The Movement for

Progressive Judaism

Brand Guide

2.0 | 2025

Introduction

The Movement for Progressive Judaism

On Sunday 18 May 2025, history was made when the member communities of Reform and Liberal Judaism voted to unite into one Progressive Judaism for the UK and Ireland.

Our new Movement will be the UK's largest by number of communities and represent around 30% of synagogue affiliated Jews. The aim is to reach all those unaffiliated who, while sharing our values and ideals, are yet to join one of our congregations.

We will provide a space that combines the best of Jewish tradition with modern values, lifestyles and families. Our vision is to help more people in more places enjoy rich, meaningful and vibrant Jewish lives.

Our branding must therefore match these ambitions.

This guide starts with our logo – one that blends the P and J of our initials with the most recognisable of Hebrew letters, the Shin. But it's intended to be more than just a distinctive logo and clever graphic device… it's a statement of intent.

The Shin is the letter on the mezuzot on our doorposts, the first letter of our Shema, and the first sound out of our mouths when we greet someone with a 'shalom'. It perfectly summarises the welcoming and inclusive nature of Progressive Judaism.

On a practical level, this guide includes the do's and don'ts of how and where to use the logo, guidance on the various logo file formats available, our brand colour palette, font options and typography guidelines.

The final section contains our written style guide, outlining preferred spellings for festivals and Hebrew terms, date and time conventions, inclusive language guidance, and more.

We hope that you – our Progressive communities, clergy, members and partners – take as much pride in using this new branding and style as we did in creating it.

Simon Rothstein
Director of Communications, The Movement for Progressive Judaism
30 November 2025

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Logo

Our symbol blends the P and J of our initials with the most recognisable of Hebrew letters, the Shin.

The symbol is displayed within a graphic roundel which is postioned to the left of our brand name.

The Movement for
Progressive
Judaism

The logo is available in most common formats.

For screens: RGB in JPEG and PNG file formats.

For print: CMYK in .ai and EPS file formats.

A black and white version is available if needed for engraving, embossing and other non-colour processes.

To receive a pack of digital logos, please email media@progressivejudaism.org.uk

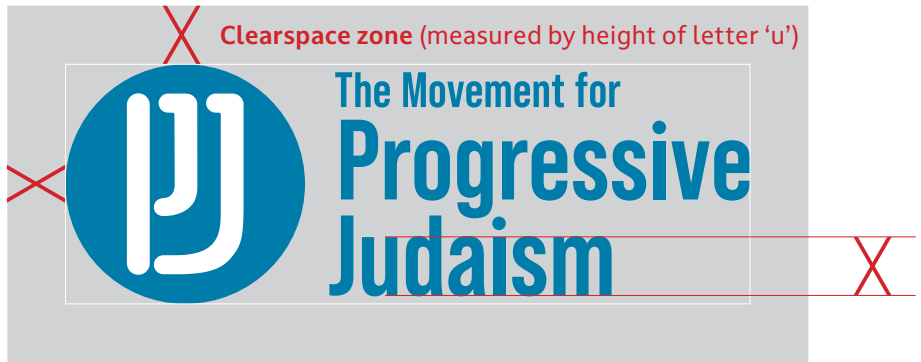
Logo use

Our logo is used mainly in aqua on white.

It can also be used on purple backgrounds.
Use the version with white lettering if you do this.

Please don’t place any other graphics within the clearspace of the logo.
We want our brand to stand out nice and proud.

The Movement for Progressive Judaism



Logo use – symbol only

Our Shin symbol can be used without the brand name when it makes sense to do so. For example on items like pin badges, mezuzot and kippot.

Please always use the whole symbol including the roundel, never just the Shin on its own.

Logo use – some don’ts

To present a confident and professional face to the world, it’s important that the logo is used consistently. Here are some things to avoid.

Don’t switch colours in the logo

Don’t alter the relative size of elements

Don’t use the wrong colours

Don’t distort the logo

Keep the logo horizontal

Don’t crop the logo

Typography – primary

We use Darkmode Off CC as our main brand typeface because it is modern, clean and easy to read.

The font is available to license through Adobe or Dalton Maag foundry.

If you can't get access to Darkmode Off CC, there are also free substitute fonts available, please see pages 9-10.

Use Darkmode Off CC Semi Bold for headings.

Use Darkmode Off CC Regular for text.

