



Brand Identity

Style Guide

Version 1.1
June 2022

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Welcome to the TCS Brand Identity Style Guide.



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Though our brand is dynamic and flexible, it's built on a solid foundation.

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Our verbal tone of voice is just as important as our visual tone of voice.

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TCS is a house of brands that includes Preschool, Youth, Kehillah and others.

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Our brand becomes instantly recognizable when we maintain a consistent look and feel.

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Not sure where to start? Pickup these templates and adjust as necessary for all brand communications.

SECTION 1

Brand Foundation

TCS Brand Identity
Style Guide

Our Purpose

Our reason for being — why we connect with people and organizations, and why they would engage with our brand.

TCS is a welcoming, non-judgmental, egalitarian community that celebrates the vibrancy of Conservative Judaism. We view our tradition through a modern lens, with the belief that it must continue to evolve to stay relevant. Recognizing that each of us has a unique spiritual journey, we strive to meet people where they are. At TCS, we value personal relationships, and our community is a true extension of our families.

Our Promise

Our promise is the value or experience people can expect to receive when they interact with us.

We are dedicated to the continuity of Jewish life and the communal expression of our religious traditions, values and culture. Through prayer, learning, commitment to one another and service to all, we encourage a lifelong connection to God, Torah and Israel. Every member at every age and every level of knowledge and practice is supported, challenged, and stimulated for an increased understanding of themselves and Judaism.

Our Values

It's important to take the time to define our brand values so they can easily be understood by our partners and potential members.

Each day, we work to build a sacred community built upon our shared values.

B'tzelem Elohim Each of us is created in the image of God, and the love and respect we show to every person is reflective of this idea.

Hakh'lalah As an inclusive community, we proudly extend our arms to those seeking connection to Jewish life regardless of one's religious upbringing, sexual orientation, gender identity, ethnicity, race, marital or socioeconomic status, and physical or intellectual abilities.

Tzedakah We strive to give generously of our time and our resources to support the larger community and those who are most in need.

Talmud Torah As life-long learners, we continue to challenge ourselves to expand our Judaic knowledge and skills.

Ahavat Israel We are proud to express our love for the people, land, and State of Israel and support her even if we don't always agree with every political decision or policy.

Shivyonit'oot Egalitarianism is at the center of our spiritual compass. Every adult counts and is considered an equal participant in religious services and rituals.

Tikkun Olam We are deeply committed to repairing the world through our words and our actions each and every day.

SECTION 5

Tone of Voice

TCS Brand Identity
Style Guide

Our Personality

Key character traits we embody that makes it easy for contributors to ensure they remain on-brand.

Curious

Clever and imaginative. We are a community that strives on thinking of new ways to implement traditional views. We always want to be learning more and considering things that might not be obvious.

Vibrant

Dynamic and confident. TCS loves to talk about the history *and* the future of Judaism. Interaction makes us feel present and alive.

Honest

Empathetic approachable. We're never afraid to admit that we don't know everything, but together we can always figure out a solution.

Optimistic

Upbeat and resourceful. We motivate and demonstrate a can-do attitude to show our members that great things are possible.

SECTION 2

Brand Architecture

TCS Brand Identity
Style Guide

Logo

Our logo represents our brand personality – dynamic, energetic, honest, and trustworthy. It’s also flexible because we have so many stories to tell. Choose the logo that best fits the layout or composition.

[DOWNLOAD LOGOS](#)

PRIMARY LOGO



TCS_Logo_Horizontal.ai



TCS_Logo_Horizontal_KO.ai

SECONDARY LOGO



TCS_Logo_Vertical.ai



TCS_Logo_Vertical_KO.ai

Sub-brands

TCS is a house of brands that includes Preschool, Youth, Sisterhood, Kehillah, and Family Programming. While the mosaic of the eternal flame remains consistent across all brands, the color of each name reflects the primary colors of that sub-brand.

[DOWNLOAD LOGOS](#)

SUB-BRAND LOGOS



TCS_Logo_Preschool.ai

Preschool



TCS_Logo_Youth.ai

Youth



TCS_Logo_Sisterhood.ai

Sisterhood



TCS_Logo_Kehillah.ai

Kehillah



TCS_Logo_Brotherhood.ai

Brotherhood



TCS_Logo_Family.ai

Family
Programming



TCS_Logo_Adult.ai

Adult
Learning

SECTION 2

Design Standards

TCS Brand Identity
Style Guide

Typography

Our type is carefully selected to speak in the voice of our brand, which is all about creating inspiring and meaningful engagements. We are dynamic and vibrant. We are inspiring and motivational. We are honest and optimistic. And that's how we engage in conversation with our audience.

