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Branding 145c

**Jewish for
Good**

RIVERS

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**JEWISH
FOR
GOOD**



AT THE LEVIN JCC

The Project

The Jewish Federation of Durham-Chapel Hill was in search of a new name that better reflected its services, value to the entire community and enormous potential going forward.

After in-depth discovery sessions, the new name Jewish for Good was created. In addition to the new name, a visual brand and brand structure was created to better embody the organization's Jewish values and ambitious goals to do good locally and abroad. These new brand elements tell the Jewish for Good story with a visual identity system that builds on the organization's mission of giving, living and helping.



LOGO



Click to View the Logo in Action



**JEWISH
FOR
GOOD** 

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MARKETING COLLATERAL



