

CJPAC Brand Identity

Our Brand Identity

Organization name

The organization can be either referred to as “CJPAC” or “The Canadian Jewish Political Affairs Committee”. When used in writing, “The” should never precede “CJPAC” but may precede “Canadian Jewish Political Affairs Committee”.

CJPAC is a national, independent, multi-partisan organization. Its mandate is to engage Jewish and pro-Israel Canadians in the democratic process and to foster active political participation.

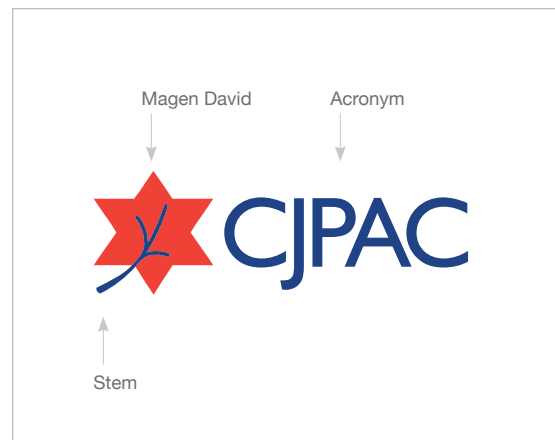
The Canadian Jewish Political Affairs Committee is a national, independent, multi-partisan organization. Its mandate is to engage Jewish and pro-Israel Canadians in the democratic process and to foster active political participation.

The CJPAC is a national, independent, multi-partisan organization. Its mandate is to engage Jewish and pro-Israel Canadians in the democratic process and to foster active political participation.

Canadian Jewish Political Affairs Committee is a national, independent, multi-partisan organization. Its mandate is to engage Jewish and pro-Israel Canadians in the democratic process and to foster active political participation.

The primary logo

The primary CJPAC logo is comprised of three elements: the 'Magen David', the 'stem', and the 'acronym.' These elements should never be separated or used on their own.



Full organization name

The logo lockup with 'organization name' element should be used when deemed necessary. When accompanying the primary logo, the organization name must always be used in this approved position and style. Fonts, sizing and positioning of the organization name are not to be modified.



Bilingual organization name



English organization name



French organization name

Clear space

To guarantee the integrity and legibility of the logo, a minimum distance from any other graphic elements must be respected. Spacing of '1x' on all sides (x=dimensions of the letter 'a') should surround the logo on all edges.



Logo colour variations

The full colour logo should be used wherever possible.

The logo may be used in white when positioned on a dark, textured or image background.

The logo may be used in black only when colour is not permitted by the application or when it enhances legibility or creative impact (ie. sombre applications).



Primary Logo - Full colour



White logo on a dark or image background



Black Logo should be used in a greyscale environment only

Logo colour examples

Choosing the appropriate logo to use is crucial to the impact and communication of the brand.



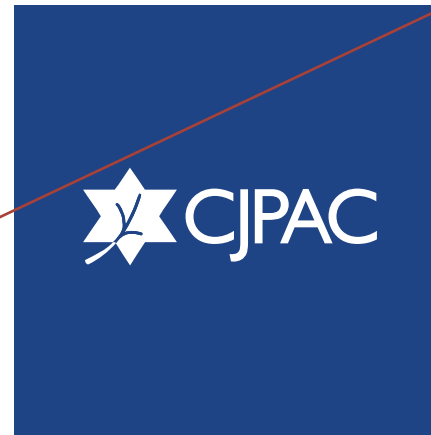
When placed over an image, the full colour logo should be the first choice if legibility is clear.



The white logo should always be used when placed on an image with a dark or detailed background.



The full colour logo should be used on solid colour backgrounds that are lighter in tone.



The white logo should never be placed on a solid colour background that is one of the official brand colours.

Vertical middle alignment

In a vertically centred application, the logo should be aligned to the middle of the 'Magen David.'



Logo don'ts

The CJPAC logo integrity should never be compromised.



Don't change the size of any of the elements independently.



Don't reverse the order of colours.



Don't pinch or stretch it disproportionately.



Don't use unapproved colours.



Don't place the logo at an angle.



Don't make the logo transparent or apply a "ghost" effect.



Don't make only one of the elements white.



Don't place the logo on backgrounds that compromise legibility.



Don't add obvious drop shadow or glow effects.



Don't create unapproved lockups.



Don't use the logo icon on it's own or place it in an enclosure.



Don't use the organization name component on it's own.

Brand Elements

Slogan

- The slogan language should match the language of the graphic it is being used on.
- The order of the languages in the Bilingual version should reflect the convention of the local it is being distributed in.
- When the slogan is used, the CJPAC logo must always be present in the graphic (exception is made for video applications).
- The slogan must never be locked up with the full organization name logo.



All orientations of the slogan lockup (horizontal and stacked) may be reversed in this fashion.

Logo + slogan horizontal

This is the primary slogan lockup. It should be used wherever possible.



English



French



Bilingual (English primary)



Bilingual (French primary)

Logo + slogan stacked

The stacked lockup should only be used where it is not possible to use the horizontal logo. This lockup is a secondary fall-back option only.

If the horizontal lockup is legible it should always be used.



English



French



Bilingual (English primary)



Bilingual (French primary)

Colour palette

To ensure brand colours are reproduced with accuracy and consistency, CMYK notations should be used in print, while RGB notations or hex codes should be used on screen.

Pantone (PMS) colours should only be used in specific printing processes that require it.

The supporting colour palette is a general guide and should be used as complimentary accents in creative development. These colour families have been intentionally selected because they are not directly associated with any major Canadian political party.

Tins, tones and shades of the supporting palette are encouraged.

