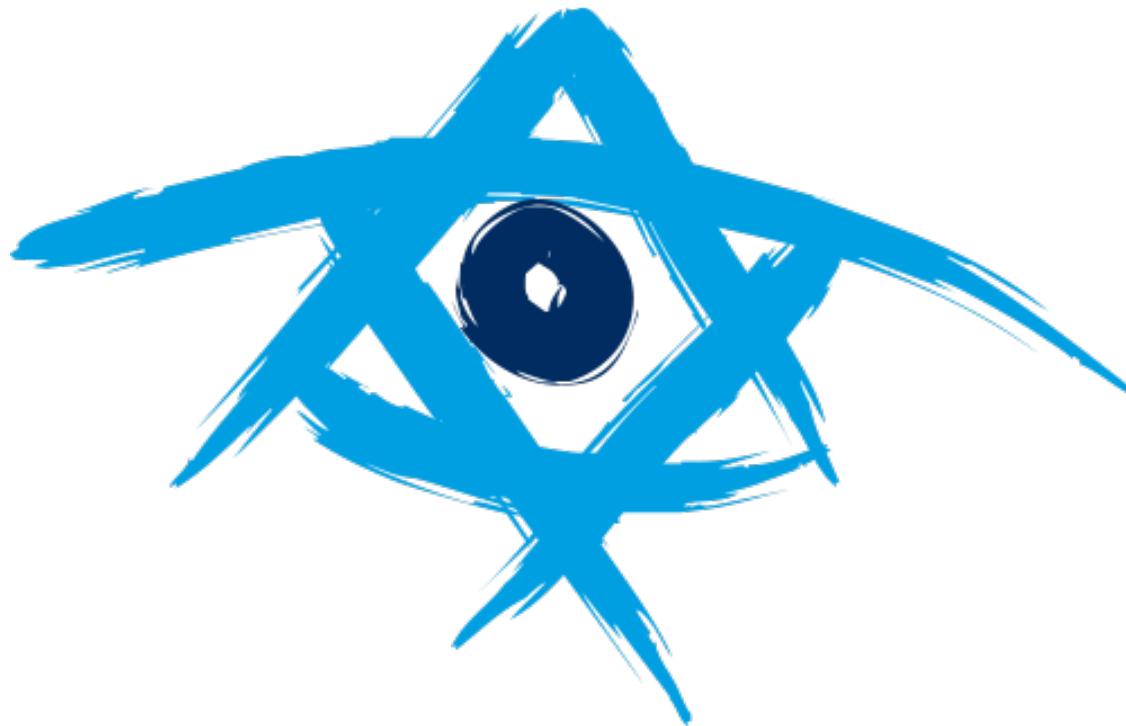


**STYLE GUIDE**  
**2014**



**תגלית • TAGLIT**  
**BIRTHRIGHT ISRAEL**

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# Taglit-Birthright Israel

For questions, please contact:

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Taglit-Birthright Israel

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Birthright Israel Foundation

Taglit-Birthright Israel has become one of the most recognized and popular brands in the Jewish world. Local partner communities and organizations and Trip Organizers have played an important role in our success. The more powerful our brand is, the better it will serve our partners and affiliated organizations and build public support for our program. Thus, our brand is one of our most important assets.

We have provided these brand guidelines to ensure that our brand is implemented correctly and with consistency. Since our brand also serves as acknowledgment of our funding partners, we have an obligation to clarify and promote the brand everywhere it is appropriate. It is very important that everyone follow these guidelines, so that the Taglit-Birthright Israel brand remains strong and clearly communicated.

# Cooperation and Compliance

***Taglit-Birthright Israel may review each of its partners' and Trip Organizers' websites and materials at any time to verify compliance with these guidelines.***

In addition, Trip Organizers are required to cooperate with Taglit-Birthright Israel's requests to distribute materials before, during and after the trip (including at the airport, the Mega Event, or any other time during the trip). Local partners are also required to cooperate with distribution of materials before, during and after the trip. In all other cases, distribution of materials or giveaways to participants by Trip Organizers, partners or staff, must first secure special permission from Taglit-Birthright Israel, providing an exact sample of the material.

Trip Organizers or partners found to be in violation of these guidelines will receive written notification via email detailing the offenses. Organizers will have no more than 24 HOURS to bring materials or websites into compliance. Taglit-Birthright Israel reserves the right to consider all steps, including financial penalties, if adjustments are not made to the materials.

# Our Brand Platform

## Our Vision

Changing the course of Jewish history and ensuring the continued existence of the Jewish people by strengthening Jewish identity, Jewish communities, and solidarity with Israel via an educational trip to Israel for the majority of Jewish young adults around the world.

