

MASHU  
@WEAR

BLUE  
★  
ELIHM  
ON WILSHIRE



ANIMATION  
ADDICTS



red  
editorial

FRAME  
BY  
FRAME



M  
Z  
L

SOL  
TEA



Mashu2wear trendy t-shirts brand; Blue and White on Wilshire Israeli Independence Day event branding for the Israeli Consulate; Camelot (Los Gatos) wellness body-mind-soul center; My Relo Matters financial information and relocation services portal; Animation Addicts professional blog; Toscana coffee shops chain; Red Editorial boutique post-production house; Frame by Frame online animation school; Magnified Events unique team-building events; Leia and Ariel boutique for chic moms; Mazel special resource group; Sol Tea pre-packaged ice tea for the Mexican market; Aviva UX personal branding for ux designer and information architect; Baby Jade online boutique for baby blankets and accessories; Zev Flsburg law offices

customized  
unique  
creative  
valuable



“  
Alone, we can do so little;  
together we can do so much.  
– Helen Keller

“ Great things in business are  
never done by one person;  
they're done by a team of people.  
– Steve Jobs

We design each teambuilding event from  
the ground up, specifically tailored to  
your audience so that it's never boring,  
always engaging, productive and fun.



**ME**

Jennifer Scherer  
Chief Event Coordinator

jen@magnifiedevents.com  
M 201.787.9538  
419 Rock Road, Glen Rock, NJ 07452

EXPERIENCED  
KNOWLEDGABLE  
THINKING  
PROFESSIONAL



SYMBOL:  
UX

COLOR:  
B/W + Grey

**Aviva Fuchs Levy**  
UX Designer + Information Architect  
avivaux@gmail.com + 925.939.3627  
www.avivaux.com

AVIVAUX

A



B

aviva  
fuchs  
levy UX

C

AVIVA FUCHS LEVY  
DESIGN &  
INFORMATION  
ARCHITECTURE

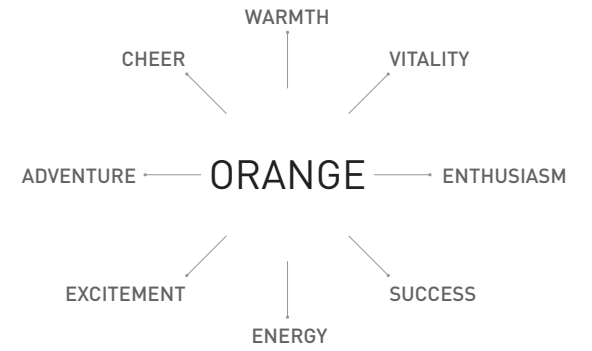
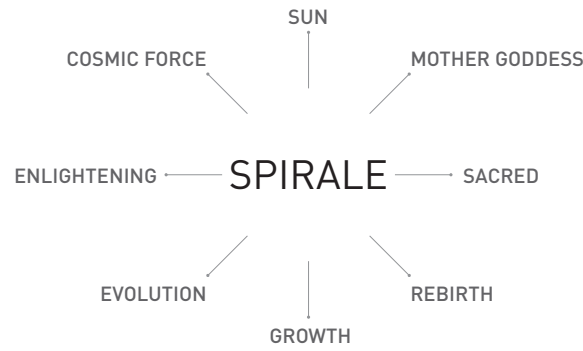
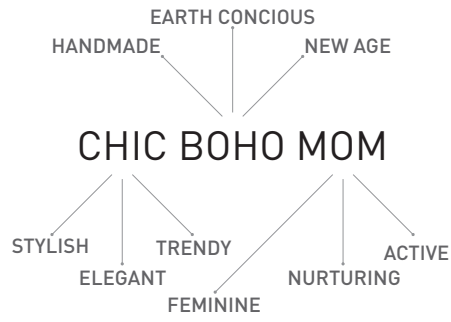
D