Primary brand colours



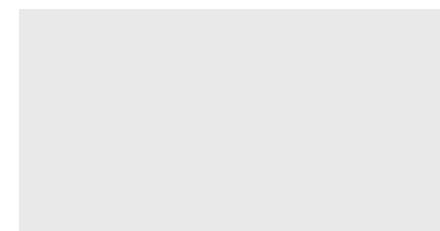
Magen David Blue

C:100 M:84 Y:17 K:4 HEX #1C4587
R:28 G:69 B:135 Pantone 287 C



Stem Red

C:0 M:90 Y:85 K:0 HEX #ef4037
R:239 G:64 B:55 Pantone Bright Red C



Slogan Grey

C:0 M:0 Y:0 K:9 HEX #e9e9ea
R:233 G:233 B:234 Pantone 5315 C

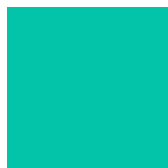
Supporting palette



Purples



Yellows



Blue-greens



Pinks



Golds



Black



Shades of gray

Typography

The official font is “Helvetica Neue”. It should be used wherever possible.

If “Helvetica Neue” is not available for a particular application then default fall back fonts may be used in their place.

Aa

General use font

Helvetica Neue Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Default font fall back: Helvetica

AA

Alternate condensed font

HELVETICA NEUE CONDENSED BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Default font fall back: Impact

Aa

Decorative alternative

Bitter
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Default font fall back: Rockwell Nova

Photography

Imagery is one of the best ways to tell a story, convey a concept or add impact. The following photos have been selected to illustrate photographic style. Any photo used in a CJPAC production graphic must appear cohesive with this collection for visual consistency.

CJPAC's photography style is defined as: well composed, true to life, unfiltered, real, candid and natural.

Subjectmatter should always look like a slice of life rather than posed or "stock."

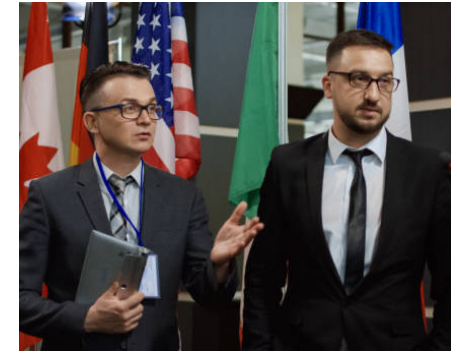
Photography style examples



a



b



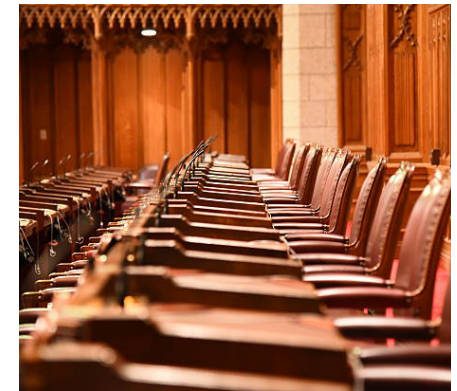
c



d



e



f



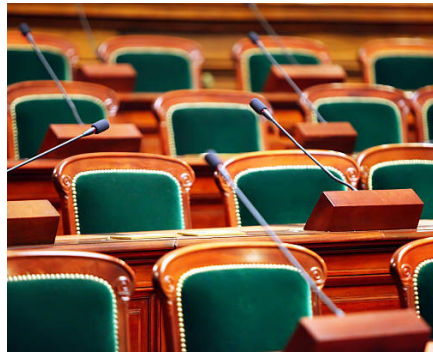
g



h



i



j



k



l



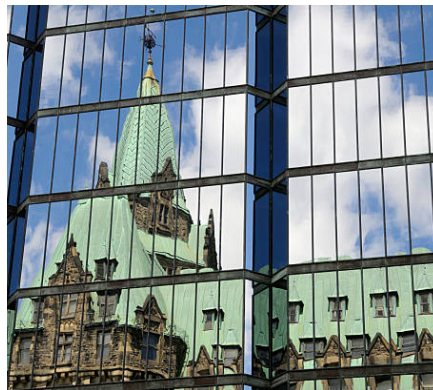
m



n



o



p



q



r

Photographers

When working with a photographer, it is helpful to give them artistic direction.

CJPAC photos should be less posed and more of a slice of life. We want photography to be energetic, warm, friendly and candid.

Photographer don'ts



Setting up staged/posed photos are welcome but should be balanced with dynamic, energetic and candid scenes. We do not want all photos to be posed and front-facing subjects.

Photographer do's



It is always best to have a mixture of interesting/diverse subjects, group photos, candid moments and playful compositions. Staged group photos are always welcome but should not be the only style provided.

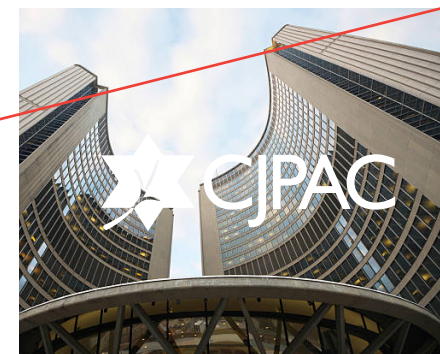
Image filters

A primary tool in the use of imagery is the filter overaly. A filter can be applied to any image in order to enhance legibility when placed under text.

Image filters should be applied as light as possible in order to enhance the legibility of the content but not obscure the image visibility.

The opacity of the filter will depend on the image being used.