## Our Brand Values

- Visionary
- Transformative
- Passionate
- Innovative
- Adventurous
- Dynamic

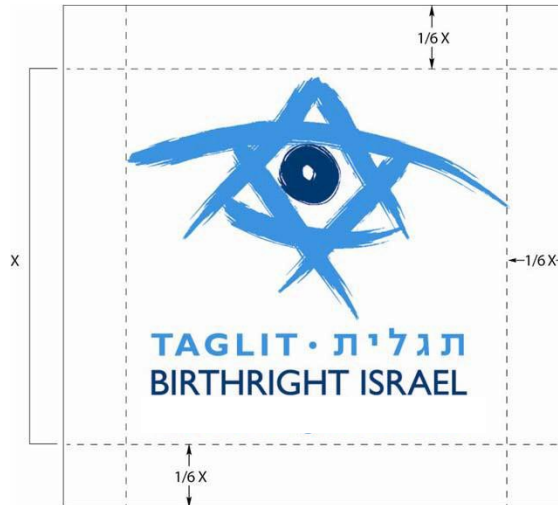
## Logo – clear space

Based on the space available, choose either the stacked or horizontal logotype lock-up provided.

The two Taglit-Birthright Israel logotypes should **never** be altered.

There should always be an area of clear space around the Taglit-Birthright Israel logotype. The minimum amount of clear space is measured by  $1/6$  the height of the stacked logo (X) and  $1/4$  the height of the horizontal logo (Y).

Whenever the logo is used, you must maintain this clear space, including on bus banners, brochures, t-shirts, giveaways and so on.



## Logo variations – stacked

(Taglit-Birthright Israel)

The Taglit-Birthright Israel logotype is a two-color version, on a white background.

This version should be used whenever possible in printed communications and marketing materials.

Please note, there are occasions when a more colorful version of the logo may be appropriate.

**To use these, you must obtain approval from Taglit-Birthright Israel.**



*permission needed*



*permission needed*



*permission needed*

## Logo variations - horizontal

(Taglit-Birthright Israel)

The Taglit-Birthright Israel logotype is a two-color version, on a white background.

This version should be used whenever possible in printed communications and marketing materials.

Please note, there are occasions when a more colorful version of the logo may be appropriate.

**To use these, you must obtain approval from Taglit-Birthright Israel.**



*permission needed*



*permission needed*



*permission needed*



## Logo variations – stacked

(Birthright Israel Foundation)

The Birthright Israel Foundation logotype is a two-color version, on a white background. This version should be used whenever possible in printed communications and marketing materials.

Please note, there are occasions when a more colorful version of the logo may be appropriate.

**To use these, you must obtain approval from Birthright Israel Foundation**



*permission needed*



*permission needed*



*permission needed*

## Logo variations - horizontal

(Birthright Israel Foundation)

The Birthright Israel Foundation logotype is a two-color version, on a white background. This version should be used whenever possible in printed communications and marketing materials.

Please note, there are occasions when a more colorful version of the logo may be appropriate.

**To use these, you must obtain approve from Birthright Israel Foundation.**



BIRTHRIGHT ISRAEL  
FOUNDATION



BIRTHRIGHT ISRAEL  
FOUNDATION



*permission needed*



BIRTHRIGHT ISRAEL  
FOUNDATION



*permission needed*



BIRTHRIGHT ISRAEL  
FOUNDATION



*permission needed*

## Logo variations

(NEXT: a Division of Birthright Israel Foundation)

NEXT: A division of Birthright Israel Foundation provides opportunities for Birthright Israel alumni. The NEXT brand, including the logo, is only to be used with NEXT partners and may not be used without permission. For detailed information on NEXT's branding guidelines, contact [communications@birthrightisraelnext.org](mailto:communications@birthrightisraelnext.org) or Joelle Berman, [joelle.berman@birthrightisraelnext.org](mailto:joelle.berman@birthrightisraelnext.org)



**NEXT**  
A DIVISION OF  
BIRTHRIGHT ISRAEL FOUNDATION



**NEXT**

## Logo misuse

These examples show some of the possible ways that the Taglit-Birthright Israel logotype might be misused.

In order to maintain the maximum brand awareness and effectiveness, it is important that the logo be applied in a consistent manner.

Logos should not be tampered with, cropped, compressed, edited or changed in anyway without consent.

**Logos are available in a variety of formats (JPG, GIF, PNG or EPS) from Talya Friedman, [talyaf@taglitbri.com](mailto:talyaf@taglitbri.com)**



*Logo cannot be transparent*

## Primary colors

Taglit-Birthright Israel's primary colors are PMS 295C and PMS 299C. The logo should appear exclusively in these two colors, unless you have approval for other variations from Taglit-Birthright Israel or Birthright Israel Foundation.