AVIVAUX

E

AVIVA UX

F



LEIA & ARIEL



LEIA & ARIEL

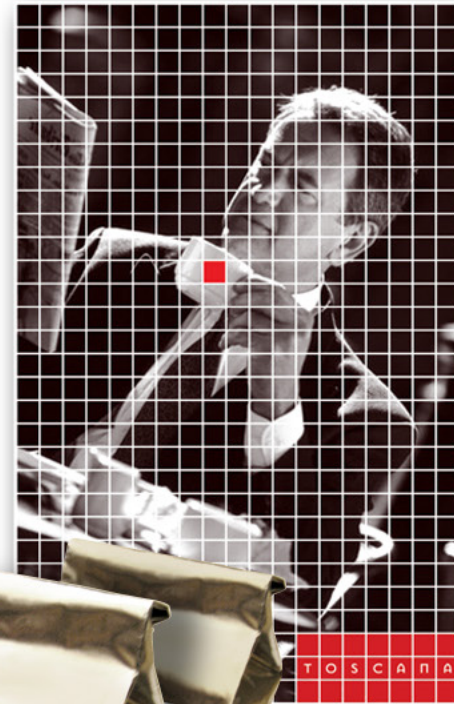
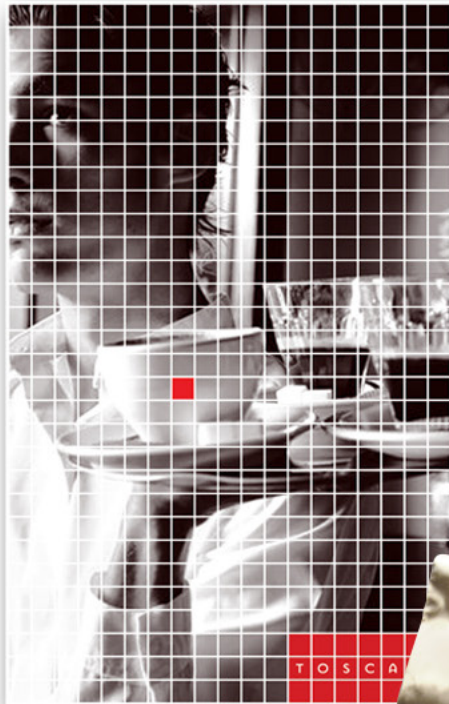
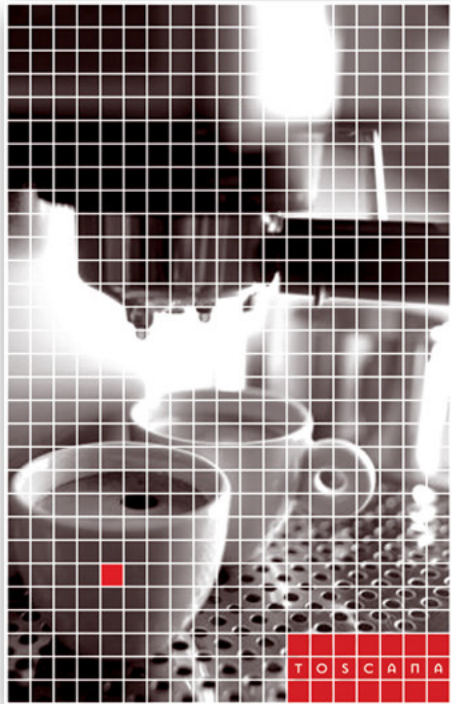


LEIA & ARIEL



chic | boho | orange | spiral

apparel boutique



T O S C A P A

specialty  
chain  
quality

# AFUGÃ

Coffee Break

Logo / Main Mark

## Option 1 Botanical



## Botanical Assets



## Option 2 Geometric



## Geometric Assets



## Option 3 Vignettes



## Vignettes Assets





**What's in the box?**

- French press
- Organic coffee: french press ground / 12 oz
- 100% Soy wax fall candle
- Loose leaf tea
- Premium tea bags / 10 ct.
- Artisan biscotti x2 (assorted flavors)
- Pumpkin spice syrup / 8 oz
- Caramel candy: bourbon and maple
- Toasted pumpkin spice / 2 oz
- Artisan biscotti / 2 paired
- Candied pecan / 3 oz
- Halva bars x2 (assorted flavors)

[www.afugainabox.com](http://www.afugainabox.com)

