



- 03 Introduction
- 04 Logo
- 07 Typography
- 10 Lockups
- 11 Layouts
- 13 Colour
- 14 Application

JEWISH  
CULTURE  
MONTH

JEWISH  
CULTURE  
MONTH

JEWISH  
CULTURE  
MONTH

JEWISH  
CULTURE  
MONTH

JEWISH  
CULTURE  
MONTH

JEWISH  
CULTURE  
MONTH

JEWISH  
CULTURE  
MONTH

JEWISH  
CULTURE  
MONTH

JEWISH  
CULTURE  
MONTH

## Welcome

The new visual identity for the launch of the Jewish Culture Month initiative offers a bold and youthful typographic direction that side-steps cultural symbolism to establish a simple but eye-catching wordmark and design framework.

## Primary Logo

The Primary Logo is the main logotype for use across all public-facing assets, campaign initiatives and third-party collaborations.

The Primary Logo aims to bring joy and energy through its mix of modern and retro styling, combining lower and uppercase lettering in a tight knit arrangement to express togetherness, joy and warmth.

The Primary Logo's playful dropshadow is intended to add a presence and character that can be adopted across supporting typography and animation.



The image displays the primary logo for Jewish Culture Month. The text is arranged in three stacked lines: 'JEWISH' in all caps, 'CULTURE' in all caps, and 'MONTH' in all caps. The letters are bold and white, set against a thick black dropshadow. The font style is a mix of modern and retro, with rounded terminals and a slightly irregular, hand-drawn feel. The letters are tightly spaced, creating a cohesive and energetic look.

### **Evergreen Logo**

The Evergreen Logo offers an identical but pared-down version of the Primary Logo.

Designed to present a more elementary and formal face to the initiative, the Evergreen Logo is a secondary logo intended for internal year-round usage, corporate communications and fundraising.



**JEWISH  
CULTURE  
MONTH**

### Logo Dos and Don'ts

Do be aware of the logo exclusion zone, which is equal to the height of the letter H, as shown

Don't split up, move or break apart the logo's individual letters or words

Do use the Primary Logo freely over the brand colours, third-party backgrounds and photography

Don't add-to, amend, decorate, warp, stretch or adjust the logos



### Headlines and Subheadings

ABC Gravity Normal is a supporting typeface for Jewish Culture Month and has been chosen to complement and reflect the character and tone of the primary logo.

Care should be taken to ensure that ABC Gravity Normal is always correctly set in accordance with these guidelines. Use of ABC Gravity Normal should be limited to short titles and headlines or quotes of around 25 words.

Please note that ABC Gravity Normal offers a number of alternative or alt character glyphs. The alternative option for the letter Y in both upper and lowercase should always be used as part of the Jewish Culture Month identity.

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890,.?!**

**A celebration of  
culture, community  
and creativity**

**ABC Gravity Normal reflects  
the character of the logo**

~~HIJKLMN  
VWXYZ  
ijklmn  
wxyz  
90,.?!  
ation of  
community  
ativity  
al reflects  
the logo~~

### Body and Subtitles

Google Sans Code is a supporting typeface for Jewish Culture Month and has been chosen to offer a deliberate counterpoint to the Primary Logo.

As a clear and legible font, Google Sans Code Google Sans Code is freely available in a number of weights making it ideally suited for use as the body copy font for Jewish Culture Month. Google Sans Code Light and Google Sans Code Medium have been selected for use, although italicised versions of both may be implemented with discretion.

Care should be taken to ensure that Google Sans Code is always correctly set in accordance with these guidelines.

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890, .?!

A celebration of  
culture, community  
and creativity

Google Sans Code is a supporting typeface and has been chosen to offer a deliberate counterpoint to the primary logotype. Google Sans Code is a clear and legible and freely available in a number of weights, making it ideally suited for body copy.

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890, .?!**

**A celebration of  
culture, community  
and creativity**

**Application**

Headline

ABC Gravity Normal

Sentence Case

Tracking: Optical +30

Leading: 110%

Subtitle

Google Sans Code SemiBold

Sentence Case

Tracking: Metrics +40

Leading: 150%

Body

Google Sans Code Light

Sentence Case

Tracking: Metrics +40

Leading: 150%

---

# **A celebration of British Jewish culture, community and creativity.**

**15 May - 14 June 2026**

Body copy lorem ipsum que nam et moloribus  
doluit ene net odis providenimus dolupta  
vit ommoluptas quatatur. Ut voloria sam qui  
que nos magnit expelitat aribusam quatect  
otatest iaerspe rrorro beriam et odic te num  
fuga. Pis as quiatusda eationsedit quae.