PMS 295C

100C 68M 8Y 52K

0R 47G 95B

WEB HEX CODE:  
#002D62



PMS 299C

86C 8M 0Y 0K

0R 161G 221B

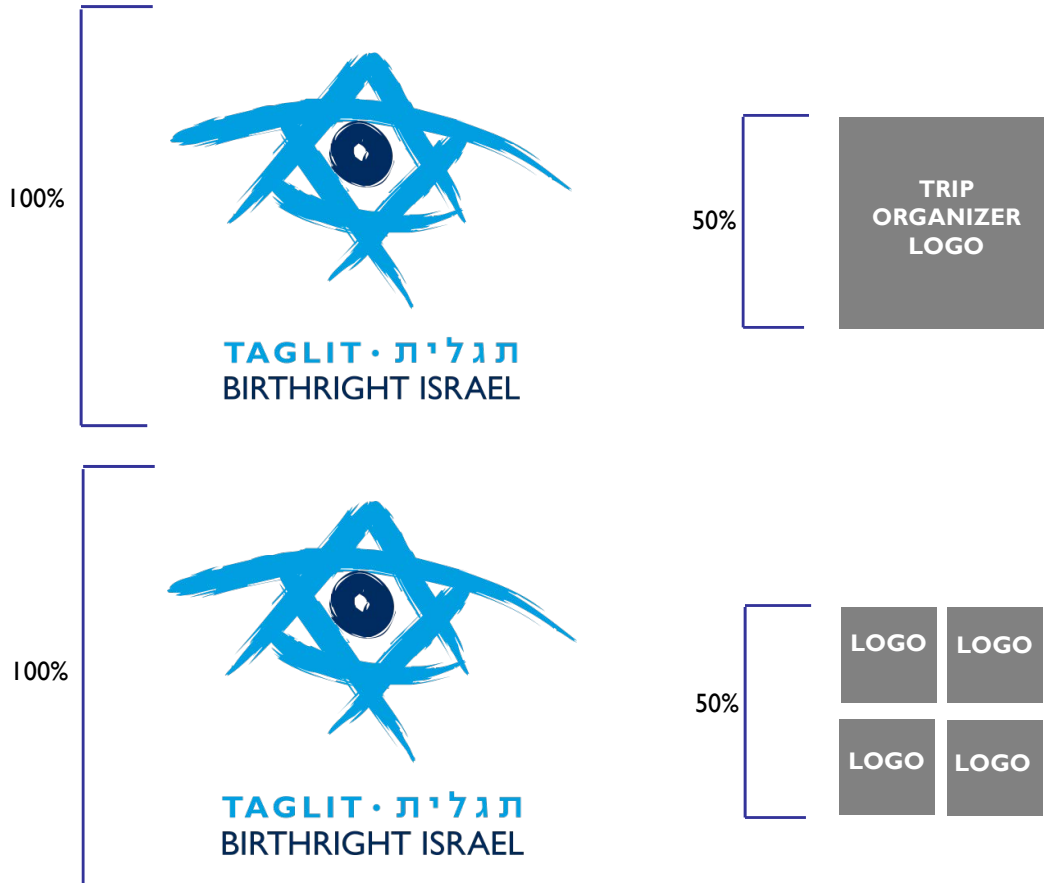
WEB HEX CODE:  
#00A0E2

## Co-branding

If you intend to use your name and/or logo in conjunction with the Taglit-Birthright Israel logo, or those of other sponsors on your signage, website or materials, you must have approval from Taglit-Birthright Israel.

If the name of the Trip Organizer, partner or another party is shown, that name/logo may not together exceed 50% of the size of the Taglit-Birthright Israel logo.

Under no circumstances should the Taglit-Birthright Israel name or logo be used in place of your own logo/name on any written materials or on your website, or used in correspondence not related to Taglit-Birthright Israel.



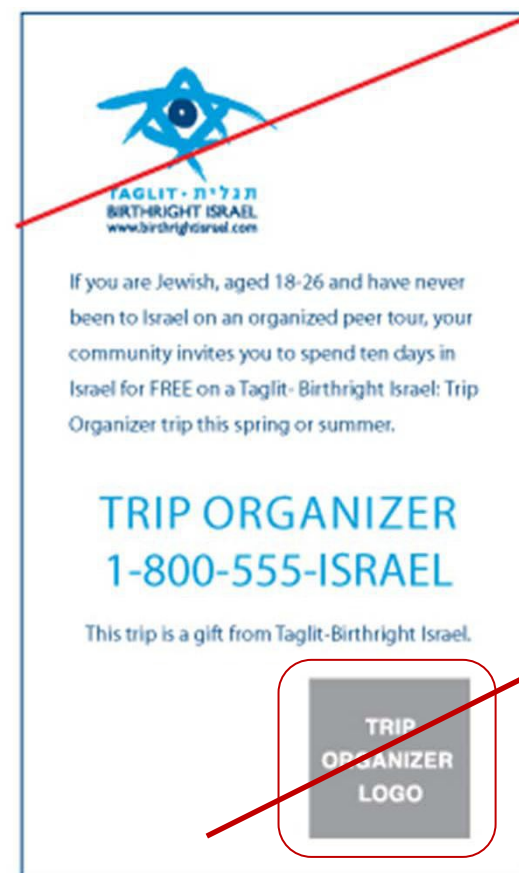
## Co-branding

These are examples of a co-branded promotional piece from Taglit-Birthright Israel and a Trip Organizer or partner. The example on the left shows the proper relationship of the Taglit-Birthright Israel logo compared to the trip organizer's logo. The example to the right shows an incorrect relationship.

The Taglit-Birthright Israel logo must always be on the top of such pieces.



The image shows a promotional flyer for a trip. At the top left is the Taglit-Birthright Israel logo, which consists of a stylized blue eye with rays and the text "TAGLIT • תגלית BIRTHRIGHT ISRAEL" below it. The main text of the flyer reads: "If you are Jewish, aged 18-26 and have never been to Israel on an organized peer tour, your community invites you to spend ten days in Israel for FREE on a Taglit- Birthright Israel: Trip Organizer trip this spring or summer." Below this, in large blue letters, is "TRIP ORGANIZER" and "1-800-555-ISRAEL". At the bottom, it says "This trip is a gift from Taglit-Birthright Israel." In the bottom right corner, there is a small grey box with the text "TRIP ORGANIZER LOGO".



