

Northern Masonic Jurisdiction

SCOTTISH RITE

Defining Our Brand

Scottish Rite, NMJ Styleguide

Version 1.0



OUR MARK
ON HISTORY

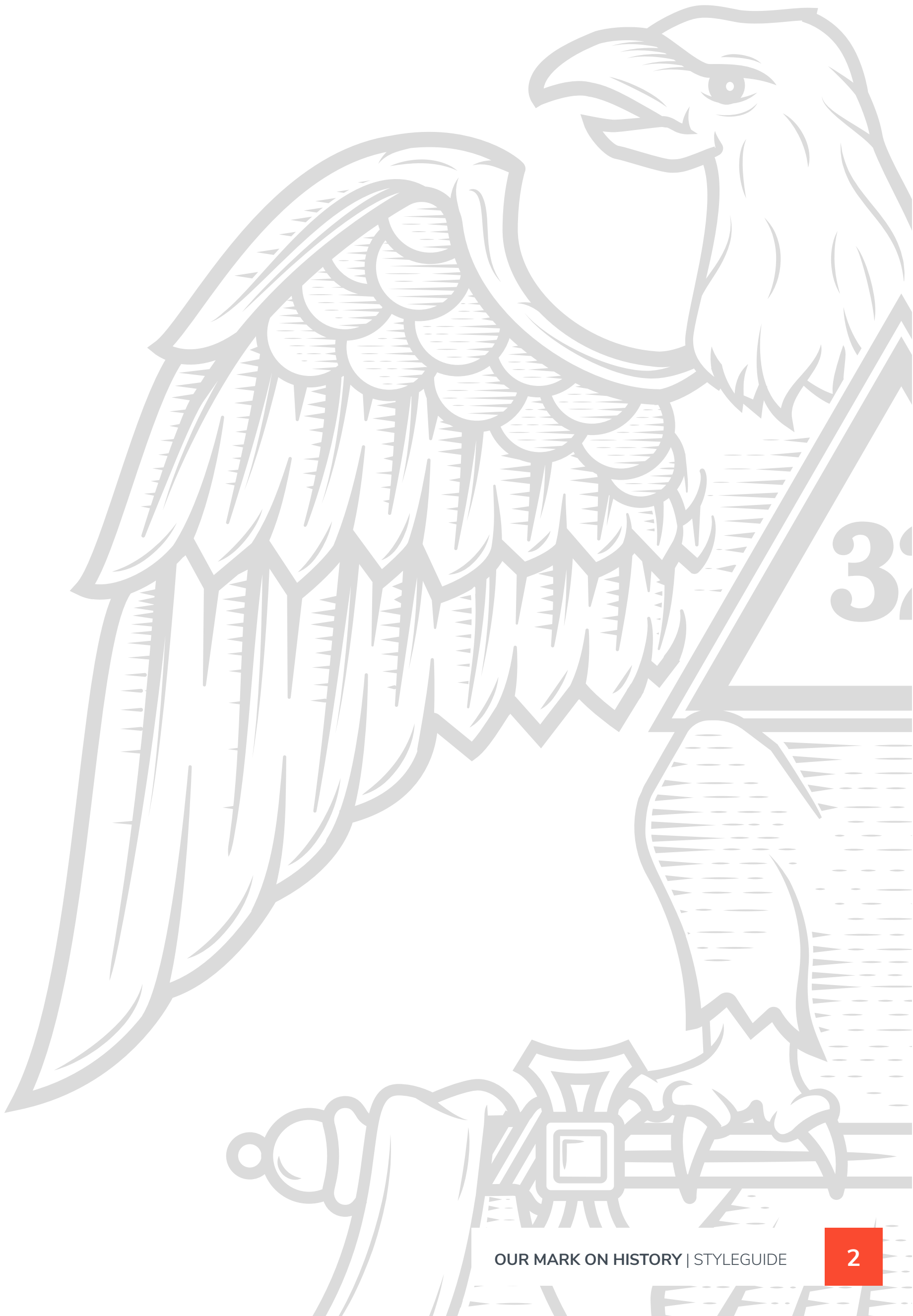
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Notice

This is a continuously working document. The leadership and supporting teams may add additional sections and pages as we grow and refine our brand.

