

Our new community

Creating an identity

What's with all the change?



What's with all the change?

Three 'old' established Synagogues

One *new* Jewish Community



Can't we just use our old name?



Can't we just use our old name?

Which one?

What does it say about us?

What will it say about us in ~~10~~ 50 years?

What happens if we move (again)?

Why this name is important

To celebrate who we are as a community

Attracts new members

Shows our uniqueness

Emphasises choice

Must be inviting and welcoming

A name to celebrate who we are

We're not throwing away our past but building on it to create something entirely new and unique.

We need a name that reflects this change. To celebrate what we have been and what we are becoming. To act as a compass point to help us find our way...



A name to attract new members

The name should aim to help us attract (and retain) new members – established Jews in the area, as well as those just arriving, or who have yet to choose a path...



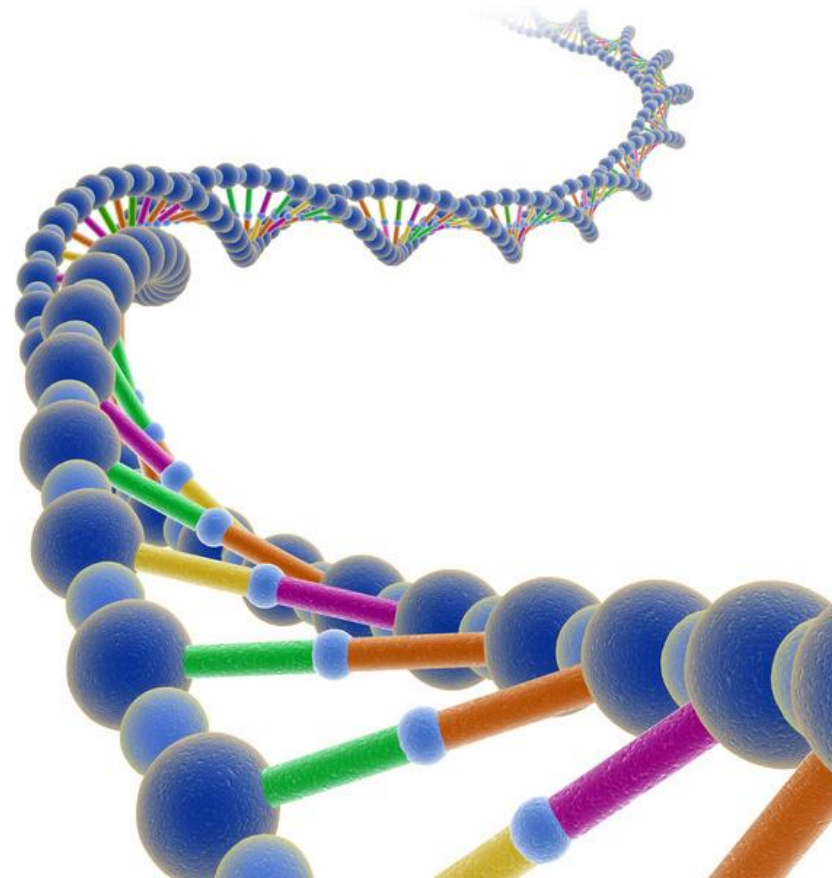
A name to attract new members

(while, somehow, not *offending* existing members)



A name which shows our uniqueness

- The only single Jewish Community comprised of 3 separate synagogues



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- The only single Jewish Community comprised of 3 separate synagogues
- A completely unique opportunity for new members to explore the community they're joining and time to find their feet - socially, practically, spiritually and ritualistically
- A space to reflect on difference but also on what is shared, before deciding on which specific shul they wish to attend for religious services and life events

A name which emphasises choice

- New members we seek to attract will often be *unattached* to an existing shul



A name which emphasises choice

- New members we seek to attract will often be *unattached* to an existing shul
- Whether due to life-stage, part of a mixed faith couple, old habits (*they made me go!*) or new to the area, emphasising our choice-rich way to enter a Jewish community should *act as beacon*.

A name that suggests we are both
inviting *and* welcoming



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What is it like entering a new shul
for the first time?



A name that suggests we are both
inviting *and* welcoming

Initial focus group discussions both
surprised and disturbed us with the
answers (from many synagogues)...

A name that suggests we are both inviting *and* welcoming

*anxiety, uncertainty, fear of judgement, fear of
being ignored, fear of not being ignored...*

Any new name has to help overcome this - to help
people realise that they would receive a *warm,
judgement-free welcome* when they come to **our**
community.