The image shows a promotional flyer similar to the one on the left, but with several errors. The Taglit-Birthright Israel logo is crossed out with a red diagonal line. The main text is the same: "If you are Jewish, aged 18-26 and have never been to Israel on an organized peer tour, your community invites you to spend ten days in Israel for FREE on a Taglit- Birthright Israel: Trip Organizer trip this spring or summer." Below this, in large blue letters, is "TRIP ORGANIZER" and "1-800-555-ISRAEL". At the bottom, it says "This trip is a gift from Taglit-Birthright Israel." In the bottom right corner, there is a small grey box with the text "TRIP ORGANIZER LOGO", which is also crossed out with a red diagonal line.

## Special applications- during trip

If you intend to use the names and/or logos of sponsors on your banners, you are required to have approval from Taglit-Birthright Israel. The names and/or logos of all other parties, may not, together, exceed 50% of the size of the Taglit-Birthright Israel logo.

*Examples below are showing our colors in RGB and CMKY variations.*

### Bus Signs

All buses will bear a Taglit-Birthright Israel sign on the front of the bus. If the size of the banner prohibits displaying it on the front of the bus, then the banner should be displayed on the rear.

The sign must:

- be size: 100 cm x 75 cm
- be made from cloth or synthetic material
- be printed with waterproof ink
- maintain clear space around the Taglit-Birthright Israel logo
- have the Taglit-Birthright Israel logo centered with the trip organizer's logo(s) underneath, at no larger than 50%.



YOUR LOGO HERE



YOUR LOGO HERE



## Special applications- during trip

If you intend to use the names and/or logos of sponsors on your banners and/or bus signs, you are required to have approval from Taglit-Birthright Israel. The names and/or logos of all other parties, may not, together, exceed 50% of the size of the Taglit-Birthright Israel logo.

### Portable Signs

All portable signs, such as group identification banners, must have the Taglit-Birthright Israel logo.

### Bus Placard

Taglit-Birthright Israel will provide all trip organizers with bus placards which must be displayed prominently in the front of the bus.

### Staff Badges

All Israeli tour educators, home country staff and guards/medics will be supplied with properly branded badges that should be worn at all times while on duty (see “staff” page for more details).

## Special applications- before & after trip

If you intend to use the names and/or logos of sponsors on your banners and/or bus signs, you are required to have approval from Taglit-Birthright Israel. The names and/or logos of all other parties, may not, together, exceed 50% of the size of the Taglit-Birthright Israel logo.

*All recruitment and post-trip events where the primary target audience includes Taglit-Birthright Israel potential or past participants must be properly co-branded.*

### Portable Signs

All portable signs, such as group identification banners, must have the Taglit-Birthright Israel logo in the proportions listed before.

### Materials

All materials that describe the trip (and all giveaways distributed) must include the following phrase: **This trip is a gift from Taglit-Birthright Israel.**

## Special applications - after the trip

**NEXT: A Division of the Birthright Israel Foundation connects Birthright Israel alumni and their peers with meaningful Jewish living and learning opportunities nationally, locally, and in Israel.**

When partnering with NEXT, note the following co-branding requirements:

- NEXT sponsored events and programs must use the NEXT logo in all printed communications and marketing materials.
- All printed communications and marketing materials must be pre-approved by the NEXT office.
- NEXT Local Directors and Coordinators may use the local NEXT logo provided by the Birthright Israel NEXT office.
- If the name of a co-sponsor and/or co-partner is shown, they may not exceed 100% of the size of the NEXT logo.