Unfiltered image backgrounds



Filtered image backgrounds



Black filter - 10% opacity



Black filter - 30% opacity

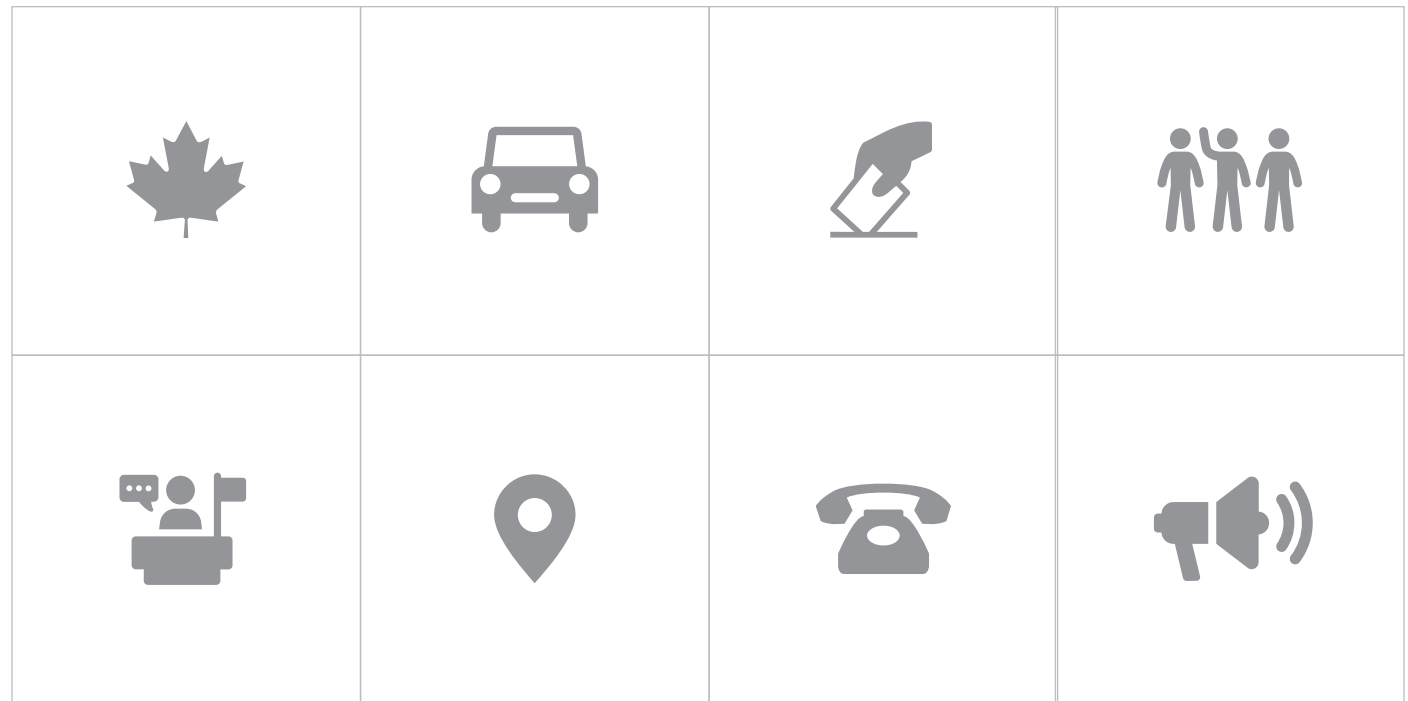


Black filter - 40% opacity

Iconography Style

An iconography style has been recommended for use. Any icon chosen for use should feel artistically connected to this style for consistency of brand.

The colour and size of the icon should be determined at the discretion of the user.



Programs

Official CJPAC program logos must always follow the same format to remain cohesive and on-brand.

Each program must have a unique identifying colour. This format should be used for ongoing programs.

In Writing

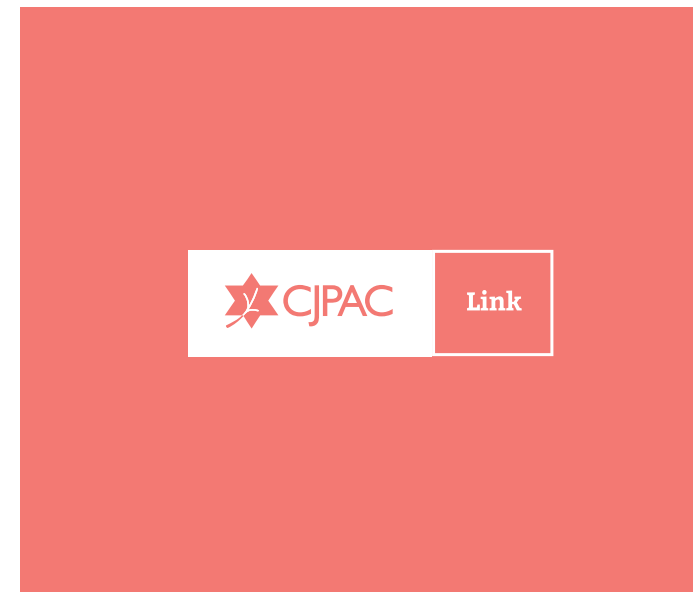
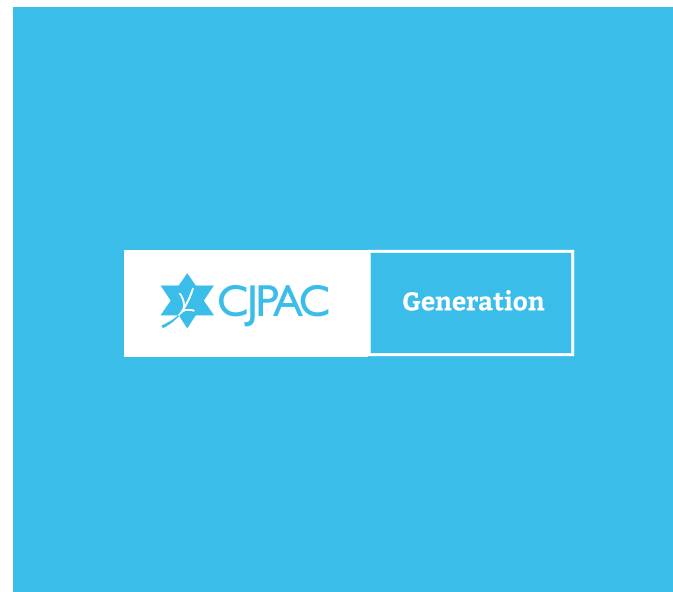
When writing about each program, the full names should be used:

