

Empowering a *Geula Mindset* for an Elevated Life

BRAND ESSENTIALS · 2026

"Create Geula · Elevate Life"

Rabbi Yehoshua Gerzi

Who We Are

MISSION

Empowering a Geula Mindset for an Elevated Life.

Pilzno exists to close the gap between a person's physical life and their spiritual purpose — moving people from fragmentation to wholeness, from galut mentality to a geula mindset. We provide the tools, community, and guidance for an integrated, balanced, and elevated Torah existence.

VISION

A world where Torah wisdom is lived, not just learned.

We envision a generation of people who are shalem b'gashmiut v'ruchaniut — whole in body and soul. Not surviving. Thriving.

BRAND CHARACTER

Ancient

Rooted in Torah wisdom and Jewish heritage. The depth of centuries, made present.

Warm

Human, accessible, relational. This is not a distant institution — it is a community.

Elevating

Every interaction should lift. Language, design, and teaching point upward.

Growth-Hungry

Our people lean forward, reach higher, and refuse to plateau. Striving is the natural posture of a Geula mindset — not the exception.

Deliberate

We think before we act. Every choice is considered and intentional — clarity of purpose before every step.

Responsible

Radical responsibility: full ownership of your outcomes, your growth, your life. Set the target. Pursue it. No excuses.

"Let's upgrade our lives to a healthy, integrated and balanced Torah existence."

RABBI YEHOASHUA GERZI

Color Palette

Brand Purple

#2a1f3d

Gold

#C9A84C

Cream

#faf9f5

Light BG

#f5f2ec

Body Text

#3d3530

PILLAR TONES — One per wisdom teaching

I · Physical

#dce6d4

II · Relationships

#e8d8d4

III · Wisdom

#dbd6e8

IV · Guidance

#d0dce8

USAGE RULES

- Brand Purple is the primary background for all master covers, email headers, and dark slides.
- Gold is the emphasis layer — borders, rules, accent marks, callouts. Never use as a large fill.
- Cream and Light BG are the default document backgrounds. Never use pure white.
- Pillar tones are used exclusively for their assigned wisdom teaching. Do not mix pillar colors.
- On pillar backgrounds, type is always the corresponding dark text color — never brand purple.

Type System

Cormorant Garamond

DISPLAY & HEADLINES

Large sizes · Serif gravitas

Jost

BODY & UI

Labels · Navigation · Captions

Frank Ruhl Libre

HEBREW ACCENT

Single words only · Gold

H1 — Cormorant Garamond 34pt — Display headline

Empowering a Geula Mindset

H2 — Cormorant Garamond 22pt — Section headline

From Surviving to Thriving

H3 — Jost Medium 10pt — All caps, tracked

FOUR WISDOM TEACHINGS

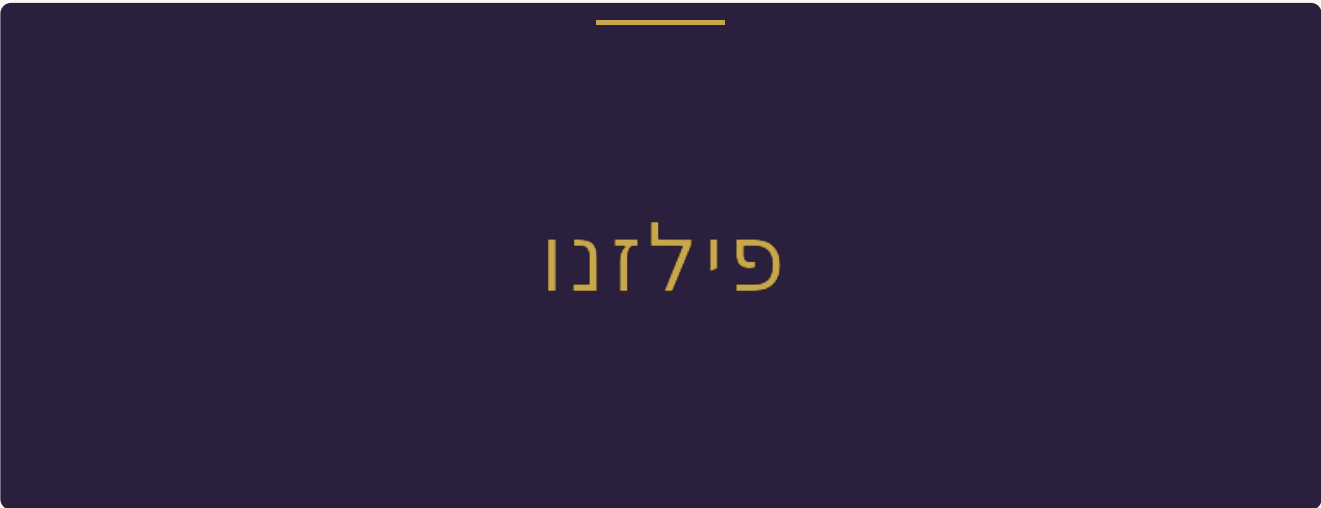
Body — Jost Light 10.5pt — Leading 1.8

The galut mentality keeps us fragmented. Pilzno exists to close that gap — guiding each person from vagueness to clarity, from isolation to an integrated and elevated Torah life.

