



## OUR NEW BRAND & VISUAL IDENTITY ARE MUCH MORE THAN A NEW ICON AND TAGLINE, IT'S ISRAEL'S FUTURE.

Over the previous decades, many of you have grown up with our logo featuring three colours - blue, green, and brown. Blue for water, green for environmentalism, and brown for land. They defined JNF Canada's raison d'être. Together, we have contributed to Israel's successful rise from its once fragile state to a technological and environmental light among nations.

As Israel has developed, JNF Canada has also evolved. Building on our environmental mission, we have also identified the need to address the lack of charitable social service infrastructure for the people of Israel to survive and thrive.

### WHY DID JNF CANADA REDESIGN ITS LOGO?

We did more than just redesign our logo. Guided by the consultants at Blueprint, we spent many months reflecting on who we are and what our core proposition was to our supporters. What makes JNF Canada unique? Our answer is that JNF is the only Canadian charity that, together with our generous donors, are *"Building the Foundations for Israel's Future."* We help build charitable projects that are essential to enhance and enrich the lives of Israel's citizens in every part of the country.

In every generation, Israel's needs change. In pre-statehood, the need was to purchase land for the early pioneers. After the state was established, there was a focus on forests, gardens, and lookouts. As the population grew, Israel experienced water shortages so reservoirs were required. These needs have been addressed, thanks in part to the success of our work. More recently, JNF Canada has become more involved in social infrastructure projects like

community centres, playgrounds, rehabilitation facilities and youth centres. While our environmental mission will remain a priority, we are excited to also support these vitally important social service needs, in collaboration with a variety of agencies and charitable organizations.

The new JNF Canada logo is not a rejection of the past, rather we embrace it. The values at the core of JNF Canada have not changed. The key message of our new visual identity is that we are forward-looking, dynamic, creative, and modern while respecting our beautiful past. We are inspired by the founder of modern Zionism, Theodore Herzl, who dreamed of an Old-New Land – Altneuland. JNF Canada will continue to honour the values and traditions of our past as we turn our eyes forward to building the foundations of Israel's future, together.

### OUR BRAND MISSION

#### Building Israel Together

JNF builds strong communities for Israel's future. JNF projects help people live better by linking the generosity of Canadians to the environmental and social infrastructure needs in Israel. We have supported community growth for generations, and we passionately carry our historic mission forward for a strong and sustainable future. JNF is the go-to organization for those who want to connect with and build a better Israel together.

#### Our Visual Identity

Our new logo is made up of an icon and uses the acronym JNF. This reflects how most people inside and outside the organization colloquially refer to us. We will still use Jewish National Fund of Canada on formal and legal documents.

#### Our icon is full of meaningful symbols:

##### The Colours

JNF Canada's new visual identity conveys Israel through the use of blues and white. The focus of our work is exclusively directed toward Israel and no two colours exemplify Israel more than these.

#### The Blue Box (Pushke)

Made up of the four pillars and the coin slot above, this modern representation of the Blue Box is a powerful symbol of JNF Canada's long fundraising history and the enduring support of our donors.

#### The Pillars

The four pillars represent strength and upward growth. This will also be used in our design system to represent buildings, as a core element of our brand "Building Israel Together".

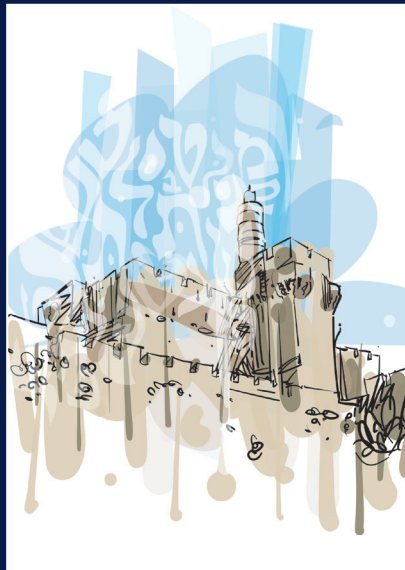
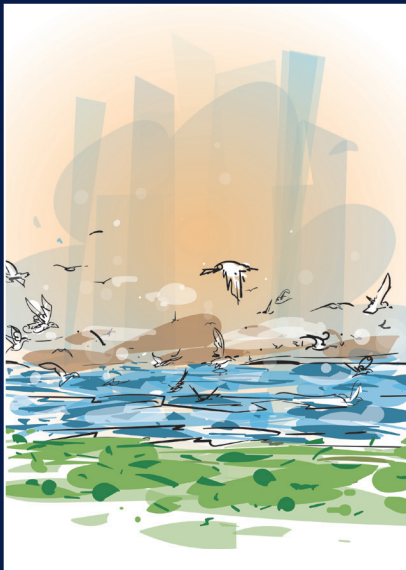
#### The Leaf

We replaced the tree from our previous logo with a young leaf sprouting from a branch. It is a nod to our environmental history, our ongoing commitment to environmental projects, regeneration, and new beginnings. We have been connecting Canadians to Israel for decades, but still perceive ourselves as young and dynamic.

With the new branding also comes a revitalized approach to fundraising and many exciting and meaningful building project opportunities. We look forward to sharing these (and more of our new look) with you in the coming months!

**FOR MORE INFORMATION PLEASE CONTACT: EDM@JNF.CA 780.481.7881**

# JNF'S NEW TREE AND TRIBUTE CARDS!



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