**Thank You!**

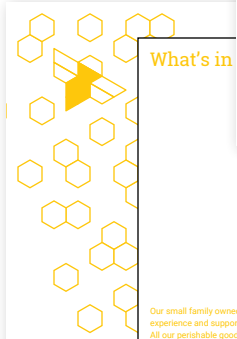
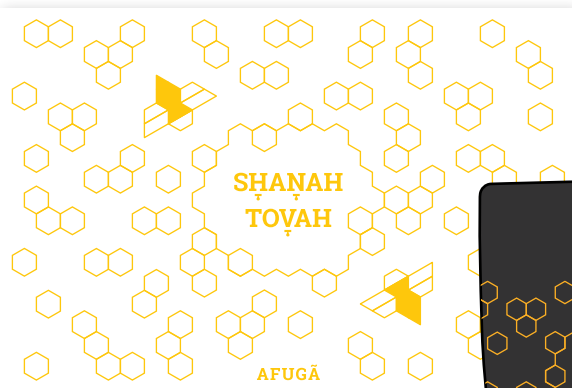


**What's in the box?**

- French press
- Organic coffee: french press ground / 12 oz
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- Premium tea bags / 10 ct.
- Artisan biscotti x2 (assorted flavors)
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- Caramel candy: bourbon and maple
- Toasted pumpkin spice / 2 oz
- Artisan biscotti / 2 paired
- Candied pecan / 3 oz
- Halva bars x2 (assorted flavors)

[www.afugainabox.com](http://www.afugainabox.com)

Spring is just nature  
having its coffee



**What's in the box?**

Our small family owned business gives our clients an artisan experience and supports other small businesses in the process. All our perishable goods are handcrafted and made with love.

[www.afugainabox.com](http://www.afugainabox.com)

**AFUGÃ**

Coffee Break

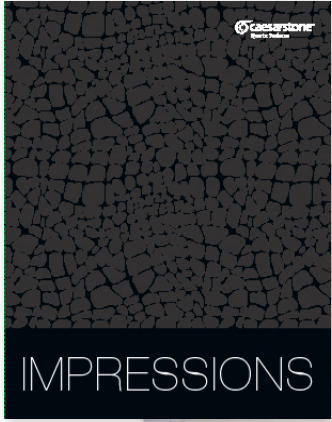
**IN A BOX**



**What's in the box?**

[www.afugainabox.com](http://www.afugainabox.com)

All you need is  
love and coffee



39x12 ft / Proportion 1:4

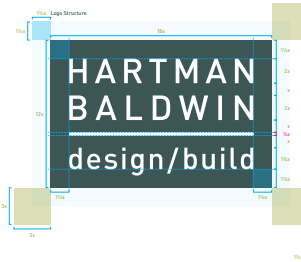


### 1.3 LOGO CLEAR SPACE

The HartmanBaldwin logo should always stand apart from other graphic elements. In order to preserve the integrity of the logo and ensure maximum impact, a clear space area has been defined. This minimum space should be kept clear of any type and other graphic elements.

**Preferred clear space**  
The preferred clear space is double the size of the inner margins as illustrated on this page.

**Minimum clear space**  
The minimum clear space is equal to the inner margins of the HartmanBaldwin logo as illustrated on this page.  
The minimum clear space defines the distance of the type from the logo.



Preferred clear space

Minimum clear space

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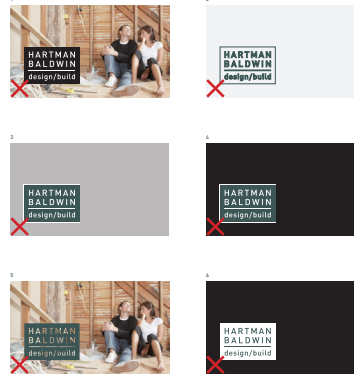
JUNE 2019 © HartmanBaldwin, Inc.

Basic Elements 1.3

### 1.10 UNACCEPTABLE BACKGROUND APPLICATION

This page illustrates some typical incorrect applications of the HartmanBaldwin logo on various backgrounds.