- 1) “Fellowship Program” and in French “le Programme CJPAC Fellowship”
- 2) “Generation: Student Leaders Program” and in French “le Programme CJPAC Generation”
- 3) “Women in Politics programming” and in French “le programme Femmes en Politique” OR “Women in Politics Mentorship Program” and in French “le programme de Mentorat Femmes en Politique” (as appropriate); “WIP” can be used if defined earlier in the document
- 4) “CJPAC Link” or in French “le Programme CJPAC Lien”

Instances where full program names are not closely preceded by CJPAC or CJPAC does not appear on the page, please add “the CJPAC ...” or “CJPAC’s ...”.



Program logos may be reversed to allow for use on their unique brand colour background.



Partnerships

Partner logo lockups

When paired with another organization logo, the two logos should appear balanced in visual impact.

Alignment



It is OK if the vertical or horizontal limits of the logos do not match.

Partner lockups should always be separated by a deviding line.

The deviding line should align with the top and bottom of the tallest logo in the lockup.

CJPAC + CIJA

Due to the frequency of use together, the following guidelines have been agreed upon for use of when the CJPAC logo is locked up with the CIJA logo.

These guidelines do not apply to additional logo pairings with CIJA and CJPAC.



Visual balance should always be maintained when pairing the logos together. It is OK if portions of the logo are larger than its counterpart.



CJPAC and CIJA have many logo versions. In an official pairing the logo versions must match. An acronym version must not be paired with a full organization name version.



In order to maintain visual balance, the CIJA “brick” logo version must not be used in official pairings.

Organizational Tools

Primary email banners

CJPAC email blasts should always include an official header.

Primary email banners contain five components:

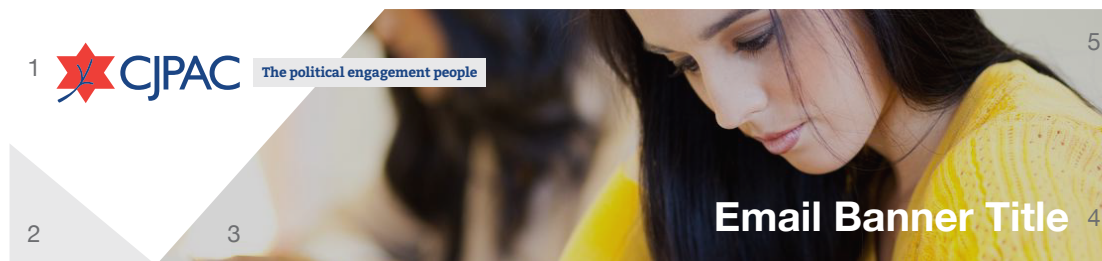
- 1) The logo - the full colour logo should always be used. Any language logo version may be used. Only the horizontal logo orientation may be used.
- 2) The accent triangle - should always appear in the bottom left corner. It may overlap the image in larger sizes.
- 3) The background - a background image is recommended but not required.
- 4) The title - text should always be aligned right. The font colour should always be white.
- 5) The background filter - a filter can be added to the image to increase legibility of the title. The filter only be used as lightly as possible.

