



## TABLE OF CONTENTS

Marketing Services.....	2
The JCC Marketing Process .....	3-4
J Swag .....	5
Sign Templates.....	5-6
Writing and Language Guidelines.....	7-8
Branded Logo, Colors & Fonts.....	9-11
Email Signatures .....	12
Marketing Team.....	13

### **Marketing Essentials: JCC Staff Intranet**

Many marketing resources can be found on the JCC Staff Intranet homepage on Sharepoint, including:

- [JCC Branded Assets](#)
- [List Pull Form](#) (for direct mailings)
- [Marketing Request Form](#)
- [Partner Request Form](#)
- [How To: Guides and Tutorials](#)

*Note: Users must be logged into their JCC Microsoft account to access.*

# MARKETING SERVICES

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- STRATEGIC PLANNING
- COPY WRITING AND EDITING
- BROCHURE / POSTCARD DESIGN
- SIGNAGE CREATION
- EMAIL CREATION AND DISTRIBUTION
- DIRECT MAIL / EMAIL LISTS: IN-HOUSE AND PURCHASED
- WEBSITE CONTENT MANAGEMENT
- SOCIAL MEDIA ORGANIC POSTING
- PHOTOGRAPHY AND VIDEOGRAPHY
- STATISTICAL REPORTING
- MEDIA PITCHES
- SALESFORCE SUPPORT: PROGRAM / CLASS INPUT
- BRANDED SWAG SUPPORT

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- PAID ADVERTISING CAMPAIGNS

Social Media: Facebook / Instagram / YouTube / LinkedIn  
Targeted Email and Display  
Print and Digital Ads  
Google Search / Online Reviews  
Pre-Roll Video  
TV / Radio Placement  
Billboards  
Direct Mail

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- IN-HOUSE PRINTING *(quantities over 100 will be sent outside)*

Small Poster	11 x 17"
Flyer	8.5 x 11"

- OUTSIDE PRINTING

Full Sheet "Movie" Poster	2 x 3'
Pull Up Banner	3 x 7'
Banners	4 x 8'
Postcards	up to 6 x 11"

*Additional custom sizes as needed*

## We're all on the same team – Help us help you!

Bring us into the conversation as early as possible so we can work together to strategize the most effective and economical way to reach your target audience in the time frame provided.

### Planning

- Meet with your Marketing Account Manager to discuss goals, target audience, budget, etc.
- Your Marketing Account Manager will provide a plan based on discussion.
- Various Marketing Team members may be included as needed to provide additional advice.
- Reminder to keep the Marketing Team updated on any changes to your programs as soon as possible – especially after promotions have started.

### Production

- Once projects are determined, Program staff are responsible for setting the wheels in motion by filling out one (or all), of the following online forms:
  1. **New Program/Class/Event (Salesforce):** Program staff are responsible for placing any program, class or event details in Salesforce if pre-registration and payment is required. These should be live before promotion begins.
  2. **Marketing Request ([jcc.org/mr](http://jcc.org/mr)):** Fill this out to request specific marketing tasks. Remember to answer all relevant questions.
  3. **Website Updates (BugHerd):** As part of your marketing onboarding you should receive an invitation to create an account on the BugHerd platform and install the extension on your web browser. Once setup, the BugHerd sidebar panel will appear on your screen when any of the websites ([jcc.org](http://jcc.org), [jcampsbaltimore.org](http://jcampsbaltimore.org), [gordoncenter.com](http://gordoncenter.com)) are loaded, and you can use the direct highlighting tool to request changes.
  4. **List Pull ([jcc.org/list-pull](http://jcc.org/list-pull)):** Fill this out to request a specific database of members and active non-members based on zip codes, age range, interest, etc. for a direct mail piece or an email list
- Marketing will need complete program details before copy edits or design can be started. This info can be attached to your Marketing Request.
- Design direction should be provided if we are creating art for a new program or totally revamping a look from an existing program.

### Review

Proofing materials is a shared responsibility. Follow the bullet points below for best results.

- As part of your onboarding you should receive an invitation to create an account on the project management platform, ActiveCollab. Your account manager will send you a link to view the design or copy the team has created based on your request. Please use this platform, instead of JCC email, to provide feedback. This ensures we can find all feedback easily, in one place.

