



The  
Community  
Synagogue

# Brand Identity

Style Guide

Version 1.2  
April 2024

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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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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 2

# Tone of Voice

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# 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 3

# Brand Architecture

TCS Brand Identity  
Style Guide

# Master Brand

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.

## PRIMARY LOGO



TheCommunitySynagogue\_Logo\_Horizontal.ai



TheCommunitySynagogue\_Logo\_Horizontal\_KO.ai

## SECONDARY LOGO



TheCommunitySynagogue\_Logo\_Vertical.ai



TheCommunitySynagogue\_Logo\_Vertical\_KO.ai

# Secondary Brand

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.

## 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



Preschool

TCS\_Logo\_Preschool.ai



Youth

TCS\_Logo\_Youth.ai



Sisterhood

TCS\_Logo\_Sisterhood.ai



Kehillah

TCS\_Logo\_Kehillah.ai



Brotherhood

TCS\_Logo\_Brotherhood.ai



Family  
Programming

TCS\_Logo\_Family.ai



Adult  
Learning

TCS\_Logo\_Adult.ai

SECTION 4

# 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

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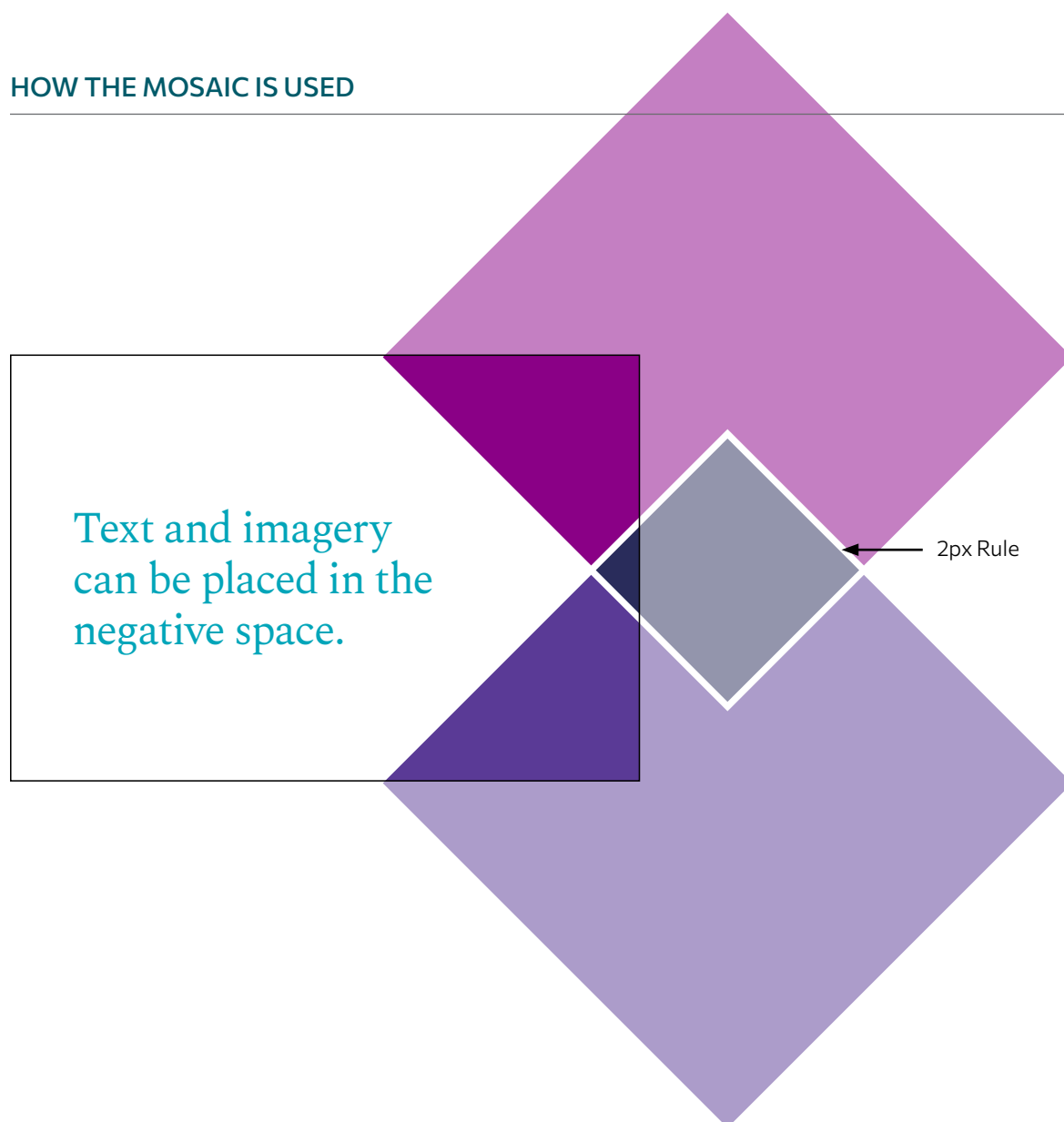


