

NOT JUST A MAN. A MASON.

Campaign Guidelines

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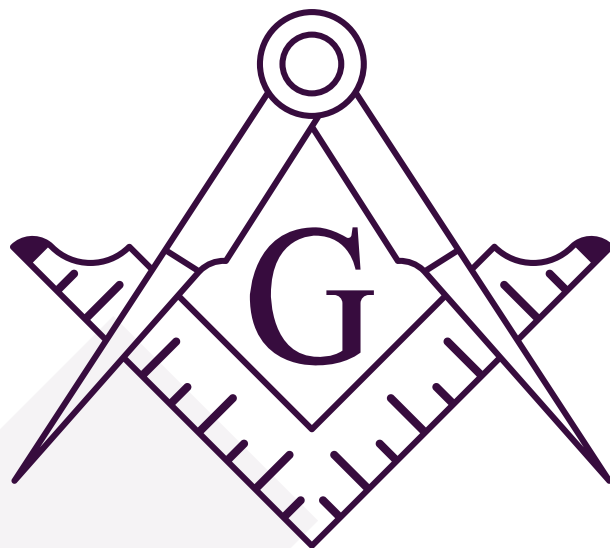
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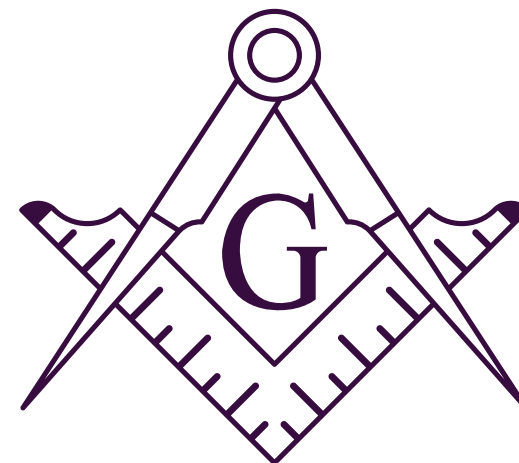
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NOT JUST A MAN. A MASON.[™]



*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.

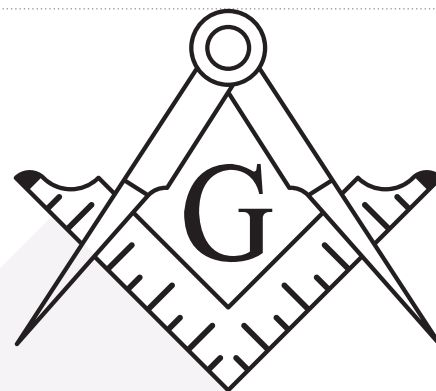
In special cases a horizontal version of the logo may be used as needed.



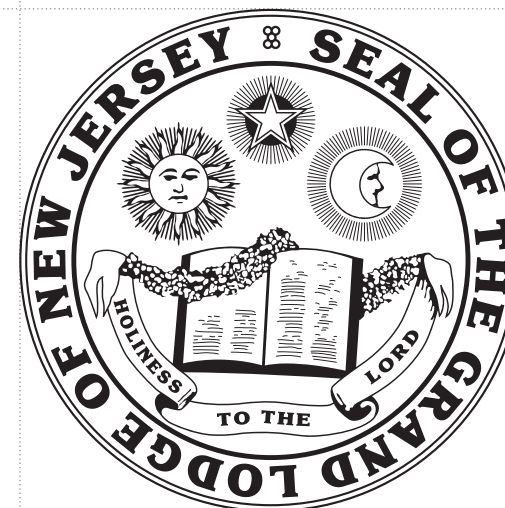
Clear space around the logo is necessary to maximize legibility. The space must be kept free of all other graphics and text, including other logos (see page 5). It is also the minimum distance the logo can be from the edges of a digital or printed piece. The clear space is defined by using 1/3 the width of the logomark in the full logo; these guidelines apply to all other versions of the logo.



Several factors will affect the legibility of the logo, including background color and printing technique. Above is a general guideline for minimum sizes where the logo should remain legible.



