

A black and white photograph of the interior of Temple Jeremiah. The space features a large, curved, light-colored wall on the left with a dark, vertical, ribbed section. A large, curved, light-colored archway is visible in the background. The floor is covered in a light-colored carpet. In the foreground, there is a low, white, curved wall. To the right, there is a stone wall with a large, rectangular, light-colored panel. On the stone wall, there are several dark, vertical, ribbed objects. In the background, there is a large, curved, light-colored wall with a dark, vertical, ribbed section. The ceiling is dark and curved. The overall atmosphere is modern and minimalist.

TEMPLE JEREMIAH

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SYNAGOGUE REPOSITIONING COMES ALIVE IN CREATIVE

Temple Jeremiah, a large reform Jewish congregation, completed a brand repositioning and needed an agency to turn the strategy into visual communications. Blu Sky Creative was chosen to create a new logo, design and build of a new website, and create other communication items including newsletter, bulletins, postcards and more. The Blu Sky team developed an exciting new logo and look for the temple materials that embodied their new tagline “The Joy of Belonging.” The team worked closely with the Executive Director and member-volunteers to accomplish all the goals to greatly improve the user experience.

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