## Logo Lockups

The Jewish Culture Month Logo Lockup and Socials Lockup can be used on materials such as posters, press and digital to clearly identify the dates and handles of the 2026 initiative.

The lockups have been designed to work across a variety of scales and formats so do not change, adjust or separate the positioning of the logo or supporting elements.

**JEWISH  
CULTURE  
MONTH**

**16 May – 16 June 2026**

**JEWISH  
CULTURE  
MONTH**

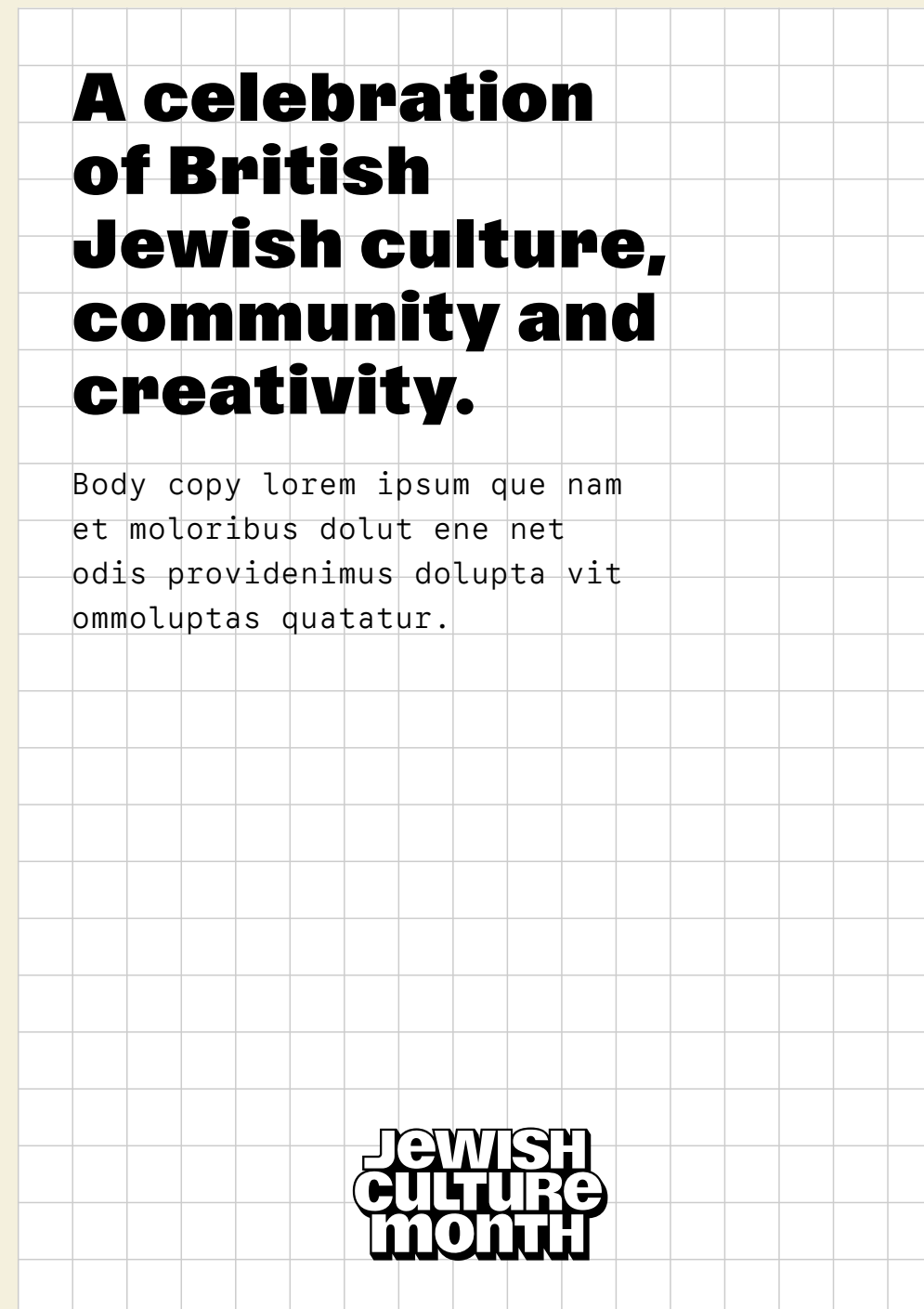
**16 May – 16 June 2026**  
[jewishculturemonth.org.uk](http://jewishculturemonth.org.uk)  
[@jewishculturemonth](https://www.instagram.com/jewishculturemonth)