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Partner Lockup

The partner lockup is the recommended format version and should be used whenever possible. The same clear space rules apply to the partner seal and form a natural grid for a creation of the lockup. The partner seal should be the same height as the *Not Just a Man. A Mason.™* lockup and should follow all the logo usage rules outlined on page 3.

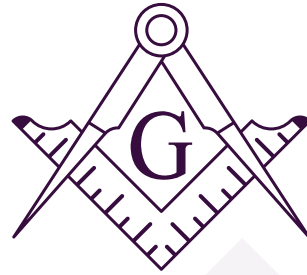
LOGO

DOUBLE-HEADED EAGLE



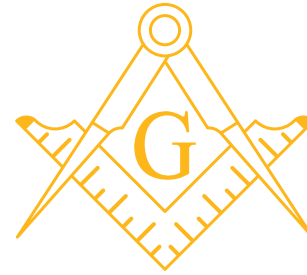
The Double-Headed Eagle may be used for anything referring to Scottish Rite Freemasonry in the Northern Masonic Jurisdiction.

Visit www.scottishritenmj.org/brand for further guidelines on the Scottish Rite brand identity.



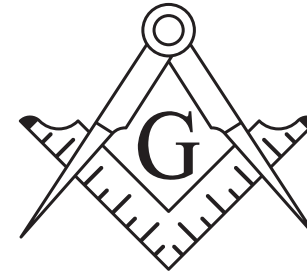
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Royal Purple
 Campaign Lockup
 CMYK 32/75/00/64



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Gold
 Campaign Lockup
 CMYK 00/35/99/18



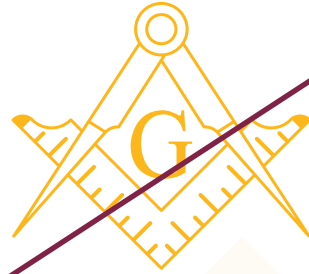
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Black & White
 Campaign Lockup
 CMYK 00/00/00/100

Campaign logo should only be reproduced in approved colors.

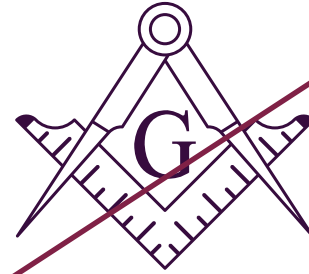
IMPROPER USAGE

COLOR USAGE



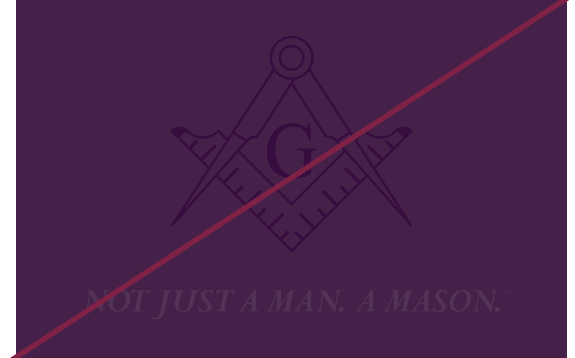
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Do not change colors of logo to non-approved colors.



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

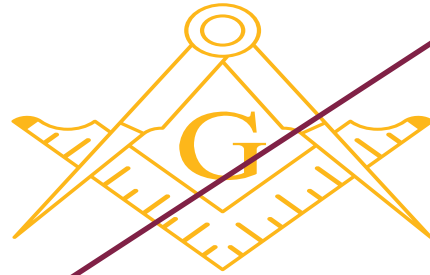


Do not use logo in combination with colors that impair its legibility.

Campaign logos should only be reproduced in approved colors.

IMPROPER USAGE

SCALE & RESIZING



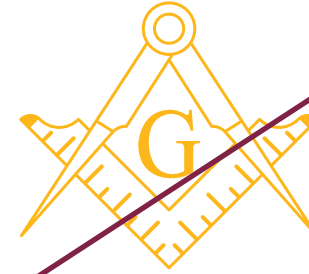
NOT JUST A MAN. A MASON.™

Do not stretch, squish or distort the logo.



