

# CAMP MORRIS CHEDER DAY CAMP LOGO REDESIGN

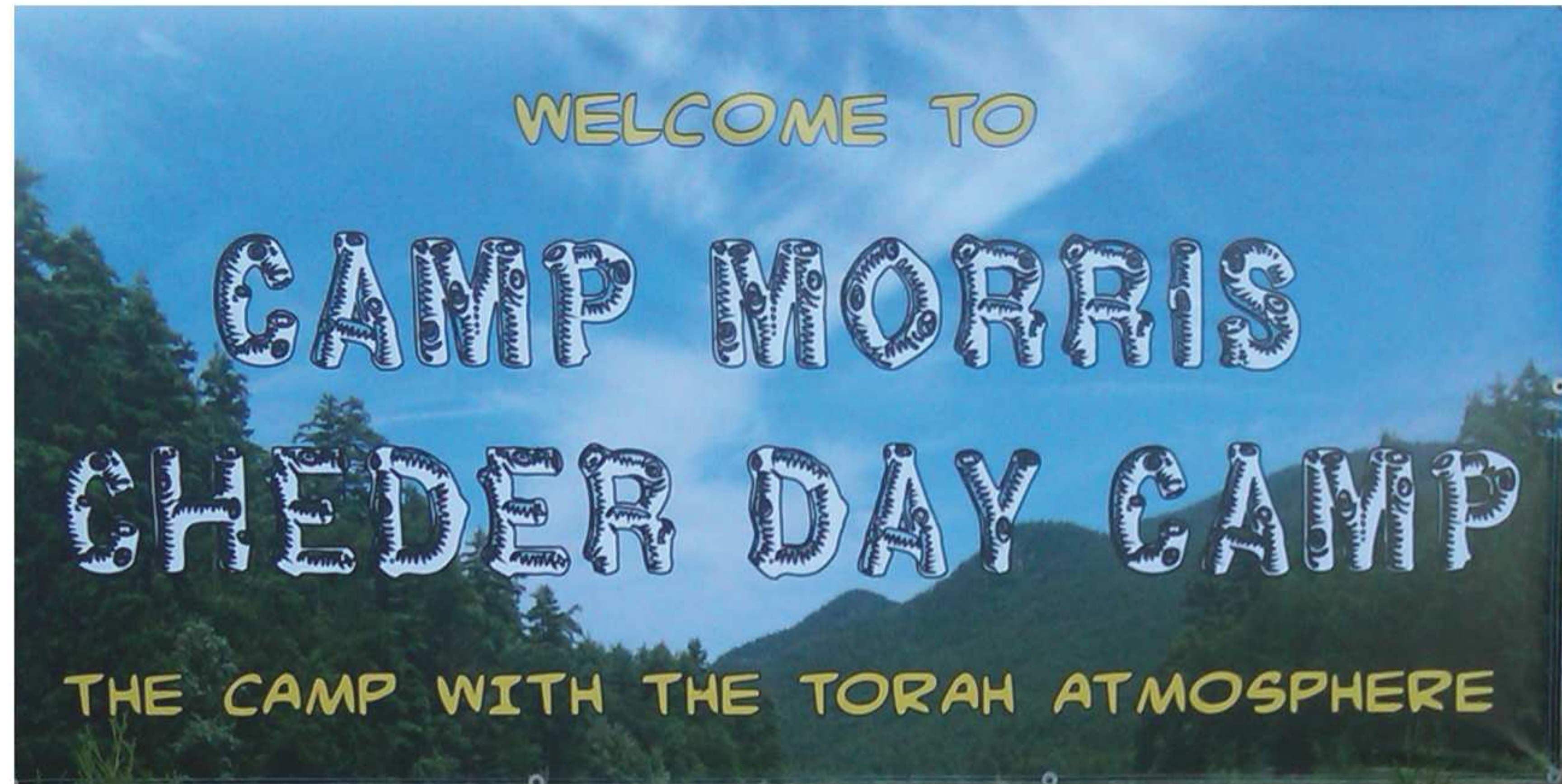
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BEFORE

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AFTER

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MINIBITES  
LOGO REDESIGN

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mini  bites



The business card features a teal background with a white speech bubble containing the new logo. Below the logo, the text reads "Cakes, Cookies, Desserts, Gift Platters & Miniatures". A row of five small images shows various products: picture cakes, yodels, mousse cups, personalized cookies, and cake pops. A large image of a pink cupcake in a black polka-dot liner is on the right. The bottom section is dark brown with contact information.