## Internal Layouts

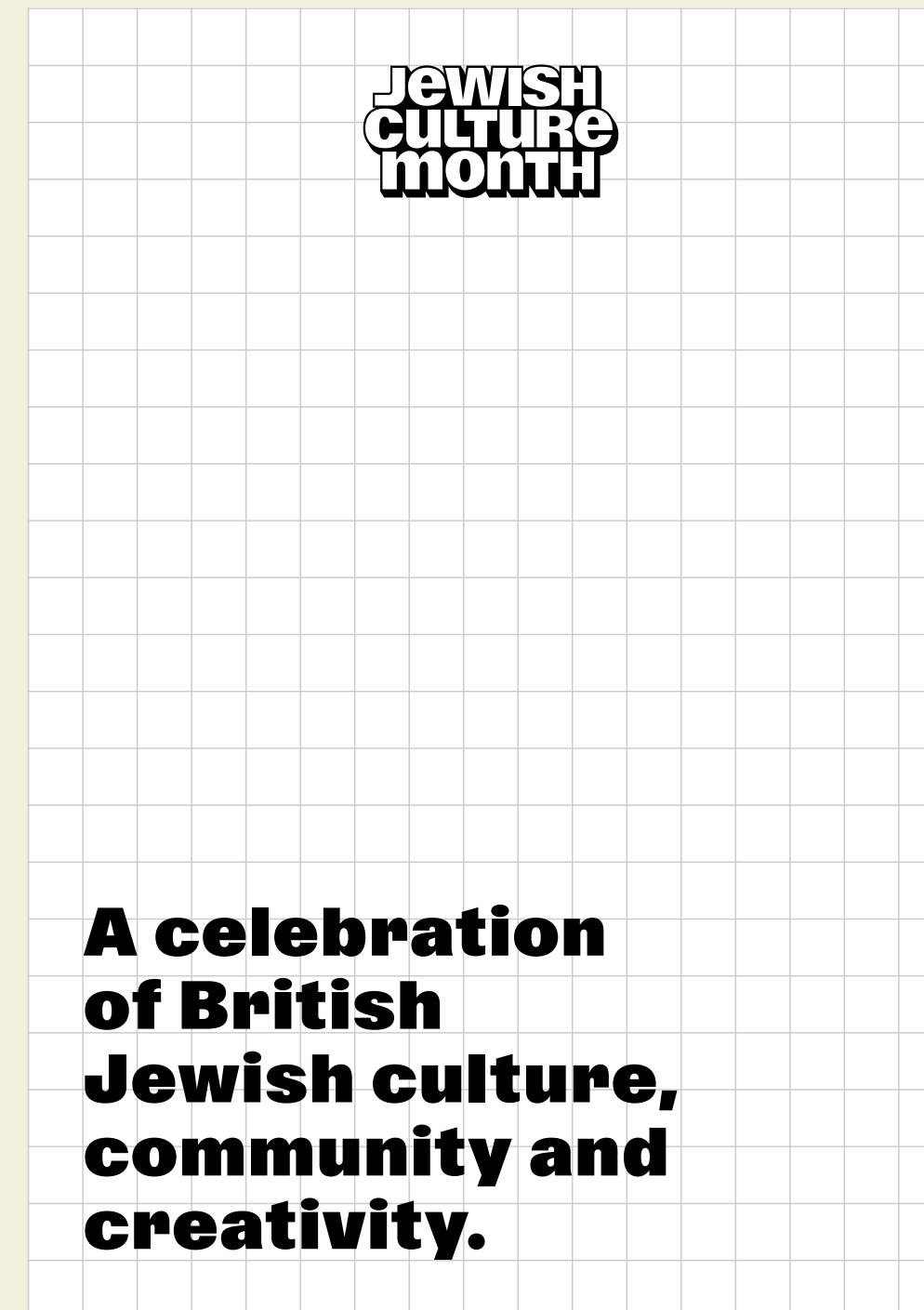
The Primary Logo should be used on all public-facing assets and campaign initiatives devised by Jewish Culture Month.