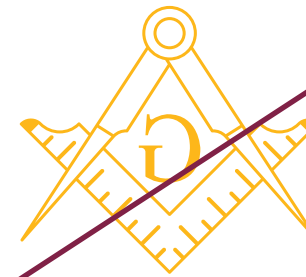
NOT JUST A MAN. A MASON.™

Do not rotate the logo.



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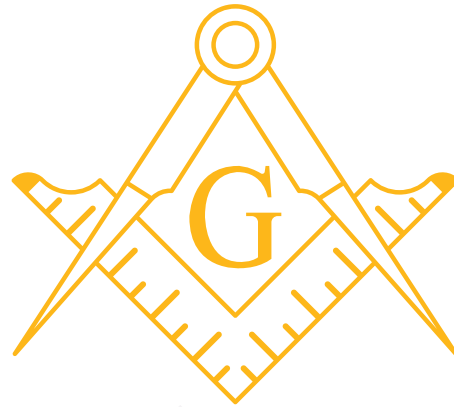
Do not size logo as separate elements.



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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)



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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.

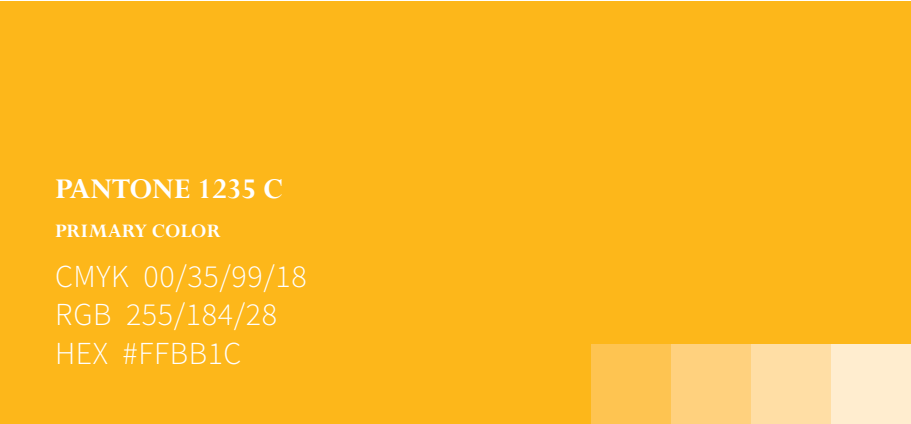
COLOR PALETTE



PANTONE 7659 C
PRIMARY COLOR
CMYK 32/75/00/64
RGB 56/13/62
HEX #370C3E



PMS 2118 C
SECONDARY COLOR
CMYK 99/89/00/07
RGB 52/53/121
HEX #343579



PANTONE 1235 C
PRIMARY COLOR
CMYK 00/35/99/18
RGB 255/184/28
HEX #FFBB1C



40% BLACK
NEUTRAL
CMYK 00/00/00/40
RGB 153/153/153
HEX #999999

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



PMS 216 C
SECONDARY COLOR
CMYK 13/96/26/52
RGB 125/34/72
HEX #7D2248

The “Not Just a Man. A Mason.” 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

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

AaBbCc0123

Secondary

Perpetua*

—

Regular **Bold**

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789
!@/#\$%^&;”[]*,.()-+<=>

*Use Garamond or Georgia in all Office communications (Word Docs, PPT, etc.)

Body Text

Source Sans Pro*

—

Regular **Semibold**

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789
!@/#\$%^&;”[]*,.()-+<=>

*Use Calibri in all Office communications (Word Docs, PPT, etc.)