HEADLINE

Spectral Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Headline in Initial Case
with Punctuation.

GET FONT

The typeface "Spectral" has been selected because it offers an efficient, beautiful design that's intended primarily for text-rich, screen-first environments and long-form reading.

SUBHEAD

Commissioner Medium

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Subhead in sentence case
with punctuation.

GET FONT

The typeface "Commissioner Medium" is the perfect compliment to "Spectral." It provides a change of tone in voice, and helps develop typographic hierarchy.

BODY COPY

Commissioner Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Body copy is set in sentence
case, and includes punctuation.

GET FONT

Commissioner comes in a variety of weights, offering many different voices. It is a low-contrast humanist sans-serif with classical proportions that is perfect for body copy.

Color Palette

The primary color palette should be used for all branded communications – including email headers, social posts, and main website pages – or when referring specifically to the TCS brand. The secondary color palette should be used to compliment the main message, as in a callout, or sidebar.

PRIMARY COLORS



#582d80
R89 G44 B130
C79 M93 Y0 K0



#85207c
R133 G32 B124
C52 M100 Y0 K0



#a54d8c
R165 G77 B140
C30 M80 Y5 K10



#f27bac
R242 G123 B172
C0 M66 Y2 K0



#2f67a6
R47 G103 B166
C85 M50 Y1 K0



#55a3d6
R85 G163 B214
C59 M15 Y0 K0



#0099a8
R0 G153 B168
C100 M2 Y32 K0



#1ecad3
R30 G202 B211
C58 M0 Y17 K0



#ec8519
R236 G133 B25
C0 M51 Y99 K0



#f4a23e
R244 G162 B62
C0 M35 Y84 K0



#b43524
R180 G53 B36
C16 M92 Y93 K7



#e05f4d
R224 G95 B77
C3 M73 Y65 K0

SECONDARY COLORS



#2b1c4a
R43 G28 B74
C100 M97 Y44 K18



#81396e
R129 G57 B110
C30 M80 Y5 K35



#00205c
R0 G32 B92
C100 M87 Y48 K22



#004e59
R0 G78 B89
C100 M50 Y51 K22



#d65f00
R214 G95 B0
C7 M71 Y100 K1

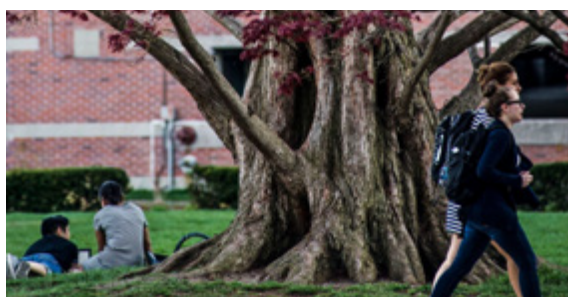
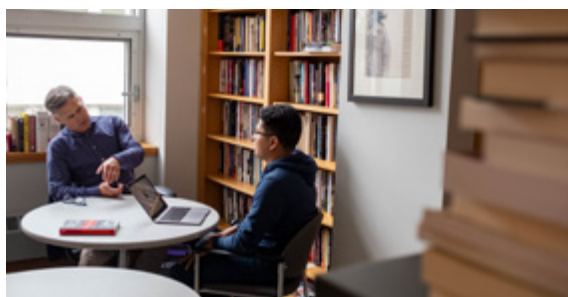


#a12b2a
R161 G43 B42
C22 M96 Y86 K13

Photography

Whenever possible, we should use candid photography of actual events, especially sponsored events by the TCS, or events attended by any of our members. When stock photography is necessary, select imagery that is relevant to the story, and adds graphic appeal to the communications.

