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## Temple Israel Announces Updated Logo

(MEMPHIS, TN; August 27, 2010) Temple Israel is introducing an updated logo for the synagogue, together with new identity treatments for the Barbara K. Lipman Early Learning Center, Wendy and Avron Fogelman Religious School, and the Temple Israel Museum. The fresh look is part of a larger effort to provide staff and lay leaders with easy-to-use templates and tools for electronic and print communications. It will now be easier than ever for committees, auxiliaries, and the schools to promote programs and other events.

The new logo was artfully created by Tactical Magic creative director and managing partner Trace Hallowell and designer Brian Borgman. Tactical Magic is an award-winning brand identify specialist firm based in midtown, Memphis.



The project originated from a comprehensive five-year plan developed by the Communications Advisory Committee and presented to the Board of Trustees in 2005.

Mary Trotz, current Communications Committee Chair, helped spearhead the project.

“Temple Israel is a leader in providing outstanding clergy support, spiritual guidance, and programming for Reform Jews wishing to explore and expand their Jewish identity,” said Mary. “The goal of this project was to give staff and lay leaders time-saving tools so they can focus more on Temple’s mission, while bringing the aesthetic up to the standard of everything else at Temple.”

Temple President Nancy Robinson was also intimately involved in this project.

“Working with Mary and the design firm Tactical Magic was a wonderful experience. The evolution of designing a new logo was much more involved than I had expected,” said Nancy. “When looking at our new logo, I feel it represents strength, heritage, warmth, and connection. As Temple continues to strive to embrace the needs of each congregant through worship, programming, and outreach, our new logo will be a symbol of our future and its members.”

Rabbi Micah Greenstein also lent his guidance, support, and perspective.

“Frankly, I was amazed at the depth of thought behind this seemingly simple image for Temple,” said Rabbi Greenstein. “I knew something was up when Trace Hallowell appeared at Shabbat morning services, spent time in the Temple Archives, and was

found taking random pictures around Temple. It was brilliant of Trace to take the previous Temple logo and re-shape it into four Hebrew letter shins. He captured the *shin* on the ark of our sanctuary, the same *shin* that appears on the doorposts of our homes, and the name for God Almighty which begins with the letter *shin* (*Shaddai*) in the Torah. He went even deeper by making it ‘four *shins*’ representing the four matriarchs of the Jewish people. The twelve flames represent the twelve tribes of Israel, especially fitting for a historic congregation like ours. I was taken aback by something so simple, beautiful, and profound as four shins igniting the eternal light of our faith.”

“We now have a consistent image to project in all our printed materials,” continued Rabbi Greenstein. “Beyond the efficiency and economy of scale Temple will reap in the long run, we may very well have the most meaningful and exquisite synagogue image to project not only to the Jewish community but to the entire community of faith.”

“This identity design engagement has been delightful in every way,” said Hallowell. He added, “The team has been delightful to work with, the response to the work has been heartening, and the outcome is something we’re very proud of – on both a professional and personal level. It is an honor to have been entrusted with Temple’s identity.”

The new logo and an accompanying family of secondary logos will be phased in across all communications platforms for Temple and will be used in all printed materials and electronic media.

Temple Israel is located at 1376 E. Massey Rd. and on the web at [www.timemphis.org](http://www.timemphis.org).

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