

# Brand Guidelines

Presenting the work of the Tnua creatively & consistently

**BNEI  
AKIVA**  
UNITED KINGDOM



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# Introduction

These brand guidelines have been created to ensure consistency across all Bnei Akiva UK communications and materials.

By following these guidelines, we maintain a strong, unified brand identity that reflects our values and mission while engaging our community effectively.

# Identity, Voice & Tone

Bnei Akiva UK is dedicated to inspiring and empowering Jewish youth through our ideology of Torah V'Avodah which unifies Am Yisrael, Eretz Yisrael & Torat Yisrael as the central pillars of a rich and authentic Jewish life.

We seek to excel in hadracha and informal education, cultivating our chanichim into madrichim and leaders wherever they go, ensuring they are models of living committed, religious Zionist lives.

**Am Yisrael - The Jewish People**

**B'eretz Yisrael - In the Land of Israel**

**Al Pi Torat Yisrael - according to the Torah (our unique national values)**

**BAUK espouses the ideology of Torah V'Avodah as a means of unifying the above.**

**Torah V'Avodah reflects the synergetic relationship between appreciating and understanding Torah and actualising Hashem's will in the world via mitzvot. Torah V'Avodah shall further incorporate a commitment to fulfilling the mitzvah of Yishuv Ha'aretz through active involvement in developing Medinat Yisrael. (accurate as of Veida 5784)**

## Logo (Semel)

The Bnei Akiva UK Logo is known as the Semel and has two core elements:

1. The international semel of Bnei Akiva with the core elements of the letter “taf” for Torah and “ayin” for avodah encased within two luchot (tablets), flanked by wheat and olives symbolising the 7 species of Israel and peace as well as a scythe and pitchfork, tools to work the land. The movement name, Bnei Akiva is written in Hebrew letters on a banner under the luchot

2. The Bnei Akiva United Kingdom word mark with BNEI AKIVA stacked capitalised in large, bold, sans-serif letters, with United Kingdom in a lighter weight beneath the stacked name.

# Logo (Semel)



# Logo (Semel)

## Correct Usage

- Ensure the semel in full is always present on all publications, letters, promotional material
- Position centrally or offset from the page if appropriate but not outside the general framework of a design, unless incorporated into a header and footer

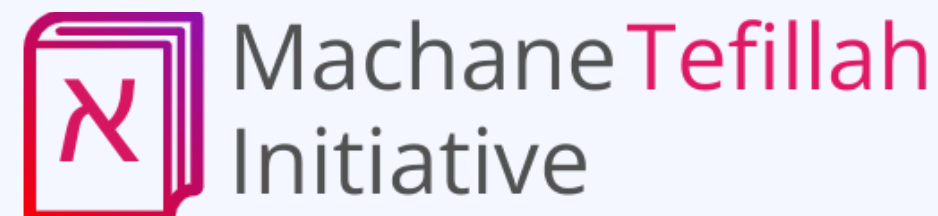
## Incorrect Usage

- Do not separate the text from the graphic unless to use on a garment.
- Do not rotate the semel
- Do not use the semel in a different colour - instead place it inside a coloured box
- Do not distort or add any image effects to the semel
- Do not alter the proportions

# Sub-Brands

## Sub-Brands

Within the Tnua, there are a number of things which have distinct branding, these should conform to Bnei Akiva UK's broader branding guidelines whilst retaining their unique look and distinct visual identity. Here are some examples...



# Colours & Palettes

Colour use is highly flexible across BAUK's work. However, there is a core palette and each application should be consistent in colour usage.

## Core Palette

**Primary Colour**  
**#000632**

**Accent Colour A**  
**#213ed1**

**Accent Colour B**  
**#155AA6**

**Accent Colour C**  
**#679FF8**

**Background Colour #f4f7ff**

## How to generate cohesive colours for posters, graphics & publications

1. Head to [huemint.com/brand-1/](https://huemint.com/brand-1/) and explore through the sub-menus, use the brand feature for different colours and gradient for shades of the same colour
2. Alternative sources of inspiration can include: [colors.co](https://colors.co) [colormind.io](https://colormind.io) and [x.com/AlexCristache](https://x.com/AlexCristache) (mindful palettes)
3. Use the generate button to cycle through options, when you see a colour you like click on it to lock it in place and copy the hex code which can be used in designs
4. Once you have established your palette set out the hex codes in coloured text or boxes on your design page to keep track of the corresponding hues.