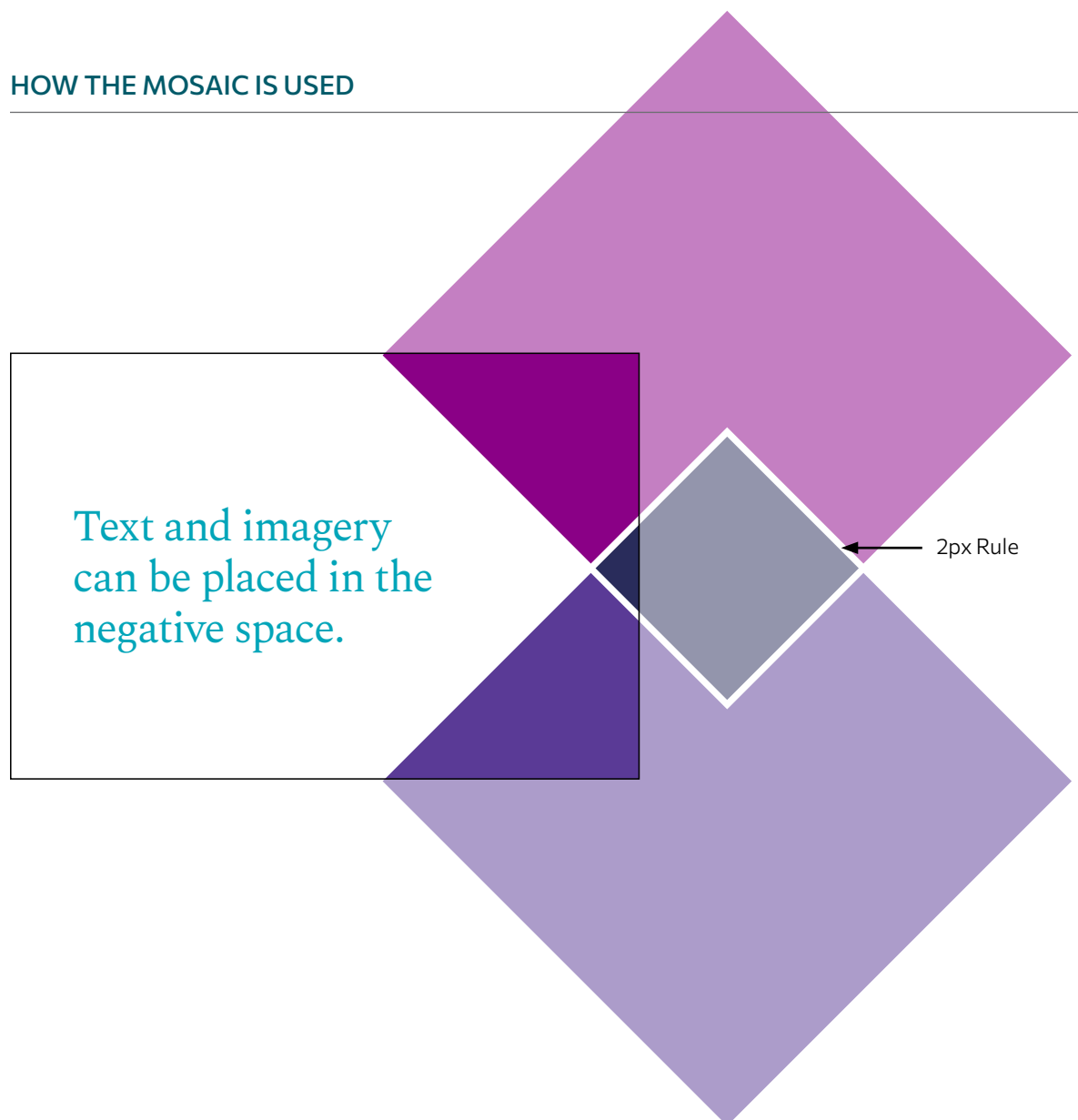
PHOTOGRAPHY EXAMPLES



Mosaic

Our primary design element is the mosaic, which is inspired by the Simcha and is all about celebration! Each tile is formed by using two squares turned 90 degrees. The overlapping shape is divided by a 2px rule of negative space. Each square is a primary brand color, with the overlapping shape being a secondary color.

