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Jewish Museum and Archives of BC Debuts New Graphic Identity

*New Look Reflects Organization's Innovative Spirit and the Diversity
of BC Jewish History*

Vancouver, BC (August 25, 2015) — The Jewish Museum and Archives of BC has launched a new graphic identity designed by innovative local graphic design firm Adria Consulting.

Important elements of the new identity include a new wordmark, new typography, a palette of vibrant colours, and a suite of facet shapes drawn from the Star of David. Together, these elements celebrate the diversity of BC Jewish History and the innovative spirit of the JMABC.

The new identity is being implemented throughout all JMABC print and online materials, unifying the organization's public presence as never before. The public were given their first taste of the new identity at the highly successful recent JMABC exhibit, Fred Schiffer: Lives in Photos, presented this spring as part of the Capture Photography Festival.

Work is underway on a new JMABC website, also being designed by Adria Consulting, which is slated to launch in late August, 2015.

"Our new look reflects the exciting work we are doing, always seeking new ways to share our community's rich history with everyone," said Michael Schwartz, Coordinator of Programs and Development. "Adria understood this immediately and devised an identity that boldly conveys our core principles."

About the Jewish Museum and Archives of BC

The Jewish Museum and Archives of BC is dedicated to the collection and sharing of community memories of Jewish life in British Columbia. With 300 linear metres of textual records, 300,000 photographs and 725 oral history interviews, the JMABC chronicles all facets of our community's history. Through innovative exhibits and public programming, the JMABC builds bridges with the diverse communities of BC and heightens awareness of the rich 150 year history of Jews in BC.

Highlights of the New JMABC Graphic Identity

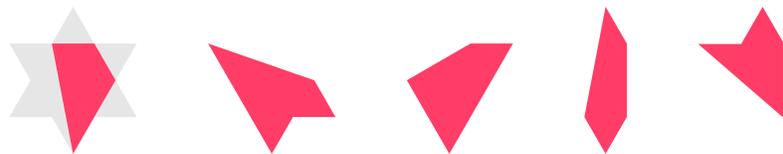
New Typography

We have adopted two typefaces, Tiempos Headline and Founders Grotesk, for all publications. Both come from the New Zealand-based foundry, Klim, and work together harmoniously. Each is a modern take on a classic style.



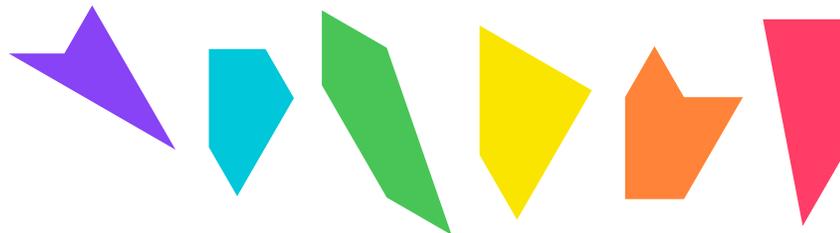
A Library of Shapes

Derived from the Star of David, this library of 360 asymmetric shapes works with our colour palette to convey the vibrancy and dynamism of our 150 year community history.



A Fresh Colour Palette

Our new guidelines provide us with a suite of bold and vibrant colours that complement one another. When paired with one of our many archival photos, these colours make our history come alive.



A New Logo

Our new logo brings together the shapes, colours and typography established in our new design guidelines. The type and shape line up to form an abstracted Star of David.

