Eastside Jewish Commons

Updated 2.14.18

Visual Brand – Creative Brief

**Project Overview**

Portland’s Eastside Jewish Commons initiative is transitioning from the initial conceptual phase into an active and established non-profit. As we prepare to approach important stakeholders and gain more visibility as an organization, we want to create a visual brand identity that encompasses the mission and professionalism of the organization.

**Creative Direction/Intent**

We’re looking for a logo that expresses unity, community, and Jewish life.

The logo must be able to stand on its own as well as be locked up with a tagline. It should include a social media version that fits well in a square dimension.

Supporting elements may include:

* “Eastside Jewish Commons” and “Portland, OR”
* Jewish star (Magen David)
* Representation of people
* Stylized representation of a physical building that resembles a community center (as opposed to a synagogue)

Tagline ideas to be provided by client. The Tagline will be no more than five words and will convey togetherness, a sense of home, and Jewish community.

**Deliverables**

* Various image files of the new logo: Color, b/w, transparent, high- and low-res, and other file versions you'd recommend.
* Digital, fillable letterhead
* Printed letterhead

**Timeline**

Tuesday, February 13 Creative Brief delivered

Wednesday, February 21 First logo concepts due

Monday, February 26 Feedback due to designer

Tuesday, March 6 Revised logo with letterhead layout due for review

Thursday, March 8 Final feedback due to designer

Monday, March 12 Final files due from designer