To: _____

Cc: _____

Bcc: _____

Subject: _____



Re Sequiatem Unt

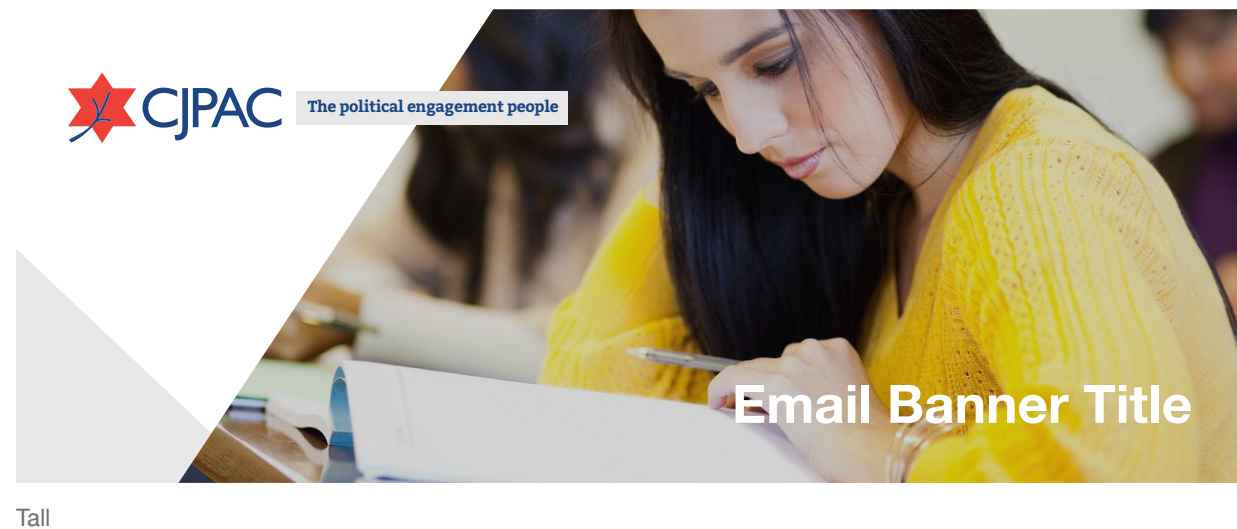
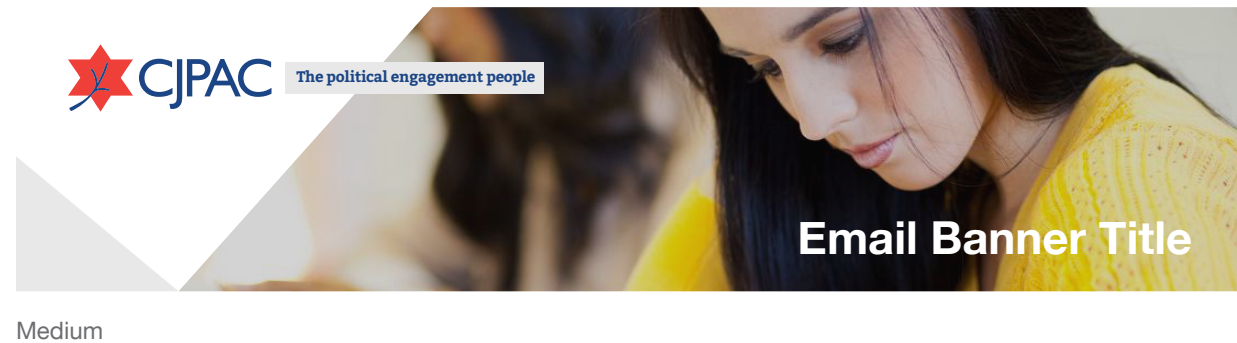
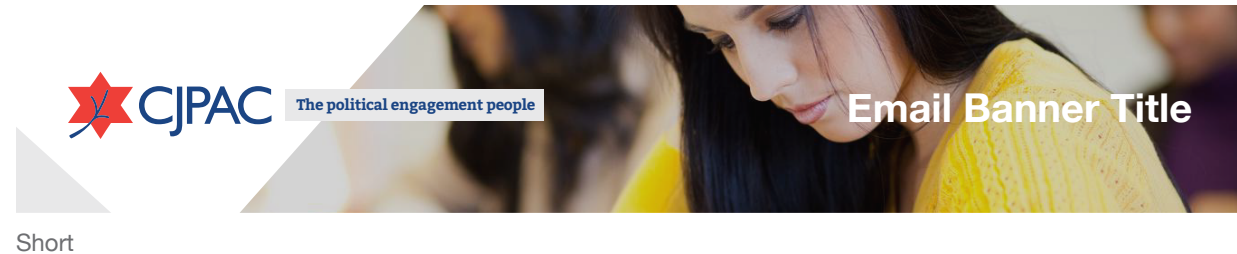
Sam sae. Itatiunt, que peraece rovitaepes commod es sime plic temperatio. Od quos dolestiorent rernam fugiam sitatem voluptatur, sus vendi officta cum id eumet asped eariorios quo molupta spelignimus id quisciur reictur?

Essequiatem. Tur? Tios etur sapelique volupist quunt harumquiae nobitatio. Explabo riostiam volut la commosant voluptatem fugia quiatem aut faccus.

Cus exerorem ut exerovidit adignate nam, quam, nite porro destemp oreptatur ati conet exerum dolupta sant et fugit reptae consequ aturerio beaquaes.

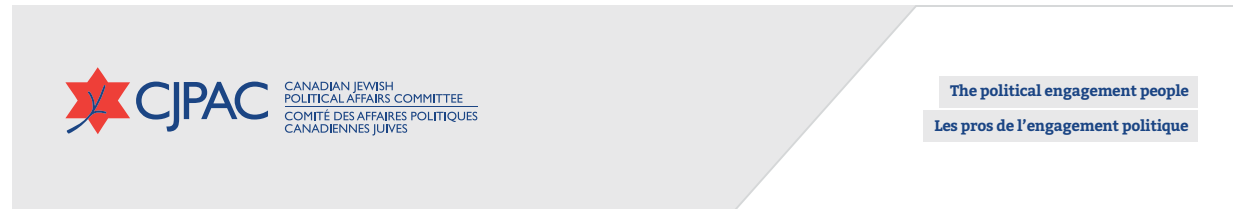
Primary banner sizes

Three height sizes are available for use.



Secondary email banner

A generic CJPAC banner is available for use in rare instances when the full organization name and slogan are required to be used together.



Program email banners

CJPAC program email blasts should always include an official header.

Primary email banners contain five components:

- 1) The logo - the reversed format logo should always be used. It should be centered vertically in the banner. Any language logo version may be used.
- 2) The accent triangle - should always appear in the bottom right corner. It may overlap the image in larger sizes.
- 3) The background - a background image is recommended but not required. The background image should be greyscale or black and white colour. Alternately, you can place a white layer on top of the image and set the blending mode to “colour” to achieve a black and white effect in vector based software (Illustrator or InDesign).
- 5) The background filter - a filter should be added to the image in the program official colour. The filter should be set at 75% opacity with normal blending mode (do not multiply).

To:

Cc:

Bcc:

Subject:



Re Sequiatem Unt

Sam sae. Itatiunt, que peraece rovitaepes commod es sime plic temperatio. Od quos dolestiorent rernam fugiam sitatem voluptatur, sus vendi officta cum id eumet asped eariorios quo molupta spelignimus id quisciur reictur?

Essequiatem. Tur? Tios etur sapelique volupist quunt harumquiae nobitatio. Explabo riostiam volut la commosant voluptatem fugia quiatem aut faccus.

