



**Na'amat Canada**

Empowering women and children in Israel and Canada since 1925

**Na'amat Canada Marketing Guidelines  
Including  
Creating Event Flyers Guideline**

## **Na'amat Canada Promotional Guidelines**

### **Correct use of the Na'amat Canada, your city and your chapter/club name**

The Na'amat Canada logo has Hebrew characters and English words. Since not everyone recognizes the Hebrew characters, please include the English words “Na'amat Canada” when using our logo.

Please refer to the organization as “Na'amat Canada” rather than “Na'amat” in all written materials. Na'amat should only be used in reference to the worldwide network being run in Israel.

Each city is a branch of Na'amat Canada, therefore the correct way to refer to your city is “Na'amat Canada city name” rather than “Na'amat city name”. If you are adding on your group's name, then this is how it should look: “Na'amat Canada ‘city name’ ‘chapter/club name’”. Please note that all cities except for Toronto, refer to their group as a chapter whereas Toronto uses the word club. These two terms are interchangeable.

### **Correct use of the Na'amat Canada slogan, fonts and logos**

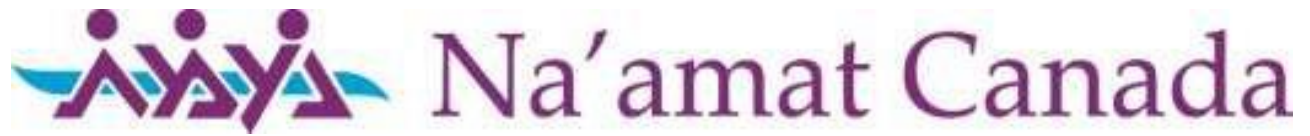
*Empowering women and children in Canada and Israel since 1925* is our National slogan. Members are encouraged to use this slogan to help the public understand our mandate.

Na'amat Canada's official colours are purple and turquoise. The specific Pantone colours are: Process Blue, Regular Black, Pantone 526U (purple) and Process Cyan (blue/turquoise).

When writing letters, articles, brochures and similar materials, you should use one of the following acceptable fonts:

- Arial
- Times New Roman
- Garamond
- *Kaushan Script – used for headings*
- Source Sans Pro – light – used for body text
- Source Sans Pro – regular italic – used for menus

To maintain brand consistency, the following Na'amat Canada logos are acceptable.



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And the following logos, which are available from the National Office and as downloads from the website, are to be used on individual city documents:

<b>Calgary</b>	 Na'amat Canada Calgary	 Na'amat Canada Calgary
<b>Edmonton</b>	 Na'amat Canada Edmonton	 Na'amat Canada Edmonton
<b>Hamilton</b>	 Na'amat Canada Hamilton	 Na'amat Canada Hamilton
<b>Montreal</b>	 Na'amat Canada Montreal	 Na'amat Canada Montreal
<b>Ottawa</b>	 Na'amat Canada Ottawa	 Na'amat Canada Ottawa
<b>Toronto</b>	 Na'amat Canada Toronto	 Na'amat Canada Toronto
<b>Vancouver</b>	 Na'amat Canada Vancouver	 Na'amat Canada Vancouver
<b>Winnipeg</b>	 Na'amat Canada Winnipeg	 Na'amat Canada Winnipeg

Correct creation and distribution of Na'amat Canada city marketing materials

To maintain brand consistency, cities must review their newly created marketing materials with the National Office. City volunteers without any local staff members may call upon the National office to help create marketing materials on their behalf.

Please be aware that the National Office has already created a number of promotional materials that can be used by each city. For a complete list of available materials, contact the National Office or look at [www.naamat.com/discover/downloads](http://www.naamat.com/discover/downloads) . Should you have any ideas for new materials, please contact Vivian Reisler, our Executive Vice President, at the National Office.



# Na'amat Canada

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