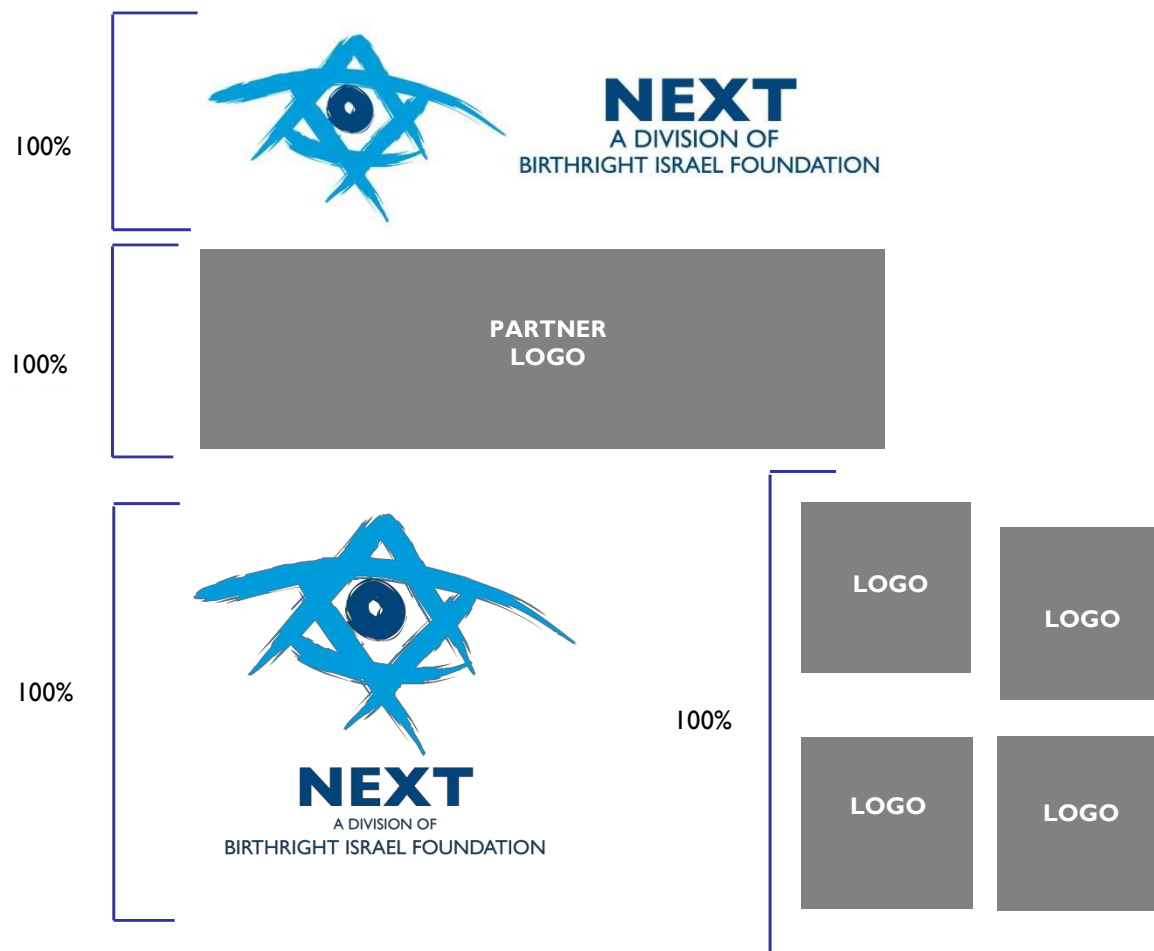
***Whenever referring to NEXT, either verbally or in written format, the name will be expressed as follows:***

- It must always appear as NEXT
- NEXT must always be capitalized
- Not permitted: Birthright NEXT, BRI NEXT

## Co-branding with NEXT

If you intend to use your name and/or logo, or those of other sponsors on your signage or materials, you are required to have approval from NEXT.

If the name of the partner or another party is shown, they may not together exceed 100% of the size of the NEXT logo.



## Giveaways – co-branded

All signage, trip related information, merchandising, wearables, trinkets, tchotchkes and other materials given to participants before, during, or after the trip must carry the Taglit-Birthright Israel logo and identification whenever and wherever your logo and identification appears.

***All T-shirts and hats must include only the Taglit-Birthright Israel logo on the front (the logo may appear in other places as well but must be on the front).***

If the name of the Trip Organizer, another party or slogan is shown together on the back or sides, they may not together exceed 50% of the size of the Taglit-Birthright Israel logo. These rules apply to ***all items***, including staff shirts, backpacks, water bottles and so on.



## Giveaways

### Taglit-Birthright Israel Promotional Items or Information

When requested by Taglit-Birthright Israel, its materials or giveaways must be distributed, viewed or displayed to your trip participants.

### Third-Party Promotional Items

No third-party promotional items are to be distributed to trip participants without the express consent of Taglit-Birthright Israel.

### Copyright Protected Material or Products

In some cases, Taglit-Birthright Israel will share music, artwork or other original intellectual assets for the purpose of sharing said materials with trip participants. Permission to distribute such items is restricted and further distribution, display or broadcast are prohibited unless otherwise noted by Taglit-Birthright Israel.

## Giveaways – original artwork and slogans

All giveaways containing slogans or original artwork must be approved by Taglit-Birthright Israel. As the example on the right shows, inappropriate slogans and artwork will not be approved.



## Our Name

***Whenever referring to Taglit-Birthright Israel either verbally, or in a written format the name will be expressed as follows:***

- Name must always appear as Taglit-Birthright Israel
- “Birthright” should not be used by itself, but should always be paired with “Israel”
- When Taglit-Birthright Israel appears in text, and not as part of the logo, it should be typeset in the font of the rest of the document, not the logo font.

Taglit-Birthright Israel usage and other organizational names:

***Whenever reference to your Taglit-Birthright Israel program appears in writing (including on your website, emails, flyers, t-shirts, giveaways, etc.), it **MUST** appear in the following format:***

Taglit-Birthright Israel: (name of Trip Organizer) - (name of program, if applicable)

**e.g.** Taglit-Birthright Israel: Hillel - National Campus Tour  
Taglit-Birthright Israel: Tlalim - Israel by Foot



## Our Name

### ***Programs geared towards participants or alumni:***

The use of the Taglit-Birthright Israel name to describe other programs, groups or tours is **restricted**. Trip Organizers, partners and organizations wishing to reach out primarily to Taglit-Birthright Israel participants are prohibited from using names that may confuse the targeted individuals as to whether the program is sponsored, approved or sanctioned by Taglit-Birthright Israel.

#### Not permitted-

- *The Next Birthright*
- *Birthright Extended*
- *Birthright Plus*, etc.

