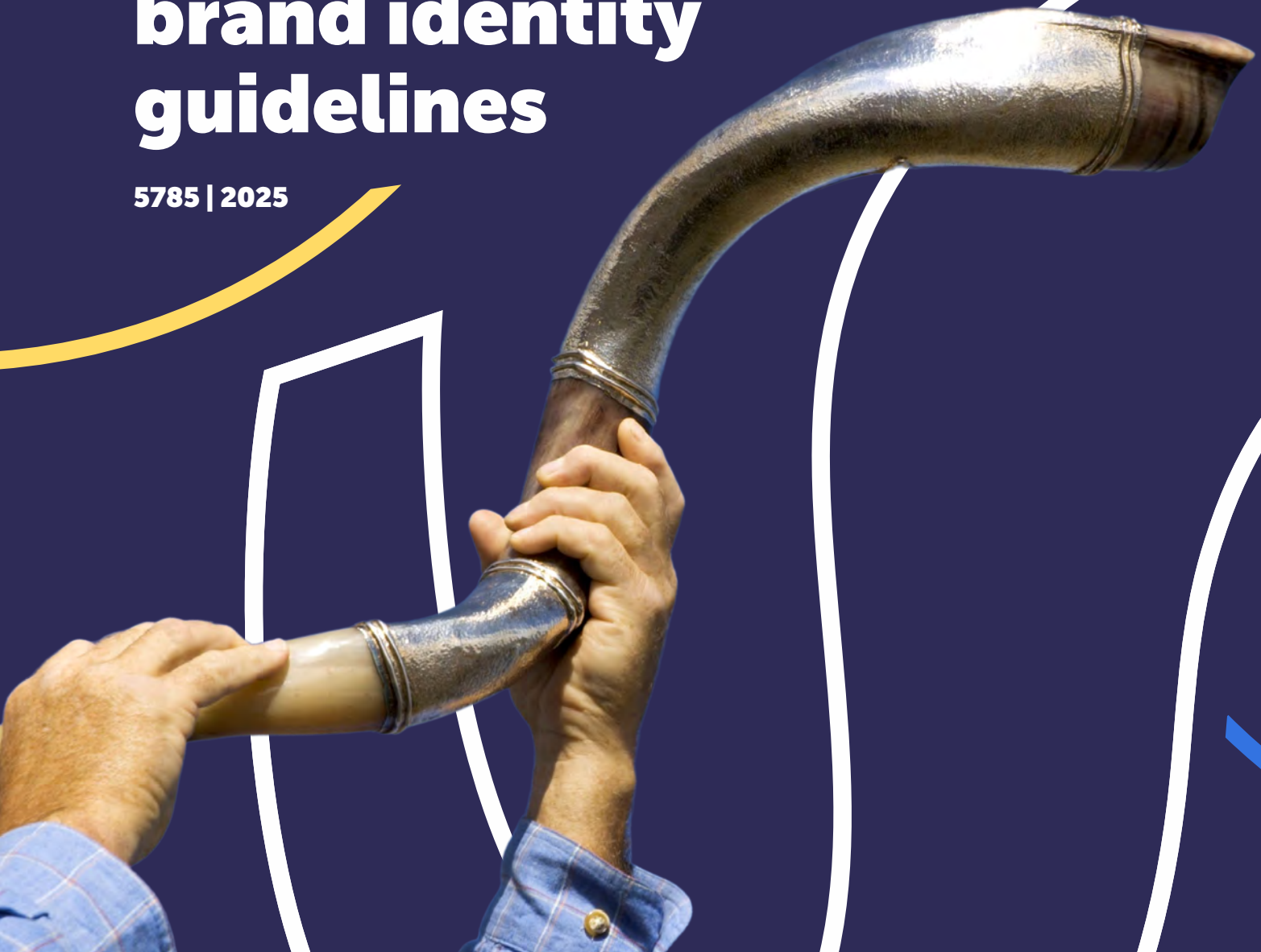
The United Synagogue brand identity guidelines

5785 | 2025



The United Synagogue

These guidelines are designed for anyone who wants to understand and use the United Synagogue brand - whether you're a professional designer, a colleague, or a member of one of our communities. They establish standards for all visual elements of our central design identity, including our logo, colours, fonts, and overall "house style."

