

# NETWORK CO-BRANDING GUIDE

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CORE PARTNER

Updated: Summer 2021

## CO-BRANDING WITH UJA

**A brand is what you stand for.** And by standing with UJA, you're reinforcing your connection to a robust ecosystem of nonprofits committed to identifying and meeting the needs of New Yorkers and Jews everywhere through the power of collective action.

When we co-brand, we're providing **a visual shorthand that reinforces the power of our partnership** and reminds the world that we care for people in need, respond to crises close to home and far away, and shape our Jewish future. Together.

## CO-BRANDING WITH UJA

We recognize that in the past, co-branding may have felt like a one-sided experience, with many requests and requirements, and little obvious reciprocity.

More recently, UJA has worked to re-energize this relationship — **a relationship that's truly mutually beneficial, and one which we can proudly reinforce through shared stories and successes.** A true partnership.

Given this, we hope you'll be eager to display the UJA name, because our ability to leverage our relationship strengthens your efforts on behalf of our community. **Moving forward, we want to take advantage of every appropriate opportunity to communicate our connection.**

Thank you for being a Proud Partner of UJA.

## CO-BRANDING RESPONSIBILITIES

Our guidelines embrace a holistic approach that reflects our rich and varied relationships with the hundreds of nonprofits we work with (Core Partners, Strategic Allies, Designated Grantees) so that **co-branding responsibilities are commensurate with the level of benefits each organization receives.**

As a core partner, you share the strongest alignment with us across mission and vision. You also enjoy the highest level of benefits and are held to the highest levels of responsibility. **Note: Beginning July 2021, we have redesigned our look from the Proud Partner seal to the UJA Proud Partner stamp.** (See page 10 for more details.)

**We hope and expect you to co-brand with us in five key ways:**

- 1. Display the Proud Partner stamp** on all written and digital materials, including brochures, invitations, web presence, eblasts, flyers, and other collateral.

If you receive additional designated funding, please default to the Proud Partner stamp when co-branding in the interest of consistency and simplicity.

## CO-BRANDING RESPONSIBILITIES

2. **Display the Proud Partner stamp prominently** on-site (think: signage in the lobby and other high-traffic areas) to communicate our relationship.
3. **Acknowledge UJA's partnership clearly and prominently** at your key events (think: in speeches, program books, event signage — both print and digital).
4. **Leverage social media to tell our shared story.** Where appropriate, use shout-outs on Facebook, Instagram, Twitter, and other social channels to communicate our relationship: You tag us. We retweet you (and vice versa). Everybody wins.

The more we can talk about each other across our own social channels, the better our respective followers and fans can understand how we work together in the community.


**Co-branding is about making active, public efforts to lift each other up.** See the following page for examples of co-branding across social media.

# CO-BRANDING RESPONSIBILITIES

Here are a few examples of how, together, we've taken our co-branding to new places:

**UJA-Federation of New York**  
September 18, 2020 · 🌐

Continuing their great work helping thousands of vulnerable people during Covid-19, our partner **Friedberg JCC** sent one hundred traditional Rosh Hashanah meals to vulnerable seniors on Long Island this week.



NEWSDAY.COM  
**JCC delivers Rosh Hashanah meals to seniors**  
In a year like no other, the Friedberg Jewish Community Center wanted to...

**UJA-Federation of New York**  
September 11, 2020 · 🌐

A heartwarming message to end the week from Linda...an incredible frontline worker over at our nonprofit partner **JASA**!




480 Views

**JASA**  
September 10, 2020

Our JASA hero of the week is Linda, a JASA frontline worker who delivers meals to homebound seniors. The highlight of her day is when she goes to the door with food and sees the smile on her client's face. She loves her job and says "It is hard work from her heart."

**UJA-Federation of NY** @UJAFedNY · Jan 24

We're so grateful for our amazing network of nonprofits!  
#FightingPoverty #GoodTogether



**YMHA of Wash Heights** @YWashHts  
So pleased to see the Y included on a list of amazing Jewish agencies fighting poverty. Thanks @UJAFedNY @NYJewishWeek! #Y100yo #UJA100

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**UJA-Federation of New York**  
July 28, 2020 · 🌐

The front-line staff at **The New Jewish Home** are the angels who care for the elderly, keeping them healthy and safe, and most important — feeling loved. Yesterday we decided to show these essential workers some well-deserved love. Together with our partner **Met Council**, we distributed 500 boxes of produce and 500 boxes of dry food to The New Jewish Home's healthcare workers.