- Do not reproduce the logo in black over a full-color background.
- Do not use outlined elements of the logo instead of the solid color fill.
- Do not use an outline for the logo box over light/dark background.
- Do not use an outline for the logo box over light/dark background.
- The white elements of the logo (logotype, description and line) are never transparent. Do not let the full-color image be seen through the white elements of the logo.
- Do not reverse logo over dark background.



JUNE 2019 © HartmanBaldwin, Inc.

Basic Elements 1.10

### 2.3 TRYPTIK ELEMENT LANGUAGE

HartmanBaldwin is guided by three defining principles: **INNOVATE**, **INFORM**, **INSPIRE**. Our credo leverages the unique positions of our firm as one invested in different areas of professional contribution and collaboration.

HartmanBaldwin has established itself as a major provider of creative knowledge and an industry leader.

HartmanBaldwin emphasizes its values in different areas to make the world, the city, the neighborhood, the home — a better place.

**Language**  
This is an example of established HartmanBaldwin Corporate Language explaining the credo.

#### INNOVATE. INFORM. INSPIRE.

HartmanBaldwin is improving lives by creating sustainable, distinctive homes. Guided by three defining principles, our integrated design/build process ensures both the success of each project and a rewarding client experience.

**INNOVATE.** As industry leaders, our architects and builders combine visionary design with progressive building practices — transforming imagination into a living expression of superior craftsmanship.

**INFORM.** By continually harnessing our collective research, knowledge and experience — we provide current, expert advice from initial consultation through design and construction.

**INSPIRE.** Our commitment to creativity, efficiency and lasting relationships provides context and meaning beyond the project — inspiring a sense of pride and possibility in each community we affect.

JUNE 2019 © HartmanBaldwin, Inc.

Types Elements 2.3

### 1.8 COLOR BREAKDOWN

	Primary	Secondary	Tertiary		
HartmanBaldwin Colors	HartmanBaldwin Green	HartmanBaldwin Orange	HartmanBaldwin Orange	HartmanBaldwin Yellow	Dark Green, Dark Orange, Dark Yellow
Special font colors	To ensure color reproduction accuracy, special font colors are provided. These are specially mixed inks that are available through the printer in the current edition of the PRINTING MANUAL for use on all printed communications.				
Four-color process	When printing is restricted to four-color process, use the following color breakdown. Pantone and CMYK color breakdowns indicated here. Please consult the printer about the current edition of the PRINTING MANUAL for more printer-related information.				
Screen applications	HartmanBaldwin colors used on screens should result in the closest possible to printed HartmanBaldwin colors. Use the RGB (Red, Green, and Blue) breakdown or the color values for use on screens. To minimize variation of colors, all screens software to have and verify screen platforms.				
UNCOATED	PANTONE 124 U	PANTONE 284 U	PANTONE 147 U	PANTONE 131 U	
COATED	PANTONE 124 C	PANTONE 284 C	PANTONE 147 C	PANTONE 131 C	
UNCOATED	CM 100, M 20, Y 100, K 0	CM 10, M 20, Y 80, K 0	CM 10, M 20, Y 100, K 0	CM 10, M 20, Y 100, K 0	CM 10, M 20, Y 100, K 0
COATED	CM 100, M 20, Y 100, K 0	CM 10, M 20, Y 80, K 0	CM 10, M 20, Y 100, K 0	CM 10, M 20, Y 100, K 0	CM 10, M 20, Y 100, K 0
UNCOATED	R 100, G 100, B 100	R 100, G 100, B 100	R 100, G 100, B 100	R 100, G 100, B 100	R 100, G 100, B 100
COATED	R 100, G 100, B 100	R 100, G 100, B 100	R 100, G 100, B 100	R 100, G 100, B 100	R 100, G 100, B 100
UNCOATED	#446699, #FF9900, #CC9933, #CC9933	#446699, #FF9900, #CC9933, #CC9933	#446699, #FF9900, #CC9933, #CC9933	#446699, #FF9900, #CC9933, #CC9933	#446699, #FF9900, #CC9933, #CC9933
COATED	#446699, #FF9900, #CC9933, #CC9933	#446699, #FF9900, #CC9933, #CC9933	#446699, #FF9900, #CC9933, #CC9933	#446699, #FF9900, #CC9933, #CC9933	#446699, #FF9900, #CC9933, #CC9933

JUNE 2019 © HartmanBaldwin, Inc.

