

SCOTTISH RITE NORTHERN MASONIC JURISDICTION

Brand Guidelines

December 15, 2017

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Brand

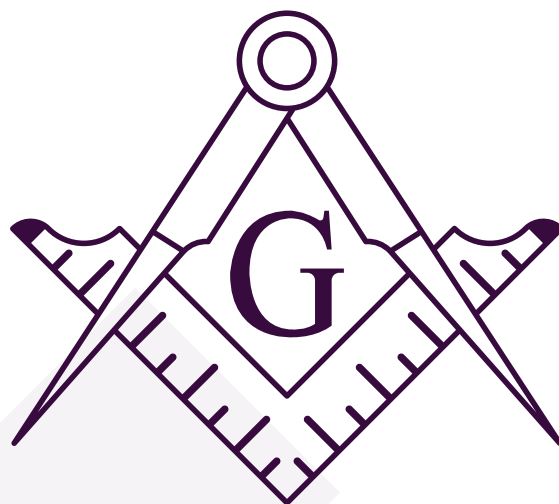
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LOGO

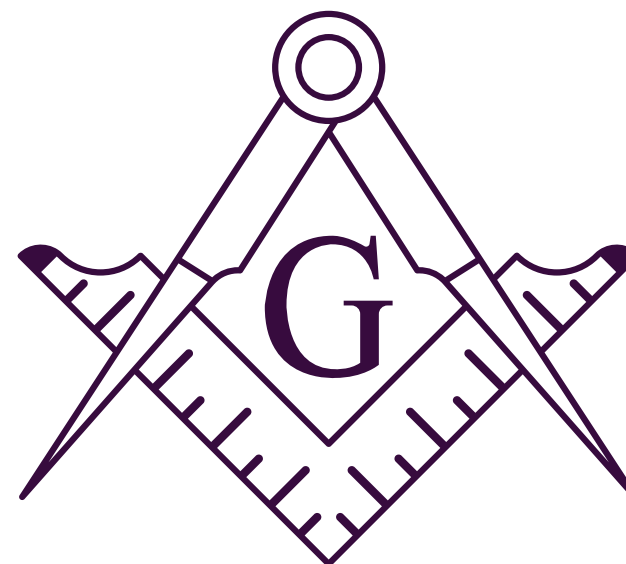
DOUBLE-HEADED EAGLE



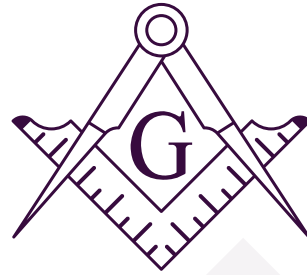
The Double-Headed Eagle may be used for anything referring to Scottish Rite Freemasonry in the Northern Masonic Jurisdiction.



NOT JUST A MAN. A MASON.™



The campaign mark may be used for anything related to the *Not Just A Man. A Mason.* campaign and all related creative assets and materials.

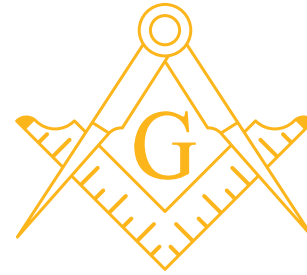


NOT JUST A MAN. A MASON.™

SRNMJ Royal Purple

SRNMJ Mark
CMYK 32/75/00/64

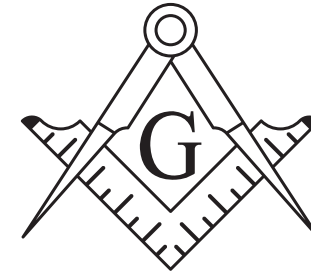
SRNMJ Tagline
CMYK 45/75/17/38



NOT JUST A MAN. A MASON.™

SRNMJ Golden

SRNMJ Lockup
CMYK 00/35/99/18

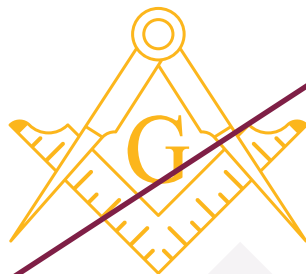


NOT JUST A MAN. A MASON.™

Black & White

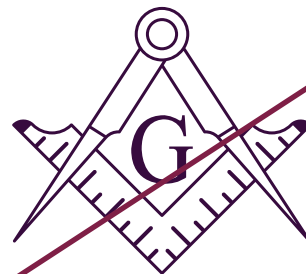
SRNMJ Lockup
CMYK 00/00/00/100

Brand marks should only be reproduced in approved logo colors.