#### Permitted-

- *Return to Israel: A program especially for Taglit Birthright Israel alumni*
- *Learn More Now: Jewish History for Taglit-Birthright Israel alumni*

## Marketing

Keeping in the spirit of the cooperative, not-for-profit venture which the organization is incorporated as, Trip Organizers are required to market the trips (and other partners in the programs) in an honest, up front, and ethical manner. By accepting the terms of being a Trip Organizer, Trip Organizers also accept that these trips are not part of the larger free market for paid, commercial, and noncommercial trips to Israel and that Taglit-Birthright Israel reserves the right to control the manner in which our funds are spent.

All marketing and giveaways must be done in good taste, within the limits of the law (obeying copyrights, trademarks and intellectual property) and in a manner that maintains Taglit-Birthright Israel's good reputation.

The following practices are **absolutely prohibited** for all partners and Trip Organizers:

- Distributing plagiarized materials, including website or social media content, that is not original - when borrowed without permission from another organization (*with the exception of official Taglit-Birthright Israel presence, which must be properly attributed*).
- Marketing or advertising one organization on another organization's website, search engine results, or among another organization's membership or internet presence without permission.
- Using the same or similar slogans, nicknames, URLs, email addresses or euphemisms as another organizer or Taglit-Birthright Israel.
- Any kind of redundant, exploitative or annoying repeated posts on third-party websites, emails or mailing lists, including the message boards on and Facebook.
- Misleading, deceptive, or unclear information that would confuse the reader as to the true funding source of trips, the role of the Trip Organizer, the nature of the trips, or anything about the organizer or Taglit-Birthright Israel that is untrue.
- As a reminder, the deceptive practice of tagging your site, SEO, meta text or ads with the keywords, meta text, SEO or names of other organizations is **strictly prohibited**. The same goes for deceptive naming of groups or other profiles on social networking sites.

## Marketing

Keeping in the spirit of the cooperative, not-for-profit venture that we are, Trip Organizers are required to market the trips (and other partners the programs) they offer in an honest, up front, and ethical manner. By accepting the terms of being a Trip Organizer, you are also accepting that these trips are not part of the larger free market for paid, commercial, and noncommercial trips to Israel and that we reserve the right to control the manner in which our funds are spent.

All marketing and giveaways must be done in good taste, within the limits of the law (obeying copyrights, trademarks and intellectual property) and in a manner which maintains Taglit-Birthright Israel's good reputation.

The following statements are required on printed materials and webpages (including non-proprietary pages set up on other sites, blogs, profiles):

- The following phrase must appear in bold typeface in all printed material, on each page of Trip Organizers' (or their partnering organizations) website(s) that refers to the trip, and on giveaways when original slogans are used: **This trip is a gift from Taglit-Birthright Israel.**
- The following phrase must appear on your official websites as well as your 'official' presence on third party sites or partner organization sites:
  - Taglit-Birthright Israel is an innovative partnership between the people of Israel through the Government of Israel, private philanthropists through the Birthright Israel Foundation and Jewish communities around the world (North American Jewish Federations, Keren Hayesod, and The Jewish Agency for Israel).

## Marketing best practices

*The Taglit-Birthright Israel gift is educational in nature.*

Photos used in marketing **cannot** include or depict:

- Identifiable images of individuals not affiliated with the Taglit-Birthright Israel trips
- Use of drugs or alcohol
- Violence or weaponry (including soldiers with guns, displayed mortar shells, etc.)
- Sexual or sexually suggestive behavior
- Participants in t-shirts or other clothing items with offensive content
- Excessive use of bikini, beach, or “mud” imagery

Words used in marketing **cannot** include:

- “Totally Free”
- “All Expenses Paid”
- “Vacation”

## Internet presence

In addition to the other guidelines listed, Trip Organizers and their Partners' website(s) as well as post-programming partners' website(s) must:

- Direct participants to Taglit-Birthright Israel's website for further, in- depth information about the trip or programming.
- There must be a direct link to [ww.birthrightisrael.com](http://ww.birthrightisrael.com) from all Taglit-Birthright Israel logo on all pages of a website that reference the trip experience
- The Taglit-Birthright Israel logo must be twice the size of the Trip Organizer's logo and appear in the top part of the website, so that a user can see it without scrolling.
- Use the phrase "This trip is a gift from Taglit-Birthright Israel" on each page of your website.
- Note that these guidelines apply to your online presence in all forms and extend to all pages, profiles, blogs, groups, social media, list servers or other third party sites managed by staff, recruiters or partnering organizations.

Banner and online advertising must make clear which organization is being advertised.

## Internet presence- social media

In addition to the guidelines already covered, the guidelines for third-party sites are required of all your pages online related to the Taglit-Birthright Israel experience, trip, activities or information, including those of Trip Organizer's recruiters and promoters as well as those who may be doing alumni programming or outreach.

Third party websites may include - but are not limited to - Twitter, Pinterest, Google+, Facebook, YouTube, Picasa, Instagram, Flickr, partnering organization's websites, etc.