Basic Elements 1.8

### 1.7 PROSPECTS KIT

Prospect kits are intended to reach potential clients and/or collaborators in the community. Our philosophy is to design different marketing items that can be used in various applications and reach all of our audiences.

A prospect kit is a summary of HartmanBaldwin abilities and achievements gathered in a pre-designed bounded folder which includes (but is not limited to):

- Mailing Envelope + Label
- Pre-designed Bound Folder
- Business Card
- Prospect Letter
- Capabilities Sheet
- List: Awards, References, Publications
- Upcoming Events Sheet
- Corporate Booklet



JUNE 2019 © HartmanBaldwin, Inc.

Print Advertising 1.7

### 10.7 SHEETS / CAPABILITIES

The Capabilities Sheet is designed specifically for Prospects Kit. Please use the provided template and refer to the Capabilities Sheet. Print the Capabilities Sheet using pre-proofed HartmanBaldwin horizontal paper (Page 1).

**General Capabilities Sheet**  
General Capabilities Sheet is a summary of HartmanBaldwin abilities, practices, expertise in different segments and professional recognition. All these necessary public values are used throughout the sheet to highlight different aspects of HartmanBaldwin.

**Segment Capabilities Sheet**  
Each Segment Residential, Commercial, Educational is assigned a secondary color to highlight the specific sector accordingly: Green, Orange, Yellow. Do not use multiple secondary colors on Segments Capabilities Sheet.

**Templates**  
Templates for the HartmanBaldwin Capabilities Sheet are available from the HartmanBaldwin Marketing Department.



JUNE 2019 © HartmanBaldwin, Inc.

Form 10.7

### 7.2 WEBSITE STRUCTURE / HOMEPAGE

The unique HartmanBaldwin visual style for web publications is achieved by dividing the webpage into different functional areas. Generally the HartmanBaldwin webpage can be divided into 3 columns vertically (left, center, right) and 2 horizontal areas (functionality: top, bottom) by Header and Footer.

**Left column**  
Left column is designated for **Primary Dynamic Navigation** that reveals each section's subnavigation. **HartmanBaldwin Logo** is always attached to the top of the Left Column.

**Center column**  
**Primary Image** is always located on the top of the Center column. Primary image area can be divided vertically to hold several images.

**Primary Information Area** is located right below the Primary Image in the bottom area of the webpage.

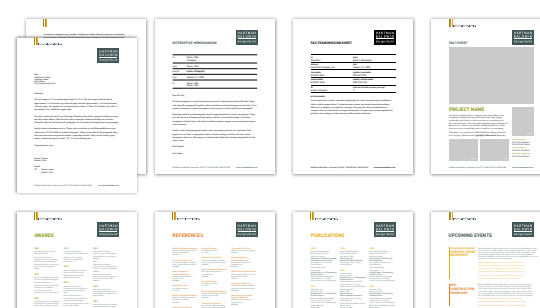
**Right column**  
**Secondary Image** is aligned to the Primary Image in the Right column and conceptually connected to it. Secondary Image area can be divided horizontally to hold a secondary image and a Quick Access Marketing Area.

**Quick Access Marketing Area** is a color accent box (one of the secondary public notices, please refer to page 7.6) that holds a Marketing Message and a Quick Access Link.

**Header**  
Header applies a clear area and some white



### 10.1 LETTERHEAD BASED FORMS (LISTS & SHEETS)



JUNE 2019 © HartmanBaldwin, Inc.

### 9.7 CASUAL CLOTHING

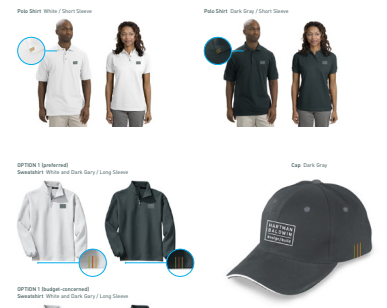
This page illustrates examples of polo shirts, t-shirts, and caps with promotional messages that can be worn by HartmanBaldwin employees and representatives. The HartmanBaldwin logo and Triple Line element can be applied as shown on these items and in the color variations illustrated here.