The United Synagogue is a diverse charity made up of multiple communities, departments, and initiatives - many of which have their own unique identities and branding. That diversity is valued and encouraged. At the same time, our house style represents the overarching charity, ensuring a consistent and recognisable presence across all our communications.

A visual identity is more than just a logo, and a brand is more than just a visual identity. A brand tells your audience who you are, what you represent, and how you want them to feel. It has the power to create communities and inspire loyalty. As representatives of the United Synagogue, we all play a role in upholding and strengthening our brand through the way we communicate and engage with others.

If you have any questions about our brand or need assistance with marketing or design, please contact us on **marketing@theus.org.uk**.

Symbol

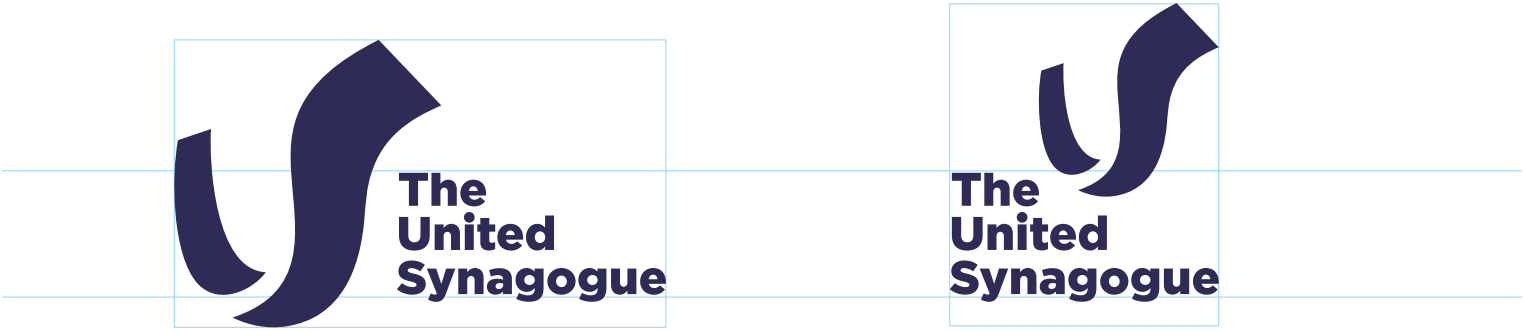
The Shofar serves as a powerful symbol, embodying a resounding "call to arms" for the Jewish community.

The sound of Shofar bounds us together, invoking a sense of unity, strength, and purpose.

Logo variations

We have two primary logos; they are of equal importance and are used depending on the page orientation and design requirements.

Our primary logos should be used in the colour ‘US Blue’ or White wherever possible.



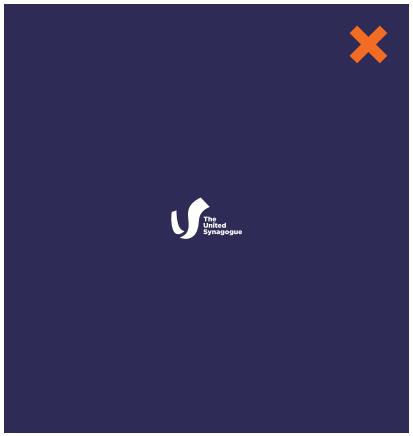
US logo (wide)

US logo

Logo usage

It is essential that the logo's appearance remains consistent. The logo must not be misinterpreted, altered, or embellished in any way.
Its orientation, colour, and composition should remain exactly as specified in this document — no exceptions, please!