It's not all in a name



It's not all in a name

- Many organisations have two parts to their naming construct



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- A name, but also a descriptor, or *strap-line*, which helps the reader understand what type of an organisation they are or what their mission is

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Tesco - Every Little Helps

Ministry of Sound – We make the moments people live for

Sky – Believe in Better

It's not all in a name

- We have researched and arrived at a name(s)
- We have also explored a strap-line or descriptor, to work hand-in-hand with the name
- We have created a new symbol or logomark, to bring our goals and ambitions as a community to life.

Brought together, these components will carry an important message: not only about who and what we are – but what we want to be!

Creating a new identity

Long list name Mosaic Kehila Kitchen welcoming A Judaism
that embraces experience Modern
ideas: The Your Jewish uniquely Tapestry
different Jewish He(a)rts Jewish
Straplines: community of Jewish community Jewish
outlooks A Long list name community Mosaic Kehila Kitchen welcoming A
Jewish Pluralist choice in community of that embraces experience Modern
e6 dynamic Jewish Fusion The Your Jewish uniquely
Centre Jewish life choice different Jewish He(a)rts Jewish
A family Jewish Family / community of Jewish community Jewish
Chicken Soup Chicken Soup Home outlooks A community
uniquely Spokes Jewish Pluralist Collective choice in community of that embraces experience
for the soul / home everyone J-Zone6 dynamic Jewish Fusion
Jewish home Centre Jewish life choice different Jewish He(a)rts
shul for Jewish life enjoys doing A family Jewish Family /
yah Freedom of Chicken Soup Chicken Soup Home outlooks A
Embrace The Urban Kibbutz what they do uniquely Spokes Collective
(Umbrella) choice in for the soul / home everyone J-Zone6 dynamic Jewish
The together Jewish home

**Many names were suggested or identified
through our group meetings**

heart of Jewish Choose your Arena Mitzvah Freedom of
Embrace Jewish life the the Urban Kibbutz what they do uniquely Spokes
life Jewish life the the (Umbrella) choice in
The together Jewish home

Long list name ideas:

Jewish Pluralist Centre

Embrace

Mosaic

Chicken Soup

The Urban Kibbutz

Kehila Kitchen

Home

Arena

J-Zone6

Mitriyah (Umbrella)

Jewish He(a)rts

Spokes

Tapestry

Fusion

Jewish Family / Collective

Straplines:

Chicken Soup for the soul / shul

The heart of Jewish life

The community of choice in Jewish life

home for Jewish life

Choose your Jewish life

Your Jewish community of choice

everyone enjoys doing what they do together

the welcoming Jewish community that embraces different outlooks

A uniquely Jewish home

A uniquely Jewish experience

A dynamic Jewish family

Freedom of choice in Judaism

Modern Jewish community

From these we identified a long list of names and straplines, from which we shortlisted two:

Kehila

Kehila

“Community”

Kehila

“Community”

- Literally Hebrew for community
- Opportunity to reclaim or democratise a very traditional word as a progressive identity: to carry us from the past to the future
- Stands alone, as an abstract name and a powerful word or melody... even when you don't know the meaning

Mosaic

Mosaic

“The sum is greater than its parts”

Mosaic

“The sum is greater than its parts”

- A whole comprised of many differing pieces – where each part enhances and brings out qualities in the other to create something entirely new
- Literally “*from Moses*”, alluding to the non-orthodox, progressive nature of the New Community as whole
- Ethos of community - less about rules and government, more about depth and qualities each individual adds to the entire picture

Kehila

“Community”

Mosaic

“The sum is greater than its parts”

Kehila

“Community”

Mosaic

“The sum is greater than its parts”

Big Bushey Jewish Community Centre

Kehila

“Community”

Mosaic

“The sum is greater than its parts”