**Logo application**  
The HartmanBaldwin logo is applied at the front of the garments and is accented by Triple Line element adjacent to the edges of each specific garment as described below. The HartmanBaldwin logo is embossed or screen printed in HartmanBaldwin Green (full-color logo) or Charcoal Reserve Logo for Special Fundraising White. Embroidery thread and print colors should visually match HartmanBaldwin colors. Please refer to page 1.8.

**Polo shirts**  
Choose White or Dark Grey polo shirts and apply the HartmanBaldwin logo accordingly. Align Triple Line element to the edge of the collar on the right, as illustrated.

**Shorts/shirts**  
Choose White or Dark Grey polo shirts and apply the HartmanBaldwin logo accordingly. Align Triple Line element to the front edge of the shirt on the right, as illustrated (preferred). If the conditions do not allow — do not apply Triple Line element at all.

**Cap**  
Choose White or Dark Grey polo shirts and apply the HartmanBaldwin logo accordingly. Align Triple Line element to the front edge of the shirt on the right, as illustrated (preferred). If the conditions do not allow — do not apply Triple Line element at all.



JUNE 2019 © HartmanBaldwin, Inc.

Form 9.7

LOGO / MAIN MARK

DESINESSA

SUBMARK

DESINESSA.COM

BADGE



ICON



FAVICON



COLOR PALETTE



Montserrat  
Aa Bb Cc Dd Ee  
0123456789!?

TYPOGRAPHY  
Merrriweather  
Aa Bb Cc Dd Ee  
0123456789!?

Custom  
MAKE IT WORK  
THANK YOU!

VISUALS



BACKGROUND



© Desinessa | Red Bus Creative LLC

Brand Elements V1.0

Logo Anatomy

DESINESSA

A Logo is a recognizable symbol used to represent a business or an organization. A Logo should be recognizable, legible, distinctive, memorable, scalable and embody the spirit and values of the brand. Logo design is not the same as branding. It's often the first impression. A well thought out and well-designed logo will enable you to set the tone for your brand.

A Logo is usually a composition of different elements: icon, wordmark and tagline. However logo can be a composition of fewer elements, but one of the elements either an icon or a wordmark is essential. Sometimes additional elements of a logo or its elements can be used in different instances either alone or as part of a complete logo.

LOGO ELEMENTS Note: each logo may or may not require different elements described here

**Wordmark**  
This is the name of your business, used to distinguish it from your competitors. It is usually longer than a symbol or icon, but it is often the most memorable part of a logo. Some brands use their wordmark as a stand alone logo (think Google, Bloomberg, Twitter).

**Icon**  
This is the graphic portion that may complement your wordmark. Some brands use their wordmark in conjunction with a wordmark (think Nike, Apple, Target).

**Tagline**  
This is what is most often used to describe your business, often in a short, punchy, memorable catchphrase that, above all, refers to your brand, product or brand theme. Just do it!

**Submark**  
Most brands have a submark that is different and complementary to the logo elements and implementations. This is a functional logo, not an alternate, all logo, all use.

**Logo**  
Most recognizable elements of the logo consisting of a certain logo (horizontal, vertical, centered), logo (left, right, top, bottom), logo (mark, icon, symbol, signature mark).

**Logo Tagline**  
Logo and tagline mean Social for your brand, referring to your online presence and content.

**All logo tagline**  
Logo and tagline alternative look.

**Wordmark**  
Readable part of the logo, most often used to distinguish your business from competitors. It is usually longer than a symbol or icon, but it is often the most memorable part of a logo. Some brands use their wordmark as a stand alone logo (think Google, Bloomberg, Twitter).

**Icon**  
Visual and conceptual part of the logo, used to complement your wordmark. Some brands use their wordmark in conjunction with a wordmark (think Nike, Apple, Target).