Don't place the logo in a busy area, or in low-contrast areas



Don't reduce the logo size below 15 mm

Don't use colours outside of our brand palette

Don't use the logo in a sentence or as a letter

Don't stretch or alter the shape of the logo

Don't use on low-contrast backgrounds

Never spin, tilt, angle, or alter the logo

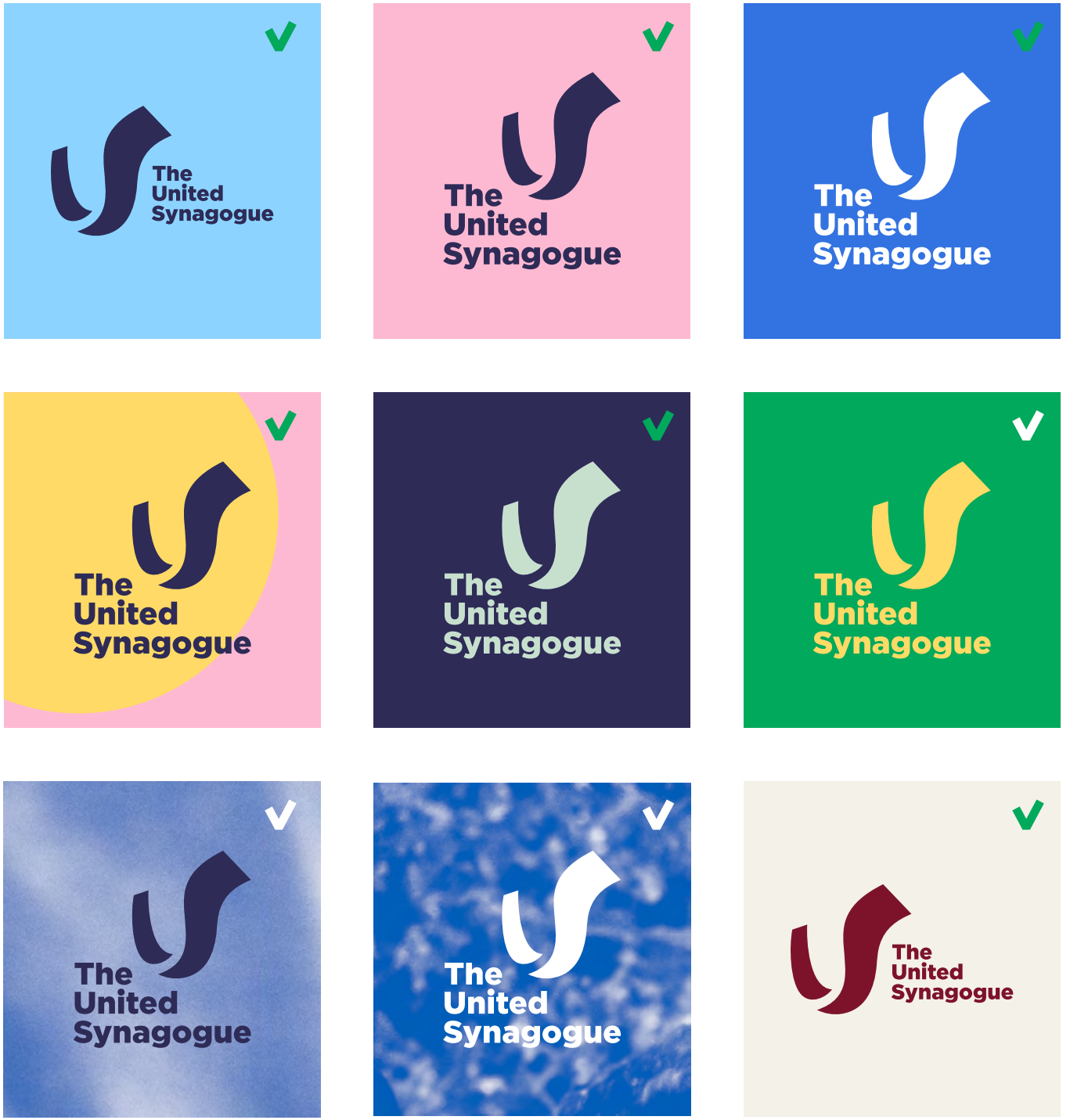
Don't create single-line text variations

