



BRAND GUIDELINES

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About National Council of Jewish Women/Cleveland



OUR MISSION, VISION & VALUES

MISSION

The National Council of Jewish Women (NCJW) is a grassroots organization of volunteers and advocates who turn progressive ideals into action. Inspired by Jewish values, NCJW strives for social justice by improving the quality of life for women, children, and families and by safeguarding individual rights and freedoms.

VISION

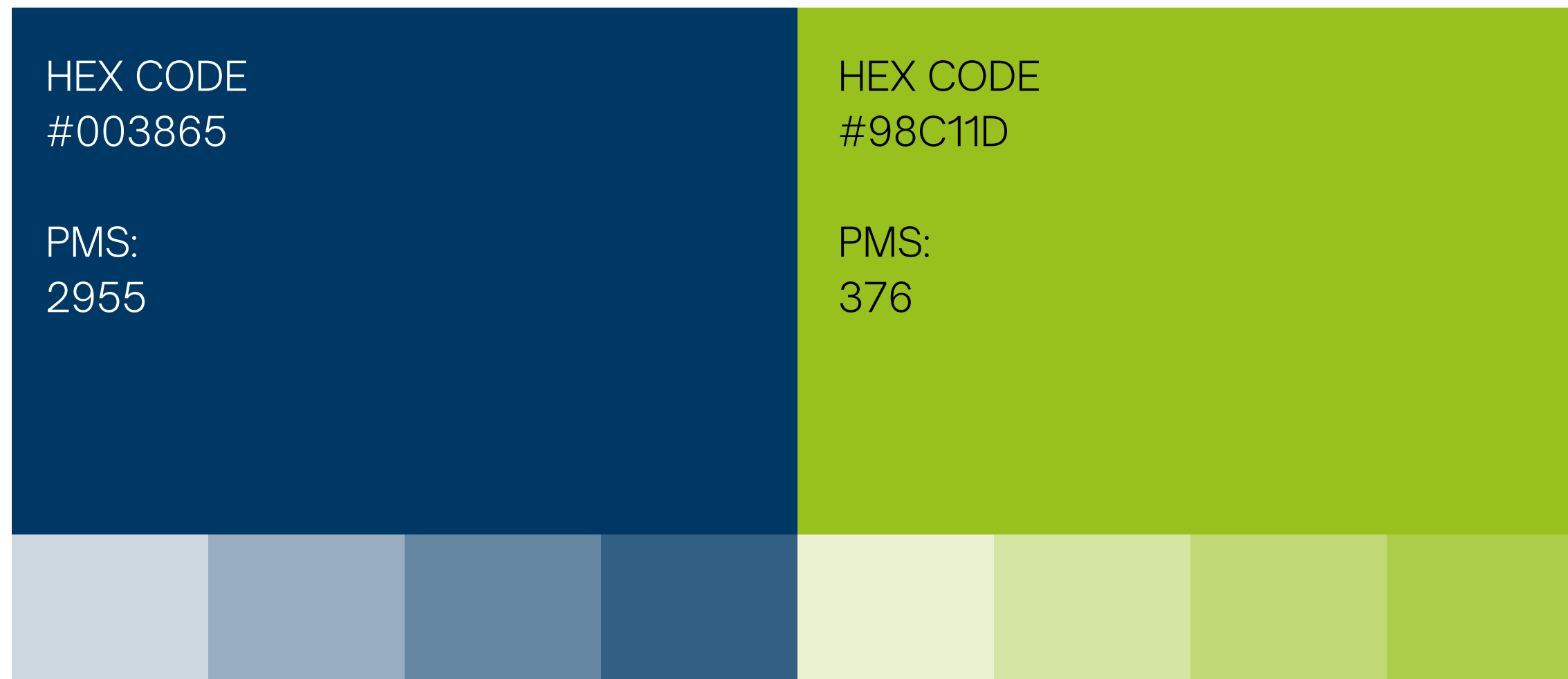
NCJW/CLE is committed to working to understand and address the needs of those most affected by inequity and advocating for justice by uplifting marginalized voices to create change in our community.

VALUES

- Tikkun Olam - Repairing the World
- Safeguarding individual rights and freedoms
- Justice, equity, diversity, and inclusion
- Advocating for women, children, and families
- The dignity of all