# Mosaic

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

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SECTION 5

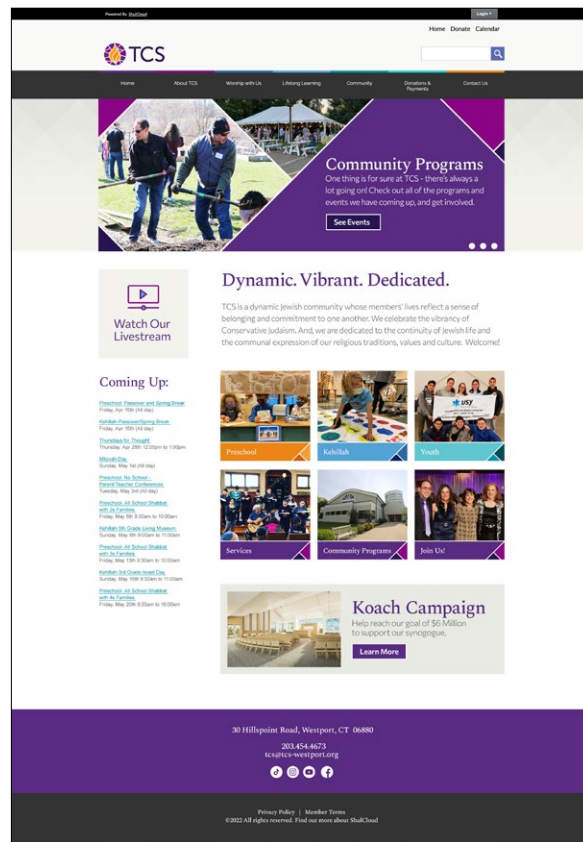
# Design Examples

TCS Brand Identity  
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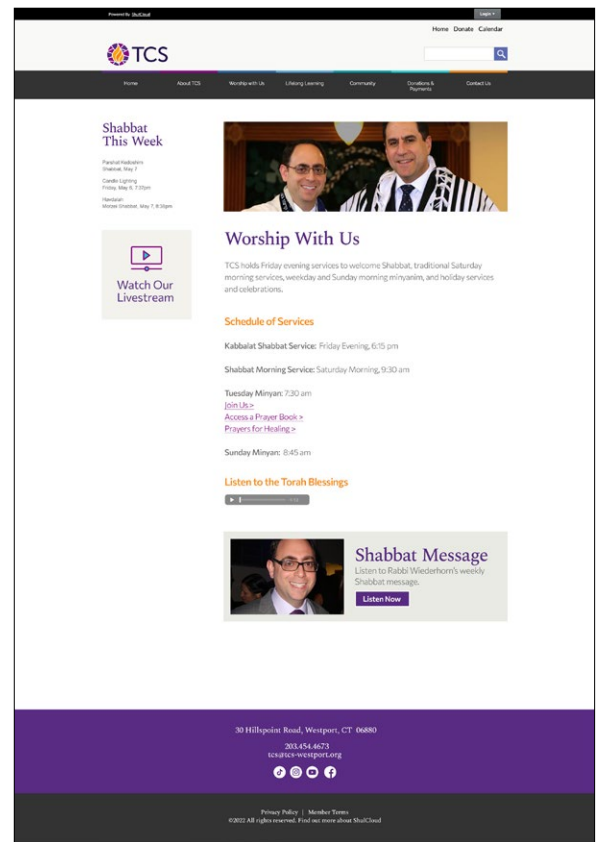
# Website

Our website will be the first point of contact for of 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

**Shabbat Shalom**  
Weekly Newsletter • 15-Adar II 5782 / March 16, 2022

**This Week**

**Parashat Tzav**  
Leviticus 8:1 - 36

**Haftarah**  
Jeremiah 7:21 - 8:3, 9:22 - 23

**Candle Lighting**  
Friday, March 18 at 6:45 pm

**Havdalah**  
Saturday, March 19 at 7:45 pm

For our weekday and Shabbat services, [download the sidour >>](#)

**Friday, March 18**  
Kabbalat Shabbat in person at TCS at 6:15 pm

**Saturday, March 19**  
Shabbat services in person at TCS at 9:30 am

**Sunday, March 20**  
Morning minyan in person at TCS at 8:45 am

**Tuesday, March 22**  
Morning minyan in person at TCS at 7:30 am

Our livestream is back for Shabbat Services. [Click here to watch!](#)

\*Services at TCS are now mask optional

**Coming Up at TCS**

**Thursdays for Thought**  
Dates: 16, 17, 18, 19, 20, 21  
Time: 12-1 PM

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

**People Love Dead Jews**  
Date: April 11th  
Time: 7:50 PM

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

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

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

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

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

**REGISTER**

TCS  
203 454-4673  
www.tcs-westport.org

## 22in22

**22in22**  
Your Weekly Dose of Jewish Content • March 30, 2022

Dear Friends,

Thank you for signing up for 22 in '22—our weekly home for Jewish content! Please share Jewish content that you find interesting and don't forget to tell your friends!

