one article that is properly branded and authorized by Birthright Israel at all times. Clothing items include, but are not limited to: hats, visors, t-shirts, vests, lanyards, nametags and sweatshirts. All items must comply with the Birthright Israel brand guidelines.

Madrichim should only wear properly branded Birthright Israel or plain shirts. They should not wear shirts from other Jewish or Israeli organizations or institutions while on duty. They will receive a name badge from Birthright Israel that should be worn on duty.

This policy applies whenever staff leaves the hotel in which the group is staying and can be viewed by the public. Each of your staff professionals on the trip (excluding the guard and/or medic) should always be identifiable as representatives of the Birthright Israel program when entering restaurants, historical or religious sites, public attractions, museums, government buildings, private businesses, tzedek programs or other 'public' locations. The only exception to this rule is if and when the group attends Shabbat services in a synagogue or other sensitive situations.

Staff Titles

Staff titles used publicly should in no way confuse people as to which organization the employee works.

Trip Organizer titles should be clear as to which organization they are representing, though the title can fit within the naming conventions of your organization:

Conservadox Council, Program Director for Birthright Israel

For local **alumni programming** partners:

Birthright Israel Foundation, Midwest Regional Director