# CO-BRANDING RESPONSIBILITIES

And here are a few more examples of how we've co-branded across social media.


**DOROT**  
November 7, 2019 · 🌐

On Monday, DOROT was featured in a New York Times "Neediest Cases" column. It shares the story of a retired and disabled 64-year-old New Yorker who recently faced homelessness. A call to 311 eventually connected her with DOROT, and our Homelessness Prevention Program moved her into transitional housing until she found a new home in an assisted-living facility in Brooklyn.

Thank you to [The New York Times](#) for sharing Gail's story and helping to end the stigma of homelessness and thank you to [UJA-Federation of New York](#) for your steadfast partnership.

**UJA-Federation of New York**  
★ Favorites · November 5, 2019 · 🌐

Gail Henderson was facing homelessness after she was severely injured from a fall and forced to retire. With the help of our partners at [DOROT](#) and The Jewish Board, Ms. Henderson received resources that allowed her to find a permanent home. We're grateful for the critical work of our partners.



**JDC**  
November 19, 2020 · 🌐


Across the former Soviet Union (FSU), we're proud of the ways we're innovating to continue to provide care for over 80,000 of the world's most vulnerable elderly Jews — even with the challenges of the COVID-19 pandemic.

In this video, discover JOINTECH, and learn how JDC implements innovative technological solutions for some of the loneliest and most isolated JDC clients. You will see how JDC distributed smartphones with operating systems specially designed for the elderly to some of the loneliest and most isolated JDC clients.



We trained volunteers, homcare workers, and clients in how to use these unique devices, ensuring they remain connected to the Jewish community even during these difficult times.

But don't just take our word for it: Hear what Evgeniy, Valentina, and Klara — JDC clients in Zaporizhia, Ukraine — have to say about their new phones.

JOINTECH is generously supported by [UJA-Federation of New York](#) and the [Claims Conference \(Conference on Jewish Material Claims Against Germany\)](#). JDC's volunteer centers in the FSU are generously supported by [Genesis Philanthropy Group](#). We thank Tech4Good and E2C for their partnership in developing this technological solution.



**Met Council**  
March 20, 2018 · 🌐



**Jewish Community Council of the Rockaway Peninsula - JCCRP**  
March 20, 2018 · 🌐

JCCRP is ready to distribute over 10 tons of meat, chicken, produce, fish, and Pesach food tomorrow to over 300 local families, hope the weather cooperates:-) thank you [UJA-Federation of New York Met Council](#)



## CO-BRANDING RESPONSIBILITIES

### **5. Serve as a true UJA ambassador** and openly encourage two-way involvement.

We believe a rising tide lifts all boats. In the same way that we proudly seize the moment to spotlight one of your winning programs, we hope you'll continue to talk proudly about the support you receive from UJA with key stakeholders, whether those are clients/members, government officials, or the press.

We will highlight your agency's reach and innovation as you highlight our funding and partnership.

**This shared display of partnership only makes us both stronger.**



# CO-BRANDING ELEMENTS

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## YOUR CO-BRANDING STAMP

We know that logos appear in a variety of places, so we're providing some guidelines and alternative stamp treatments to make it as simple and easy as possible for you to co-brand with us.

**Note: Beginning July 2021, we have redesigned our visual brand from the Proud Partner seal to the UJA Proud Partner stamp.**



## STAMP DOS AND DON'TS.



Variations on all stamps are available – white for use over photography and mono for where color reproduction is not possible. Tints of the mono version can be used.



X = 3/4 of flame

Use the minimum clear-space guidance specified above to ensure maximum clarity across digital and print applications. To maintain visual balance, make sure that the stamp is proportionate to your logo.



Don't redraw, recolor, or add any shapes or graphics to the stamp.

# STAMP DOS AND DON'TS.

## MINIMUM SIZE SPECIFICATIONS:

Print 0.40"  
Screen 50px



Adhere to minimum sizing wherever possible (in both digital and print) to preserve legibility.

### Strapline (stacked):



X = 2x capital U

### Strapline (horizontal):

PROUD PARTNER UJA FEDERATION NEW YORK

In the event that use of the stamp is not possible, please use the corresponding strapline version in its place. Note that in any design format/as art, we have dropped the hyphen between "UJA" and "Federation." When written out in text (think: in body copy of a newsletter), preserve the hyphen: UJA-Federation of New York.