On March 18, 1922, the first Bat Mitzvah ceremony was held. We celebrate that milestone with this edition of 22 in '22! Here are our weekly suggestions:

**Your Weekly Dose**

**Bat Mitzvah 100**  
The Jewish Women's Archive is the hub for materials to learn about 100 years of the Bat Mitzvah. From videos, to articles, and more, it is the place to learn about this milestone.

[Explore More>>](#)

### 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.

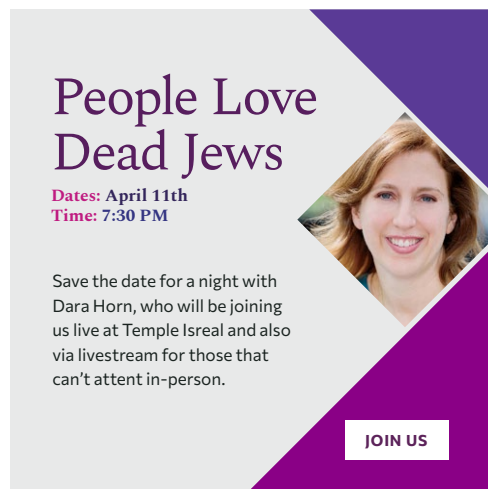
## EXAMPLES



**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](#)



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Dates: April 11th  
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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](#)



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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 the TCS brand. 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 this 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 includes 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. 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. A blue 'DOWNLOAD' button is located below the business card.

# 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](https://www.tcs-westport.org)

**2020 TCS High Holiday  
Services Schedule**



**Evev Rosh Hashanah**  
Friday, September 18

- 6:15PM-6:30PM Shofar Tovah Greetings with Rabbi Wiederhorn and Cantor Cattari, Live on Zoom
- 6:30PM-7:00PM Services Live Stream
- 7:15PM-7:45PM Rosh Hashanah Zoom Seder with the T'bis

**Rosh Hashanah Day 1**  
Saturday, September 19

- 8:30AM Complete morning service (pre-recorded)
- 9:30AM-10:00AM Opening Assembly (Kehillah/Preschool families), Live on Zoom
- 10:00AM-11:30AM Live Stream Abbreviated Service (Kehillah/Preschool families)
- 10:00AM-11:00AM Live Stream Abbreviated Service
- 10:00AM-11:00AM YouTube Live Stream Inter-Generational Family Service (adults and kids of all ages)
- 1:00PM-2:00PM Private Aliyah in the Sanctuary
- 3:00PM-3:45PM Young Family Program Live Zoom
- 3:00PM 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 (Kehillah/Preschool families), Live on Zoom
- 10:00AM-11:30AM Live Stream Abbreviated Service
- 10:00AM-11:00AM YouTube Live Stream Inter-Generational Family Service (adults and kids of all ages)
- 3:00PM-3:45PM Young Family Program Live Zoom
- 3:00PM Teen Discussion: The Kofax Creandum, Live on Zoom
- 3:00PM-3:30PM Shofar and Tashlich @ Compo
- 4:00PM-4:30PM Shofar and Tashlich @ Compo
- 5:00PM-5:30PM Shofar and Tashlich @ Compo
- 6:00PM-6:30PM Shofar and Tashlich @ Compo

**Kol Nidre**  
Sunday, September 27

- 4:30PM-5:00PM Young Family Program Live Zoom
- 6:00PM-6:30PM Shofar Tovah Greetings with Rabbi Wiederhorn and Cantor Cattari, Live on Zoom
- 6:15PM-8:00PM Kol Nidre Service Live Stream
- 8:00PM 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 (Kehillah/Preschool families), Live on Zoom
- 10:00AM-12:00PM Live Stream Abbreviated Service including Rabbi's Sermon and President's Address
- 10:00AM-11:00AM YouTube Live Stream Inter-Generational Family Service (adults and kids of all ages)
- 12:30PM-2:00PM Private Aliyah in the Sanctuary
- 3:00PM-3:45PM Young Family Program Live Zoom
- 3:00PM Teen Discussion: The Many Names of God, Live on Zoom
- 4:00PM Live Stream Yikar Service
- 5:00PM-7:00PM Private Moments with Open Ark
- 5:30PM-6:30PM Live Stream Melilah
- 7:00PM-7:30PM Maeviv Harabab/Final Shofar Blast in the TCS parking lot (weather dependent)

VISIT CANVA



The  
Community  
Synagogue

# Questions?

Reach out to us at [tcs@tcs-westport.org](mailto: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](mailto:tcs@tcs-westport.org)