**mini  bites**

*Cakes, Cookies, Desserts,  
Gift Platters & Miniatures*

Picture Cakes & Cookies • Yodels • Mousse Cups • Personalized Cookies • Cake Pops • Cupcakes

Under Supervision of PCK - Passaic Clifton Kashrus  
845.445.9088 • [minibitescookies@gmail.com](mailto:minibitescookies@gmail.com)  
[www.minibitescookies.com](http://www.minibitescookies.com)

CFCreative 973.685.3965

OLD LOGO

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*Mini Bites*



LOGO DESIGN

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mini  bites

BAKED ON  
*Boulevard*  


Aquafilter  
PLUS

  
**NutraSeal**

WHERE TORAH IS IN THE ATMOSPHERE  
  
**CAMP MORRIS**  
CHEDER DAY CAMP

  
**Park Avenue**  
BROKERAGE ASSOCIATES

  
**WP**  
**WALLY**  
**PACKAGING**

  
**natural**  
LAUNDRY CHOICE



# MAGAZINE LAYOUT





# ADVERTISING CAMPAIGN



**WE DO  
EVENTS  
WITH  
ALL THE  
TOPPINGS.**

At the Pizza Place, we're more than just pizza. Cater your next sheva brochos, meeting, family party or event in our beautiful simcha room. We offer a delicious dairy menu filled with pastas, fish choices, salads and more. Come and celebrate with all the toppings.



**WE'RE MORE THAN JUST PIZZA.**

732.730.1144 • 100 HILLSIDE BLVD., WEST GATE PLAZA



**HAVE YOUR  
KIDS MAKE  
DINNER.  
SERIOUSLY.**

At the Pizza Place, we don't just serve you pizza, we let you make it! We offer a special kid's night every Tuesday so children can make their own pizza. So take a break once a week from making dinner; have your kids prepare it!

**CALL & RESERVE YOUR SLOT TODAY!**



**WE'RE MORE THAN JUST PIZZA.**

732.730.1144 • 100 HILLSIDE BLVD., WEST GATE PLAZA



**WE THOUGHT "PIZZA, PASTA,  
FISH, SALAD, AND SOUP PLACE"  
WAS KIND OF LONG.**

At the Pizza Place, we're more a dairy café than a pizza shop. We have a delectable menu filled with delicious fish choices, salads, wraps, soups, pastas and more. Plus we offer a wide variety of pizzas from whole wheat to cheeseless and anything you can imagine. Come to our pizza store – oh woops – restaurant and enjoy!

**WE DELIVER ALL OVER LAKEWOOD**



**WE'RE MORE THAN JUST PIZZA.**

732.730.1144 • 100 HILLSIDE BLVD., WEST GATE PLAZA


Corporate  
accounts  
welcome



# AD/FLYER DESIGN

WE ARE ONCE AGAIN PROUD TO PRESENT

**BEIS SHOLOM**  
*Mishloach Manos*



JOIN US AND GIVE THE ENTIRE LIST OF  
BEIS SHOLOM MEMBERS FOR ONLY \$110  
THIS YEAR BEING CUSTOM MADE FOR US BY


*The Linen Shop*

TO PARTICIPATE  
PLEASE EMAIL [SARIFELD@GMAIL.COM](mailto:SARIFELD@GMAIL.COM)  
OR [DDSWEICH06@HOTMAIL.COM](mailto:DDSWEICH06@HOTMAIL.COM)  
DEADLINE: FEB 22ND


SPONSOR \$180  
PLATINUM SPONSOR \$250

ATLANTIC GROUP PRESENTS ITS ANNUAL SOBER DANCE:

**ULTRA RAVE**  
March 21 ■■■■■■  
TICKETS 8pm - 1am /// 60th & Park  
\$12 in advance :: \$15 at the door ::



Distance Learning Up Close



- Create the Best Opportunities for Learning**
  - Record and distribute virtual field trips worldwide
  - Bring experts to the classroom from wherever they are
  - Record and stream live political debates
- Interact with Students Remotely - Never Miss a Class**
  - Sick or homebound students can attend class virtually
  - Smartboard integration
  - Stream live, record, and archive sessions for future playback
- Save Time, Money and Travel Cost**
  - Stream administrative policies, staff training and record for future use
  - Conduct regional staff meetings
  - Host virtual parent/teacher or student/teacher meetings