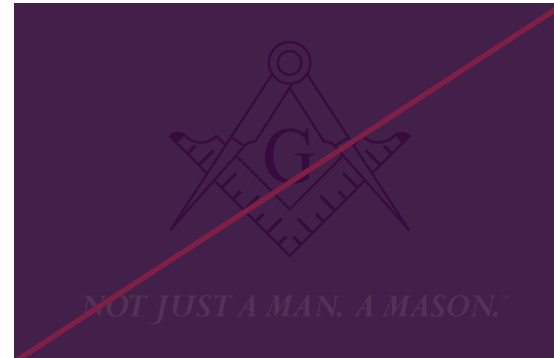
NOT JUST A MAN. A MASON.™

Do not change colors of logo to non-approved logo colors.



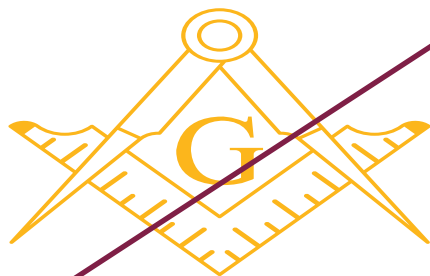
NOT JUST A MAN. A MASON.™

Do not mix and match logo colors in non-approved combinations.



Do not use logo in combination with colors that impair its legibility.

Brand marks should only be reproduced in approved logo colors.



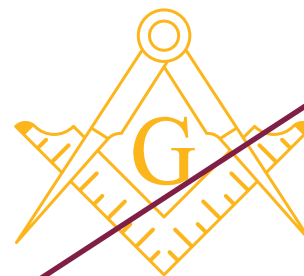
NOT JUST A MAN. A MASON.™

Do not stretch, squish or distort the logo.



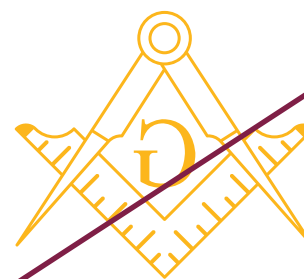
NOT JUST A MAN. A MASON.™

Do not rotate the logo.



NOT JUST A MAN. A MASON.™

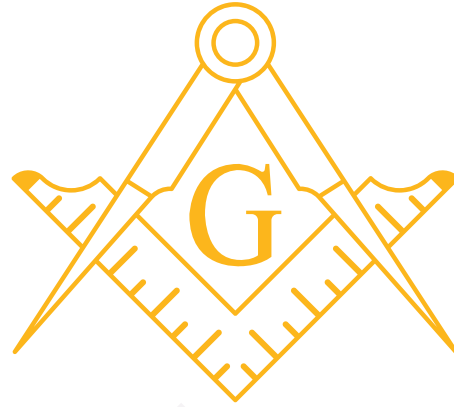
Do not size logo as separate elements.



NOT JUST A MAN. A MASON.™

Do not flip the logo.

Always scale logos proportionately as a unit.



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Vector logo at 200%

Vector-based file formats:

Adobe Illustrator Document (Filename .ai)

Adobe Illustrator EPS (Filename .eps)



NOT JUST A MAN. A MASON.™

Raster logo at 200%

Raster-based file formats:

Adobe Photoshop Document (Filename .psd)

Windows Bitmap (Filename .bmp)

Compuserve GIF (Filename .gif)

JPEG (Filename .jpg)

TIFF (Filename .tif)

PICT (Filename .pct)

File Formats

Vector-based logo art is the preferred file format for all print media. Raster-based logo art can be created from vector files and used for online and broadcast media platforms.

Vector vs. Raster Image

Vector-based artwork should be used to maintain image quality when scaling and reproducing logos.

COLOR PALETTE

WHITE
NEUTRAL
CMYK 00/00/00/00
RGB 255/255/255
HEX #FFFFFF

The Scottish Rite colors reflect our honor, integrity, trust and belief in something greater than ourselves. Royal purple, gold, grey and white form the foundation of the Scottish Rite color palette and are supported by the secondary palette of royal blue and maroon.

