




Rediscover Brand Manual

Brand Identity and Visuals
Guide



Introduction

Brand name and meaning

REDISCOVER

Discovering something means finding something interesting unexpectedly during a search.

When it comes to Jewish heritage and history, it is important to mention that we all have some knowledge about it: we learned about it in school, heard about it in the media, know the basic symbols as the David Star or the menorah. We came across synagogues in several European cities.

Rediscovering Jewish heritage means changing our glasses through which we observe the world. It involves the excitement of finding both something new and unexpectedly interesting. For tourists, it also means finding a secret treasure, a piece of history during a "search", and exploring a city.

Brand slogan

One heritage in eight countries

The slogan of the brand helps the tourist get acquainted with the diversity of the Jewish heritage and realize its many forms of appearance. In addition, it strengthens the unity and common origin of these legacies, at the same time emphasizing that this heritage spans a unity across many countries.

Logo introduction

Logo variations

Logo construction

Application on a background

Logo application,

Correct logo placement

Typography

Logo introduction

Shape

Hamsa, the protective hand used and recognized in several cultures in the Middle East. Although originally with Islamic or pagan origin, it found its way to Judaism through Sephardic Jewish culture. Nowadays it is widely considered as a Jewish symbol. Usually with an eye in the palm, it is believed to protect from the evil eye. Hamsa became quite widespread in popular culture and contemporary Israeli art uses it also. The hamsa was chosen as the frame of our logo as it is not widely known in Central Europe. However, the symmetrical palm shape awakes positive feelings. It can have the attractive exoticism which can grasp the interest of the tourists even without any knowledge on Jewish culture.



Brand adjectives

ADAPTABLE

Able to adjust to new conditions or able to be modified for a new use or purpose.
Flexible enough to complete and integrate each destination's unique character, while representing a common cultural heritage.

CURRENT

Belonging to the present time; happening or being used or done now.
Joining the present-day aspects and use of the common heritage with a past that lives on in our memory and heart.

DELIGHTFUL

Causing delight; charming, pleasant.
Raising awareness and helping to attract the attention of tourists from all over the world.

Symbol

Our hamsa bears two symbols further binding our logo to JCH. The Hebrew letters inside the hamsa mean "life", "alive", "living". It is widely used as a symbol referring to the value of life and the aspiration to be alive in front of God. The arch above the Hebrew letters is the gate through which our visitor steps in to discover JCH. Fig is an ancient plant of Israel. It is one of the seven species with which the Land of Israel is blessed and symbolises the fertility of Israel. Some even believe that the Tree of the Knowledge of Good and Evil was, in fact, a fig tree.



Logo



Rediscover

Letters

Rediscover

Logo construction and clear space

Construction and clear space

Always make sure to use the full logo with the symbol and letters whenever possible.
Use a minimum of 0.25% clear space around the logo.



Application on a background



Dark backgrounds

On darker colours or black backgrounds, use the full white version of the logo.

White or light backgrounds

On lighter-coloured or white backgrounds use the main blue version of the logo. The black version can only be used on greyscale designs and graphic materials.

Logo Application Guide

Logo

Use the main blue version of the logo on a white or a light-toned background.



Symbol

The symbol can be used as an illustration or a background in any stationery or graphic material.



Brand fonts

Brand font

Bree Serif

Font

This friendly upright italic is the serif cousin of TypeTogether's award winning family Bree. Designed by Veronika Burian and José Scaglione, Bree was originally released in 2008 and became an immediate success because of its originality, charming appearance and versatility.

For a secondary font, use the classic Roboto in bold or light.