When you want to emphasise a point, use, Darkmode Off CC Italic

שלום

For Hebrew text, use the font *Darkmode CC Hebrew* in the same weights.

For liturgical texts, please see page 10.

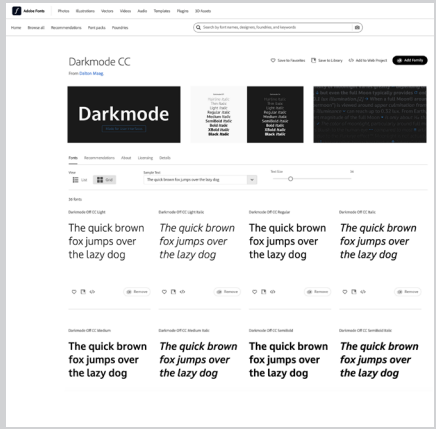
Typography – installing

Here is a brief guide to downloading and activating Darkmode Off CC using the Adobe Fonts website and Creative Cloud app.

Note that you will need an Adobe Creative Suite license for this. The process may also appear slightly different to you depending on the device you are using.

If you want to buy a license for the font only, you can get in touch with the foundry that created it, Dalton Maag at www.daltonmaag.com

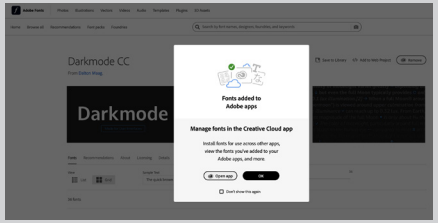
1



Go to fonts.adobe.com and search for Darkmode Off CC, or for Hebrew text, Darkmode CC Hebrew.

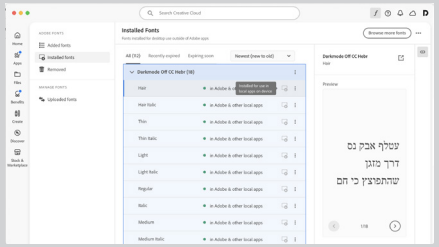
Click on *Add Family* button.

2



To activate the fonts in all software packages (not just Adobe), follow the prompt to open the Adobe Creative Cloud App.

3



Click the download icon next to the font weights you need to fully activate the font. You may need to quit and restart applications to fully enable the fonts.

Typography – substitutions

If you don’t have access to Darkmode Off, then you can use Verdana. This font comes packaged as standard with PowerPoint and Word.

Our PowerPoint and Word substitute typeface for Darkmode Off CC SemiBold is Verdana Bold.

For text, Verdana Regular and *Verdana Italic.*

Typography – substitutions

For liturgical texts a full set of cantillation marks is needed. We use the font Frank Ruehl for these.

׳אַךְ טוֹב וָחֶסֶד יִרְדְּפוּנִי
כָּל־יְמֵי חַיָּי וְשַׁבְתִּי בְּבֵית־יְהוָה לְאֹרֶךְ יָמִים׃

