

CBE Style Guide

In order to maintain a consistent and uniform look to our collateral materials, congregants involved in planning events should bear in mind the following:

- The synagogue should be referred to as “*Congregation Beth Emeth*” and in subsequent references may be abbreviated as “*CBE.*”
- All materials should include appropriate contact information for the synagogue: event sponsor’s name, web address, phone, e-mail address, location information (full address if for external audience) and contact:
 - i.e. Congregation Beth Emeth Men’s Club,
 - www.bethemeth.org.mensclub.htm,
 - (703) 860-4515, ext.101,
 - Social Hall,
 - 12523 Lawyers Road, Herndon, VA 20101
 - Contact Joe Congregant at joe@congregant.com for more information. (For posting on the Website a contact form URL will be substituted for personal email addresses.)
- The CBE logo consists of the menorah (as depicted on our bimah) with the text “*Congregation Beth Emeth*” stacked underneath. The font used is Neuva and the PMS color is a shade of deep blue # 2755. The Communications Committee is working to make this available online and striving to using this consistently throughout our materials. *No variants of the logo should be used.*
- CBE refrains from using the names and logos of other businesses in its publicity materials. If you should have questions when developing fliers, etc., please contact the Communications Committee.
- The CBE office keeps the official stationery and envelopes for correspondence.
 - ***For small quantities*** (i.e. less than 40 pieces), please contact the office to obtain stationery.
 - ***For large mailings***, please contact the office to order. The group requesting the supplies will need to purchase the stationery.
 - ***An electronic version*** of the stationery is in the works and may be used when sending correspondence to individuals/groups beyond CBE. i.e. vendors, invited guests, contacts at other area synagogues, etc.