Cus exerorem ut exerovidit adignate nam, quam, nite porro destemp oreptatur ati conet exerum dolupta sant et fugit reptae consequ aturerio beaquaes.

Program banner styles

Three banner styles are available and can be used whenever deemed appropriate

Style #1 - Image + logo + graphic elements



Short



Medium



Tall

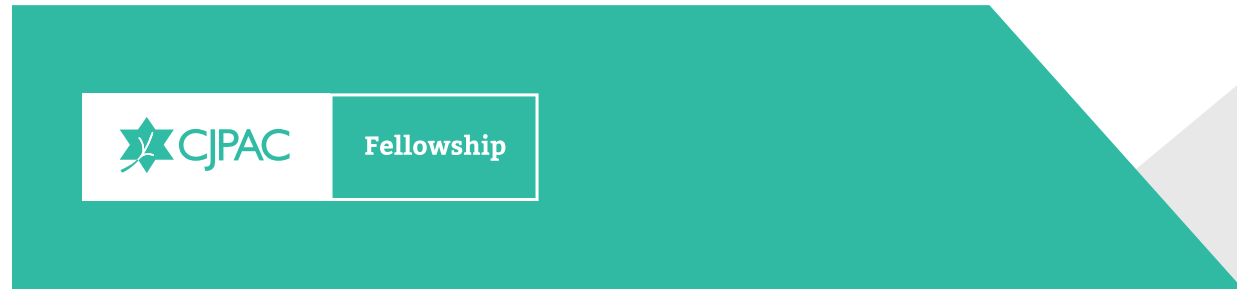
Program banner styles

Three banner styles are available and can be used whenever deemed appropriate

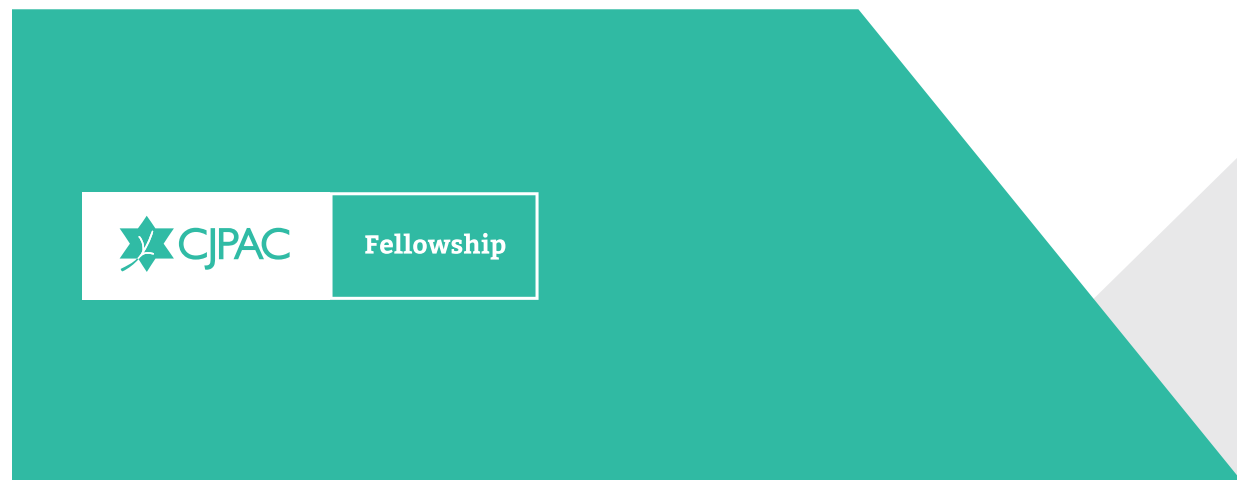
Style #2 - Logo + solid background + graphic elements