**ID-TECH SOLUTIONS**  
making IT simple  
[idtechsolutions.com](http://idtechsolutions.com)

**SAVE THE DATE**  
**2.21.15**  
**EITAN KATZ**  
**IN CONCERT**  
an evening to benefit  
**KEHILLAS BEIS SHOLOM**



**SPONSORSHIPS AVAILABLE**  
Sponsor \$250 • Corporate Sponsor \$360

**TO BECOME A SPONSOR OR FOR MORE INFORMATION EMAIL**  
[office@kbsclifton.com](mailto:office@kbsclifton.com)



# POSTCARD DESIGN

Yeshiva Neveh Zion (USA)  
c/o Rabbi Moshe Rubin  
1222A Caffrey Avenue  
Far Rockaway, NY 11691

Save the date!

Neveh Zion Reception

honoring its  
**alumni  
& friends**

N

April 9th, 2013

7:00 PM  
Cocktails & Tapas

8:15 PM  
Greetings from  
THE MASHI  
Rabbi Blumenthal

Le Simpla

9025 Wilshire BV  
Los Angeles, CA 90025

Couvert  
\$250 Couple  
\$125 Individual

N  
Z

Neveh Zion Reception
April 9th, 2013

American Friends of Nishmat  
invites you to a

brunch &  
private viewing

of the upcoming  
**SOTHEBY'S SALES OF  
JUDAICA & ISRAELI ART**

Gallery tours conducted by  
Sharon Liberman Mintz  
Senior Lecturer, JAIKSA  
Jennifer Roth  
Senior Vice President, HOCARS  
John D. Ward  
Vice President, Head of Department, Silver & Objects of Value

**SUNDAY, DECEMBER 11, 2011**  
10:00am - 12:00noon  
Sotheby's - 1374 York Avenue at 72nd Street

Cover: \$180 per person  
Private: \$500 per couple  
Sponsor: \$1,000 per couple

Event Chairs  
Nuala Agan  
Zohla Berger  
Wendy Greenbaum  
Chara Kuba  
Elena Kowalsky  
Dorena Parker  
Betsy Tachauer

PSP: please pick up the "Event" tab at www.afo.com  
or call the Release Office: 212.903.1033 • www.afo@sothebys.com

RSVPs can also be mailed to:  
American Friends of Nishmat • 214 Hudson Avenue, Suite 988, New York, NY 10014.



International Friends of Nishmat  
275 Madison Avenue, 4th Floor  
New York, NY 10017