~~*Big Bushey Jewish Community Centre*~~



Bringing it to life

mosaic

kehila

Urban kehila mosaic

mosaic Kehila

Mosaic Mosaic kehila

Urban mosaic

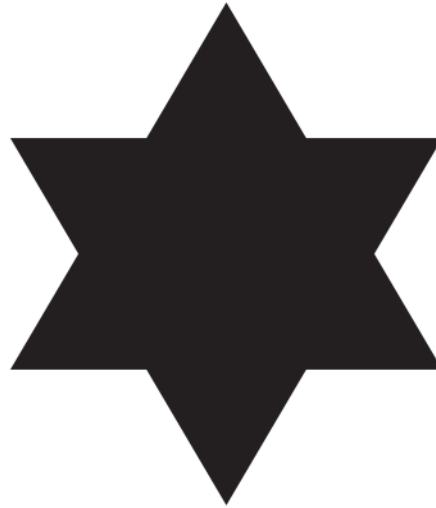
Kibbutz Kibbutz

mosaic kehila mosaic

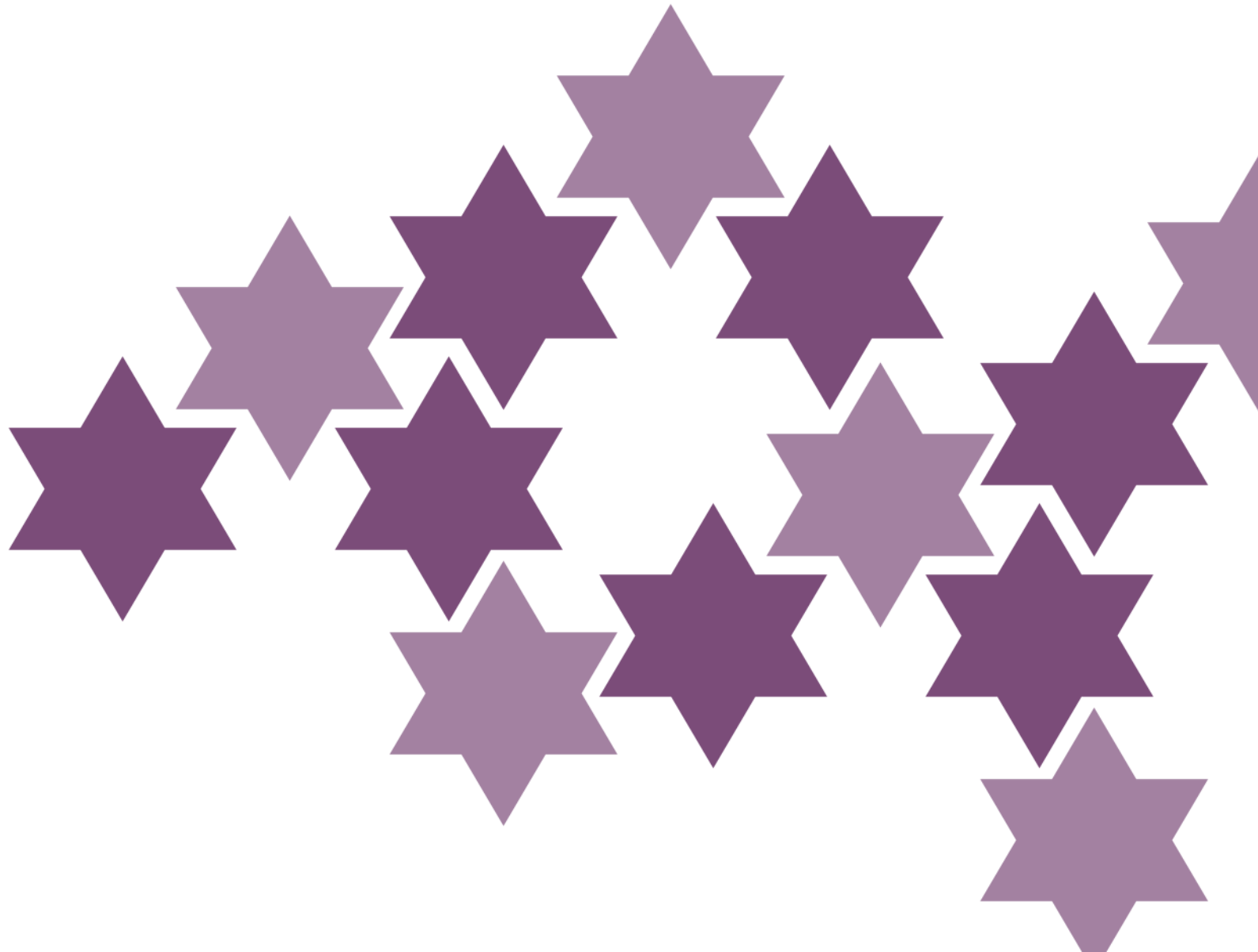
kehila kitchen kibbutz

What does our style say about us?