As a rule, the logo should be positioned away from headline text, and has been designed to sit easily over brand colours, third-party backgrounds and photography.

The examples shown offer best practice guidance on the positioning and scale of the visual identity.



The logo should be centrally positioned away from text. With larger volumes of text, position the logo at the foot of the layout. The logo should be no more than 30% of the shortest length of the layout.



When text is limited to a headline the logo may be positioned at the head of the layout as shown, if space allows. The size of the logo should remain no more than 30% of the shortest length of the layout.



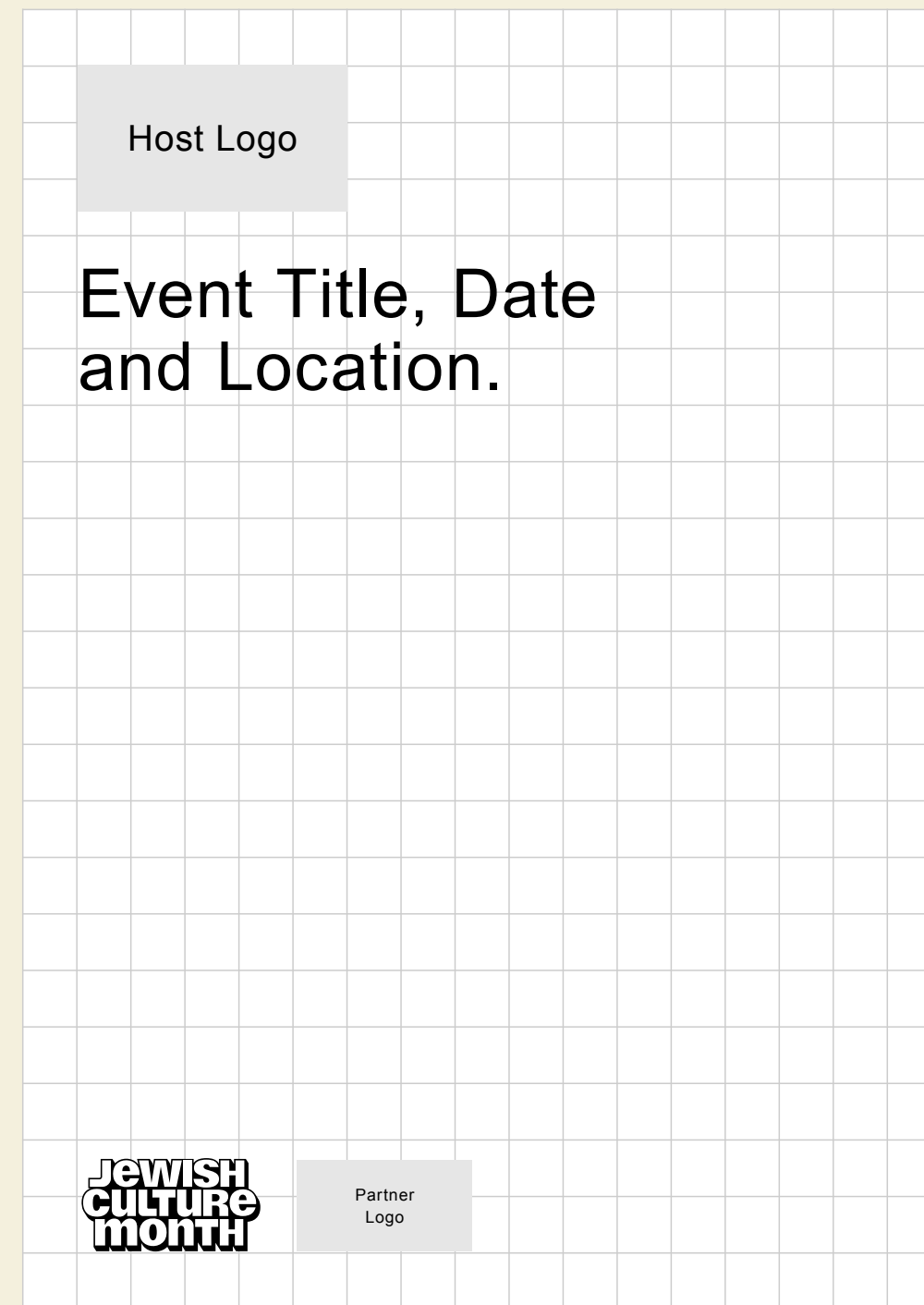
For very simple pared-back materials, the logo can dominate the layout and can be positioned in the centre of the design over brand colours or imagery. Here the logo can be as large as 60% of the shortest length of the layout.

