

Section Website Guidelines (Page 1 of 2)

NCJW websites are powerful marketing and communications tools. They represent NCJW to viewers of all kinds — introducing and reinforcing our mission, message, and visual look. Utilizing the elements listed below, section websites will not only reflect NCJW's unique brand identity, but also increase their impact on the largest potential audience available: the worldwide web.

Essential Elements (required by 3/1/07):

- ▶ **Logos** — Include the final registered section logo (the customized version of the logo above) on the home page and throughout the site. No old or alternate logos should appear.
Note: Please use only the NCJW logo featuring a registration mark [®]. The NCJW logo with a service mark SM is no longer correct. When highlighting BenchMark, Yad B' Yad, or StoP, be sure to use only the program logos included in the 2006/2007 branding kit.
- ▶ **Tagline** — Include NCJW's tagline (A faith in the future. A belief in action.) on the home page.
- ▶ **Elevator Pitch** — Include NCJW's elevator pitch:
The National Council of Jewish Women is a volunteer organization that has been at the forefront of social change for over a century. Inspired by Jewish values, NCJW courageously takes a progressive stance on issues such as child welfare, women's rights, and reproductive freedom.
- ▶ **Links and Information Sharing**
 - ▶ **Reciprocal Links with www.ncjw.org** — Link the site to www.ncjw.org (the home page) from the section website's home page.
(See Pending Essential Elements for sample text)
 - ▶ **Reciprocal Links with the NCJW Action Center** — Link the site to action.ncjw.org (the NCJW Action Center) from the section website's home page.
(See Pending Essential Elements for sample text)
 - ▶ **Other Links** — to additional pages on the NCJW site — can also be created and are strongly encouraged. Using links will provide the most up-to-date information available.

For your protection, please note that copying designed elements or pages from other websites and reproducing them, either online (as part of a section website) or in print, violates copyright agreements NCJW signed with designers and is illegal. Therefore, please refrain from copying artwork featured on the www.ncjw.org website. If you wish to share information from www.ncjw.org with local site visitors, please create a link to the site.

- ▶ **NCJW Issues** — The projects and programs represented on section sites should align with NCJW's mission. Contact the Washington office for additional information.
- ▶ **Non-Profit Restrictions** — Please be aware that online advertising and the sale of materials are governed by complex tax laws. Be sure to contact an attorney before proceeding with either.

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Pending Essential Elements (strongly recommended):

- ▶ **Color** — NCJW blue (PMS 2955) and green (PMS 376) should be featured prominently throughout the site and used exclusively for all logos, as described in the 2006/2007 branding kit.
- ▶ **Font** — Use Gill Sans or Verdana for all text.
- ▶ **Link Descriptions** — Reciprocal links to www.ncjw.org and the NCJW Action Center should be introduced using the following language on the section website's home page:
Connect to news, programs, and resources at the national level on www.ncjw.org.
Take action today! Stand up and speak out with the [NCJW Action Center](#).

For additional information, contact NCJW's marketing and communications department at 800 829 NCJW or action@ncjw.org.