Don't use on low-contrast backgrounds

Logo usage

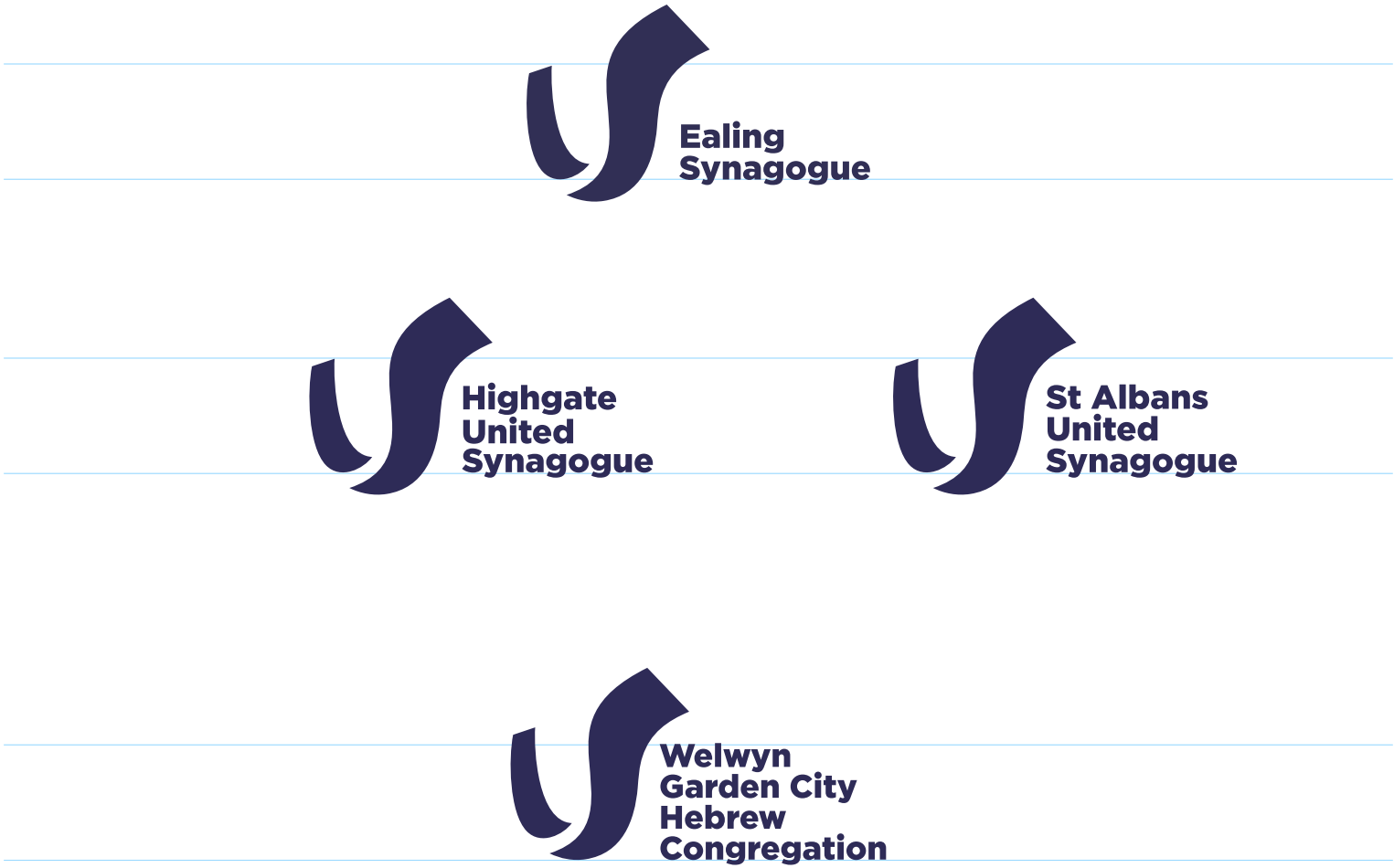
Where possible, the United Synagogue logo should appear in full colour on a white background to ensure clarity and accessibility. Always maintain maximum contrast and visibility when placing the logo on different backgrounds.

For darker backgrounds, a white version of the logo is available. The logo should primarily appear in US Blue or white, but it may also be used in any colour from the US Colour Palette if it complements the design.



Logos for our communities

Many of our communities have their own existing logos and brand identities. For those that do not, we are able to provide a US brand personalised logo with your community name, and advise further on its usage. 22 of our communities are already using a US brand logo.