This is **Version 1.0, September 2018**





Our Mission

We will strive to be a Fraternity that fulfills our Masonic Obligation to Care for our members.

OUR BRAND GOALS

Establish Consistency

We now have one identity to avoid any confusion with Scottish Rite, Northern Masonic Jurisdiction.

Modernization

We developed high-quality graphics for use on small and large scale formats.

Inspire Creativity

With an established brand, our vision is to encourage creativity and open doors for new styles of advertising.





Our Brand

Our Eagle has become a primary part in our identity both internally and externally. Rooted in symbolism, we developed the identity to reference parts of our degree work, number of degrees and stories associated with our organization.

- PRIMARY LOGO
- CLEAR SPACE
- SCALABLE OPTIONS
- ONE COLOR EAGLE
- INTERNAL LOGOS
- LOGOTYPE
- LOGOTYPE OPTIONS
- LOGOTYPE DO'S & DON'TS

Our Brand

As a major part of our identity, we have cleaned up our Eagle for a crisp, clean and modern look to use on both traditional collateral as well as new and innovative advertising solutions.



SCOTTISH RITE
Northern Masonic Jurisdiction

Large 32° Freemasons Full Color Eagle

Clear Area

The logo should be given adequate space on all four sides of the Eagle and logotype.

By allowing a space equal to the O in Scottish, we maintain a margin of open space to avoid any overlap.



Our Primary Mark

Scalable Options

Though we prefer the Eagle design on the previous page, we understand that due to the high detail on our Eagle, certain types of production and printing may be impossible or cause for an issue in quality.

If that is the case, use the Eagle to the right depending on size. The smaller the Eagle gets, the less detail is included in the mark.



Medium 32° Freemasons Full Color Lockup



Small 32° Freemasons Full Color Lockup

Our Eagle - One Color

An an alternative to the full color Eagle, we are providing a one color option that can be used on internal and external communications.



32° Freemasons One Color Eagle

Internal 32° Eagle



Internal 32° Eagle

Internal 33° Eagle



Internal 33° Eagle

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Northern Masonic Jurisdiction

SCOTTISH RITE

Logotype

Our work is associated with who we are. Our namesake is a huge part of our story and we want to make sure we stand out.

The logotypes in this styleguide were developed with a design strategy to use both the Eagle and logotype, just the logo type and just the eagle depending on the material.

We will also be offering custom Valley logotype options in the near future. Please contact the team at Brand@SRNMJ.org for specific visual design needs.

SCOTTISH RITE
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Left Aligned Logotype

SCOTTISH RITE
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Cap Height

X-Height

Baseline

Logotype Options

The logotypes to the left are additional options that can be used with our brand. Unless otherwise approved, the logotypes noted in this document are the only ones that are acceptable to use when associating with our Eagle.

Northern Masonic Jurisdiction

SCOTTISH
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Stacked Logotype

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Centered Logotype

Logotype, Do's & Dont's

Like any strong brand, we must work within guidelines to maintain the integrity of the identity system.

Unless approved within this document, do not alter our primary logotype besides what is seen in the purple section on the right

Some examples of improper use of the logotype is in the gray section. Stay away from altering the graphic.



SCOTTISH RITE



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SCOTTISH RITE



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Typography

A strong typographic base lends itself to a strong brand. Our font selection was chosen for its clean, yet modern glyphs that can be used

- DISPLAY FONT
- HEADLINE FONT
- BODY COPY FONT
- SYSTEM FONT

Typography

Display Font | Rafaella

Rafaella, our decorative font which our Logotype is based off of is a premium licensed font. Purchasing this font is **not required** to use on internal or external items. Instead, it’s a secondary element for the brand.

It should only be used in very specific executions where the headline or body copy font does not fit stylistically. It should only be used as a display font and **never** as a body copy option.

