



CASE STUDY

# Bnai Zion Foundation

## Make your history count

It is really important for legacy organizations to capitalize on their long-term successes. When embarking on a brand repositioning project like this, devote enough time to thoughtfully answer questions like, why has this organization survived so long? Why were they founded? And ultimately, how are they still vital in today's world?

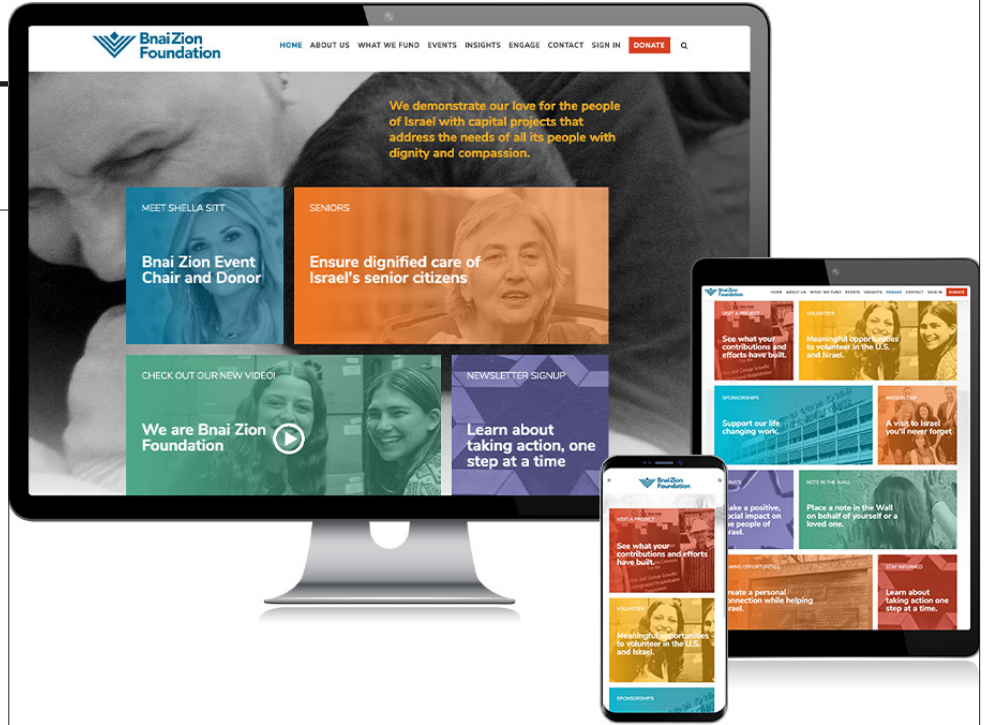
Bnai Zion Foundation has been supporting Israel for over 111 years—longer than Israel has existed! We created a new branding platform that celebrates their history while making them appealing to a younger generation of donors and supporters.

**"Bnai Zion Foundation wanted to celebrate our past success while positioning us for the future. Langton Creative Group got the balance just right."**

CHERYL BIER  
CEO  
BNAI ZION FOUNDATION

SERVICES

- Branding
- Campaigns
- Corporate Identity
- Logo
- Print
- Communication Strategy
- Video
- Websites



www.bnaizion.org



The new logo design modernizes the symbol and features typography that will reproduce better in digital applications.



VOICE magazine was re-launched with bold stories that show how Bnai Zion Foundation is fighting anti-Semitism by building capital projects in Israel.

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