Official fonts

Typography is crucial for creating a strong, cohesive brand identity. When used correctly, it unifies the appearance of all communications.

PRINT: Our primary brand typeface is **Museo Sans**, which should be used whenever possible. If Museo Sans is unavailable (e.g., in Word, PowerPoint, or other Microsoft programs), Segoe UI may be used as an alternative. For titles and headings, we typically use Museo Sans Display Black. For body copy, we prefer Museo Sans 300. Other weights or condensed versions from the same font family can also be considered.

ONLINE: For digital use, Open Sans is our designated web-safe font.

PRIMARY FONTS	WEB FONTS	MICROSOFT WINDOWS FONTS
MUSEO SANS DISPLAY BLACK	OPEN SANS EXTRABOLD	SEGOE UI BLACK
Serving the British Jewish community in the widest possible way	**Serving the British Jewish community in the widest possible way**	**Serving the British Jewish community in the widest possible way**
MUSEO SANS 300	OPEN SANS	SEGOE UI
Serving the British Jewish community in the widest possible way	Serving the British Jewish community in the widest possible way	Serving the British Jewish community in the widest possible way

IMPORTANT: When working with external designers, ensure they have purchased the appropriate font licenses. It is illegal for us to share, transfer, or duplicate font files.

Colour Palette

Our brand colour palette includes a wide variety of colours to support our numerous initiatives.

US Blue should always be used as the primary colour for major US events, collateral, and main web pages.

The secondary colours are used on multiple occasions and may be employed without US Blue as the primary colour when necessary.

US BLUE
PANTONE 2766 C
R46/G43/B87
C97/M93/Y12/K47
#2E2B57

US YELLOW
PANTONE 114 C
R255/G218/B102
C0/M14/Y70/K0
#FFDA66

US SKY BLUE
PANTONE 2905 C
R140/G212/B255
C47/M2/Y0/K0
#8CD4FF

Primary colours

US RUBY RED
PANTONE 484C
R125/G19/B43
C11/M100/Y60/K54
#7D132B

US VIBRANT ORANGE
PANTONE 1585 C
R242/G108/B35
C0/M70/Y99/K0
#F26C23

US PASTEL PINK
PANTONE 203 C
R254/G185/B210
C0/M38/Y4/K0
#F5B2D2

US EMERALD GREEN
PANTONE 3405 C
R0/G169/B91
C81/M0/Y84/K0
#00A95B

US SAGE GREEN
PANTONE 559 C
R199/G224/B206
C27/M2/Y24/K0
#C7E0CE

US OLIVE GREEN
PANTONE 383 C
R205/G196/B41
C15/M4/Y92/K14
#CDC429

US CHESED PURPLE
MEDIUM PURPLE C2
R88/G48/B133
C84/M100/Y0/K0
#583085

US ISRAEL BLUE
PANTONE 286 C
R0/G94/B184
C95/M67/Y0/K20
#005EB8

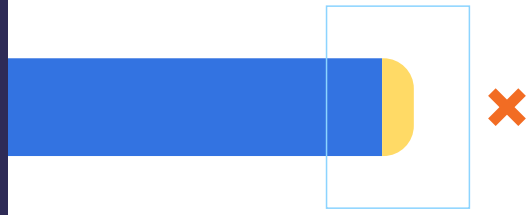
US COBALT BLUE
PANTONE 2727 C
R51/G115/B225
C80/M60/Y0/K0
#3373E1

US STONE
PANTONE 7528 C
R244/G241/B233
C5/M4/Y9/K0
#F4F1E9

Secondary colours

Colour Accent Strip

A color strip, approximately 2-3% of the page width, is placed along the edge of the page in a complementary shade from our palette. This element is typically useful for enhancing visual hierarchy, and adding a dynamic accent to the design.