Brand Font

Charter Black

ABCDEFGHIJKLMNOP
 OPQRSTUVWXYZ
 abcdefghijklmn
 opqrstuvwxyz
 0123456789
 !?@/#\$%^&;”[*],.

AaBbCc0123

Secondary

Perpetua

—

Regular **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789
 !?@/#\$%^&;”[*],.()-+<=>

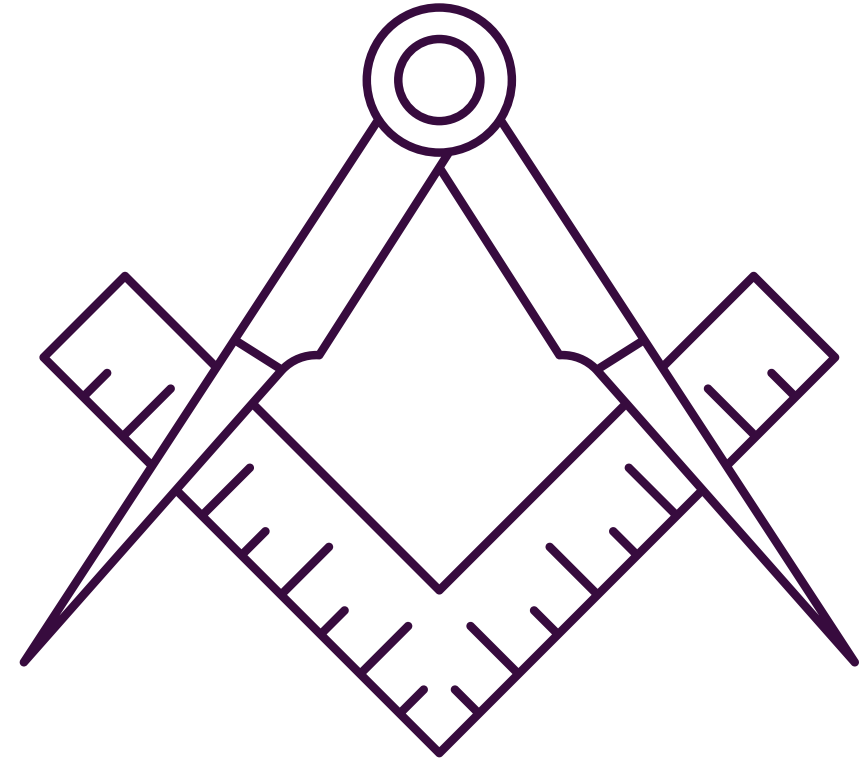
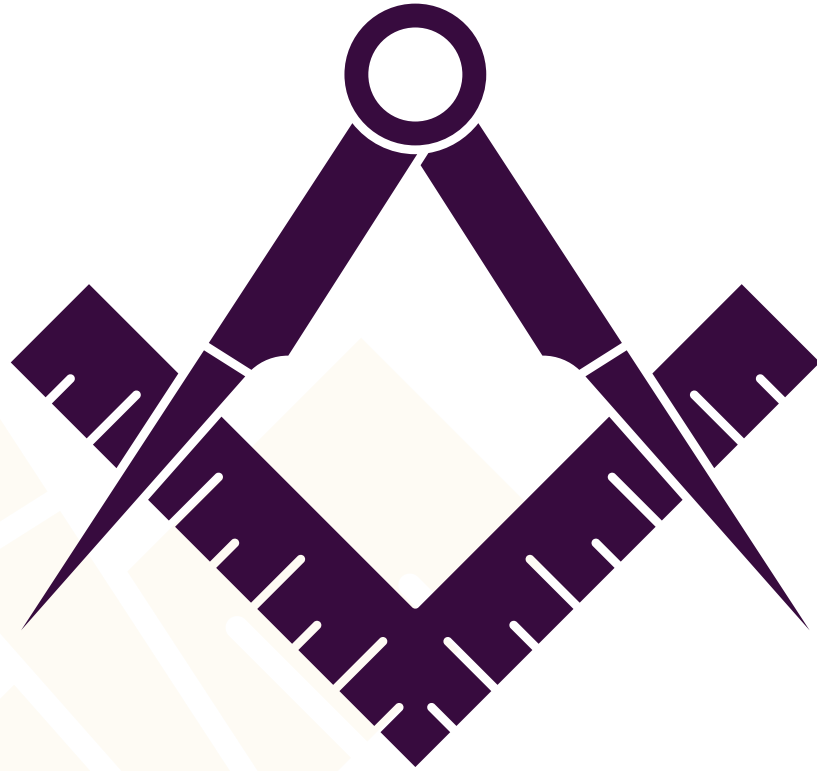
Body Text