A license can be purchased at the link below:
myfonts.com/fonts/argentina-lian-types/rafaella/

OUR MARK ON HISTORY

AA

AA BB CC DD EE FF GG HH II JJ KK
AA BB CC DD EE FF GG HH II JJ KK
0123456789!@#%&*

Typography

Heading Font | Lora

Lora is an elegant but modern serif typeface that acts as our heading font.

This font can be used for headings, emphasized quotes, large tag lines and areas where you want to highlight the text.

As an open source Google-hosted font, Lora can be downloaded for free at ScottishRiteNMJ.org/Brand and found at fonts.google.com/specimen/Lora

Our Mark on History

Aa

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

0123456789!@#%^&*

Typography

Body Copy Font | Nunito Sans

Nunito Sans is a sans-serif font option that ranges in weight for multiple different uses.

This font can be used for body copy text on both print and digital executions..

As an open source Google-hosted font, Nunito Sans can be downloaded for free at ScottishRiteNMJ.org/Brand and found at fonts.google.com/specimen/Nunito+Sans

Our Mark on History

Aa

AaBbCcDdEeFfGgHhIiJjKk
AaBbCcDdEeFfGgHhIiJjKk
AaBbCcDdEeFfGgHhIiJjKk
AaBbCcDdEeFfGgHhIiJjKk
AaBbCcDdEeFfGgHhIiJjKk
AaBbCcDdEeFfGgHhIiJjKk
0123456789!@#%^&*

Typography

System Font | Calibri Light

Calibri Light is our system font, which is used within Microsoft Powerpoint and Word. It is an alternative to Nunito Sans when circumstances call for it.

Though it is preferred that we use Nunito Sans, we understand there are limitations of downloading and gaining access to that specific typeface.