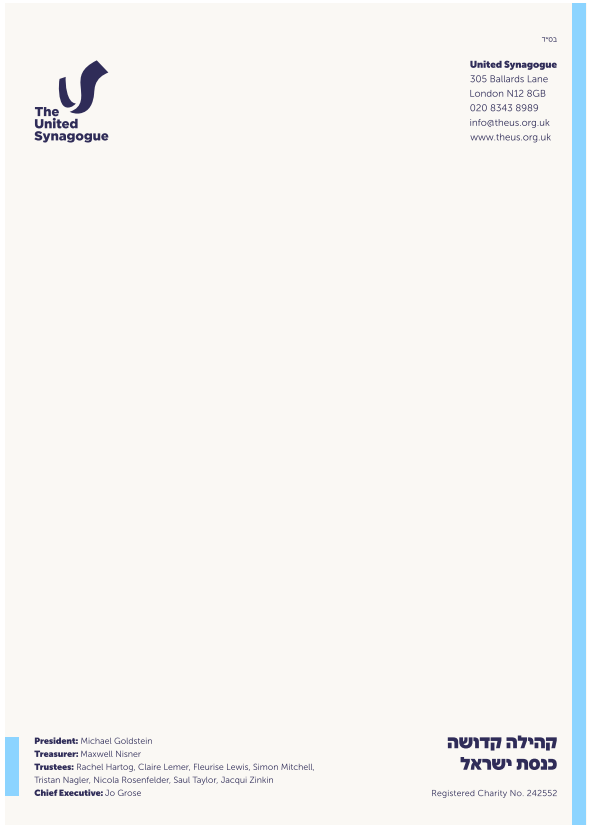
Avoid using rounded corners

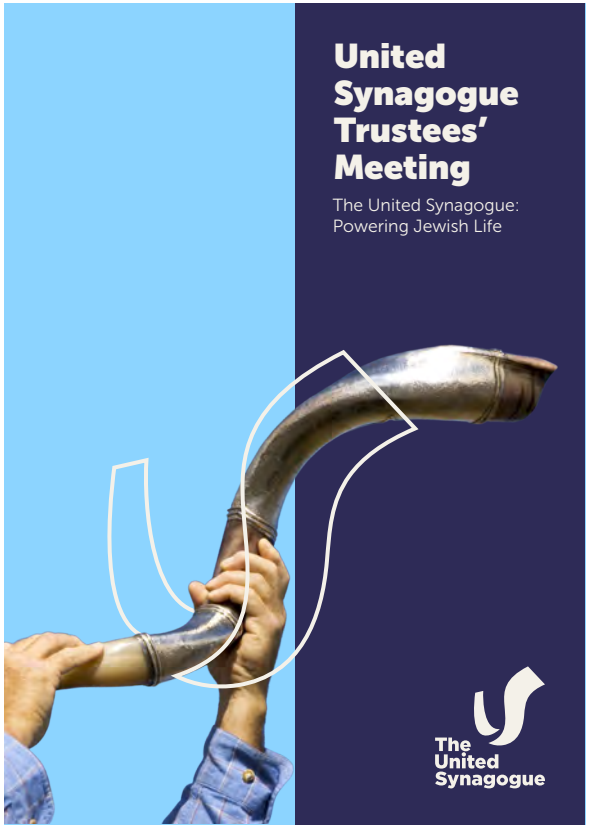
Background Elements ‘Sprinkles’

‘Sprinkles’ are colourful background elements that add energy, movement, and vibrancy to the brand’s visual identity. They help create a dynamic and engaging composition, making designs more distinctive and memorable.

