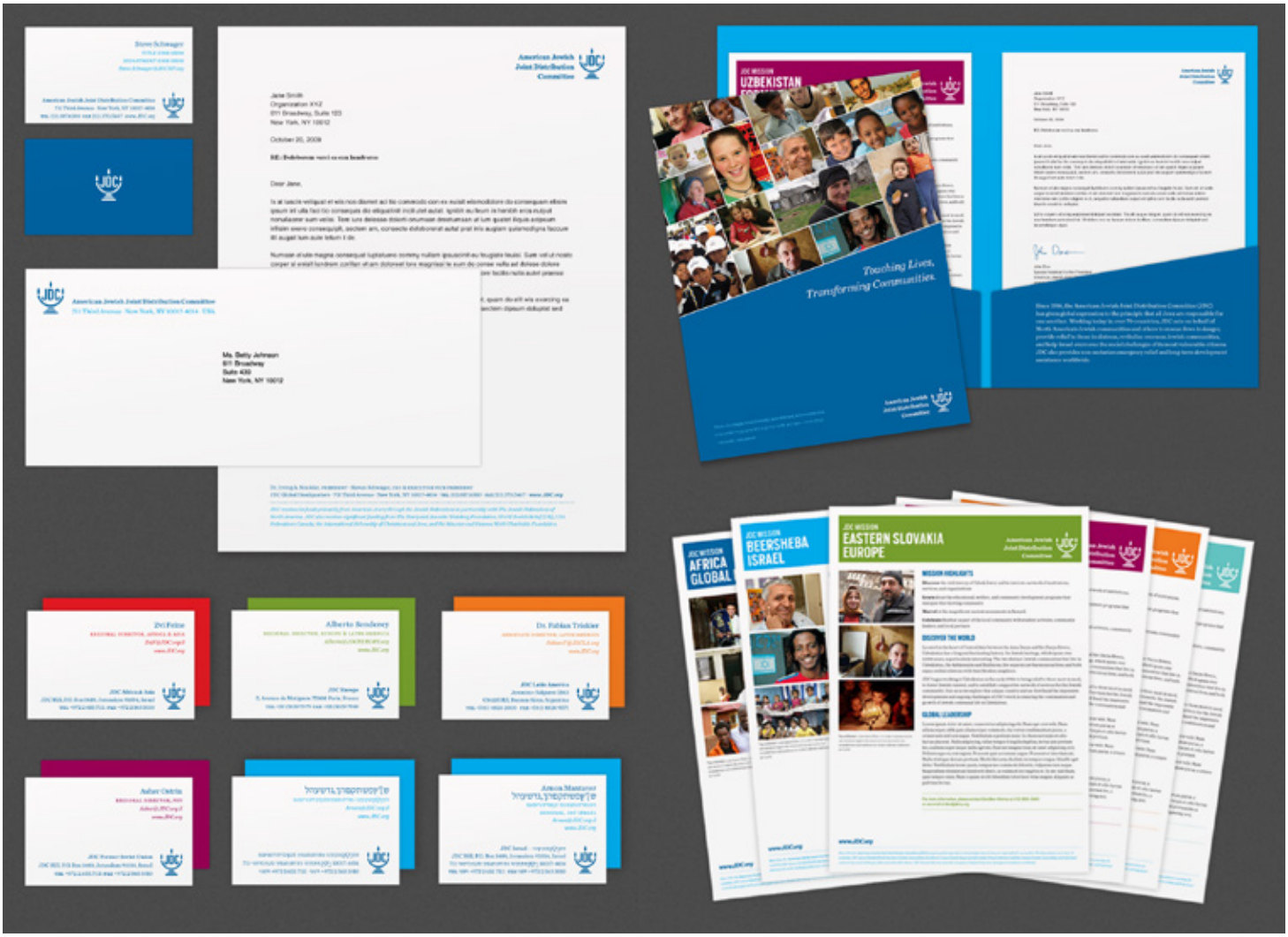


American Jewish Joint Distribution Committee

A Coordinated Brand for a Global Human Aid Leader

Founded in 1914, and one of the largest international nonprofits serving the world's most needy, The JDC sought to differentiate themselves from other Jewish-affiliated nonprofits to accurately represent their delivery of non-denominational aid, strengthen their visual branding, and reign in chaotic communications produced by their regional offices around the world. MSDS was brought in to help JDC extend beyond narrow definitions of a "Jewish nonprofit" with a more diverse global visual brand, to provide a platform to deliver much-needed brand consistency and to help JDC's global regional offices more easily create on-brand communications.