- Trip organizers and third-party organizations must name their page, profile, group or description as descriptively as possible and in a way that makes it clear to the viewer which organization(s) is involved. For example, "Taglit-Birthright Israel: Mayanot Winter '12-'13 New York Groups," or "Taglit-Birthright Israel: David's Groups on Sachlav" are OK.
  - "Birthright Israel Free Trips" or "Birthright Israel alumni" are not OK.
- Include a disclaimer in any social network group description that it is NOT an official Taglit-Birthright Israel page (for any bus-specific or other Taglit-Birthright Israel related groups).
- All profiles should include at least a 180 X 180 px Taglit-Birthright Israel logo somewhere prominent in the background style of the page

## Facebook presence

- The naming convention we request every Trip Organizer to use for their official Facebook page should follow this structure: [Trip Organizer Name]: Taglit-Birthright Israel (Please note that in the past we requested that the trip organizer name come last)
  - For example: Taglit-Birthright Israel: Hillel Trip
- 'LIKE' our Facebook page and add us <https://www.facebook.com/TaglitBRI> as a "FEATURED LIKE"
  - If you do not know how to do this as a page, go here:  
<https://www.facebook.com/help/?faq=224585677557798#How-can-I-feature-other-Pages-on-my-Page>
- Our official logo MUST appear in your cover photo, or comparable horizontal banner
  - The logo must be a minimum of 180x180 px

## Internet presence- social media

On Facebook, trip organizers must use a PAGE, and not a personal account designed for a private individual.

- ☐ For more information about converting a personal account to a page, see <https://www.facebook.com/help?page=213602951994043>
- ☐ We advise updating your social media channels regularly, using an informal, fun approach, posting on Facebook a few times a week and on Twitter at least once a day. Be sure to also respond to others and to answer questions, rather than merely broadcast your content.
- ☐ Add the following information within the **'About', 'Description' or 'General Information'** area of your page: **'This trip is a gift of Taglit-Birthright Israel.'**

Posting images and videos of trips is encouraged, and participants should be encouraged to tag themselves and their friends. We ask you to also tag images posted on Facebook with @Taglit-Birthright Israel so that the album or post links to our page.

- We encourage you to SHARE content from our social media
- We also ask you to tweet @TaglitBRI when posting about a trip experience on Twitter.



**The following practices are absolutely prohibited on all partner and trip organizer's social media channels:**

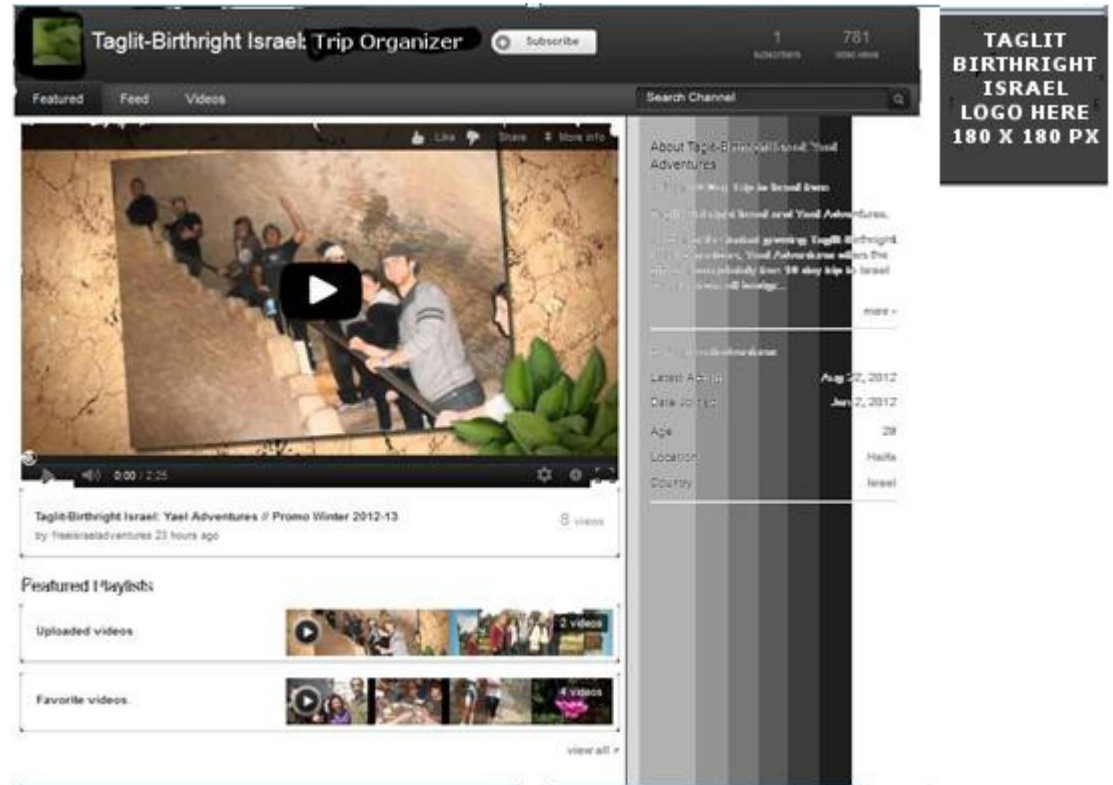
- Any kind of redundant, exploitative or repeated posts on Facebook Timelines or Twitters feeds
- Misleading, deceptive, or unclear information that would confuse the reader as to the true funding source of trips or the role of the trip organizer
- Posted images and videos and other media **cannot** include or depict:
  - ☐ Use of drugs or inappropriate consumption of alcohol
  - ☐ Violence or weaponry (including soldiers with guns, displayed mortar shells, etc.)
  - ☐ Sexual or sexually explicit and suggestive behavior