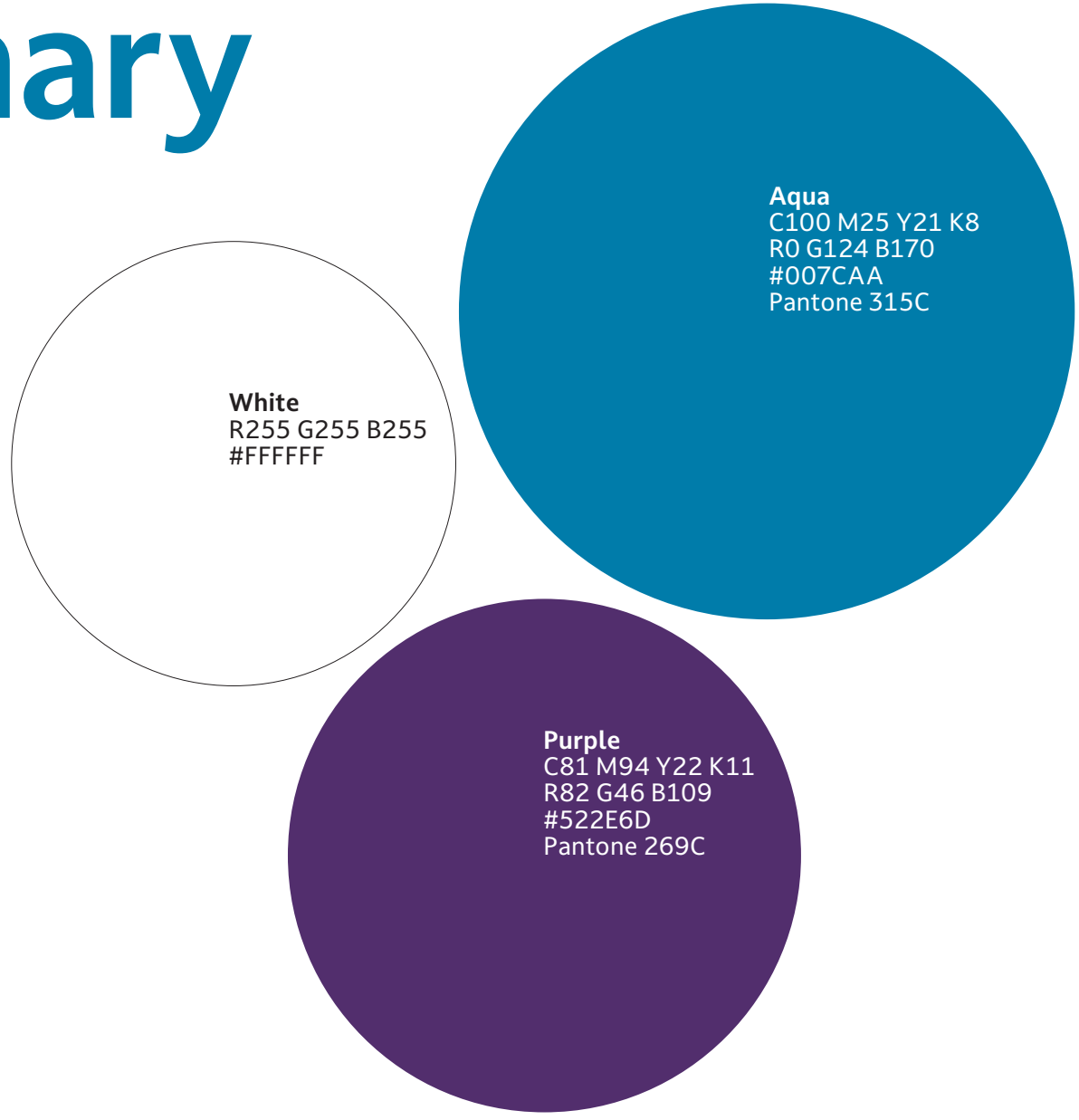
בְּרֵאשִׁית בָּרָא אֱלֹהִים אֵת הַשָּׁמַיִם וְאֵת הָאָרֶץ׃ וְהָאָרֶץ הָיְתָה תֹהוּ֙ וָבֹ֔הוּ וְחֹ֖שֶׁךְ עַל־פְּנֵ֣י תְה֑וֹם וְר֣וּחַ
אֱלֹהִ֔ים מְרַחֶ֖פֶת עַל־פְּנֵ֥י הַמָּֽיִם׃ וַיֹּ֥אמֶר אֱלֹהִ֖ים יְהִ֣י א֑וֹר וַיְהִי־אֽוֹר׃ וַיַּ֨רְא אֱלֹהִ֤ים אֶת־הָאוֹר֙ כִּי־ט֔וֹב
וַיַּבְדֵּ֣ל אֱלֹהִ֔ים בֵּ֥ין הָאוֹר֖ וּבֵ֥ין הַחֹֽשֶׁךְ׃ וַיִּקְרָ֨א אֱלֹהִ֤ים | לָאוֹר֙ יוֹם֙ וְלַחֹ֣שֶׁךְ קָ֔רָא לָ֑יְלָה וַיְהִי־עֶ֥רֶב
וַיְהִי־בֹ֖קֶר יֽוֹם אֶחָֽד׃ {פ}
וַיֹּ֣אמֶר אֱלֹהִ֗ים יְהִ֤י רָקִיעַ֙ בְּת֣וֹךְ הַמָּ֔יִם וִיהִ֖י מַבְדִּ֣יל בֵּ֣ין מַ֔יִם לָמָֽיִם׃ וַיַּ֣עַשׂ אֱלֹהִ֔ים֙ אֶת־הָרָקִ֔יעַ וַיַּבְדֵּ֗ל
בֵּין֙ הַמַּ֣יִם֔ אֲשֶׁ֖ר מִתַּ֣חַת לָרָקִ֑יעַ וּבֵ֣ין הַמַּ֗יִם אֲשֶׁ֥ר מֵעַ֛ל לָרָקִ֖יעַ וַיְהִי־כֵֽן׃ וַיִּקְרָ֨א אֱלֹהִ֤ים לָרָקִיעַ֙ שָׁמָ֔יִם
וַיְהִי־עֶ֥רֶב וַיְהִי־בֹ֖קֶר י֥וֹם שֵׁנִֽי׃ {פ}