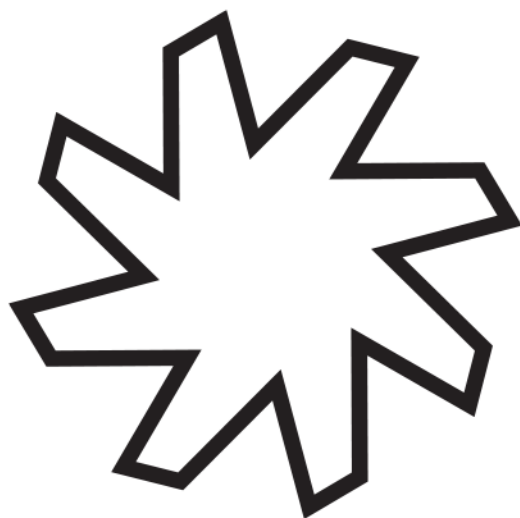
**And what graphical identity should we use?
The obvious starting point was...**



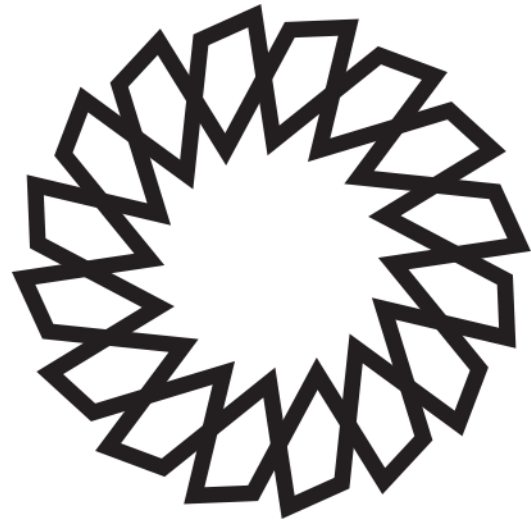
So we started to play with this...







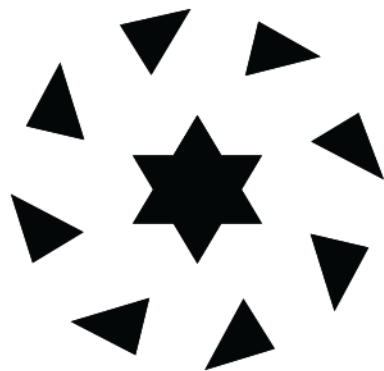






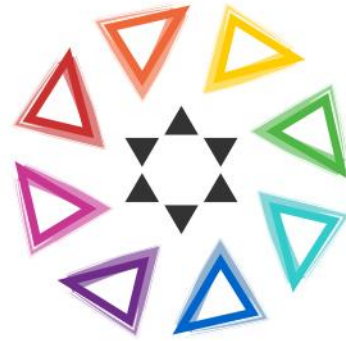














Which gets us to...

Mosaic or Kehila

Mosaic / Kehila

Choose your Jewish life



Mosaic
Choose your Jewish life

Putting it to work...



Mosaic
Choose your Jewish life

Something about multi-strand
religious affiliation lorem ipsum.

Ministers:
Frank Dabba Smith
Kathleen de Magfige Middleton
Paul Arberman



Mosaic
Choose your Jewish life

Something about multi-strand
religious affiliation lorem ipsum.

Ministers:
Frank Dabba Smith
Kathleen de Magfige Middleton
Paul Arberman



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Rocking and rolling at Mosaic brings in the wondering Jews...

[Read more about this >](#)