As a general rule, use the BA Blue #000632 in place of any instance of using black #000000

# Colours & Palettes

## Summer Machane

#e609d to #bc675d Primary Gradient	##### Text & Box
#3f5acd Aleph Background	#1db11c AC Background
#D81010 Bet Base Background	#E16C00 BC Background
#851ec4 Gimmel Background	#f4f7ff BMP Background

## Winter Machane

##574786 Primary Background	##### Text & Box
#a96ce6 Aleph Background	#e1ba54 Ma'apilim Background
#24944e Haroeh Background	#af2f78 Gimmel Background
#851ec4 H-course Background	

## Shvil Yisrael

#f7f4f1 Primary Background	#444499 Accent A
#a7c9eb Accent B	#449955 Accent C
#4b3f05 Accent D	#f7efd7 Text A & illustrations

## Shabbat Lashem

#000632 pattern background & primary text	#155aa6 Heading background & accent
#4858a9 Accent alternative	#d5e3ff Body background
#dee1ff Accent text colour	#f4f7ff Heading text & svg icon

## Olat HaChodesh

#d4ac08 Heading Background A	#bb3a54 Heading background B
#f6ecd8 Body Background A	#f6d7dc Body Background B
#4b3f05 Text A	#490606 Text B
#000632 Pattern background	#f4f7ff Heading text

## Otzar Torah MiTzion

#005bc0 Primary Logo	#444499 Accent Logo
#7194cd Secondary Logo	

# Typography

A core set of typeface families, in varying weights, are used in Bnei Akiva's work. For projects requiring unique visual identity (e.g. Shvil Yisrael) flexibility is possible.

## Uncut Sans

**Uncut Sans is the default font**

It can be seen in varying weights in Shabbat Lashem

It is also used in Olat HaChodesh & most chinuch materials

Uncut Sans is available in weights from Light through to Bold

## Pretendard

**Pretendard is an alternative primary font**

It has a much broader range of thickness from thin & extra-light

**Through bold, extra bold & Black**

## Alternative Core Font Families

Epilogue is a varying weight font  
**It is an alternative primary font**

Expletus Sans is a 4 weight font - **a secondary option**  
Regular Medium Semi-Bold Bold

**Etna Sans Serif is a single weight font good for headings.**

**Composite is a 5 weight font - a secondary option**  
Light Regular Bold Extra Bold **Black**

Termina Test is a 7 weight font - a secondary option  
Thin Extra Light Light Regular Medium **Bold Heavy**

All fonts of these pages are families with varying weights allowing versatile use and consistency on a single document - Use a maximum of 2 different core families in a single project/publication, best practice is to utilise the weightings and sizing to make differentiations

# Typography

There are special use cases where particular families and weights are utilised.

## Formal Documents

Formal documents have an established font hierarchy

**MOHAVE BOLD**  
Headings

**MOHAVE REGULAR**  
Sub-Headings

**Open Sans Regular**  
Body text

## Headings

For social media & occasions where you want to draw attention or to make a project unique, special fonts can be used for this. Here's some examples but use your creativity!

*After Smile*  
*Willful*      *Boogaloo*  
**Subjectivity**

**League Spartan**  
Bold Headings & Branding

## Hebrew

Hebrew variants of the core fonts, especially uncut sans may be used, here are some more distinct alternatives

נובמבר בולד

אלף בולד

פינג

קליברי בולד לייט

# Layout Guidelines

**Structure - Boxes**  
 Key to BAUK's brand image is the design structure. All Designs should use boxes in some capacity to help give the design structure in a non intrusive manner.  
 Boxes should have rounded edges, standard rounding is 32 (or 24) and should increase in increments of 8.  
 Call To Actions (sign up links or price or location/date/time boxes can be more rounded)



# Layout Guidelines

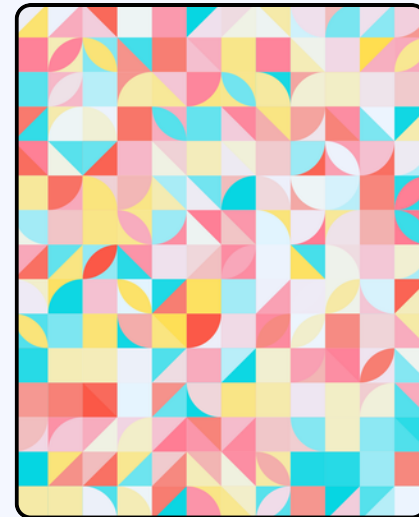
Every design should have multiple layers of complexity

