esther berlad branding



Opera Shalem

Opera Shalem is an ensemble and repertoire opera house in Jerusalem that is currently in the funding phase.

The Challenge

The founders of Opera Shalem noticed something very critical in the Jerusalem Cultural sceane. NO permanent opera house in Jerusalem the capital of Israel!!!

Also jewish opera singers and artists that want to make Aliyah often have to starve and/or find another job. So either do the job you like OR live in your homeland.

Well, now with Opera Shalem these two options can coexist!

Opera Shalem promises to give opera singers a permanent job just like any other paying position with the safety and perks it entails.

Brand Assets

Logo





Color palette

#D4AF37	#003366	#008080	#FFFFF0	#5C4033

Typography

lorem ipsum

lorem ipsum

לורם איפסום

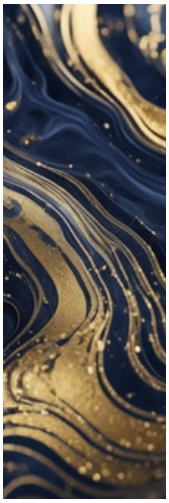
לורם איפסום

Mood Board



















Primary Audience

Jewish opera artists (singers, musicians, and related professionals) who want to build a stable career while living in Israel.

They face a recurring tension: pursue high-level artistic work abroad or make Aliyah and compromise their professional path. Opera Shalem is designed first for them.

Secondary Audience

Culturally engaged audiences in Jerusalem and Israel who want access to a permanent, high-quality opera house in the capital, as well as supporters and donors who believe in strengthening Jewish cultural institutions in Jerusalem.

Strategic Focus

The brand prioritizes the needs of the artists (permanent positions, professional stability, artistic home) while creating a cultural offering that is relevant and attractive to local and visiting audiences.

Strategic Insight

There is no permanent opera house in Jerusalem.
Jewish opera artists who want to make Aliyah often have to choose between their career and living in Israel.
Opera Shalem exists to remove that choice.

Positioning

Opera Shalem is an ensemble and repertoire opera house in Jerusalem that offers opera artists permanent positions with the stability and benefits of a regular job.

Purpose

To establish a permanent opera house in Jerusalem and provide Jewish opera artists with stable professional careers in Israel.

Brand Pillars

- Permanence (a lasting institution, not a temporary project)
- Professional stability for artists
- A permanent home for opera in Jerusalem

Further details were reducted and removed from this document for the protection of the confidentiality of Opera Shalem