nishmat  
& sotheby's

Sunday, December 11, 2011



Join Tender Touch  
Healthcare Services for a  
**Meet and Greet Evening!**

HOULIHAN'S

An evening of  
**Hors' d'ouves,  
drinks,  
prizes & fun!**

Learn about great career opportunities

**Thursday July 24, 2008**  
4:30-7:00 pm

**Houlihan's**  
601 W Germantown Pike • Plymouth Meeting, PA 19462

RSVP: Michelle 732-987-3826 • michelle@tendertouch.com

Tender Touch  
Infinite Possibilities  
Lifetime Rewards

Meet &  
Greet at  
Houlihan's

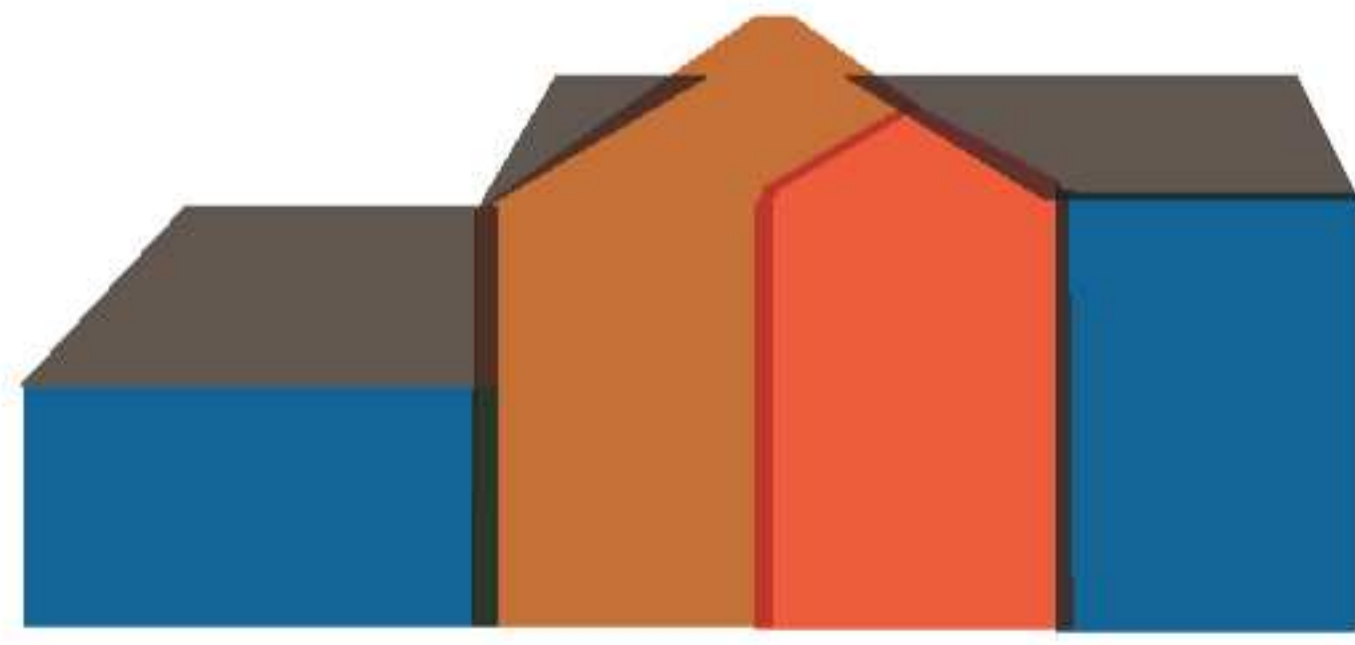
Thursday  
July 24th

Prepaid First Class  
U.S. Postage  
**PAID**  
Permit No.  
Lakewood, NJ

Tender  
Touch  
HEALTH CARE SERVICES, INC.  
605 River Avenue  
Lakewood, NJ 08703



# DINNER CAMPAIGN



# FOUNDATIONS

Mesivta of Eatontown Building Campaign

**FOUNDATIONS**  
Mesivta of Eatontown Building Campaign

**מתיבתא CORNERSTONE DINNER**  
EATONTOWN MAY 28TH, 2014  
ישיבת תורת שלמה 21 ATERES REVA • 7:00 PM

**HONORING**

**HONORING**  
Alumnus of the Year  
**MR. AND MRS. YITZY LUBIN**

**CELEBRATING THE DEDICATION OF THE**

**ZICHRON YEHOSHUA**  
**ARYEH OTZAR HASEFORIM**  
לזכר נשמת ר' יחזקאל אריה בן יצחק בעריש בערנער ז"ל  
By the Berger Family (Monsey)

**HONORING**  
Ateres Zekanim  
**MR. AND MRS. YITZCHOK**  
**MENACHEM & FEIGY**  
**KASZIRER**

**DIVREI BRACHA**

**HARAV CHAIM MEIR ROTH**  
Rav D'khal Sterling Forest, Sfarad

**RABBI BENYAMIN HALPERN MSW**  
"Anxiety in a Torah Perspective"

**MOE REBBEIM**  
Rabbi Avraham Yeshaya Mermelstein  
Rabbi Binjamin Miesels  
Rabbi Mordechai Kasziner  
Rabbi Zvi Peiser  
Rabbi Shlomo Kubitfeld

