Chai Lifeline BRAND GUIDELINES

LOGO ASSETS

PRINT & WEB

OUR STANDARD LOCKUP
Outside of a few exceptions, this is the default, go-to, everybody's-happy version. (In other words, when in doubt, use this.)

BLACK AND WHITE
The one-color black and white brandmark is to be used when black is the only available color selection.

Chai Lifeline

WORDMARK
The wordmark may be used in a present combination shown above or separately in one line as shown below.

ALTERNATE LOCKUP
Use this on posters, banners or when horizontal space is an issue. Unlike the standard horizontal lockup, do not use this with any of the channel logos or wordmarks.

Fighting Illness With Love

TAGLINE
Where the content focuses exclusively on our work in cancer. It should also be used on broadly-focused corporate communications such as annual reports and websites. It should not be used in communications involving multiple partners, nor should it be used on premium items.

BRANDMARK DON'TS:
Below illustrates how NOT to use the Chai Lifeline logo lockup

DO NOT change the logo's color.

DO NOT change the logo's proportion.

DO NOT crop the logo.

One Color

Two Color

COLORS

PRIMARY

Pantone 382 C
C-34 M-0 Y-88 K-0
R-179 G-211 B-77
Hex # b3d34d

Pantone 383 C
C-43 M-11 Y-100 K-0
R-160 G-186 B-58
Hex # a0ba3a

Pantone 7495 C
C-58 M-24 Y-100 K-5
R-120 G-151 B-60
Hex # 78973c

Pantone 7496 C
C-65 M-29 Y-100 K-11
R-100 G-134 B-58
Hex # 64863a

Pantone 371 C
C-74 M-38 Y-100 K-29
R-65 G-101 B-47
Hex # 41652f

Pantone Cool Gray 11 C
C-65 M-57 Y-52 K-29
R-85 G-86 B-89
Hex # 555659

COBRANDING

K/DS4CHAI
PARSHATHON • AVOSATHON • BOWLATHON • READATHON • JUDATHON

BIKE4CHAI

TEAM LIFELINE
GO THE DISTANCE

Our brands represents a tremendous opportunity for us to deliver programs and services at a local and unique brand experiences. The following is a guide for our brands when communicated together.

The placement of logos communicate brand dominance. The CL partner (Ex:Bike4Chai) is always on top, "Project of Chai Lifeline" "slug" logo is always on the right or on the bottom. Maintain the proper clear space around each logo.

WHY COBRAND?

• Establish or increase consumer reach for Chai Lifeline.
• Generate loyalty and brand differentiation.

• Enter new markets.
• Clarify Chai Lifeline involvement in a particular relationship.

Follow these rules when locking up the project of chai logo with the partner logo:

• **The partner logo should be larger than the slug.**

• The "project of " lock up should be below and right aligned with the logo when communicated as part of a larger marketing effort with other partners.

PARTNER LOGO

BIKE4CHAI
A PROJECT OF
Chai Lifeline

SLUG

HORIZONTAL TAG*

A Project of Chai Lifeline

Use this on posters, banners or when horizontal space is an issue. This tag is also to be used when multiple partners collaborate on stand alone marketing material.

SIZING

Careful consideration should be given when determining the size of the Chai Lifeline logo. When it is too small it can be ineffective. The minimum size for the logo should be 1 pica for the height of the "C" in Chai Lifeline.
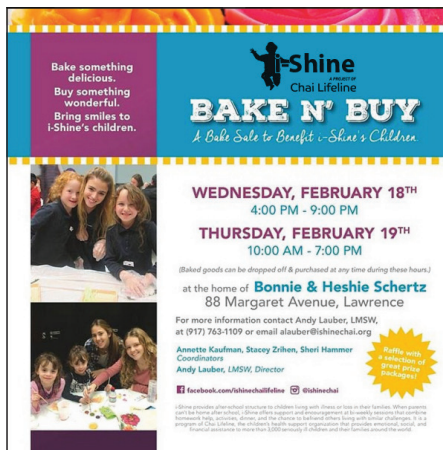
Print Reproduction

Chai Lifeline
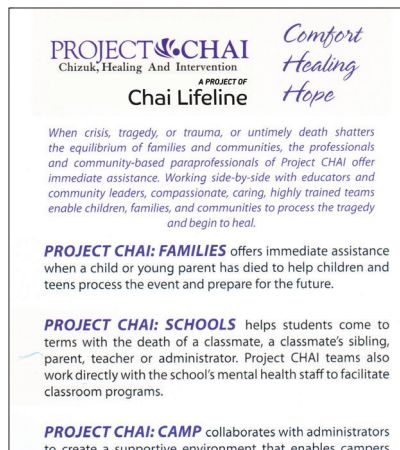
1"

Web Reproduction

Chai Lifeline

72px

EXAMPLES

Single Brand Evite

i-Shine
A PROJECT OF
Chai Lifeline
Bake something delicious.
Buy something wonderful.
Bring smiles to i-Shine's children.
BAKE N' BUY
A Bake Sale to Benefit i-Shine's Children
WEDNESDAY, FEBRUARY 18TH
4:00 PM - 9:00 PM
THURSDAY, FEBRUARY 19TH
10:00 AM - 7:00 PM
(Baked goods can be dropped off & purchased at any time during these hours.)
at the home of **Bonnie & Heshie Schertz**
88 Margaret Avenue, Lawrence
For more information contact Andy Lauber, LMSW, at (917) 763-1109 or email alauber@ishinechai.org
Annette Kaufman, Stacey Zrihen, Sheri Hammer Coordinators
Andy Lauber, LMSW, Director
facebook.com/ishinechailifeline @ishinechai

Single Brand Flyer

PROJECT CHAI
Chizuk, Healing And Intervention
A PROJECT OF
Chai Lifeline

Comfort Healing Hope

When crisis, tragedy, or trauma, or untimely death shatters the equilibrium of families and communities, the professionals and community-based paraprofessionals of Project CHAI offer immediate assistance. Working side-by-side with educators and community leaders, compassionate, caring, highly trained teams enable children, families, and communities to process the tragedy and begin to heal.

PROJECT CHAI: FAMILIES offers immediate assistance when a child or young parent has died to help children and teens process the event and prepare for the future.

PROJECT CHAI: SCHOOLS helps students come to terms with the death of a classmate, a classmate's sibling, parent, teacher or administrator. Project CHAI teams also work directly with the school's mental health staff to facilitate classroom programs.

PROJECT CHAI: CAMP collaborates with administrators to create a supportive environment that enables campers

Multiple Branded Ad*

Simcha   TEAM LIFELINE   BIKE4CHAI   Kids4Chai

A Project of Chai Lifeline

REGIONAL OFFICES

Chai Lifeline
LAKEWOOD

Chai Lifeline
MIDWEST

Chai Lifeline
NEW JERSEY

Chai Lifeline
GREATER NEW YORK

Chai Lifeline
SOUTHEAST

SOHACHESKI FAMILY CENTER
Chai Lifeline
WEST COAST