Our Mark on History

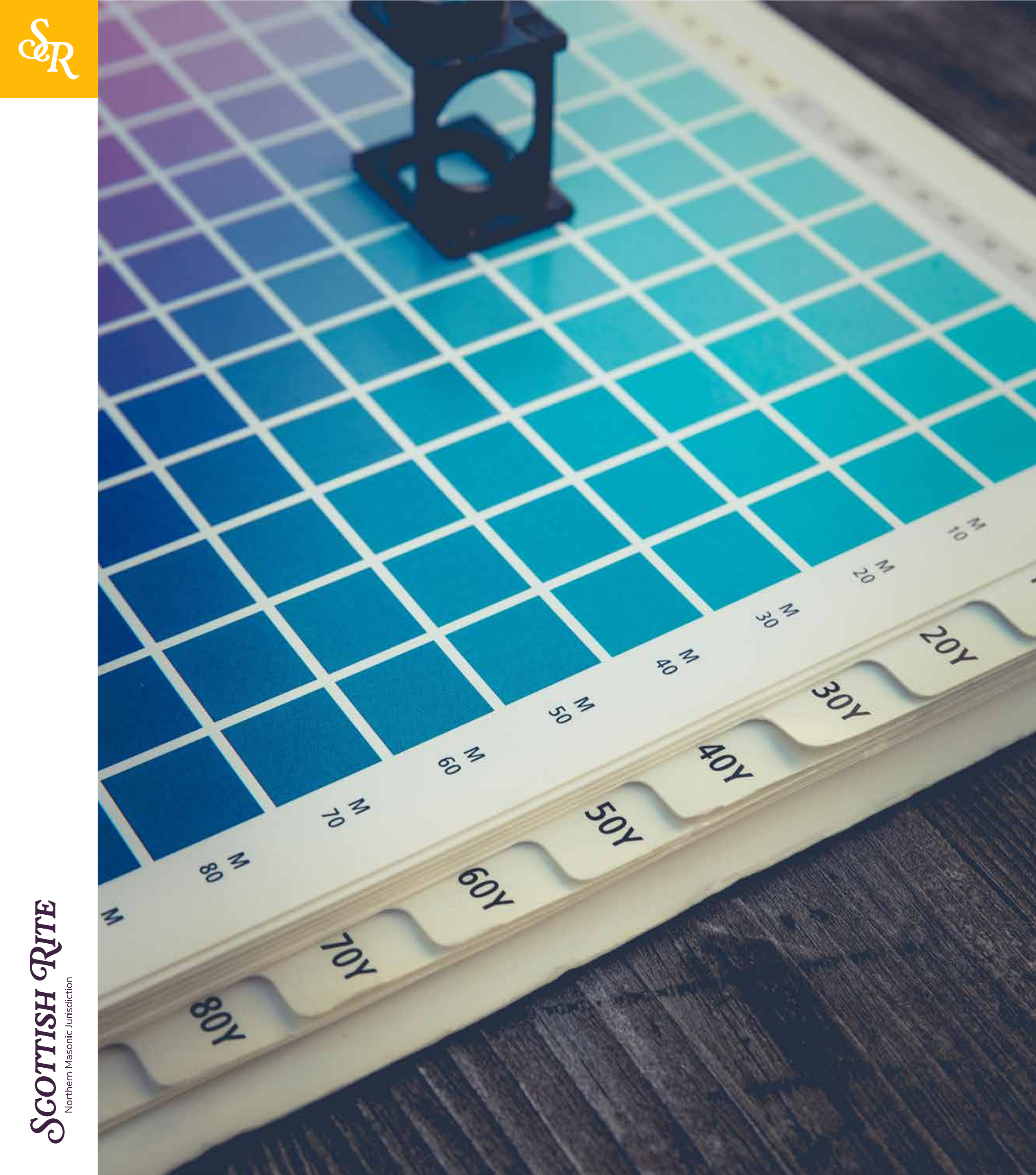
Aa

AaBbCcDdEeFfGgHhIiJjKk

0123456789!@#%^&*



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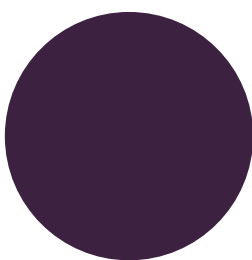
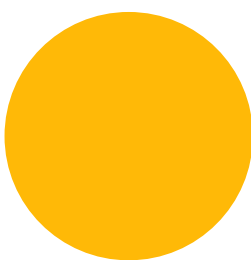
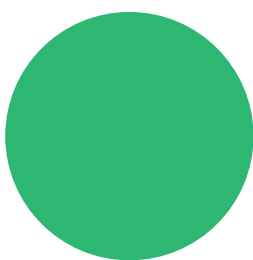
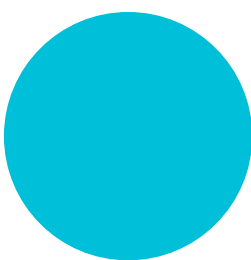
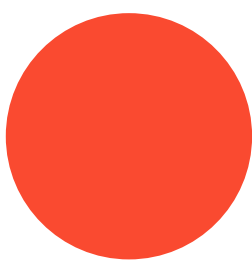
Color

For many years, we have associated purple and gold with our brand. We have expanded the color palette with some additional color options.

Color

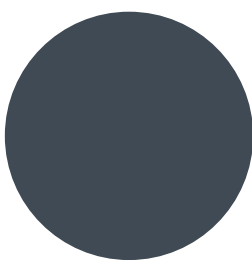
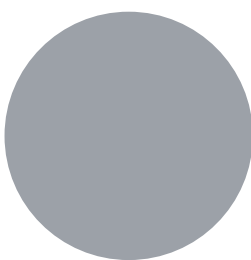
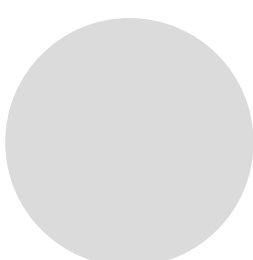

Primary Color Palette

With our brand purple and gold in the forefront of our color palette, the additional colors offer a bold, yet varying option to utilize when developing communication and promotional deliverables.