Short



Medium

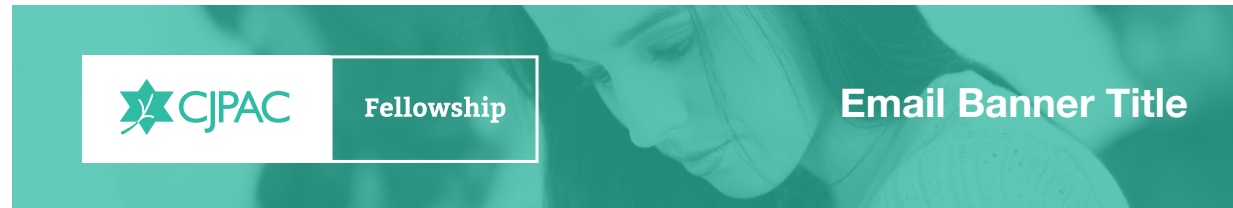


Tall

Program banner styles

Three banner styles are available and can be used whenever deemed appropriate

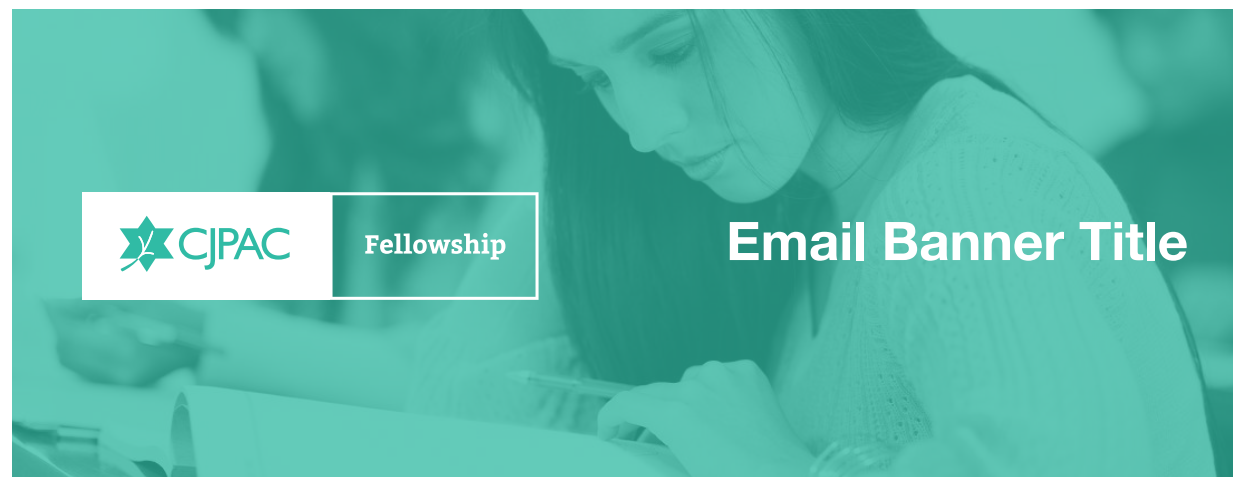
Style #3 - Logo + image background



Short



Medium



Tall

Special email blasts

For special occasions, a coloured background may be used. The background colour chosen should compliment the content/subject-matter of the email.

To:

Cc:

Bcc:

Subject:



Fellowship

Email Banner Title

Re Sequiatem Unt

Sam sae. Itatiunt, que peraece rovitaepes commod es sime plic temperatio. Od quos dolestiorent rernam fugiam sitatem voluptatur, sus vendi officta cum.

Spelignimus id quiscur reictur? Essequiatem ios etur sapelique volupist quunt harumquia nobitatio.

Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt tempus.

Email signatures

Only include images in the email signature if it is possible to do so without the use of attachments. Do not use logos or images in an email signature if they are sent as attachments.

To:

Cc:

Bcc:

Subject:

Amanda Blitz, LL.B, M.Sc

Director of Marketing and Communications, General Counsel



416 929 9552 x 232

cjpac.ca | [twitter](#) | [facebook](#) | [instagram](#)

Primary email signature
with image based logo

To:

Cc:

Bcc:

Subject:

Amanda Blitz, LL.B, M.Sc

Director of Marketing and Communications, General Counsel

CJPAC || The political engagement people

416 929 9552 x 232

cjpac.ca | [twitter](#) | [facebook](#) | [instagram](#)

Fall back email
signature without
image based logo

Letterhead

The logo must always be placed in the top left corner.

The slogan may be right aligned in special instances.



The political engagement people
Les pros de l'engagement politique

Official documents

When the full organization name, board of directors and address must be in use.



CHAIR PRÉSIDENT

Joseph Paperman - QC

DEPUTY CHAIR VICE-PRÉSIDENT

Jeffrey Feldman - ON

IMMEDIATE PAST CHAIR PRÉSIDENT SORTANT

Sherry Firestone - ON

EXECUTIVE DIRECTOR DIRECTEUR EXÉCUTIF

Mark Waldman

ADVISORY BOARD CONSEIL AVISEUR

Michael Baruch - ON

Jonathan Bloomberg - ON

Martin I. Charin, C.M. - NS

Hon. Irwin Cotler - QC

Rick Ekstein - ON

David Eltedguy - QC

Heather Fenyves - SK

Victor Goldberg - NS

Jeffrey Gottesman - ON

Rachel Haan - ON

Stephen Halperin - ON

Raquel Hirsch - BC

Bill Kaplan, QC - BC

Lynne Kassie - QC

Joni Kwinter - ON

Melissa Lantsman - ON

Hartley Lefton - ON

Mo Lidsky - ON

Elliot Lifson - QC

William Lister - AB

Jay Mansoor - ON

Israel Mida - ON

Sam Mizrahi - ON

Noah Niznick - ON

Mark Resnick - ON

Jay Rosenzweig - ON

Sandy Shindelman - MB

Jack Siegel - ON

Mark Spiro - ON

Noah Tepperman - ON

Stepan Vidovine - BC

Robert Vinberg - QC

Tom Weitz - ON

Henry Wolfond - ON

Evan Zelkowitz - ON

HONOURARY BOARD CONSEIL HONORAIRE

Gail Asper, O.C., O.M. - MB

Dennis Bennis - ON

Cecil Brauer - ON

Hon. William Davis, PC CC QC - ON

David Goldstein - ON

Alan Greenberg - ON

Karen James - BC

Hon. E. Leo Kolber, O.C. - QC

Joel Reitman - ON

Lionel Schipper - ON

Jim Spatz - NS

The political engagement people

Les pros de l'engagement politique

National Office | Bureau national: 40 Eglinton Avenue E., Suite 402, Toronto, ON M4P 3A2 | 1-866-929-9552
Quebec Region | Région du Québec: 5450 chemin de la Côte-des-Neiges, Suite 402, Montréal, QC H3T 1Y6 | 514-838-0514
Prairie Region | La région des Prairies canadiennes: CJPAC, 200-10220 156 Street, Edmonton, AB T5P 2R1 | 780-669-1479
British Columbia Region | Région de la Colombie-Britannique: 305A-950 41st Avenue West, Vancouver, BC V5Z 2N7 | 604-343-4126

Primary business card

Most often, business cards will be printed in a single language. Business cards can either be printed digitally in process CMYK or two colour spot colour.



Single language logo side



Single language content side

Alternate single language business card layouts

For use when the particular content is not required or requested.



Content scenario A



Content scenario B



Content scenario C



Content scenario D

Bilingual business cards

Layouts for English first or French first business cards.