Brilliant article

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Amazing feature

veniam, quis nostrud exercitation

Magnificent event

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Mitzvah of the Month

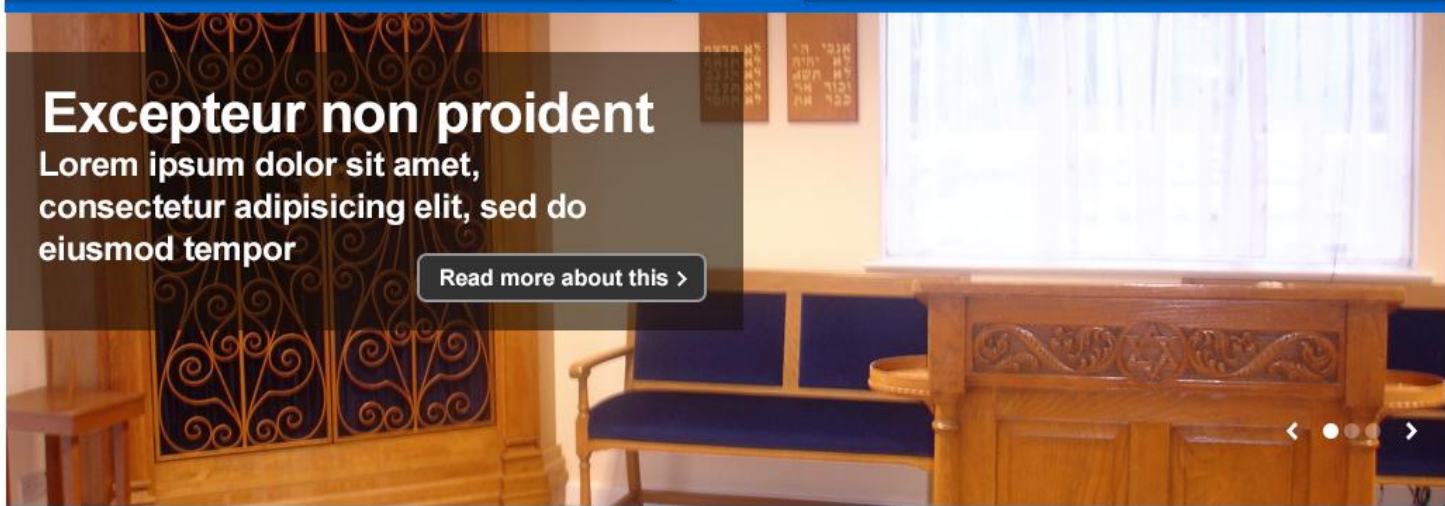
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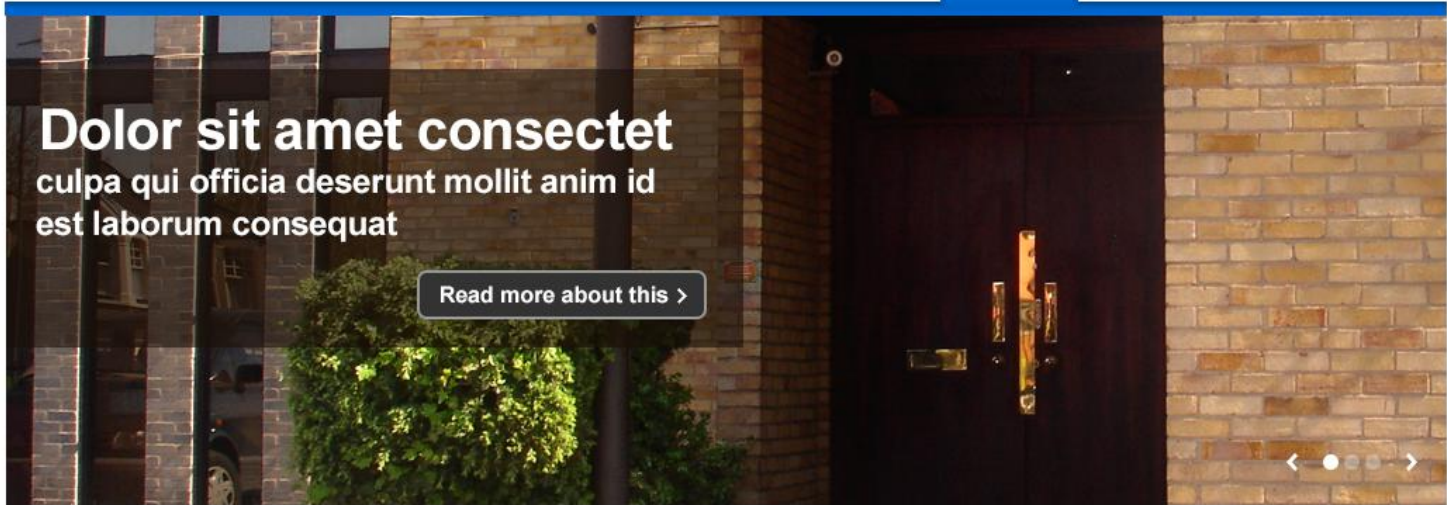