Bree Serif
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890?!*+(.,)

Roboto Bold
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890?!*+(.,)

Roboto Light
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890?!*+(.,)

The primary color system

Logo color system

The secondary color system

The primary color system

Color system

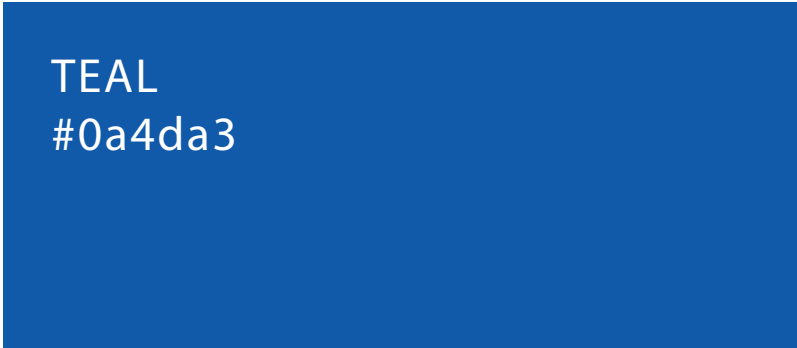
MAIN BLUE
TEAL

This deep blue color represents the Jewish cultural heritage and community, and is associated with open spaces, freedom, intuition, imagination, expansiveness, inspiration, and sensitivity, and also with water and the sky.

The color blue has positive affects on the mind and the body.

PANTONE
#0a4da3
C 96,5 M 71,54 Y 0 K 0
R 10 G 77 B 163

TEAL
#0a4da3



The secondary color system

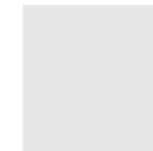
The secondary color system

Secondary color system

Use these secondary colors as additional text and graphic element colors, such as short titles or backgrounds.



Dark grey
#333333



Light grey
#e6e7e8



Black
#000000



White
#ffffff

Application of the visual identity

Application of the visual identity

Use these templates to create you own graphic design elements and documents, customise the text and the pictures where necessary.



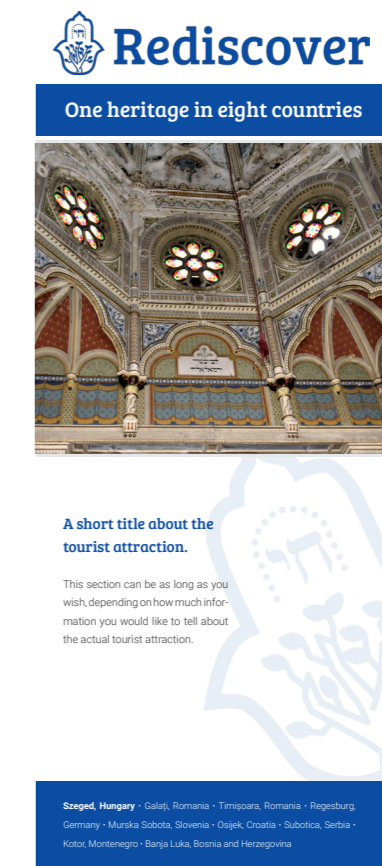
Flyer



Poster



Leaflet



Rollup

Visuals within the Interreg Project

Use these templates to create you own graphic design elements and documents, customise the text and the pictures where necessary.



Interreg
Danube Transnational Programme
REDISCOVER

Rediscover

One heritage in eight countries

A short title about the tourist attraction.

This section can be as long as you wish, depending on how much information you would like to tell about the actual tourist attraction.

Szeged, Hungary • Galati, Romania • Timisoara, Romania • Regensburg, Germany • Murska Sobot, Slovenia • Osijek, Croatia • Subotica, Serbia • Kotor, Montenegro • Banja Luka, Bosnia and Herzegovina

Flyer

Rediscover

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Project co-funded by the European Union Funds (ERDF, ERDF) and Hungarian national funds.

Interreg
Danube Transnational Programme
REDISCOVER

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Poster

Interreg
Danube Transnational Programme
REDISCOVER

Rediscover

One heritage in eight countries

Short title about the city or product

Place a longer description about the city or the product here, or an interesting story.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet ut dolor euismod nibh, no sea tincidunt euismod euismod nibh euismod.

At vero eos et accusam et justo duo dolores et ea rebum. Dui ut leo sed consectetur, no sea tincidunt euismod euismod nibh euismod.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet ut dolor euismod nibh euismod.

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Leaflet

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Rollup