**Dinner Journal**  
Deadline  
May 25th

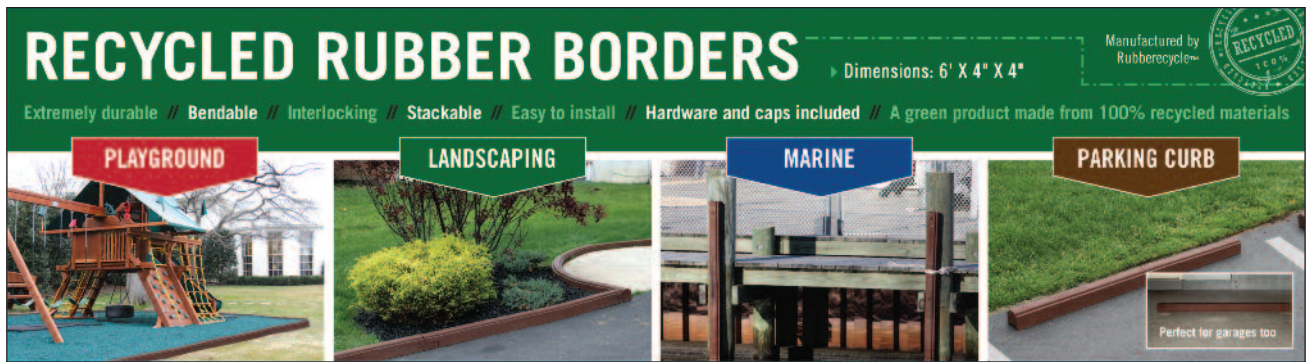
**HELP US BUILD OUR HOME. CALL TODAY!**

For dinner reservations and ads, dedication opportunities or more information call **732.415.8578** or visit [www.themesivta.com/ads](http://www.themesivta.com/ads)



