Campaign Guidelines
# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Campaign Assets</strong></td>
<td></td>
</tr>
<tr>
<td>Logo</td>
<td>2</td>
</tr>
<tr>
<td>Color Palette</td>
<td>11</td>
</tr>
<tr>
<td>Typography</td>
<td>12</td>
</tr>
<tr>
<td>Graphic Elements</td>
<td>14</td>
</tr>
<tr>
<td>Photography</td>
<td>15</td>
</tr>
<tr>
<td><strong>Campaign Executions</strong></td>
<td></td>
</tr>
<tr>
<td>Advertising Guidelines</td>
<td>16</td>
</tr>
<tr>
<td>Production</td>
<td>21</td>
</tr>
<tr>
<td><strong>More Information</strong></td>
<td></td>
</tr>
<tr>
<td>Questions?</td>
<td>22</td>
</tr>
</tbody>
</table>
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 $\frac{1}{3}$ 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.

<table>
<thead>
<tr>
<th>LOGO MINIMUM SIZE</th>
<th>NOT JUST A MAN. A MASON.</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.75&quot;</td>
<td>NOT JUST A MAN. A MASON.</td>
</tr>
<tr>
<td>0.5&quot;</td>
<td>NOT JUST A MAN. A MASON.</td>
</tr>
</tbody>
</table>
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.
The Double-Headed Eagle may be used for anything referring to Scottish Rite Freemasonry in the Northern Masonic Jurisdiction.

Visit [www.scottishritenmj.org/brand](http://www.scottishritenmj.org/brand) for further guidelines on the Scottish Rite brand identity.
Campaign logo should only be reproduced in approved colors.

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

Gold
Campaign Lockup
CMYK 00/35/99/18

Black & White
Campaign Lockup
CMYK 00/00/00/100
Campaign logos should only be reproduced in approved colors.

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

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

Do not use logo in combination with colors that impair its legibility.
Always scale logos proportionately as a unit.

**Do not stretch, squish or distort the logo.**

**Do not rotate the logo.**

**Do not size logo as separate elements.**

**Do not flip the logo.**
Vector logo at 200%
Vector-based file formats:
Adobe Illustrator Document (Filename .ai)
Adobe Illustrator EPS (Filename .eps)

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.
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.
**TYPOGRAPHY**

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**Brand Font**

**Charter Black**

ABCDEFGHijklmn
OPQRSTUvwxyz
abcdefghijklmn
opqrstuvwxyz
0123456789
!?@/#$%^&;":;

---

**Secondary**

**Perpetua**

___

**Regular**  **Bold**

---

**Source Sans Pro**

___

**Regular**  **Semibold**

---

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

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

Crimson

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!?@/#$%^&":;'[\]*,.()-<>
Alternative square & compasses may be used as a graphic element. Typically used as a watermark and supporting element on campaign materials.
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.
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.
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.
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.
Not just a man. A Mason.

GRAND LODGE OF MASSACHUSETTS

www.massfreemasonry.org

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

EQUAL SPACE

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

Additional information:
http://www.displays2go.com/ArtworkGuideline/2/19998
Contact
If you need more information or would like to speak with us about customizing your order, please email Erik Fattrosso at efattrosso@srnmj.org or you can also call us at (781) 862-4410.