For liturgical texts use Frank Ruehl

Colour – primary

Our main colours are aqua, white and purple. Aqua and white are our primary brand colours and should always be used. They will help us become recognisable. Purple is used for warmth and contrast.

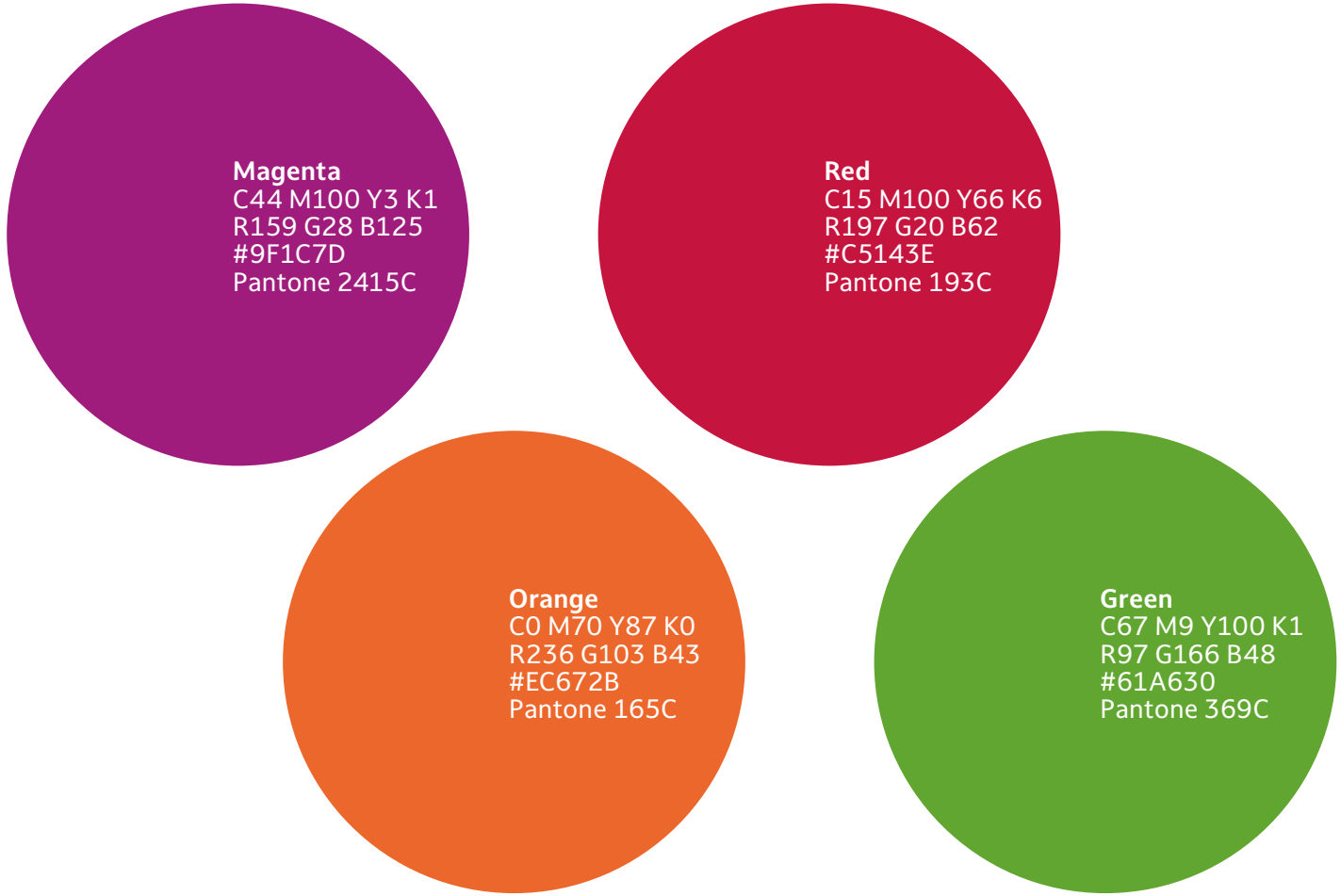
Use RGB for screens, CMYK for print, Hex (#) for web. Pantone is for spot colour in print only.