- Once copy and/or design is submitted for review, Program staff should run it by all key stakeholders on their team prior to providing feedback in ActiveCollab.
- Program staff will have up to THREE rounds of review before a final sign off is required.
- Verify that spelling, grammar, contact information and all other content is correct.
- The proof is submitted to ensure accuracy. We exercise reasonable care to avoid errors, but the staff submitting the request is responsible for final approval to proceed with the printing process. Once the file is approved, the Marketing Department cannot be held responsible.
- Any modification requested after final approval has been submitted may result in production delays and additional costs.

### Approximate Production Schedule

*not including very large scale projects such as multi-page brochures*

- Design time – up to 2 weeks once final copy is approved
- Copywriting/editing – up to 1 week only if all details are provided
- Outside printer – up to 10 business days for signs and printed collateral
- Direct mail piece (includes the copy, design and approval process, printing and mail processing) – up to 6-7 weeks from receipt of Marketing Request to in home delivery.
- Media coverage – need info at least 6-8 weeks prior to event (in order to pitch media features)
- Digital ad campaign set up – up to 1 week
- Print ad campaign – 4-8 weeks from design to placement, depending on publication
- Professional video/commercial – up to 6 weeks
- Basic video production – including conception, taping, editing, posting – up to 4 weeks
- In-house photo shoot – up to 3 weeks lead time prior to event

### Grassroots Efforts

Have you tried this? Add it to the list!

- Recruit ambassadors or influencers who know your program and can help get the word out
- Call/Email past participants and/or members
- Tabling at local community events
- Partner with schools, synagogues, Associated organizations, and businesses who can help you reach your target audience.
- Promote/share on your own social media
- Cross market with other JCC departments
- Post flyers and posters around the community

### Got a last-minute project?

Here's what the Marketing Department can do within a 1-2 week timeframe:

- Organic social media posts
- Email to select JCC subscriber lists
- Web calendar listing or edits to existing landing page
- Update to existing poster/flyer

### **J Swag From Outside Vendors**

The Marketing Team can research and order swag on your behalf or you can do this research yourself. Before contacting any promotional product vendor for J Swag, t-shirts, etc. please vet your design and vendor choice through the Marketing Department.

- Marketing will ensure that design and copy is branded appropriately and send staff the proper files that have been requested by the vendor.
- Marketing will provide staff with a list of names of several reliable and competitively priced vendors.
- Marketing will advise staff on which vendors should be avoided.
- Once staff receives a proof from the vendor, please send to Marketing for review.
- Unless you tell us otherwise, we will assume that you will be handling the order and payment process. – using your own JCC credit cards.

### **PLAN AHEAD!**

Most vendors require a minimum of 10-12 business days to produce and deliver your order. It is best to get started on this process AT LEAST four weeks prior to the date you want materials delivered.

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### **Need to Create a Flyer or Sign ASAP?**

- Basic Word Templates for all major departments can be found under Marketing Essentials on the JCC Intranet homepage on Sharepoint.
- Download a copy of the template to your local device before editing.
- Open the document and start typing in the text box that has already been placed. (see example on following page)
- Use only the Ubuntu branded font for text. [Download font >](#)
- Please send to your marketing account manager to review before disseminating to the public.
- Marketing will check for typos and branding usage, but it is ultimately the responsibility of program staff to ensure the accuracy of content.

J

Start typing here

Jewish Community Center of Greater Baltimore  
An agency of The Associated

The Associated  
Jewish Federation of Baltimore

## WRITING AND LANGUAGE GUIDELINES

Below is a list on how to refer to the organization and programs, along with other key language and formatting guidelines to use as a reference when submitting program information.

### Agency – when referring to the JCC as a whole:

#### Correct:

- Jewish Community Center of Greater Baltimore (for external use only, example: ads, press releases)
- JCC of Greater Baltimore – For PR add the full name spelled out the first time.

### Building Locations:

#### Correct:

- **Rosenbloom Owings Mills JCC** – for web, emails, print, when full address is NOT included
- **Rosenbloom JCC** – for web, emails, print, when full address IS included below the name
- **Weinberg Park Heights JCC** – for web, emails, print, when full address is NOT included
- **Weinberg JCC** – for web, emails, print, when full address IS included below the name
- **Owings Mills JCC & Park Heights JCC** – may be used for social media
- **OM, PH** – use these abbreviations only when space is limited like on a text message. Otherwise always spell out as Owings Mills JCC and Park Heights JCC

*Incorrect: Park Heights, Owings Mills, Baltimore JCC*

### Program Titles

- When writing out the following programs that start with “J” use a capital letter “J” followed by a space and then name of program with first letter capitalized. No dashes.