"You are the vessel through which HaShem's light enters the world."

PULL QUOTE — Lora Italic 12pt — Gold left rule

HEBREW ACCENT — Frank Ruhl Libre — Gold — Decorative use only



Section openers, program headers, and cover pages only

The Heraldic Crest

The Pilzno logo features two rampant lions flanking a quartered shield, crowned above and bearing the PILZNO wordmark below. It carries the weight of heritage. It is the mark.

PRIMARY MARK



APPROVED VARIANTS



Full Color
Primary use



On Light
Documents · One-pagers



Single — Purple
One-color print · Emboss



On Gold
Foil stamping · Special

CLEAR SPACE & MINIMUM SIZES

Minimum clear space: the height of the "P" in PILZNO on all four sides.

Digital minimum: 44px height (full lockup) · 28px (mark only) · 16px (favicon).

Print minimum: 18mm height for full lockup · 10mm for mark alone.

DO'S & DON'TS

DO

- + Use approved color variants only
- + Scale proportionally at all times
- + Use full-color on white or cream
- + Use reversed variant on brand purple
- + Always maintain clear space

DON'T

- x Never stretch or distort the crest
- x Never place on busy or clashing backgrounds
- x Never use below minimum sizes
- x Never add shadows or outline effects
- x Never recreate — use master files only

Cover Templates

Every Pilzno document uses one of the following cover types. The brand purple cover anchors the master identity. Each program uses its assigned pillar tone with consistent type treatment.



FORMAT SPECIFICATIONS

One-Pager / Document	A4 · Portrait · Cover + interior · Min 11pt body
Social Post	Square 1080×1080px · Quote-driven · Gold corner mark
Email Header	600px wide · Purple bar · Cormorant wordmark
Presentation	16:9 · Dark master (purple) or light master (cream)
Business Card	85×55mm · Front: dark purple · Back: pillar + Hebrew

RECURRING BRAND DEVICES

Gold Rule Line	1.5–2pt · Under eyebrows, above taglines · Always #C9A84C
Corner Mark	Two gold lines forming an L · Top-right corner on covers
Gold Roman Numerals	Cormorant Garamond Light · Labels the four pillars
Italic Emphasis	Cormorant Garamond Italic in gold · Key phrases in headlines

How We Speak

Pilzno's voice is direct, warm, and elevating. Rabbi Gerzi writes the way he teaches — with clarity and conviction, not academic distance. Hebrew terms are used with intention, not decoration.

LANGUAGE GUIDE — WE SAY / NOT THIS

WE SAY

Geula mindset
Integrated Torah life
Ba'al Da'at
Elevated Life
From galut to geula
Shalem — whole
Own your growth
Radical responsibility
Invest in Pilzno
Create Geula

NOT THIS

positive thinking
religious lifestyle
mentor or coach
self-improvement
overcoming challenges
balanced
hope it happens
blame circumstance
donate to us
make a difference

VOICE PRINCIPLES

- Direct** One clear idea per sentence. No hedging. "This works." not "This may help."
- Warm** Write to a person, not an audience. Use "you" and "we." Never institutional.
- Elevated** Language should lift. Choose the word that points upward. Avoid flatness.
- Rooted** Hebrew and Torah language is native here — use it naturally, not as decoration.
- Specific** Concrete images over abstractions. "From surviving to thriving" over "growth."
- Hungry** Language reaches and aspires. Speak to people who are leaning in — not settling.
- Deliberate** Every word is chosen. Precision and intention in all communication — never filler.
- Accountable** No hedging, no victim framing. Model radical responsibility in every sentence.

WHERE THE BRAND LIVES

- **Documents & One-Pagers**
Program overviews, donor materials, handouts
- **Email & Newsletters**
Weekly insights, announcements, event invites
- **Social Media**
Instagram, WhatsApp — quote cards, announcements
- **Presentations**
Donor presentations, community talks
- **Business Cards**
Rabbi Gerzi and team members
- **Website**
rabbigerzi.com — primary digital brand presence
- **Program Materials**
Arba Yesodot workbooks, chaburah guides



PILZNO

Create Geula Elevate Life

Ramat Bet Shemesh, Israel
rabbigerzi.com · Rabbi Yehoshua Gerzi