## Participant Layouts

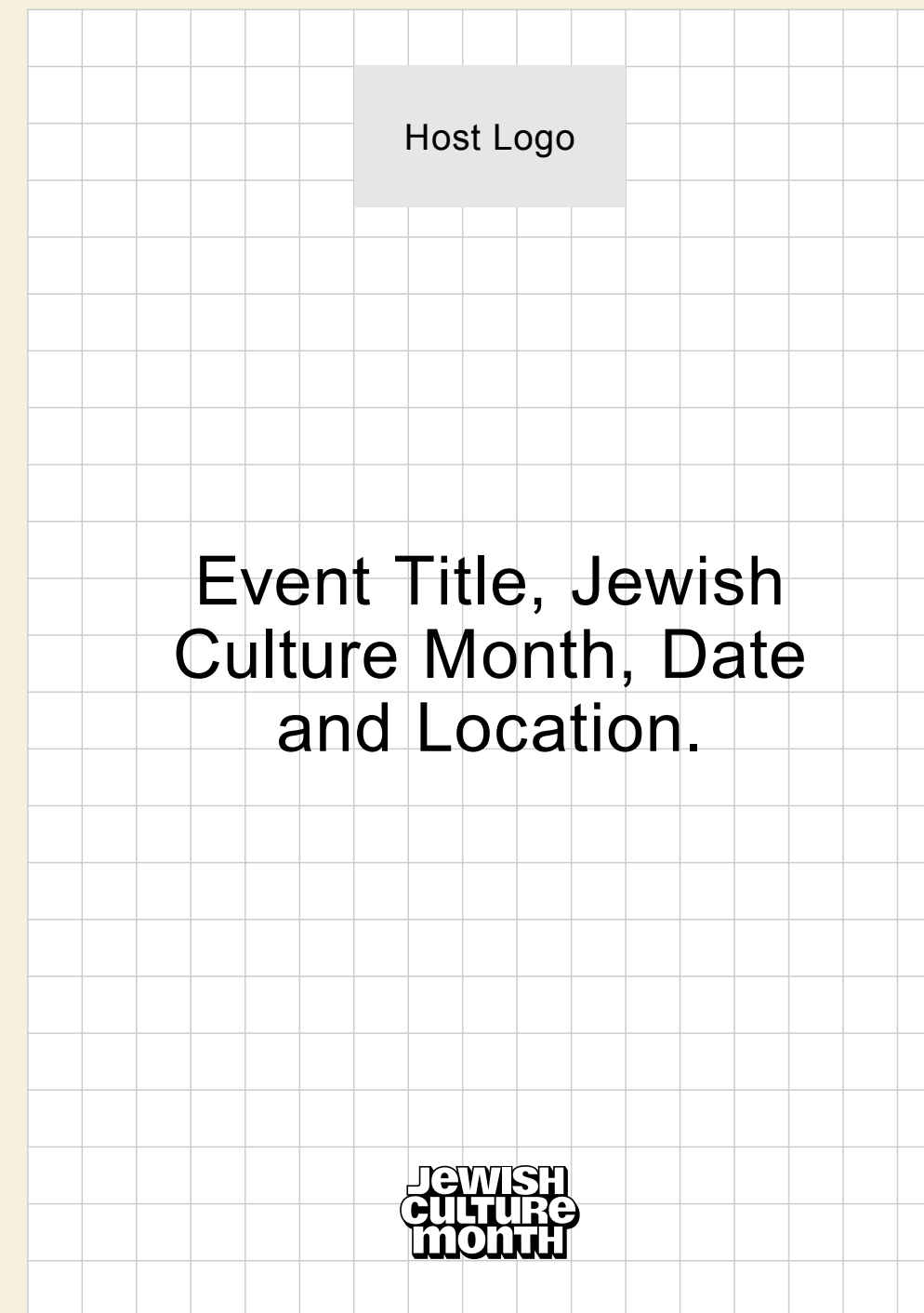
The Primary Logo should be used on all third-party collaborations and programme participant promotion.