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Read more about this >





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Read more about this >

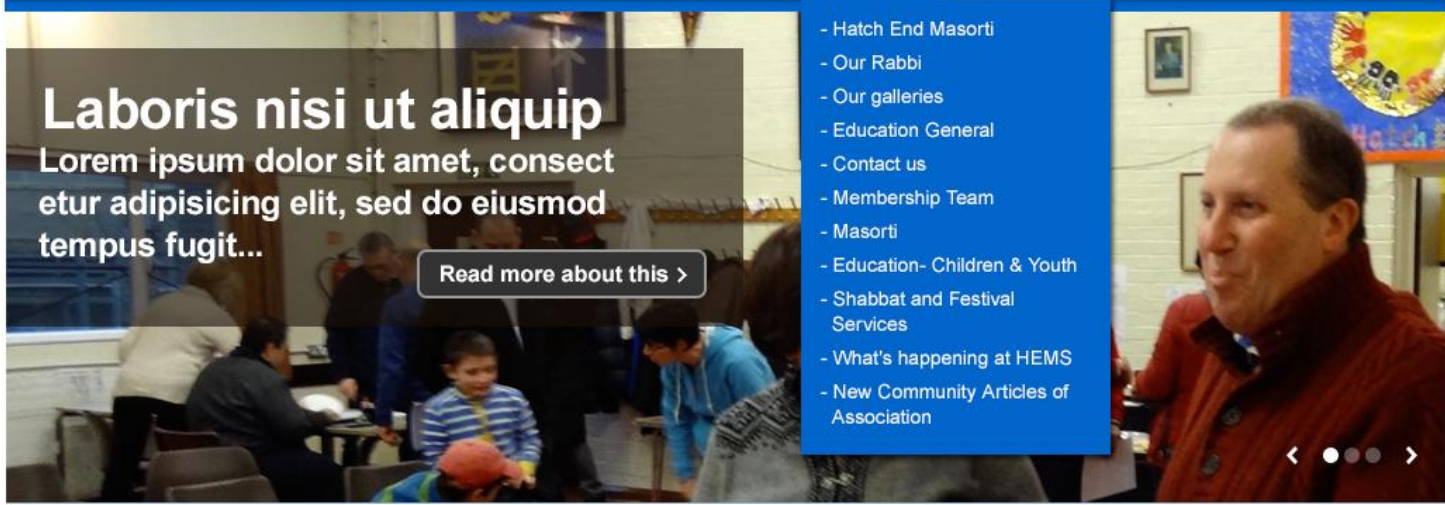


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[Read more about this >](#)





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Read more about this >

- Hatch End Masorti
- Our Rabbi
- Our galleries
- Education General
- Contact us
- Membership Team
- Masorti
- Education- Children & Youth
- Shabbat and Festival Services
- What's happening at HEMS
- New Community Articles of Association



About Us

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At HEMS we are proud of our relaxed and warm atmosphere.

The synagogue was founded in 1998 by a small group of families, and holds its services in shared premises in Grimsdyke Road.

Masorti is the Hebrew word for tradition and Masorti Judaism is traditional yet practised in a spirit of open-minded enquiry and tolerance. In general you will notice very little difference between a service in our synagogue and that in any other traditional synagogue.

Masorti [masorti.php] recognises that Jewish law permits a number of practices that are not carried out in most orthodox synagogues. For example, at HEMS women are counted as part of the minyan and men and women are seated together. We welcome children of all ages and make no distinction between girls and boys either in what is taught or what they undertake for their bar or bat mitzvah.

In addition to our Shabbat services we hold services for all the major festivals. In particular, we enjoy lively communal Pesach Seders and Purim, Chanukah and Simchat Torah parties. We also hold regular youth services.

Our popular Friday night services are a special time for the community to get together to enjoy each others company and to share in prayer. Services take place monthly at members' homes and are followed by a delicious informal communal supper.



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Kehila

The Mosaic community magazine
Liberal | Masorti | Reform

Kehila magazine is brought to you by:
HARROW & WEMBLEY
PROGRESSIVE SYNAGOGUE

HEMS

Former Reform community
mns

April 2014
Nissan 5774

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2014's biggest seder?



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HEMS

www.hems.org.uk
mms

April 2014
Nissan 5774

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2014's biggest seder?



Interesting feature
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Brilliant article
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HEMS

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mms

April 2014
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Time to decide...



Mosaic
Choose your Jewish life

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Kehila
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