French language first logo side



French language first content side



English language first logo side



English language first content side

Presentations

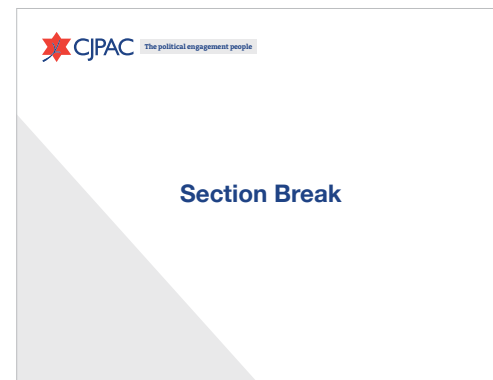
Presentations and deck designs should align with other designed creative.



Title



Content



Section break

Products

Video

Video productions should start and finish with the CJPAC logo. It is recommended that the slogan be locked up with the logo on the title and closing screens.

The logo should maintain it's elegance with lots of breathing room.



Title/closing screens



Logo too large and clunky

Special use

The CJPAC ACTION Party and Major Gifts Dinner events branding/creative do NOT need to adhere directly to the rules outlined in this guide.

Creative for these two events changes from year to year. All graphics produced must be cohesive with the approved look/feel for the given year. Previous creative becomes obsolete once the event has passed.



PLEASE JOIN US

2019

action
TORONTO

THURSDAY
APRIL 4, 2019
8 PM

Evergreen Brick Works
550 Bayview Avenue

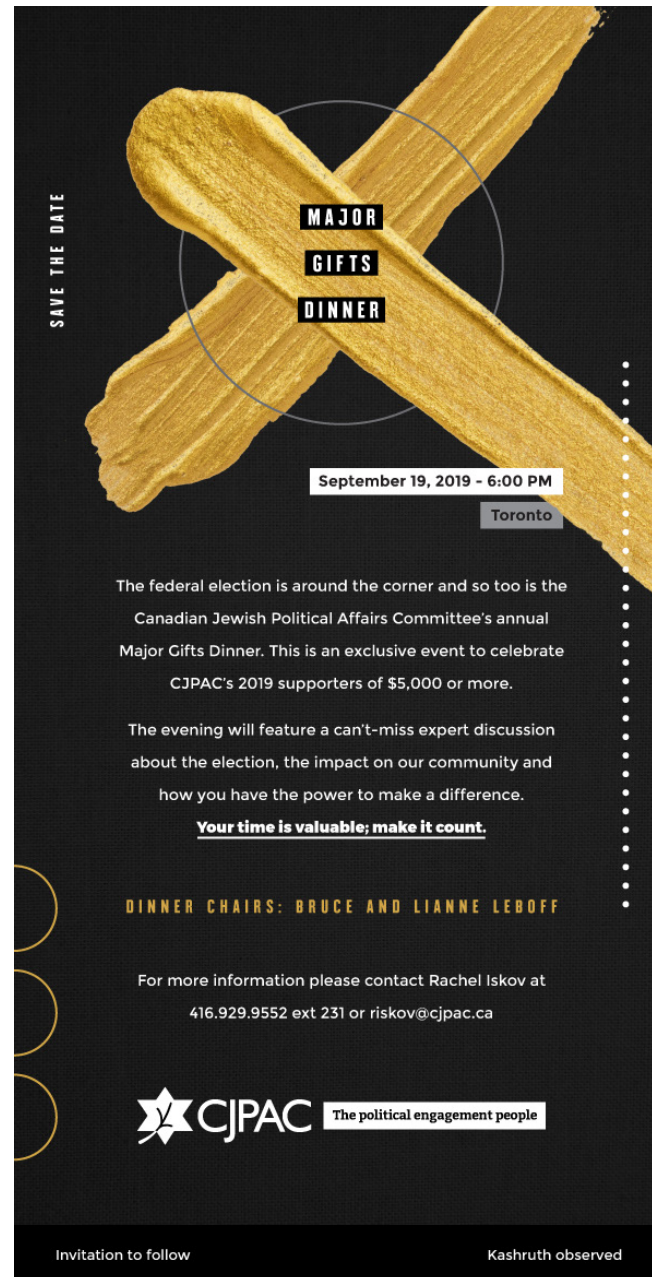
Tickets: cjpac.ca/action
Cover: \$95

2019 Chairs
Shira Fenyes, Ariella Kimmel, Vivek Prabhu & Brittany Sud

Don't miss the 13th annual CJPAC ACTION Party: the political event of the year! Bringing together elected officials, young professionals and community leaders for a celebration of political engagement and support for Canada and Israel.

Your ticket includes a premium open bar, hors d'oeuvres and desserts.

 Kashruth Observed



SAVE THE DATE

**MAJOR
GIFTS
DINNER**

September 19, 2019 - 6:00 PM
Toronto


The federal election is around the corner and so too is the Canadian Jewish Political Affairs Committee's annual Major Gifts Dinner. This is an exclusive event to celebrate CJPAC's 2019 supporters of \$5,000 or more.

The evening will feature a can't-miss expert discussion about the election, the impact on our community and how you have the power to make a difference.

Your time is valuable; make it count.

DINNER CHAIRS: BRUCE AND LIANNE LEBOFF

For more information please contact Rachel Iskov at 416.929.9552 ext 231 or riskov@cjpac.ca

 **The political engagement people**

Invitation to follow

Kashruth observed

Merchandise

Merchandise should always be produced on neutral, non-partisan colours. CJPAC blue or red should never be the material or focus colour of any merchandise. Avoid black merchandise if possible. Grey merchandise backgrounds are always a safe, clean and modern option.



Contact

402-40 Eglinton Ave. E.
Toronto ON M4P 3A2
cjpac.ca