

Branding Guidelines

STANACH STUDY



Mission & Slogan

Mission

Our mission is to create a platform for all serious students to easily study the entire Tanach (Torah, Nevi'im and Ketuvim) in a comprehensible fashion.

We seek to generate an experience that allows our members to become intimately familiar with the text, framework, and storyline of the Tanach.

Our emergent objectives are to increase knowledge of our ancestral Jewish history, to strengthen our sense of awe and love of God, and reinforce our personal and national Jewish identity.

Slogan

Fusing modern technologies with ancient texts.

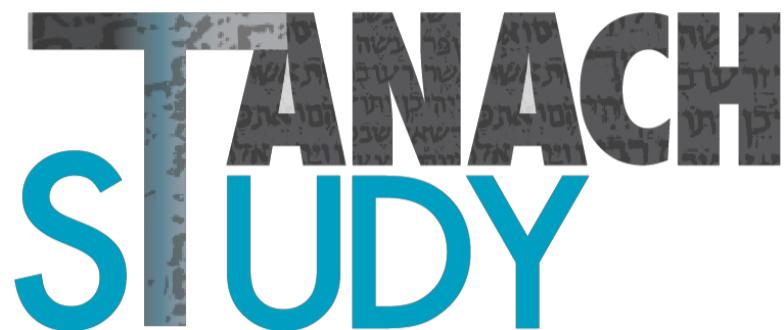
Pasuk

“Understand the reading”

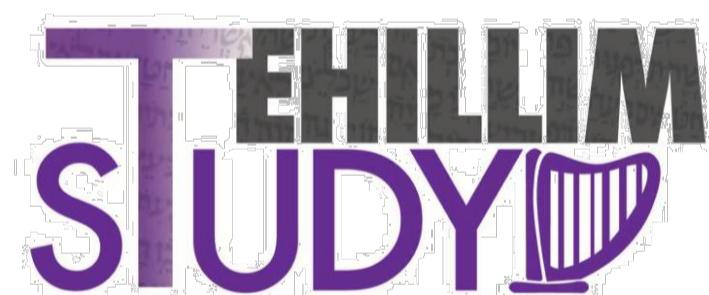
“ושׁומַן שָׁבֵל, וַיְבִינוּ בְמִקְרָא”