HOW THE MOSAIC IS USED



SECTION 2

Design Examples

TCS Brand Identity
Style Guide

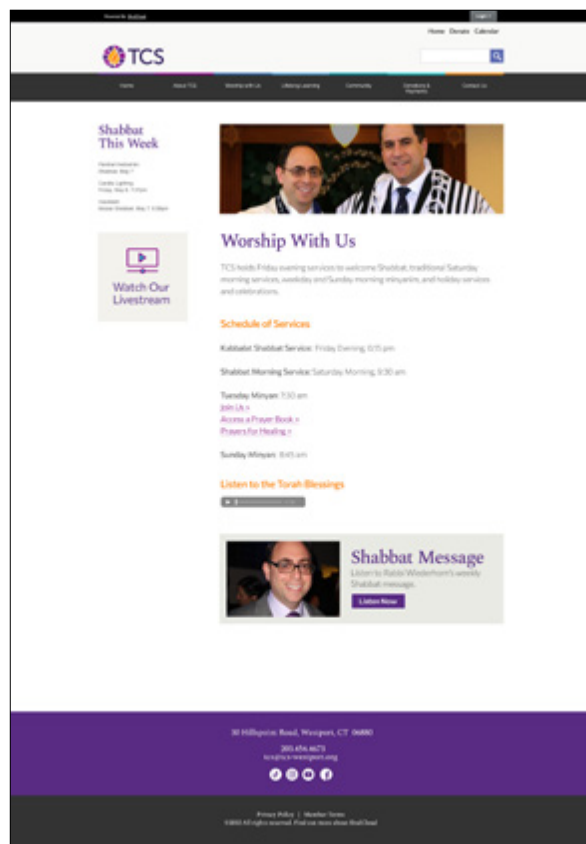
Website

Our website will be the first point of contact for our members, as well as potential members. Therefore, it acts as a hub of information for what is currently happening at TCS. It needs to be easy to navigate, easy to understand, and on-brand.

HOMEPAGE



INTERIOR PAGE

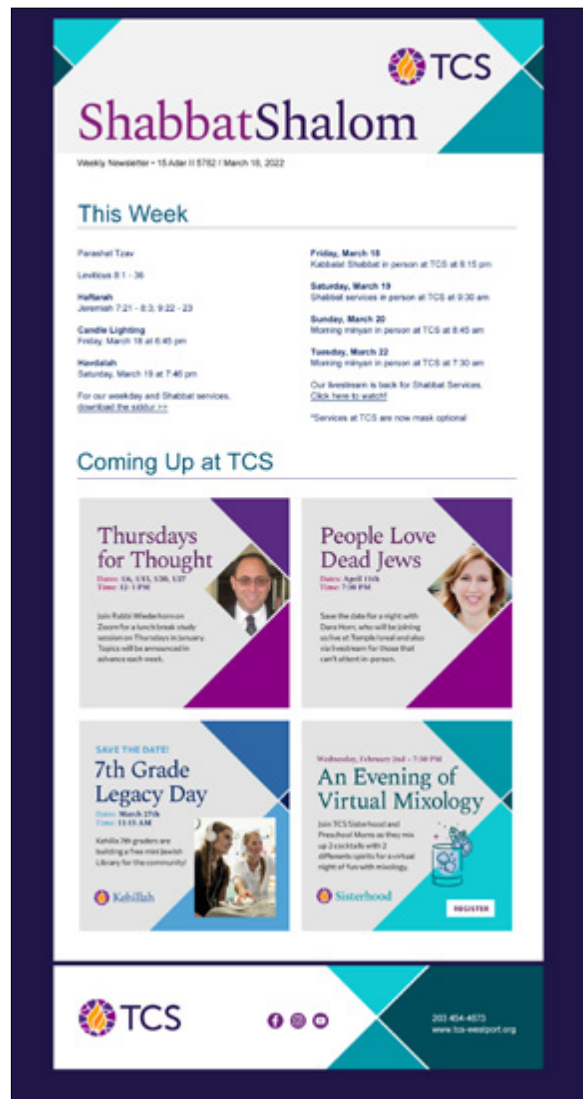


VISIT SITE

Email

For many of our members, our emails serves as the most consistent source of information about Judaism and our community. Our design and cadence needs to be just as consistent.