**Tagline**  
An extra part of the brand identity often used to describe your business, often in a short, punchy, memorable catchphrase that, above all, refers to your brand, product or brand theme. Just do it!

**Badge**  
Usually an icon incorporated in a shape (circle, square, triangle, etc.) that provides additional information and may refer to your business, logo, tagline, slogan, or other brand elements.

© Desinessa | Red Bus Creative LLC Logo Anatomy V1.0

Images Cheat Sheet

DESINESSA

**IMAGES**

**Raster Images**  
Raster images are made up of many individual, visible objects composed of rows and columns that are defined by mathematical equations rather than pixels. They are fully scalable and appear in the high-quality resolution. Raster images can be scaled, copied, and edited in any way you want. However, they are not suitable for print.

**Vector Images**  
Vector images are made up of many individual, visible objects composed of rows and columns that are defined by mathematical equations rather than pixels. They are fully scalable and appear in the high-quality resolution. Vector images can be scaled, copied, and edited in any way you want. However, they are not suitable for print.

**Image Size**  
Dimensions of width and height measured in pixels (width x height) or any other length units.

**Image Resolution**  
"Density" of the image measured in DPI (dots per inch) or PPI (pixels per inch). Low resolution (300 DPI) - for web. High resolution (300 DPI) - for print.

**Image File Size**  
Space the image file takes up on a hard drive or in a file format (jpg, png, etc.).

**COLOR MODES**

**CMYK**  
Color refers to the 4 ink colors - Cyan, Magenta, Yellow, and Key (Black) that are used to create various colors when printed. CMYK is used for printing and can create any color in the visible spectrum, other printing methods by adding colors together (printing images directly with RGB colors come from light).

**RGB**  
RGB refers to Red, Green and Blue. The three colors of light typically used to create images on a digital screen. RGB is used for digital images and can create any color in the visible spectrum, other printing methods by adding colors together (printing images directly with RGB colors come from light).

**Pantone (PMS)**  
The Pantone Matching System (PMS) is the most widely used proprietary color system for standard colors in the printing industry. This system includes colors that cannot be mixed in CMYK. It is used to ensure that colors are printed consistently on all materials. Pantone color system allows colors in other printing methods to be spot colors.

**FILE TYPES**

File Type	Format	Resolution	Color Mode	Transparency	File Size
jpeg	24-bit	72-300 dpi	CMYK	No	Small
png	24-bit	72-300 dpi	CMYK	Yes	Medium
gif	8-bit	72-300 dpi	CMYK	No	Small
tif	24-bit	72-300 dpi	CMYK	No	Medium
psd	24-bit	72-300 dpi	CMYK	Yes	Large
ai	24-bit	72-300 dpi	CMYK	Yes	Large
eps	24-bit	72-300 dpi	CMYK	Yes	Large
svg	24-bit	72-300 dpi	CMYK	Yes	Small
pdf	24-bit	72-300 dpi	CMYK	Yes	Medium

© Desinessa | Red Bus Creative LLC Images Cheat Sheet V1.0

Passwords Cheatsheet

DESINESSA

**THE BASICS**

- Website URL
- Blog/In URL
- Domain Email
- Domain Registrar
- Domain Login
- Hosting Provider
- Hosting Login
- Dashboard/Panel

**WORDPRESS**

- WordPress Login
- WordPress Staging
- Other

**PLUGIN CHECKLIST**

- SEO
- Google Analytics
- Caching
- Backup
- Spam Blocker

**GOOGLE INFORMATION**

- Account Login
- Analytics Code
- Account Login
- Meta Tag
- Google+ Page
- AdSense ID

**BING INFORMATION**

- Account Login
- Meta Tag

**SOCIAL MEDIA ACCOUNTS**

- Blog/In URL
- Blog/In Login
- Facebook URL
- Facebook Login
- Instagram URL
- Instagram Login
- Twitter URL
- Twitter Login
- Pinterest URL
- Pinterest Login
- LinkedIn
- Youtube
- Other

**NEWSLETTER**

- Provider
- Login
- Service
- Login

**ACTION ITEMS**

- SEO: Enter site tagline. For home page and support pages, enter keywords and meta description.
- Optimize Caching and tag all existing posts.
- Featured image: Assign a featured image to all existing posts.
- Verification: Submit a sitemap to Google and Bing webmasters.
- Sharing: Connect social media profiles to WordPress sharing for automatic sharing.
- Social Accounts: Complete social media profile information including: name, description, location, and banner.
- Analytics: 7. Test: Check website on various devices, browsers, and fast loaders to ensure that all pages are optimized and look the way you want them to look.