## Structure - Layers

Designs generally have 5 layers, with some variance:

1. Base Pattern
2. Content Frame
3. Context Boxes
4. Text Elements
5. Graphic Elements

Differing the application on each level ensures every design is unique whilst following these steps ensures the design retains BAUK's brand signature

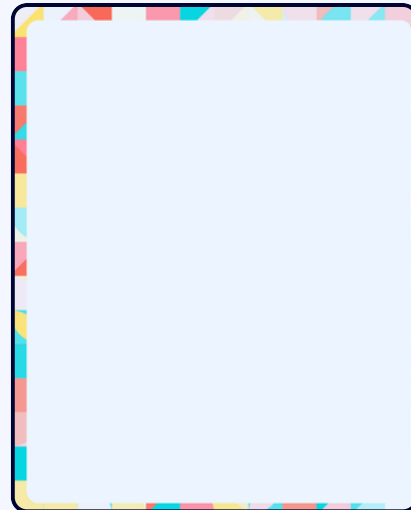


### 1 Base Pattern

With the palette you have generated or selected (see page 8), head to the following pattern generators to make a background according to the palette:

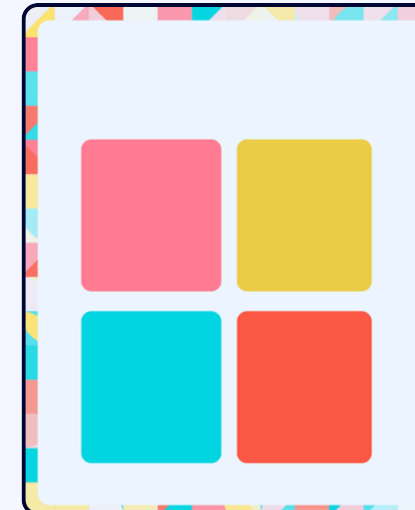
- [patternpad.com/editor.html](http://patternpad.com/editor.html)
- [bgjar.com](http://bgjar.com)
- [app.haikei.app/](http://app.haikei.app/)

Ensure you export it in the correct dimensions or ideally as an svg to retain high quality resolution



### 2 Content Frame

Selected a colour from your chosen palette to be the base colour (ensuring that it will be in sufficient contrast to the other colours in the palette e.g. picking the red or the pink in the above design as the frame would lead to a poor design



### 3 Content Boxes

Now to add the remaining colour elements into the design into the form of different boxes. These can be different sizes and can serve different functions and may not need to incorporate all colours if part of the palette is used as text colour only. See the previous slide for how the content boxes can be placed and styled .



### 4 Text Elements

The next layer is the text on the poster. Pay careful attention to ensure hierarchy is maintained in the layout. Headings & Sub-headings should be in a heavier weight and larger size than paragraph texts ; you want to ensure the eye of a viewer is drawn to things in the correct order - title (e.g. event name) then further details etc.



### 5 Graphic Elements

The Final stage is to include all the graphical elements such as svg icons (scaleable and colour-alterable icons) as well as the semel which needs to be on all official output of the movement. This stage also includes pictures where relevant which should be placed in canva frames and corner rounded appropriately

# Icons & Graphics

Consistent Iconography reinforces BAUK's brand identity

## Icon Style

- Clean, modern line-based icons
- Consistent weight and style
- Rounded corners for approachable feel
- Primarily monochromatic using band colors



Use icons to signify education (books, Torah scrolls), Community (groups) & Events (Calendar, time indicators)

## Photography

Use of images and photography should be purposeful and enhance the design, for example:

- posters for events on Shabbat Lashem
- OTM year images on the choveret
- Pictures of previous similar events to the event being advertised on a poster

# Further Guidance

## Digital Usage

- The core palette and typography is currently utilised on the website as well as rounded buttons & CTAs
- Ensure any potential covers and banners for social media conform to these guidelines
- URL should be formatted in posters [bauk.org/\[page-name\]](http://bauk.org/[page-name]) (no https, no www.)

## Example of Layouts

### Publication Layout (e.g., Choveret Hadracha)

- Logo placement: Top left or centered at top
- Clear section headers
- Consistent paragraph spacing

### Event Promotion Layout

- Bold headline with clear event name
- Date and location prominently displayed
- Supporting imagery or pattern elements

- Structured information blocks with visual distinction
- Footer with contact information

- Clear call-to-action (registration, website)
- BAUK branding clearly visible