Shabbat Shalom



22in22

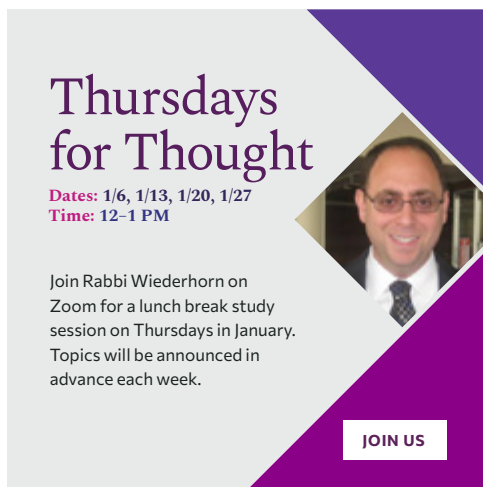


CONSTANT CONTACT

Social Media

Our social media presence keeps everybody informed about what is happening at TCS in *real time*. But, social media can be overlooked unless our audience instantly recognizes a social share as inherently TCS. Use these examples as a starting point.

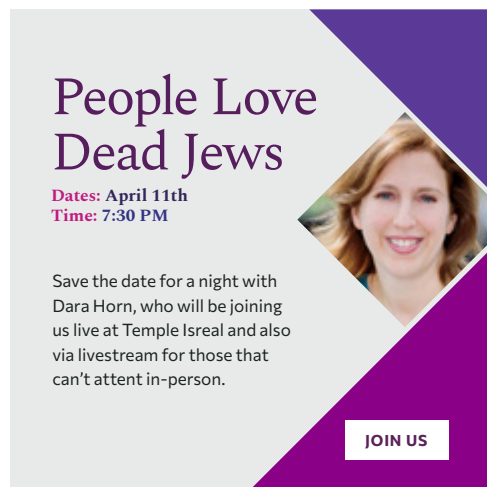
EXAMPLES



**Thursdays
for Thought**
Dates: 1/6, 1/13, 1/20, 1/27
Time: 12-1 PM

Join Rabbi Wiederhorn on Zoom for a lunch break study session on Thursdays in January. Topics will be announced in advance each week.

[JOIN US](#)



**People Love
Dead Jews**
Dates: April 11th
Time: 7:30 PM

Save the date for a night with Dara Horn, who will be joining us live at Temple Isreal and also via livestream for those that can't attend in-person.

[JOIN US](#)

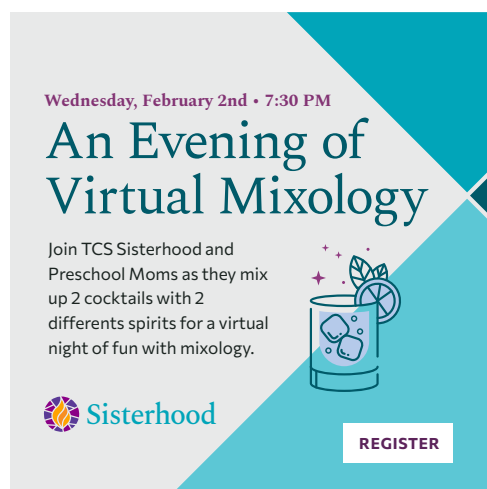


SAVE THE DATE!
**7th Grade
Legacy Day**
Dates: March 27th
Time: 11:15 AM

Kehilla 7th graders are building a free mini Jewish Library for the community!





[VISIT CANVA](#)



Wednesday, February 2nd • 7:30 PM
**An Evening of
Virtual Mixology**

Join TCS Sisterhood and Preschool Moms as they mix up 2 cocktails with 2 different spirits for a virtual night of fun with mixology.



[REGISTER](#)

Print

Don't you just love the smell of fresh ink on uncoated paper stock? The TCS brand should interact with people in real life just as well as it does in the digital world. Here are some examples to get inspired by.

EXAMPLES

The image displays several print examples for TCS Westport. At the top left is the TCS logo, which consists of a stylized flame icon in purple and yellow, followed by the letters 'TCS' in a bold, sans-serif font. To the right is a dark blue rectangular header featuring the same TCS logo in white. Below the header is a business card for Seth Golob, Director of Education and Marketing Communications. The card has a white background with a purple and yellow geometric design on the right side. It lists contact information: phone (203.227.6964), email (sethg@tcs-westport.org), and web (tcs-westport.org). The address is TCS Westport, 30 Hillspoint Road, Westport, CT 06880. A blue 'DOWNLOAD' button is positioned below the business card. At the bottom of the page is a footer with contact information: 30 Hillspoint Road, Westport, CT 06880; Phone 203.454.4673, Fax 203.454.8888; Email tcs@tcs-westport.org; and Web tcs-westport.org.