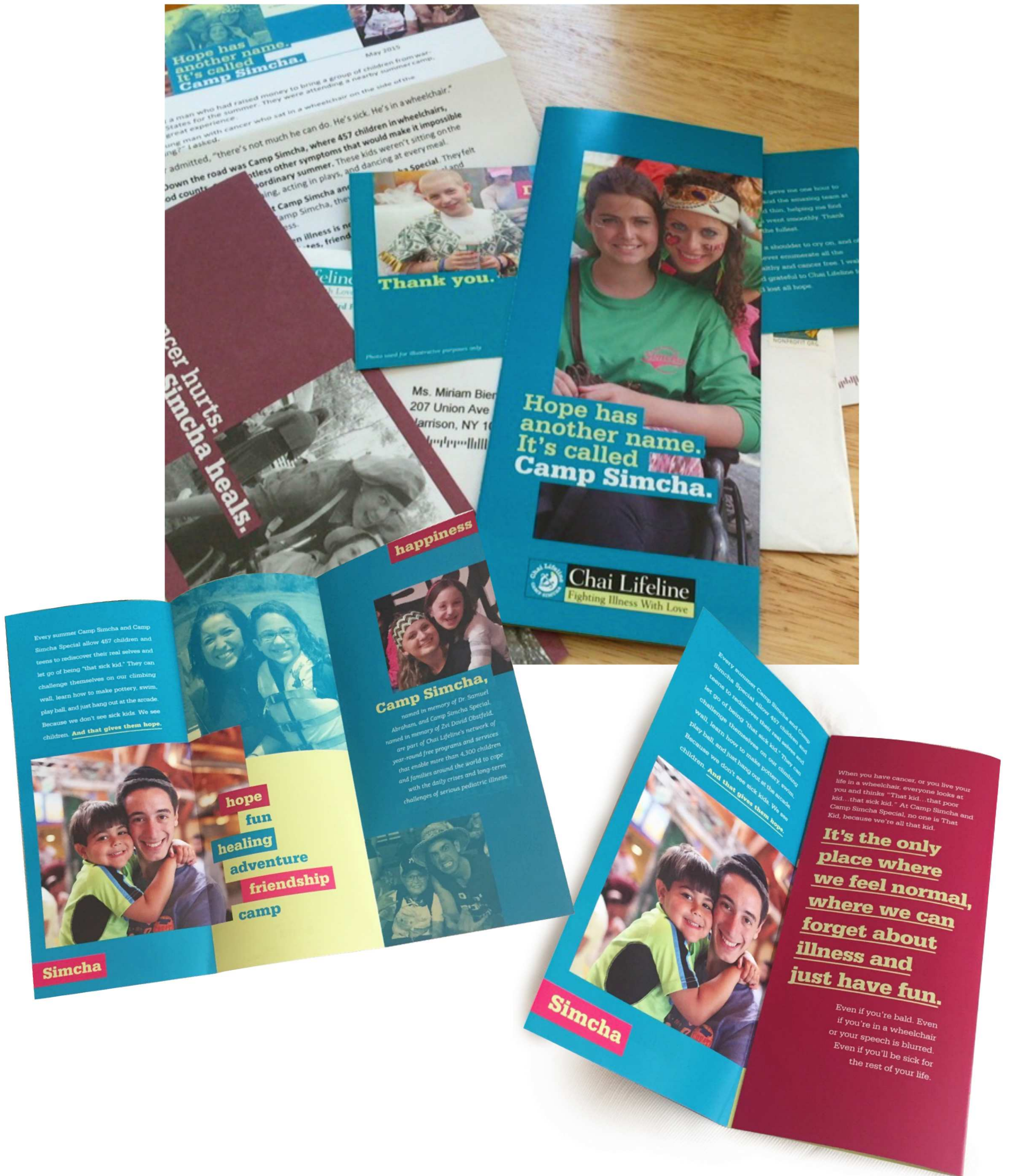


# PACKAGE DESIGN





# DIRECT MAIL





# BROCHURE DESIGN



**Burial seems to waste land. Is that true?**

Actually, burial uses very little land. If ALL Americans were buried in individual graves it would take 10,000 years to use up just 1% of America's land, and few cemeteries would exist that long. Furthermore, Jews constitute only 15% of the population! There is PLENTY of land available, most of it within a short distance of urban centers.

**What do burial and cremation symbolize?**

Burial represents a calm acceptance of death as part of an eternal cycle, replete with the symbolism of an eventual rebirth. Cremation ends our time on earth with the total destruction of our bodies, an act expressing human control and power. After creation, G-d tells Adam, "For earth you are and unto earth you shall return" (Genesis, 3:19). At a deep level, burial provides comfort for the soul. Cremation causes anguish and suffering for the soul and hinders its return to G-d. "The dust returns to the earth as it was and the spirit returns to G-d who gifted it" (Ecclesiastes, 12:7). Burial is a natural, peaceful and comforting process.

**Have Jews always buried?**

For more than 3000 years, Jews and Judaism have avoided cremation - and chosen burial - although both options (and many others) existed. When the Roman historian Tacitus described the Jews, he noted that Jews "bury rather than burn" the dead. Historically, monotheists chose burial while polytheists chose cremation. The Bible talks about burial often, including that of the patriarchs and matriarchs. G-d Himself buried Moses. It is worth noting that the definition of tradition is: The transmission of customs or beliefs from generation to generation. When caring for the dead, burial is THE Jewish tradition for three millennia. There is NO Jewish tradition for cremation - and a very strong tradition against it.

**Why is traditional Judaism opposed to cremation?**

The body is considered holy and created in the image of G-d. Burial respects and honors the body which housed the soul. For this reason, Jews go to great lengths to show respect and bury every bit of human remains, paying heavily for the return of soldiers' remains, interring Torah scrolls and other holy objects. The holiest of all is the person. **We bury treasure while we burn trash.** Burial is also a Biblical commandment, while cremation is a severe transgression, denying many principles of our faith.

**Why should I care if I am dead anyway?**

Our bodies are a gift and we have no right to hurt ourselves in life or death. Cremation is often chosen due to social or cultural influences based on misconceptions about its impact on our family, our soul, our environment, and our Jewish tradition, beliefs and values. On a deeper Kabbalistic level, when a soul departs from 'its' body, it gets closer to The Source of knowledge, and therefore has a much greater understanding of the spiritual implications of cremation. Looking "down" at its body, there is nothing the soul wants more than a proper Jewish burial. No matter how religious you were or weren't, choosing burial means: You were born a Jew and want to be remembered as a Jew.

**Decomposition scares me. Isn't cremation quicker and cleaner?**

While it seems quick and clean to push a button, the truth about cremation is frightening. A typical body burns, at 1800 degrees, for approximately two hours, with larger bodies taking even longer. The bones are removed and ground up to fit in an urn. While decomposition isn't a comfortable thought, it is the way of ALL living things. Burial respects the cycle of nature, and our bodies give back, in some small way, to the earth.

**Are cremated remains permitted burial in a Jewish cemetery?**

While in recent years some Jewish cemeteries have decided to accept cremated remains, many Jewish cemeteries follow a prohibition against the burial of ashes. Because cremation is such a serious departure from Jewish tradition and belief, one forfeits his/her place in a Jewish cemetery. There is actually no requirement to bury ashes, since they are not the same entity, devoid of any DNA, and no longer represent the body. A Kohen, who by Jewish law cannot be in the presence of a dead body, is permitted to be in the presence of ashes. Legally, ashes have no status of human remains and can be sprinkled on your neighbor's lawn without asking or put out with the trash. A body placed in the ground has its regenerative potential intact, reflecting our belief in the eternity of the soul. Ashes.....are just ashes.

**FOR YOU  
YOUR FAMILY  
YOUR ENVIRONMENT  
YOUR SOUL  
BURIAL IS BETTER**



# BOOK COVER DESIGN

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