**Correct:** J Camps or J Day Camp, J Play, J Kids, J Live, J Life, J Town

*Incorrect: J-Camps, JCamps, Jcamps*

*\*An exception to this rule is the 4Front program which is written with NO space between*

### Gordon Center

- List as **The Gordon Center for Performing Arts at the JCC** in first copy reference for press releases or other lengthy copy, and as **The Gordon Center** as second reference in copy
- “The Gordon” can be used informally

### Early Childhood

- List as **Stoler Early Learning Center** in first copy reference
- **Stoler ELC** as second reference in copy and also for materials directed to the ELC participants.
- The term “Preschool” (no hyphen) can be used for descriptive copy and for online search terms

### JCC spelling of holidays

- |                 |                  |
|-----------------|------------------|
| • Shabbat       | • Yom Ha’atzmaut |
| • Rosh Hashanah | • Yom Kippur     |
| • Chanukah      | • Yom Hazikaron  |
| • Tu B’Shevat   | • Lag B’omer     |
| • Shavuot       | • Tisha B’av     |
| • Sukkot        | • Motzai Shabbos |



### Exclamation Points!!!

Please use exclamation points sparingly in your copy. Consider what text really needs that extra shout out and use it there. Make sure to only use one exclamation point and not several.

### Titles

Titles of books, movies, songs, and works of art should be italicized. (Do not bold or add quotes.)

### Websites

**Correct:** jcc.org    *Incorrect: www.jcc.org - do not add "www" before the URL.*

### Numbers

One through nine should be written out in words, and any number over nine write in symbols. Exception -- When a number is the first word in a sentence, spell it out.

**Correct:** Thirty-four people attended the board meeting.

*Incorrect: 34 people attended the board meeting.*

**Correct:** We have nine new classes

*Incorrect: We have 9 new classes*

### Phone Numbers

Should be written using periods instead of dashes between the numbers.

**Correct:** 410.559.3500    *Incorrect: 410-559-3500*

### Time Listing

No spacing between numbers and am/pm, :00 is listed, always use lower case, no periods

**Correct:** 4:00pm, 4:00-8:00pm

*Incorrect: 4pm-6pm, 4 pm, 4pm, 4p.m., 4PM*

*Exception: for text messages, can shorten to 4pm*

### Date Listing

**Correct:**

- Wednesday, January 28 – for printed materials and marketing emails (exception: small ad space)
- Wed., Jan. 28 – only acceptable for text or web where space is limited
- 1/28 or 1/28/2024 – only acceptable for text messaging

*Incorrect: January 28th (also no 1st, 2nd, 3rd)*

### Money

When writing about sums of money, do not combine the dollar symbol with the word dollar.

**Correct:** The volunteers helped raise \$50.

*Incorrect: The volunteers helped raise \$50 dollars.*

## LOGO USAGE

Our corporate logo is an important part of our brand. It represents our identity and is a valuable tool in our communications.

- With very few exceptions, the JCC logo must be used together with the Associated logo.
- Be sure to place J logo (with full name) to left and Associated to the right
- The full JCC logo should not be smaller than any other logos on the page.
- Do not add random copy other than your department name next to the standalone J icon.

### COMBINED LOGO



### FULL JCC LOGO



1/4" Protection zone



#### Standalone J

May be used as a graphic in the upper left hand corner as long as the full JCC logo appears elsewhere on the piece.

# BRANDED COLORS

## JCC palette & values

pantone | CMYK | RGB | HEX

**Tel Aviv**

<b>CLAY</b> warm gray 5 33 33 37 0 174 162 153 AEA198	<b>POPPY</b> 178 0 80 58 0 255 89 89 FF5859	<b>APRICOT</b> 7410 0 38 57 0 255 174 117 FFAE75	<b>MOSS</b> 7488 56 0 93 0 114 213 74 72D54A	<b>SEA</b> 7466 95 0 31 0 0 173 187 00ADB8	<b>IRIS</b> 2577 35 57 0 0 170 123 201 AA7BC9