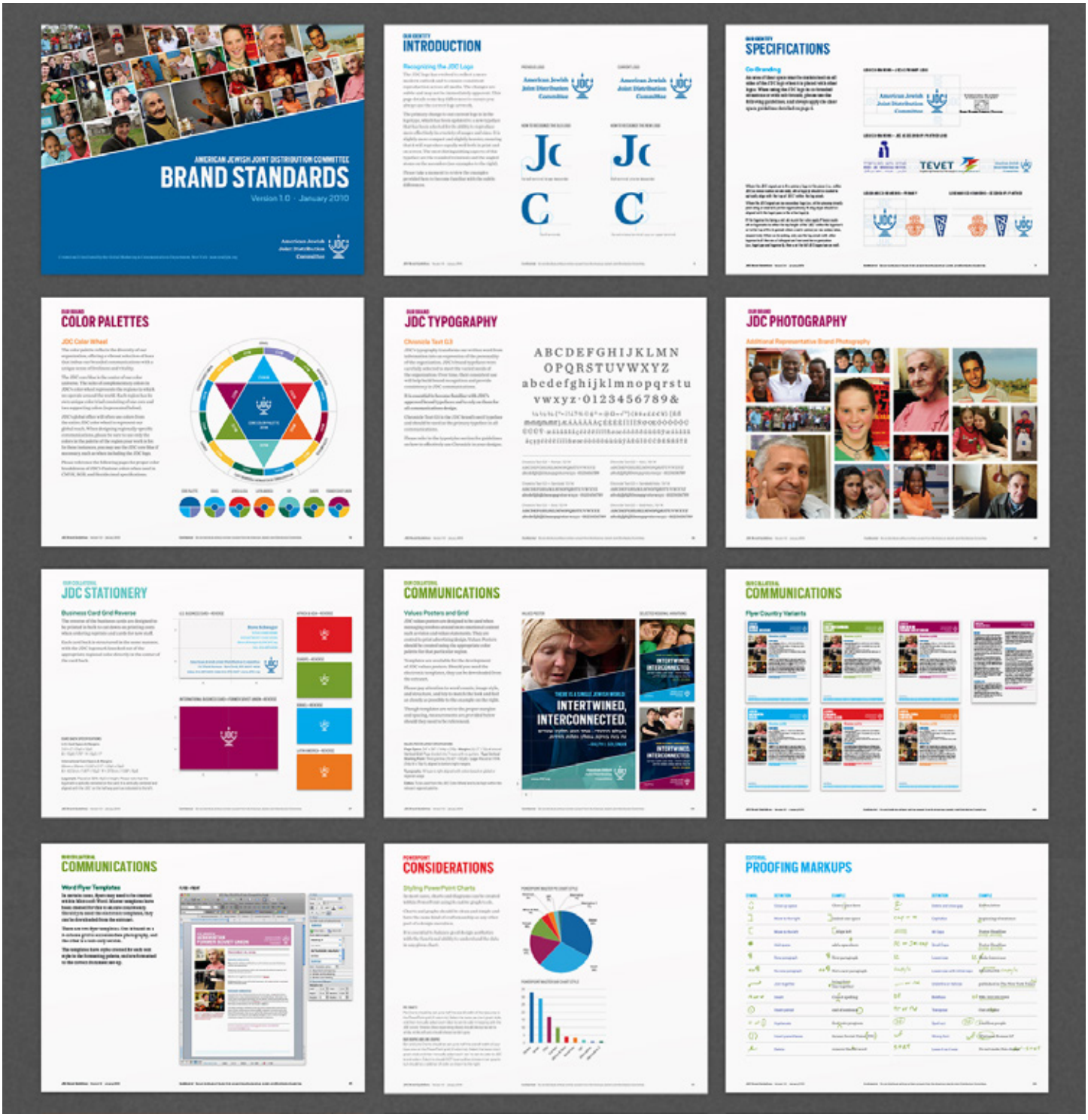
JDC: Brand Identity & Program Collateral

Central to JDC's rebranding initiative was creating flexible visual branding to support the individual needs of regional offices around the world, each of which ran different programs based on the needs of the communities they served. We started by updating the organization's iconic logo, then designed a scalable design system built on modular color palettes, type families, and multi-lingual communications. Templates for business communications and program collateral give JDC's offices in each country their own unique identity, while remaining connected to the JDC master brand.



JDC: Event Marketing Communications & Advertising

We extended JDC's design system to include a suite of internal- and external-facing marketing communications. Master templates, designed using region-specific color palettes, create consistency across all JDC offices while making it easy for each to produce communications they need to promote events, support marketing initiatives, and create advertising.



JDC: Brand Standards

JDC's Brand Standards detail every aspect of their visual brand and global communications, from logo usage, display of programs and sub-brands, color palettes, and typography, to photo recommendations, communications templates, editorial standards and more.

MSDS

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