Brand Font

Crimson

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

AaBbCc0123

Secondary

Crimson

—

Regular **Bold**

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

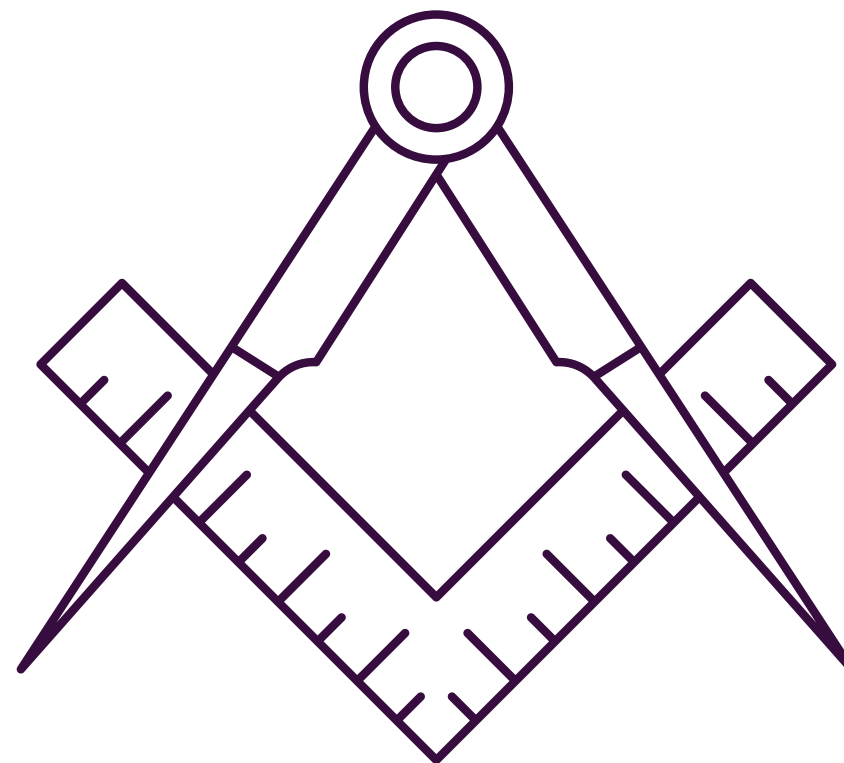
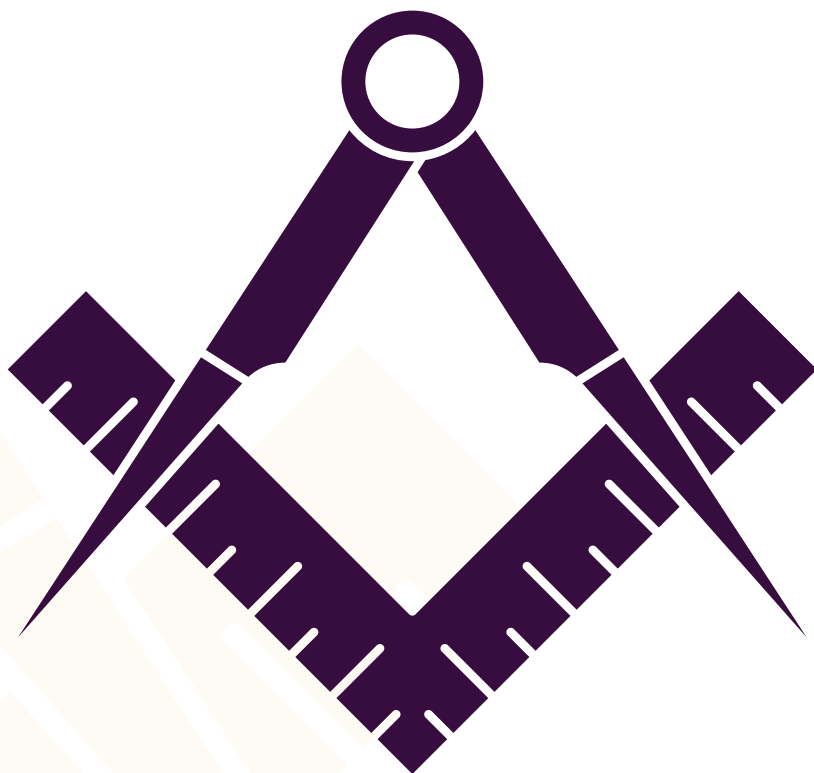
Body Text

Source Sans Pro

—

Regular **Semibold**

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



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

PHOTOGRAPHY

WHAT TO LOOK FOR



The images above illustrate the tone and feel of the photography.