Colour – secondary

Our secondary colours are used to bring energy to our brand.

They should be used to complement the Primary colours, and never instead of them.



Written style guide

Written style guide

To help maintain consistency and clarity, we have developed some guidance on the written language we use in our communications.

Festivals and services

Erev Shabbat

Kabbalat Shabbat

Shabbat

Rosh Chodesh

Rosh Hashanah

Kol Nidre

Yom Kippur

Sukkot

Shemini Atzeret and Simchat Torah (celebrated together)

Chanukah

Tu BiShvat

Purim

Pesach or Passover

Lag B'Omer

Shavuot

Tisha B'Av

Other days marked in communities

Holocaust Memorial Day

Yom HaShoah (Holocaust Remembrance Day)

Yom HaZikaron (Israel's Memorial Day)

Yom HaAtzmaut (Israel Independence Day)

Mitzvah Day

Lifecycle

Bar Mitzvah (male)

Bat Mitzvah (female)

B'nei / B'not Mitzvah (plural)

Bet / Brit Mitzvah (non-gendered)

B' Mitzvah (singular to include all)

Kabbalat Torah (confirmation at age 15/16)

Date and time

Our date convention is day date month year, using plain numerals without ordinals.

Example: Sunday 18 May 2025

Our time convention uses the 24-hour clock with a colon (:) between hours and minutes.

Example: 14:30

Job titles

We capitalise all job and honorary titles.

Examples: Co-Lead, Chief Executive, Head of Communications, Director of Finance, Foreign Secretary, Mayor of Barnet, Life President, Chair etc.

Naming conventions

When first referring to a member of the clergy, our naming convention is to use their full name and all titles on first mention. On subsequent mentions, it is to use just Rabbi (or their relevant title) plus their first name.

Examples:
Rabbi Charley Baginsky
→ Rabbi Charley

Rabbi Josh Levy
→ Rabbi Josh

Rabbi Dr Jonathan Romain MBE
→ Rabbi Jonathan

Baroness Rabbi Julia Neuberger
→ Rabbi Julia

Cantor Zöe Jacobs
→ Cantor Zöe

For lay people, our convention is to use their full name on first mention (including any titles other than Mr/Mrs/Ms/Mx), then just their first name on subsequent mentions.

For dignitaries outside of Judaism – such as Royals, Cabinet Ministers, Mayors and Councillors – our convention is to use their full name and formal style on first mention, e.g. Prime Minister Sir Keir Starmer. On subsequent mentions, we try to use just their appropriate title, e.g. the Prime Minister, the Mayor, His Majesty etc.

Written style guide

Movement

We are The Movement for Progressive Judaism. When using the full name, capitalise the T.

When referring to the Movement as a noun, capitalise the M.

The shorthand MPJ may be used.

Progressive Judaism on its own will generally be used to refer to the denomination or practice of Judaism rather than the Movement as an organisation.

Progressive bodies

Assembly of Reform Rabbis and Cantors (AoRRC)

Conference of Liberal Rabbis and Cantors (CoLRaC)

Hebrew words

When spelling out Hebrew words in English, those which are not part of regular usage should always be italicised with their meaning in brackets.

Example: *aliyah* (call up to the Torah)

Those that are in regular usage – such as Shabbat or Kaddish – should stay in plain text.

Prayer books

Siddur

Siddurim (plural)

Chumash

Chumashim (plural)

Machzor

Machzorim (plural)

Haggadah

Haggadot (plural)

Gender inclusive language

We always use gender-neutral terminology, for example Chair instead of Chairman.

We avoid terms that subsume women under men, for example using ancestors instead of forefathers and humanity instead of mankind.

LGBTQI+ inclusive language

Our convention is either LGBTQI+ or, if space is limited, LGBT+.

We use the term equal marriage, rather than same-sex marriage (unless stating the title of a specific act of Parliament).

We respect and use a person's stated gender identity and pronouns.

Contact

To obtain assets, or for answers to any questions you have about using The Movement for Progressive Judaism brand identity, please contact our communications team on media@progressivejudaism.org.uk

The Movement for Progressive Judaism

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