Examples of brand use

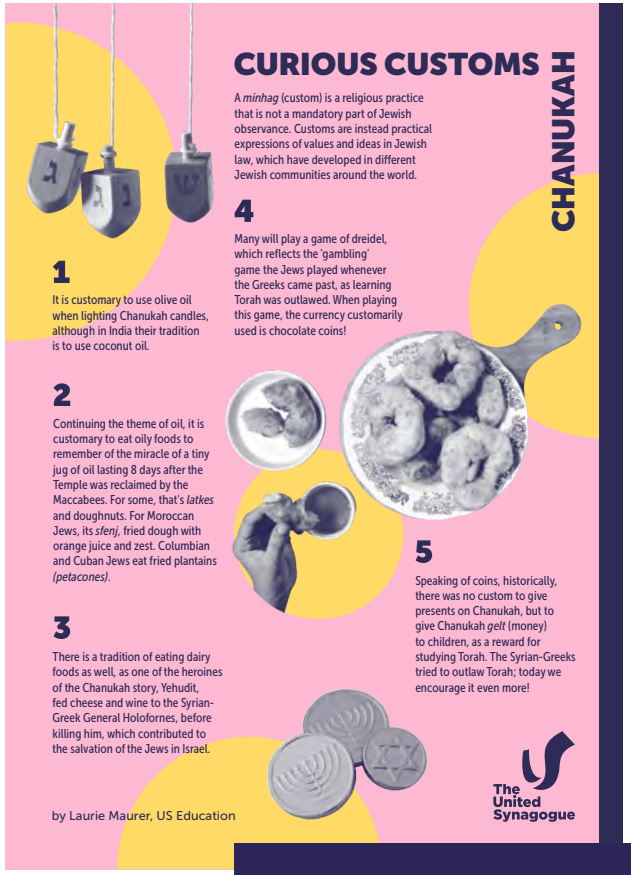
Our corporate stationery is designed in discreet shades of stone, dark blue, and sky blue to ensure our corporate communications are clear.

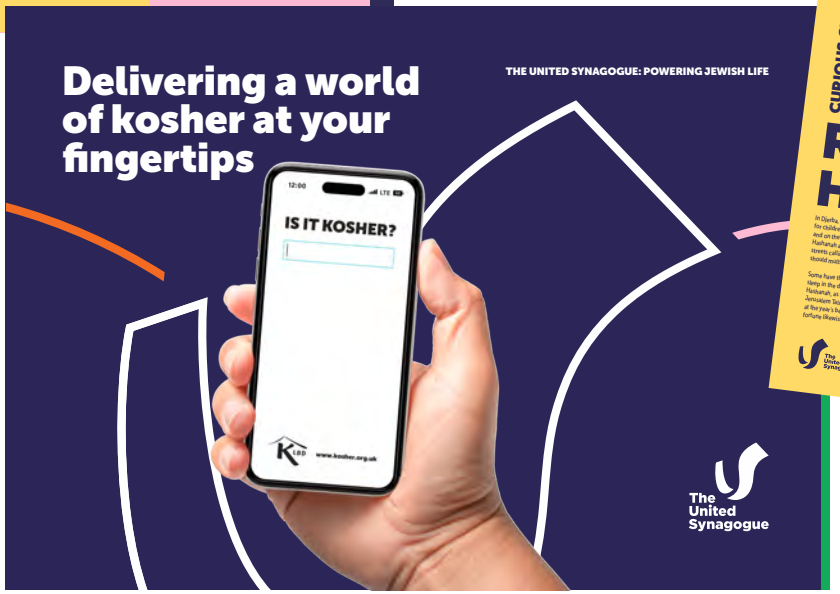




Examples of brand use

From educational magazine pages and infographics to kosher advertisements, our brand assets are designed to support and convey The United Synagogue's mission of powering British Jewish life in the broadest possible way.





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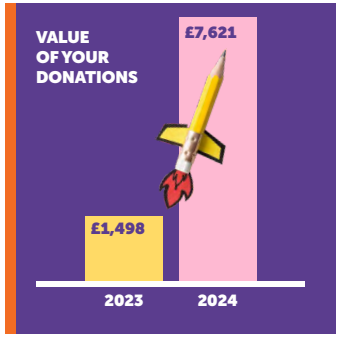
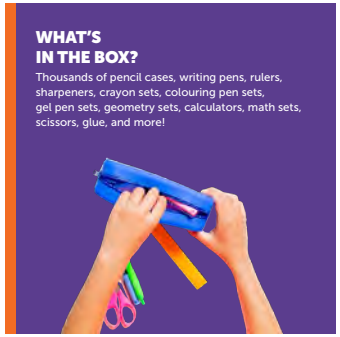
US Chesed