Partners and trip organizers are responsible for removing any of the above content posted by a third party

## Internet presence - Youtube

Any videos that are related to recruiting applicants for the trip, or deal with information related to being on the trip, or post-trip options need to be properly branded. Again, this means the Taglit-Birthright Israel logo is 50% larger than your own. It must also be understood from the video that although this is a Taglit-Birthright Israel trip, that it is your organization that is promoting (has authored) the video. Additionally, any such videos should be submitted to Noa Bauer for approval before being published to the internet or made available to the public. Again, this is to make sure that the video is in good taste, and is properly branded.

Your user channel should also include a 180 x 180px Taglit-Birthright Israel logo in the top section





## Internet presence – E-mails

When sending out emails related to pre-trip, trip, or post-trip information the following branding rules must be followed:

The FROM: line in the email should look like this:

FROM: Taglit-Birthright Israel: [Trip Organizer Name]

Example:

FROM: Taglit-Birthright Israel: Shorashim

Additionally, all emails must also follow the same branding guidelines for websites or any written advertising or marketing. This means that the Taglit-Birthright Israel logo receives prominence at the top of the email, and is 50% larger than your own (and any partner organizations).

Also, the statement, 'This trip is a gift of Taglit-Birthright Israel' should be placed within the email. This can be somewhere within the body of the email, or can be added as a footer as well.

The Taglit-Birthright Israel logo should link back to our homepage: [www.birthrightisrael.com](http://www.birthrightisrael.com)

## Internet presence- URLs and E-mail address

One area where we need Trip Organizers to reference Taglit-Birthright Israel properly is in branding your emails and website urls. The public should not be confused whether they are in contact with Taglit-Birthright Israel or an individual Trip Organizer. Therefore, here are two examples of proper branding as it relates to emails or website addresses:

### URL

Proper usage: <http://www.israexperts.com>

Incorrect usage: <http://taglit.israexperts.com>

### E-MAIL

Proper usage: [information@mayanot.edu](mailto:information@mayanot.edu)

Incorrect usage: birthright@mayanot.edu

# Press

All contacts between Trip Organizers and programming partners and the media must have previous authorization from Taglit-Birthright Israel.

For the continued prosperity of the program, we ask that you cooperate with Taglit-Birthright Israel press agents or staff in the generation of newsworthy articles or features. This includes notifying Taglit-Birthright Israel staff of interesting participants, itineraries, occurrences or events.

In addition, any proposed meetings with public officials or other noteworthy individuals in Israel must be approved by Noa Bauer BEFORE an invitation to the speaker is extended

Press releases must be reviewed and approved by Taglit-Birthright Israel before dissemination so that Taglit-Birthright Israel is aware of possible inquiries from the media.

## **Please follow these rules:**

- There will be no unauthorized contact with the media without the prior approval of Taglit-Birthright Israel
- Trip Organizers must provide updated and accurate information to the media in press releases.
- Press releases must list a Taglit-Birthright Israel contact person:
  - In North America, Gail Hyman +1-646-453-2002, [gail.hyman@birthrightisrael.org](mailto:gail.hyman@birthrightisrael.org)
  - Throughout the rest of the world, Noa Bauer +972-52-606-2057, [noab@taglitbri.com](mailto:noab@taglitbri.com)
- Any and all official correspondence with respect to the program must carry the Taglit-Birthright Israel logo in the manner proscribed in these brand guidelines.
- Trip Organizers are prohibited from representing themselves as partners, sponsors or sole providers of the Taglit-Birthright Israel gift.

## Trip Staff

To raise awareness of the program in Israel and foster a sense of professional behavior and structure, all Israeli and home country madrichim, staff and/or tour guides must wear at least one article that is properly branded and authorized by Taglit-Birthright Israel at all times. Clothing items include, but are not limited to: hats, visors, t-shirts, vests, lanyards, nametags and sweatshirts. All items must comply with the Taglit-Birthright Israel brand guidelines.

Madrichim should only wear properly branded Taglit-Birthright Israel or plain shirts. They should not wear shirts from other Jewish or Israeli organizations or institutions while on duty. They will receive a name badge from Taglit-Birthright Israel that should be worn on duty.

This policy applies whenever staff leaves the hotel in which the group is staying and can be viewed by the public. Each of your staff professionals on the trip (excluding the guard and/or medic) should always be identifiable as representatives of the Taglit-Birthright Israel program when entering restaurants, historical or religious sites, public attractions, museums, government buildings, private businesses, tzedek programs or other 'public' locations. The only exception to this rule is if and when the group attends Shabbat services in a synagogue or other sensitive situations.

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## Staff Titles

Staff titles used publicly should in no way confuse people as to which organization the employee works. In all cases, business cards, email signatures, and other public uses should display both logos.

**Trip Organizer** titles should be clear as to which organization they are representing, though the title can fit within the naming conventions of your organization:

Conservadox Council, Program Director for Taglit-Birthright Israel

For local **alumni programming** partners:

Birthright Israel Foundation, Midwest Regional Director