- Should show a modern face and feel natural.
- Photography should invoke feelings of a greater sense of being and optimism.
- Styled to maintain aesthetic and contrast to increase legibility.

ADVERTISING GUIDELINES

LANDSCAPE FORMAT - TEMPLATE ELEMENTS

SQUARE & COMPASSES GRAPHIC

SUPPORTING HEADLINE
Perpetua Regular / All Caps

HEADLINE
Charter Black

OPTIONAL URL / CALL TO ACTION
Perpetua Regular

GRAND LODGE OF MASSACHUSETTS

Not just a man.
A Mason.

www.massfreemasonry.org

PHOTOGRAPHY

LODGE SEAL / LOGO

NJMAM CAMPAIGN 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 not be larger than the NJMAM Campaign Logo

CLEAR SPACE



EQUAL SPACE

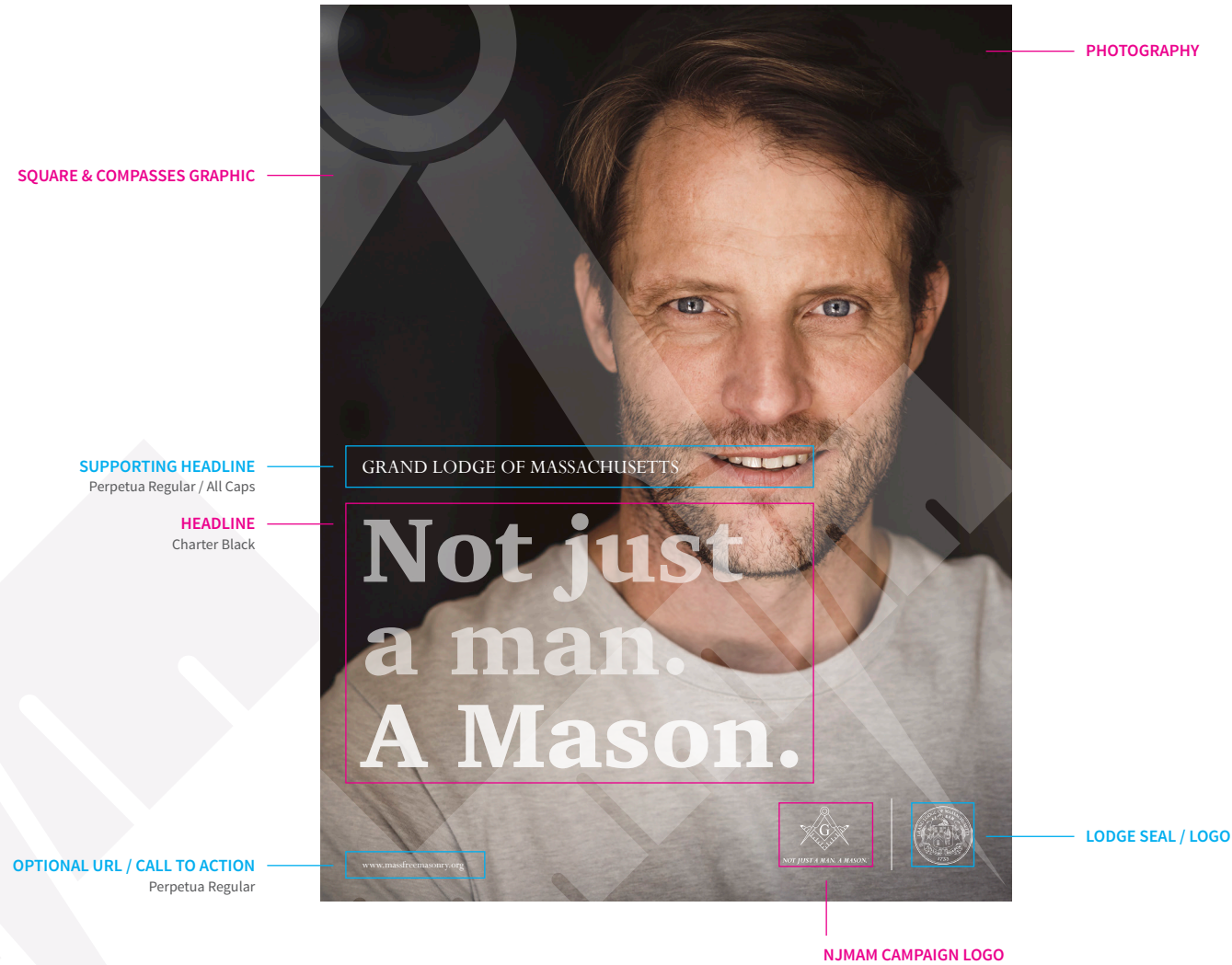
This outlines the alignment of elements to create space and enhance legibility. Direction called out in Magenta provides spatial guidance and reinforces hierarchy among elements. Guidelines in Yellow assist to ensure that elements don't lie too closely to the edge, especially when referring to printed 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.