For best practice, programme participants should first refer to their own identity guidelines with regards to the use and application of third-party partner and sponsor logos.

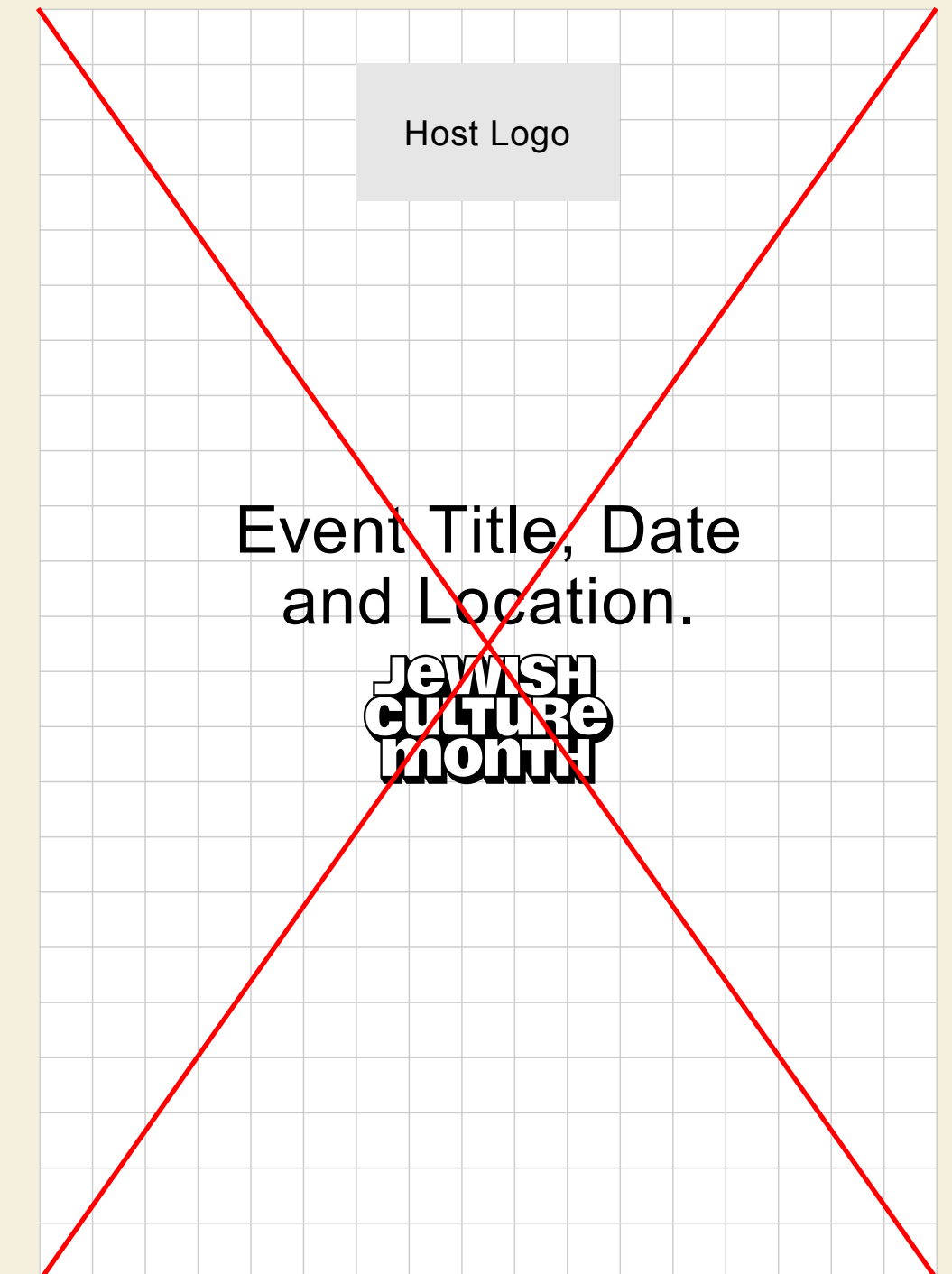
As a rule, the logo should feature as secondary element to the host's own visual identity. The examples shown offer indicative advice on application and positioning.