We wish you a happy and a kosher Pesach

Tribe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Tribe Summer 2025
LEARN2LEAD NYC
Make memories that last a lifetime
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TRIBE SUMMER FELLOWSHIP
JULY – AUGUST 2024
WEEKS 1-3
Professional Internship
WEEK 4
Leadership Training
WEEKS 5-6
Lead Summer Camp
We are looking for bright and ambitious Jewish students who wish to learn from the best, develop their leadership skills and give back to their community.
GAIN VALUABLE SKILLS
GIVE BACK TO YOUR COMMUNITY
For more info contact Joel on joelazulay@tribeuk.com
Online applications close on 24th March followed by an interview process
WWW.TRIBEUK.COM/FELLOWSHIP
Make memories that last a lifetime

Young US

Dear Jane Cohen ,

We hope you are well and have had a good start to 2025!

Over the last few months we have been putting together new events for Young US - ur programme for those aged between 21-32.

We have exciting things coming up, and for that we have created a new admin only WhatsApp group to broadcast our exciting events, and keep everyone in the know.

If you would like to be a part of our group, please click here to join:

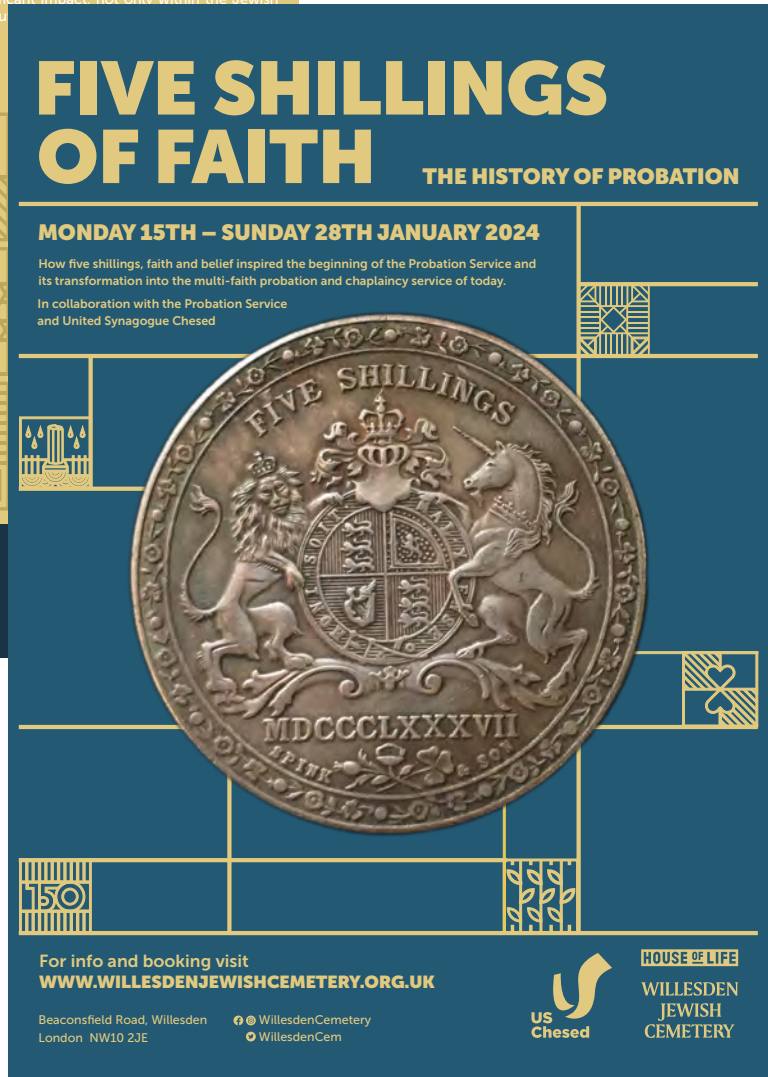
Click here to join our WhatsApp group

Willesden Jewish Cemetery and House of Life

HOUSE OF LIFE

WILLESDEN JEWISH CEMETERY

London's Place to Remember



Download

Download official logo assets in various formats at **www.theus.org.uk/branding**. Follow brand guidelines to ensure consistency.

Contact

If you have any questions about our brand or need assistance with marketing or design, please contact us on **marketing@theus.org.uk**

The United Synagogue

Registered Charity No. 242552