NCJW/CLE Color Palette

Hex and Pantone Values

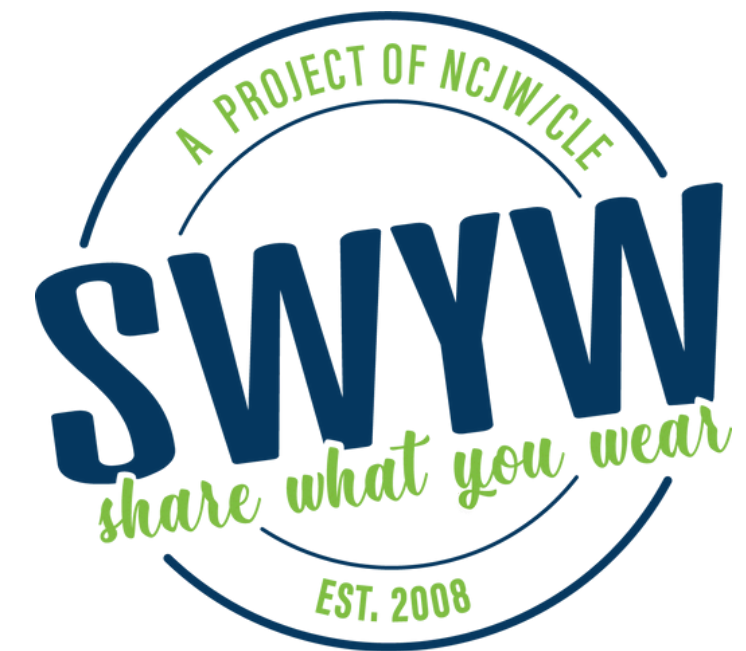


Our Logo



Different color combinations and logo versions are available upon request.

NCJW/CLE Projects: logos and icons



Our Name

DO'S

- Do spell out National Council of Jewish Women/Cleveland upon first mention, and put (NCJW/CLE) in parenthesis to signify future references.
- Do use NCJW/CLE for all subsequent mentions, with a slash (/) between NCJW and CLE.

DON'TS

- Do NOT use NCJWCLE in all one word, with no spaces or hyphen.
- Do NOT just write NCJW, without the CLE reference. Cleveland section must be defined.

Important Reminders

NCJW VS. NCJW/CLE

NCJW and NCJW/CLE are two different organizations. It's important to make that distinction in all references.

WE ARE A SECTION

We are referred to as a local "section," *not* chapter.

Social Handles



 **TWITTER**
@ncjwcleveland

 **FACEBOOK**
@ncjwcleveland

 **INSTAGRAM**
@ncjwcleve

 **FACEBOOK**
@thriftiqueshowroom

 **INSTAGRAM**
@thriftiqueshowroom

 **TIKTOK**
@thriftiqueshowroom

 **FACEBOOK**
@dddcleve

 **INSTAGRAM**
@dddcleve

 **FACEBOOK**
@livespecial

Typography Rules

Agrandir

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

A brown fox jumps over the lazy dog
A brown fox jumps over the lazy dog

Eblast / Meaningful Ways Application



Here's a NCJW/CLE weekly update with things you can do to help fill your time in a meaningful way.

OFFICE HOURS / DONATION HOURS:
Open Monday - Friday - 9:00 AM - 4:00 PM

THRIFTIQUE SHOWROOM HOURS:
Open Wednesday - Friday - 10:00 AM - 4:00 PM

Donate and win! *Spring Cleaning for a Cause!*

For every donation drop-off, your name will be entered to win local gift cards to some of Cleveland's best spots, **total value of \$150.**

Contest Runs:
March 24, 2025 - April 25, 2025

Please send
gently-loved
items in good
condition

Where to donate:
NCJW/CLE Warehouse
26055 Emery Rd. Warrensville Hts., 44128
Open Monday - Friday
9:00 a.m. - 4:00 p.m.
Call 216-378-2264 to schedule a complimentary furniture pickup

Donations support NCJW/CLE programs and initiatives.

THRIFTIQUE SHOWROOM

CELEBRATING 130 YEARS



TRUSTED BY MILLIONS



The Voice Application

LISA TO HELP ADD FONTS AND SIZES

NCJW/CLE

Tone + Voice

The NCJW/CLE voice reflects who we are: bold advocates, compassionate volunteers, and thoughtful changemakers. Every communication — whether a social post, email, or printed material — should echo our commitment to justice, equity, and community.

Our **voice** is:

- **Empowered:** We speak with strength, confidence, and purpose.
- **Warm:** We are welcoming and inclusive, always guided by empathy and desire to be a “welcoming home.”
- **Informed:** Our communications are clear, credible and rooted in our mission.
- **Activist-Oriented:** We inspire action — whether it's to learn, support, or mobilize.

Voice do's and don'ts

DO's

- Use inclusive and affirming language
- Focus on solutions and actions
- Stay rooted in our Jewish values and social justice mission
- Keep messages people-focused, not organization-centric
- Maintain a nonpartisan tone and advocate for issues, not political parties or candidates

DON'TS

- Use jargon or overly formal language
- Come across as accusatory or divisive
- Use passive voice when active engagement is the goal
- Endorse or oppose political parties or candidates. NCJW/CLE is a 501(c)(3) and must remain nonpartisan

Our tone is:

Tone may shift depending on the context and audience, but it always maintains our values and integrity.

Examples of application:

Advocacy messaging: Urgent, direct, and passionate

- *“Now is the time to protect our freedoms. Join us in standing up for justice.”*

Volunteer or community outreach: Friendly, supportive, and encouraging

- *“Your time and compassion make a difference. Let’s build a more just community, together.”*

Educational content: Clear, grounded, and approachable

- *“Explore how NCJW/CLE is addressing equity in education and how you can get involved.”*

Fundraising appeals: Heartfelt and sincere

- *“Every donation helps uplift women, children, and families in our community.”*