**Jerusalem**

<b>PEWTER</b> warm grey 11 52 53 59 24 112 98 88 706258	<b>GARNET</b> 226 12 100 26 0 215 0 109 D7006D	<b>GOLD</b> 7412 14 56 95 1 214 130 49 D68230	<b>AGATE</b> 7481 90 0 97 0 0 180 79 00B44F	<b>LAPIS</b> 2727 76 49 0 0 46 125 225 2E7DE1	<b>AMETHYST</b> 253 39 92 0 0 179 25 171 B319AB	<b>CANARY</b> 102 3 9 100 0 251 220 0 FBDC00

**Negev**

<b>SEA SALT</b> warm gray 1 14 14 17 0 216 209 202 D8D1CA	<b>SALMON</b> 1625 0 45 41 0 255 164 136 FFA388	<b>FIREFLY</b> 155 4 18 41 0 243 208 158 F3D09E	<b>MIST</b> 621 17 4 15 0 209 224 215 D0E0D7	<b>SKY</b> 630 51 5 14 0 118 195 212 76C3D4	<b>EARTH</b> 731 35 72 100 37 121 66 15 79420F

## Gordon Center palette & values

pantone | CMYK | RGB | HEX

<b>purple</b> 35 57 0 50 100 72 110 64486E	<b>red</b> 0 85 58 35 169 61 64 A93D40	<b>gold</b> 11 41 100 0 225 157 37 E19D25	<b>teal</b> 76 9 27 50 0 104 113 006871	<b>blue</b> 79 57 9 0 70 110 169 466EA9

### CENTER FOR SPORTS & WELLNESS

#### **UBUNTU or FIRA SANS**

Should be used for body copy and/or headlines with Ubuntu being the preferred choice. Can be used all caps or upper and lower case. Can be used in a variety of font weights.

### CENTER FOR ARTS & CULTURE

#### **FIRA SANS**

Should be used for body copy and/or headlines. Can be used all caps or upper and lower case. Can be used in a variety of font weights.

#### **Lust**

Can be used for headlines or subheads in bolded font weight.

### CENTER FOR YOUTH & FAMILIES

#### **UBUNTU**

Should be used for body copy and/or headlines. Can be used all caps or upper and lower case. Can be used in a variety of font weights.

#### **JUST ANOTHER HAND**

Can be used for headlines or subheads. In most instances we use in all caps.

### SCRIPT FONT (ALL CENTERS)

#### *Wreath*

If a script font is needed this can be used for headlines or to *highlight certain words* in a sentence but not to be overused. Must be used at at least 12 pt to maintain legibility.

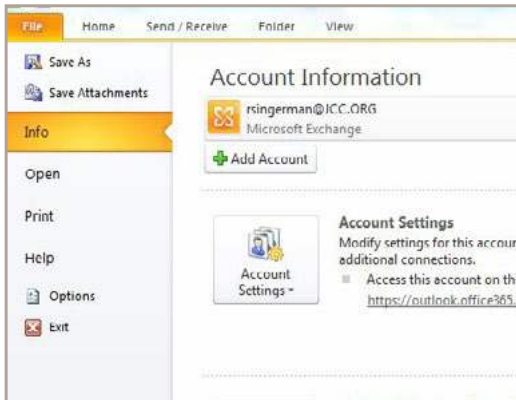
# EMAIL SIGNATURES



All staff should use our updated branded, standard email signature. Templates can be downloaded from the [JCC Intranet](#).