Source Sans Pro

—

Regular **Semibold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789
 !?@/#\$%^&;”[*],.()-+<=>



Alternative square & compass may be used as a graphic element. Typically used as a watermark and supporting element on campaign materials.

SQUARE & COMPASS GRAPHIC

SUPPORTING HEADLINE
Perpetua Regular / All Caps

HEADLINE
Charter Black

URL
Perpetua Regular

PHOTOGRAPHY

SRNMJ CAMPAIGN LOGO

LODGE SEAL / LOGO

This outlines the elements that may or may not be customized for specific needs. The elements called out in Magenta should appear exactly as they are provided in the template. Elements called out in Cyan may be customized to communicate your unique message.

SUPPORTING HEADLINE
Perpetua Regular / All Caps

LODGE SEAL / LOGO
Lodge Seal must be not be larger than the SRNMJ Campaign Logo

CLEAR SPACE

GRAND LODGE OF MASSACHUSETTS

**Not just a man.
A Mason.**

www.scottishritcmj.org



EQUAL SPACE

This outlines the alignment of elements to create space and enhance legibility. Direction called out in Magenta provides spacial guidance and reinforces hierachy among elements. Guidelines in Yellow assist to ensure that elements do lie too closely to the edge, especially when referring to printed pieces.

CLEAR SPACE

Clear Space between the Supporting Headline and Headline should match height of lowercase letters.

ADVERTISING GUIDELINES

PORTRAIT FORMAT - TEMPLATE ELEMENTS



This outlines the elements that may or may not be customized for specific needs. The elements called out in Magenta should appear exactly as they are provided in the template. Elements called out in Cyan may be customized to communicate your unique message.

SUPPORTING HEADLINE
Perpetua Regular / All Caps

LODGE SEAL / LOGO
Lodge Seal must be not be larger than the SRNMJ Campaign Logo

ADVERTISING GUIDELINES

PORTRAIT FORMAT - TEMPLATE ALIGNMENT

CLEAR SPACE



EQUAL SPACE

This outlines the alignment of elements to create space and enhance legibility. Direction called out in Magenta provides spacial guidance and reinforces hierachy among elements. Guidelines in Yellow assist to ensure that elements do lie too closely to the edge, especially when referring to printed pieces.

CLEAR SPACE

Clear Space between the Supporting Headline and Headline should match height of lowercase letters.

ADVERTISING GUIDELINES

RETRACTABLE BANNER



This outlines the elements that may or may not be customized for specific needs. The elements called out in Magenta should appear exactly as they are provided in the template.

www.Vistaprint.com / www.Displays2Go.com

MARGINS

Headline and other important information should remain within the Yellow guidelines.

All production files can be found on our Google Drive.

Posters - Landscape

Specs: 36" x 24"

Posters - Portrait

Specs: 24" x 36"

Retractable Banner

Please order via VistaPrint or Displays2Go

Vistaprint

Specs: 33.13" x 81.18"

Print Premium Quality

[https://www.vistaprint.com/signs-posters/retractable-banners?txi=17723&xnid=TopNav_Retractable+Banners+\(linked+item\)_Signs+%26+Posters&xnav=TopNav](https://www.vistaprint.com/signs-posters/retractable-banners?txi=17723&xnid=TopNav_Retractable+Banners+(linked+item)_Signs+%26+Posters&xnav=TopNav)

Displays2Go

Specs: 33" x 78"

<http://www.displays2go.com/P-19998/Popup-Banner-Includes-A-Full-Color-Custom-Graphic?st=FilterLandingPage&sid=custom-banners-flags>

Additional information:

<http://www.displays2go.com/ArtworkGuideline/2/19998>