Logos

Primary Logo



Logos of Divisions



Parasha Study



Primary



C: 80

M: 9

Y: 95

K: 22

R: 18

G: 126

B: 54

#127E36

Secondary



C: 9

M: 2

Y: 8

K: 0

R: 228

G: 240

B: 229

#E4FOE5

Tertiary



C: 70

M: 3

Y: 75

K: 1

R: 69

G: 170

B: 103

#45AA67

Complementary



C: 7

M: 85

Y: 95

K: 20

R: 172

G: 48

B: 25

#AC3019

Tanach Study

TANACH STUDY

Primary



C: 76
M: 11
Y: 8
K: 2

R: 0
G: 159
B: 193
#009FC1

Secondary



C: 10
M: 3
Y: 3
K: 0

R: 229
G: 243
B: 247
#E5F3F7

Tertiary



C: 65
M: 26
Y: 0
K: 0

R: 3
G: 155
B: 229
#039BE5

Complementary



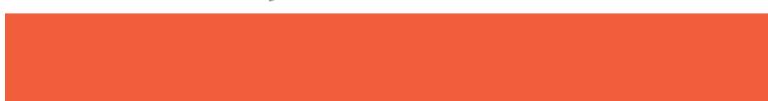
C: 0
M: 31
Y: 84
K: 1

R: 255
G: 176
B: 35
#FFB023

Haftara Study



Primary



C: 0 R: 238
M: 72 G: 90
Y: 90 B: 36
K: 1 #EE5A24

Secondary



C: 2 R: 255
M: 8 G: 230
Y: 20 B: 196
K: 0 #FFE6C4

Tertiary



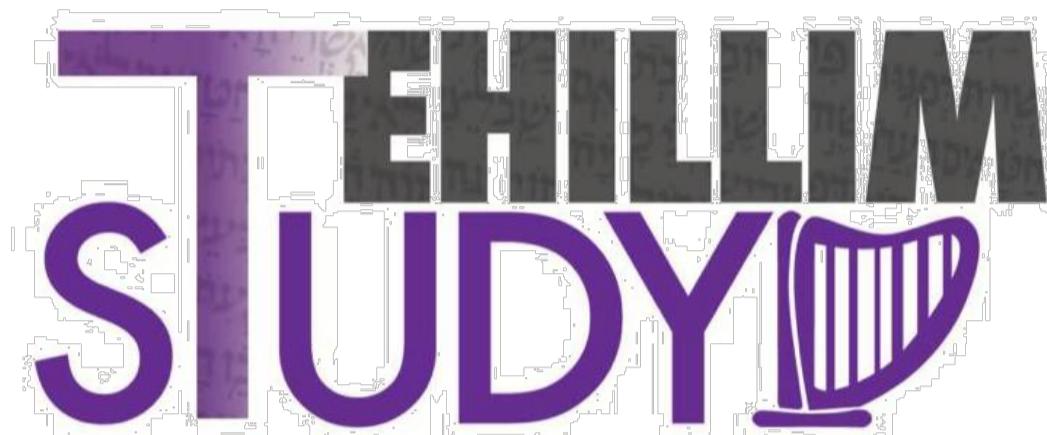
C: 0 R: 255
M: 42 G: 161
Y: 35 B: 139
K: 0 #FFA18B

Complementary



C: 7 R: 172
M: 85 G: 48
Y: 95 B: 25
K: 20 #AC3019

Tehillim Study



Primary



C: 84

M: 97

Y: 2

K: 6

R: 80

G: 26

B: 125

#501A7D

Secondary



C: 9

M: 9

Y: 2

K: 0

R: 234

G: 226

B: 238

#EAE2EE

Tertiary



C: 61

M: 73

Y: 0

K: 0

R: 125

G: 77

B: 164

#7D4DA4

Complementary



C: 7

M: 2

Y: 65

K: 0

R: 245

G: 239

B: 105

#F5EF69

Moadim Study



Primary



C: 5

M: 6

Y: 95

K: 2

R: 238

G: 218

B: 34

#EEDA22

Secondary



C: 4

M: 2

Y: 18

K: 0

R: 251

G: 247

B: 208

#FBF7DO

Tertiary



C: 3

M: 4

Y: 87

K: 0

R: 255

G: 231

B: 0

#FFE700

Complementary



C: 84

M: 86

Y: 0

K: 0

R: 88

G: 35

B: 162

#5823A2

Mishna Study



Primary



C: 11 R: 149
M: 91 G: 0
Y: 32 B: 16
K: 32 #950010

Secondary



C: 5 R: 242
M: 10 G: 225
Y: 4 B: 226
K: 0 #F2E1E2

Tertiary



C: 2 R: 221
M: 92 G: 52
Y: 66 B: 71
K: 3 #D33447

Complementary



C: 74 R: 42
M: 1 G: 173
Y: 81 B: 95
K: 1 #2AAD5F

Greys, Blacks & Whites



C: 77
M: 70
Y: 65
K: 22



C: 6
M: 4
Y: 3
K: 0

R: 70
G: 70
B: 70

R: 234
G: 234
B: 234

#464646

#EAEAEA



C: 79
M: 73
Y: 68
K: 68

R: 26
G: 26
B: 26

#1A1A1A

Fonts

Primary Font

Muli (Semi-Bold)

Muli (Black)

Primary font will be used for all logos, headlines and body text.

Secondary Font

Thasadith (Regular)

Thasadith (Bold)

Thasadith (Bold Italic)

Secondary font will be used for subtitles and details.

TANACH STUDY

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