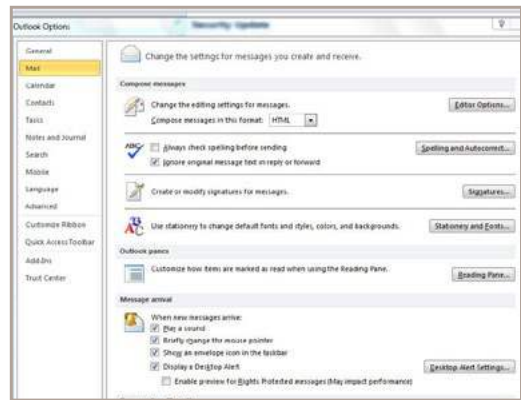
## STEP 1

1 Open Outlook, go to file, click options



## STEP 2

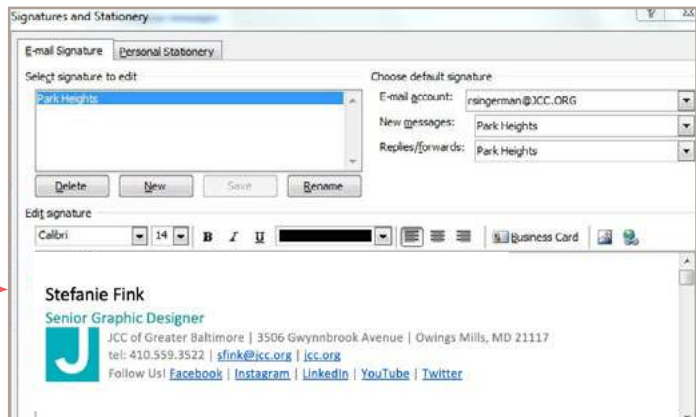
Click on signatures



## STEP 3

Select

Copy and paste the signature template provided in the Marketing Essentials on the JCC Intranet. Change to your own contact information (name, phone & email).

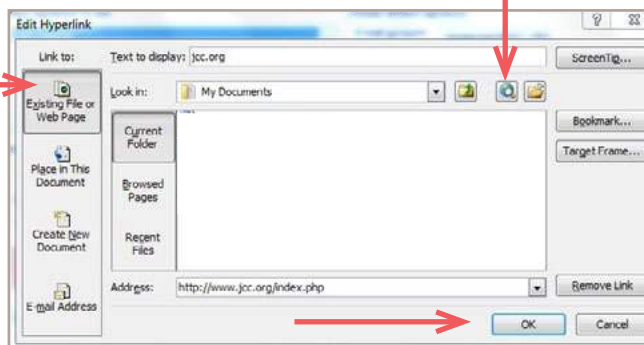


*Note: must be separately uploaded on all Outlook versions: desktop, mobile and web (Microsoft 365)*

Click on hyperlink icon

## STEP 4

Hyperlink your email address, jcc.org & social media icons  
Hit OK



Our social media links:  
<https://facebook.com/JCCBaltimore>  
<https://twitter.com/jccbaltimore>  
<https://instagram.com/jccbaltimore>  
<https://youtube.com/user/jccbaltimore>  
<https://linkedin.com/company/jccbaltimore>

## MARKETING TEAM

**Always include your Account Manager on any questions related to marketing materials.** They will consult with your team and develop a plan and ongoing practices to suit your goals.

**Robin Rose-Samuels, Senior Marketing Director** | [rrosamuels@jcc.org](mailto:rrosamuels@jcc.org) | x5921

- Account Management Focus: Sports & Wellness
- Main contact for all advertising planning and budgeting
- Contact Robin about:
  - Marketing a program, event, service etc. and don't know where to begin
  - Questions or concerns about a marketing service area
  - If your department needs to send out an Emergency Text Alert
  - Forward calls from media outlets for advertising or a breaking news story

**Stacey Needle, Asst Marketing Director & Media Relations Director** | [sneedle@jcc.org](mailto:sneedle@jcc.org) | x3607

- Account Management Focus: Youth & Family
- Oversees marketing needs for families or children ages birth through teens
- Main contact for media/press pitches, interviews, and story requests

**Kamala Lyons, Asst Marketing Director & Web Development Director** | [klyons@jcc.org](mailto:klyons@jcc.org) | x3616

- Account Management Focus: Arts & Culture
- Oversees marketing needs for the Gordon Center and Arts & Culture programming for adults
- Main contact for website content updates and additions

**Stefanie Fink, Senior Graphic Designer** | [sfink@jcc.org](mailto:sfink@jcc.org) | x3522

- Oversees all design efforts of the JCC and ensures branding integrity and consistency
- Manages all printing jobs with local and online vendors
- May be included in design discussions with your account manager, especially for new projects.
- Takes direction from the account managers, and it's best not to contact directly unless you have a time-sensitive signage or design question, and your account manager is not available.

**Julie Mazer, Marketing Project Manager & Digital Strategist** | [jmazer@jcc.org](mailto:jmazer@jcc.org) | x3598

- Account Management Focus: Park Heights Programs and HR
- Oversees all agency social media organic strategy and posting
- Manages digital reporting, tracking and online reviews
- Provides tech support for Traction Rec (Salesforce) and digital promotion screens
- Manages in-house printing, photography and video, and branded swag orders

**Terry Brady, Marketing Coordinator** | [tbrady@jcc.org](mailto:tbrady@jcc.org) | x5401

- Supports agency social media, graphic design and web content updates
- Coordinates JCC and Gordon event posting on regional media calendars
- Supports various additional aspects of marketing team efforts