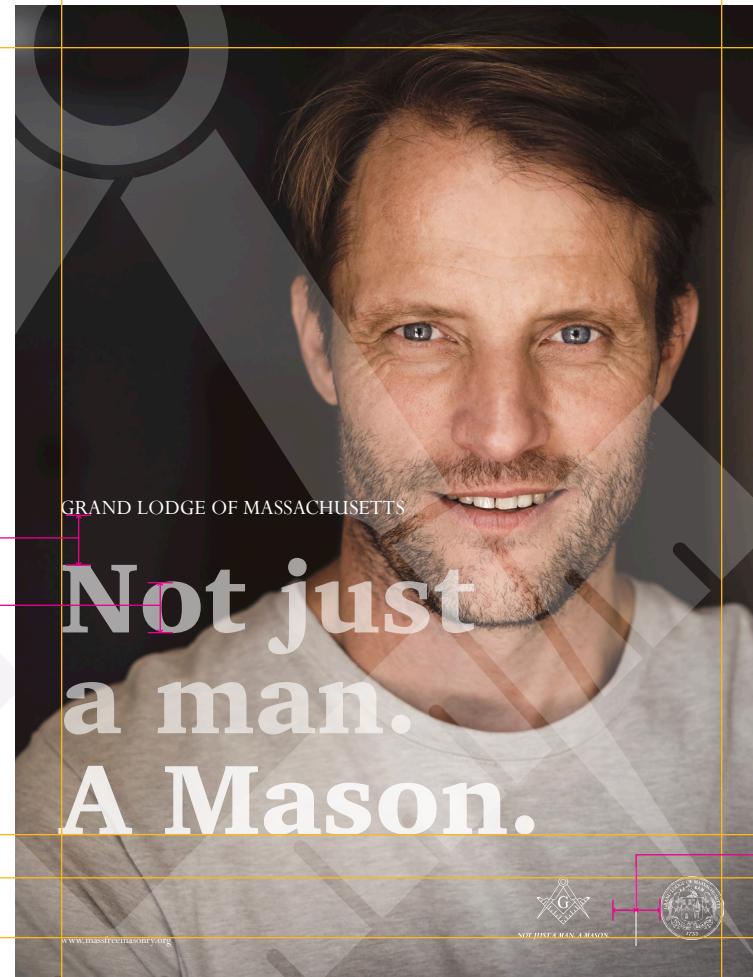
SUPPORTING HEADLINE
Perpetua Regular / All Caps

LODGE SEAL / LOGO
Lodge Seal must not be larger than the NJMAM 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 spatial guidance and reinforces hierarchy among elements. Guidelines in Yellow assist to ensure that elements don't 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.

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?xnid=TopNav_Retractable_Banners_Signage+and+Trade+Show+Displays&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>

QUESTIONS?

Contact

If you need more information or would like to speak with us about customizing your order, please email **Erik Fattrosso** at efattrosso@srmnj.org or you can also call us at (781) 862-4410.