When recognizing UJA as one of many funders on a piece of printed or digital collateral, please use our standard organization logo for parity in lieu of the Proud Partner stamp (think: promoting an event).

We realize that these guidelines can't account for every scenario that arises, so please don't hesitate to give us a call so we can discuss what makes the most strategic sense for both of us.

# ASSETS

## Proud Partner Stamp

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UJA\_Proud\_Partner\_stamp\_PMS.ai  
UJA\_Proud\_Partner\_stamp\_PMS.eps  
  
UJA\_Proud\_Partner\_stamp\_CMYK.ai  
UJA\_Proud\_Partner\_stamp\_CMYK.eps  
  
UJA\_Proud\_Partner\_stamp\_RGB.ai  
UJA\_Proud\_Partner\_stamp\_RGB.eps  
UJA\_Proud\_Partner\_stamp\_RGB.jpg  
UJA\_Proud\_Partner\_stamp\_RGB.png  
  
UJA\_Proud\_Partner\_stamp\_K.ai  
UJA\_Proud\_Partner\_stamp\_K.eps  
UJA\_Proud\_Partner\_stamp\_K.jpg  
UJA\_Proud\_Partner\_stamp\_K.png  
  
UJA\_Proud\_Partner\_stamp\_white.ai  
UJA\_Proud\_Partner\_stamp\_white.eps  
  
UJA\_Proud\_Partner\_stamp\_white.png

## Strapline

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Stacked

PROUD PARTNER  
**UJA FEDERATION**  
**NEW YORK**

UJA\_strapline\_Proud\_Partner\_STACKED\_K\_CS5.ai  
UJA\_strapline\_Proud\_Partner\_STACKED\_K\_CS5.eps  
UJA\_strapline\_Proud\_Partner\_STACKED\_K.jpg  
UJA\_strapline\_Proud\_Partner\_STACKED\_K.png  
  
UJA\_strapline\_Proud\_Partner\_STACKED\_KO\_CS5.ai  
UJA\_strapline\_Proud\_Partner\_STACKED\_KO\_CS5.eps  
UJA\_strapline\_Proud\_Partner\_STACKED\_KO.png

Horizontal

PROUD PARTNER **UJA FEDERATION NEW YORK**

UJA\_strapline\_Proud\_Partner\_HORIZ\_K\_CS5.ai  
UJA\_strapline\_Proud\_Partner\_HORIZ\_K\_CS5.eps  
UJA\_strapline\_Proud\_Partner\_HORIZ\_K.jpg  
UJA\_strapline\_Proud\_Partner\_HORIZ\_K.png  
  
UJA\_strapline\_Proud\_Partner\_HORIZ\_KO\_CS5.ai  
UJA\_strapline\_Proud\_Partner\_HORIZ\_KO\_CS5.eps  
UJA\_strapline\_Proud\_Partner\_HORIZ\_KO.png

Available at [ujafedny.org/network411](http://ujafedny.org/network411)

### **I've used text in the past — can I still use it in place of the stamp?**

We believe the clarity of the new stamp serves as a powerful signifier, so we prefer that it be your first choice. Alternatively, if the application of the stamp proves too small for legibility, we've provided both stacked and horizontal strapline versions (see pages 12 - 13). If, however, you think that a text version would be a better fit in certain contexts, we trust your judgment. We're open, and ready to help.

### **Do I need to update our branding everywhere?**

As you reprint or refresh hard-copy and digital materials, please update them with the new stamp.

### When should we not co-brand?

1. When making political statements of any kind.
2. When making statements that reflect an opinion or position that could conflict with UJA's work:

*UJA-Federation of New York cares for Jews everywhere and New Yorkers of all backgrounds, responds to crises close to home and far away, and shapes our Jewish future.*

3. When promoting activities unrelated to our shared mission.
4. When promoting “for-profit” activities or events.



# THANKS

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**Questions about co-branding?**

Please contact Mirm Kriegel at [kriegelm@ujafedny.org](mailto:kriegelm@ujafedny.org) or  
Susan Kohn at [kohns@ujafedny.org](mailto:kohns@ujafedny.org)

**Questions about network affiliation?**

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