© Desinessa | Red Bus Creative LLC Passwords V1.0

Logo Files Naming

DESINESSA

xxx | logomark | cmyk | black | hi | .jpg

File Name	File Extension
mark identifier	ai
logo (main mark)	eps
logo (main mark)	gif
logo (main mark)	jpg
logo (main mark)	png
logo (main mark)	pdf
logo (main mark)	svg
logo (main mark)	psd
logo (main mark)	tif
color mode	res
color mode	hi
color mode	lo
color mode	white
color mode	fulcolor / color
color mode	rgb
color mode	prms

**File Naming Examples:**

- ME | logomark | cmyk | black | hi | .jpg
- ME | logomark | cmyk | black | hi | .png
- ME | logomark | cmyk | black | hi | .pdf
- ME | logomark | cmyk | black | hi | .svg
- ME | logomark | cmyk | black | hi | .psd
- ME | logomark | cmyk | black | hi | .tif

© Desinessa | Red Bus Creative LLC Logo Files Naming V1.0

# FUZZY FRIEND



**\$25**

**CREATE YOUR OWN PUPPET**  
 Sunday • January 26 • 4-5 PM  
**CUT, GLUE, PRESS, AND PLAY!**

**JCC** contra costa  
 CCJDS  
 955 Risa Rd, Lafayette  
 Ages 6+  
 (ages 4-6 with adult)

## PERSPECTIVES ON AMERICAN JEWS: A Look at Ourselves in 2025

Thur 7:00 PM  
 January 16

@ Congregation B'nai Shalom  
 74 Eckley Lane, Walnut Creek

FEATURING: **Maya Avishai**  
 Consul General  
 Israeli Consulate Pacific Northwest

**Seth Brysk**  
 Regional Director  
 American Jewish Congress

**Rabbi Adam Naftali-Kelman**  
 Executive Director  
 Berkeley Hillel

ADMISSION: \$5.00

Join us for an Insightful Look at the American Jewish Scene

**JCC** contra costa | **DIABLO VALLEY CHAPTER** | Congregation B'nai Shalom

**JCC** contra costa celebrating **INTERNATIONAL WOMEN'S DAY**

Friday / March 7 / 12-2 PM

# WOMANHOOD + UNLIMITED

- + PANEL DISCUSSION
- + LOCAL WOMEN VENDORS
- + PRIZES AND SURPRISES!

@ BUON VINO Wine Bar, Walnut Creek **\$18**

# NEVER AGAIN IS NOW



COMMUNITY WIDE EVENT at TEMPLE ISAIAH

**Yom HaShoa יום השואה**  
**Ve Ha'Gevurah והגבורה**  
 Wed • April 23 • 7:00 PM

JOIN THE COMMUNITY IN REMEMBRANCE AND SOLIDARITY • For more information: [ccjcc.org](http://ccjcc.org)

**JCC** contra costa **YOUNG ADULTS NIGHT OUT**

# HANUKKAH PARTY

DECEMBER THURSDAY 8 PM • \$18

**26** **1515** **2**

RESTAURANT LOUNGE  
 1515 N Main St., Walnut Creek

DJ Eran  
 DJ Izik

# NIGHT OUT



**JCC** contra costa

**ערב של גבינות ויין עם מוזיקה טובה**

WINE & CHEESE • פלטת גבינות • סעימות יין • להקת "פלסטר"  
 ISRAELI LIVE MUSIC "פלסטר"  
 הכניסה מעל גיל 21  
 המחיר \$15 / \$25 כולל סעימות יין

**16 בנובמבר**  
**מוצ"ש 19:30**