The Jewish Culture Month (JCM) logotype should appear as secondary to and at no more than 70% the size of the host logo. It should also be positioned away from and separate to the host logo.



If programme participants wish to highlight Jewish Culture Month as the primary aspect of their event, this should first be represented as headline text using their own visual identity system, typeface etc.



Do not attempt to integrate the JCM logo into the headline text of the event. Wherever possible, the JCM logo should remain secondary and separate to the programme participant's own visual identity and logo.

**Colour**

Lilac

R 230  
B 230  
G 250  
#E6E6FA

Creme

R 250  
B 250  
G 240  
#FAFAF0

Yellow

R 250  
B 250  
G 200  
#FAFAC8

Bronze

R 225  
B 205  
G 155  
#E1CD9B

Green

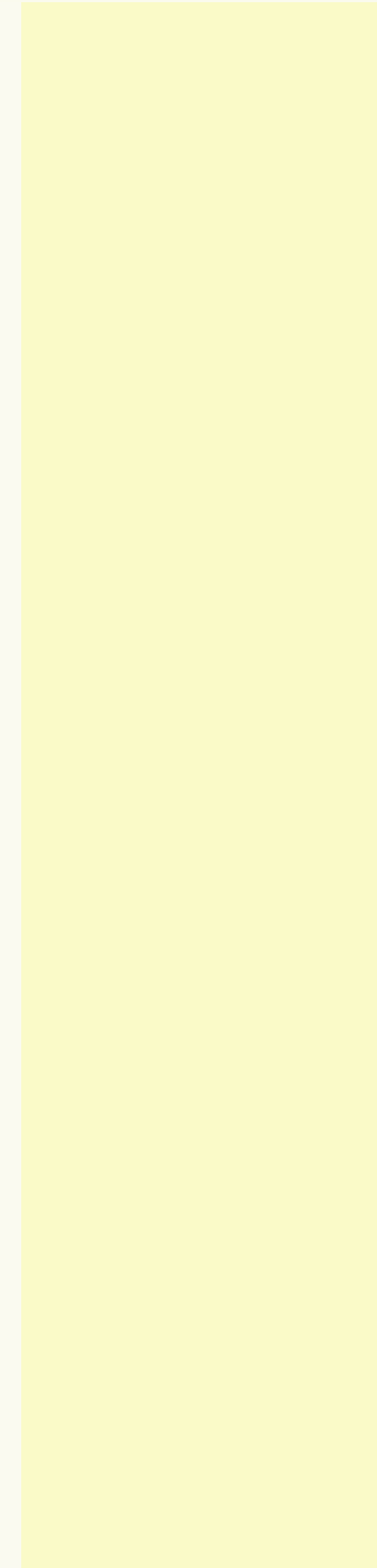
R 55  
B 185  
G 85  
#37B955

Orange

R 250  
B 140  
G 70  
#FA8C46

**Colours**

Lilac, Creme and Yellow make up a palette of soft colours for Jewish Culture Month and are primarily used as background colours behind text and images. Bronze, Green and Orange form a palette of strong colours and are intended for use against the logo or headlines only.



## Provisional Layout Examples

Provisional examples for guidance purposes only.

Event Type



### **This is the event**

15 May - 14 June 2026

Body copy lorem ipsum que nam  
et moloribus dolut ene net odis  
providenimus dolupta vit ommoluptas  
quatatur. Ut voloria sam qui que  
nos magnit expelitat aribusam.

Event Type



### **This is the exhibition**

15 May - 14 June 2026

Body copy lorem ipsum que nam  
et moloribus dolut ene net odis  
providenimus dolupta vit ommoluptas  
quatatur. Ut voloria sam qui que  
nos magnit expelitat aribusam.

## Provisional Layout Examples

Provisional examples for guidance purposes only.





**JEWISH  
CULTURE  
MONTH**