Print

Don't you just love the smell of fresh ink on uncoated paper stock? The TCS brand should interact with people in real life just as well as it does in the digital world. Here are some examples to get inspired by.

EXAMPLES

Back to School, Back to SHUL
BBQ

Friday, August 30th
at 5:15PM

Shabbat Services
at 6:15PM



Ella



Lauran

Come meet Lauran Pancoast,
our new Director of Early
Childhood Education,
and our Israeli Emissary, Ella!

TCS

\$15 per person, under 3 free
RSVP at TCS-Westport.org

2020 TCS High Holiday
Services Schedule

Ereve Rosh Hashanah
Friday, September 18

- 6:15PM-8:30PM Torah Touch-Readings with Rabbi Winkler and Cantor Cohen, Live on Zoom
- 8:30PM-10:00PM Services Live Stream
- 7:15PM-8:45PM Book Hashanah Zoom Seder with the Title

Rosh Hashanah Day 1
Saturday, September 19

- 8:30AM Complete morning service (pre-recorded)
- 9:30AM-10:00AM Opening Assembly (Shahar Prashut/Family), Live on Zoom
- 10:00AM-11:00AM Live Stream-Abbreviated Service (Shahar-Prashut/Family)
- 10:00AM-11:00AM Live Stream-Abbreviated Service (Shahar-Prashut/Family)
- 10:00AM-11:00AM Torah Live Stream-Inter-Generational Family Service (adults and kids of all ages)
- 10:00PM-10:30PM Private Kabbalat HaSeder
- 10:30PM-11:00PM Young Family Program Live Zoom
- 10:30PM Teen Discussion- The Food of the High Holidays, Live on Zoom

Rosh Hashanah Day 2
Sunday, September 20

- 8:30AM Complete morning service (pre-recorded)
- 9:30AM-10:00AM Opening Assembly (Shahar Prashut/Family), Live on Zoom
- 10:00AM-11:00AM Live Stream-Abbreviated Service (Shahar-Prashut/Family), Live on Zoom
- 10:00AM-11:00AM Torah Live Stream-Inter-Generational Family Service (adults and kids of all ages)
- 10:30PM-11:00PM Young Family Program Live Zoom
- 10:30PM Teen Discussion- The Food of the High Holidays, Live on Zoom
- 10:30PM-11:00PM Shofar and Tashlich @ Campus
- 10:30PM-11:00PM Shofar and Tashlich @ Campus
- 10:30PM-11:00PM Shofar and Tashlich @ Campus

Kol Nidre
Sunday, September 27

- 6:30PM-8:00PM Young Family Program Live Zoom
- 8:00PM-8:30PM Torah Touch-Readings with Rabbi Winkler and Cantor Cohen, Live on Zoom
- 8:30PM-9:00PM Kabbalat Service Live Stream
- 8:30PM Teen Discussion- Joseph's Bones, Live on Zoom

Yom Kippur
Monday, September 28

- 8:30AM Complete morning service (pre-recorded)
- 9:30AM-10:00AM Opening Assembly (Shahar Prashut/Family), Live on Zoom
- 10:00AM-11:00AM Live Stream-Abbreviated Service including Rabbi's Sermon and President's Address
- 10:00AM-11:00AM Torah Live Stream-Inter-Generational Family Service (adults and kids of all ages)
- 10:30PM-11:00PM Private Aliyot in the Sanctuary
- 10:30PM-11:00PM Young Family Program Live Zoom
- 10:30PM Teen Discussion- The Many Names of God, Live on Zoom
- 10:30PM Live Stream-Prayer Service
- 10:30PM-11:00PM Private Moments with Open Ark
- 10:30PM-11:00PM Live Stream Kabbalat
- 10:30PM-11:00PM Music/Prayer/Book Final Shofar Blast in the TCS parking lot (weather dependent)

VISIT CANVA



Questions?

Reach out to us at tcs@tcs-westport.org to request any assets from this style guide. We'd be happy to provide them to you at our earliest convenience.

TCS

30 Hillspoint Road
Westport, CT 06880

p: 203.454.4673

e: tcs@tcs-westport.org