					
CMYK	73, 88, 44, 49	0, 30, 100, 0	74, 0, 75, 0	70, 0, 14, 0	0, 86,87, 0
RGB	61, 33, 64	255, 185, 8	46, 183, 115	0, 190, 216	251, 74, 48
HEX	#3D2140	#FFB907	#2EB773	#00BFD9	#FB4A30

Neutral Color Palette

These options act as secondary options to provide a neutral tone. The darkest works well as font color and the lightest is a nice off-white option to add layers to your design.

				
CMYK	75, 62, 50, 35	42, 32, 28, 0	13, 10, 10, 0	2, 1, 1, 0
RGB	64, 74, 84	156, 161, 168	219, 219, 219	247, 248, 249
HEX	#404A54	#9CA1A8	#DBDBDB	#F7F7F7



32nd Degree
Scottish Rite
Freemasonry, NMJ
@scottishritenmj

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Help raise money for 32nd Degree Scottish Rite Freemasonry, NMJ.
Create a fundraiser.

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Nonprofit Organization in Lexington,
Massachusetts

4.7

Community

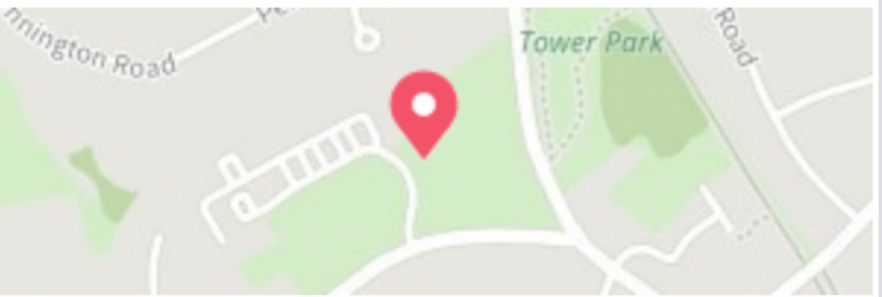
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115,365 people like this

112,741 people follow this

About

See All



33 Marrett Rd (314.25 mi)
Lexington, Massachusetts 02421

Get Directions

(781) 862-4410

Typically replies within a few hours
Contact 32nd Degree Scottish Rite
Freemasonry, NMJ on Messenger

Photos

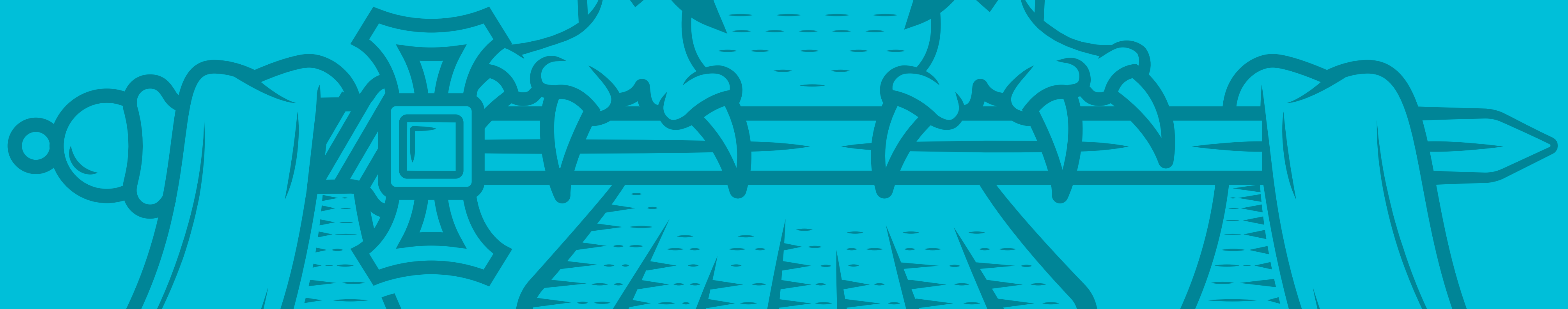


Social

As a social brand, our social image and identity is just as important as our logo on a letterhead.

It is very important to remember that when updating your social account imagery to use our approved Eagle and logotype.

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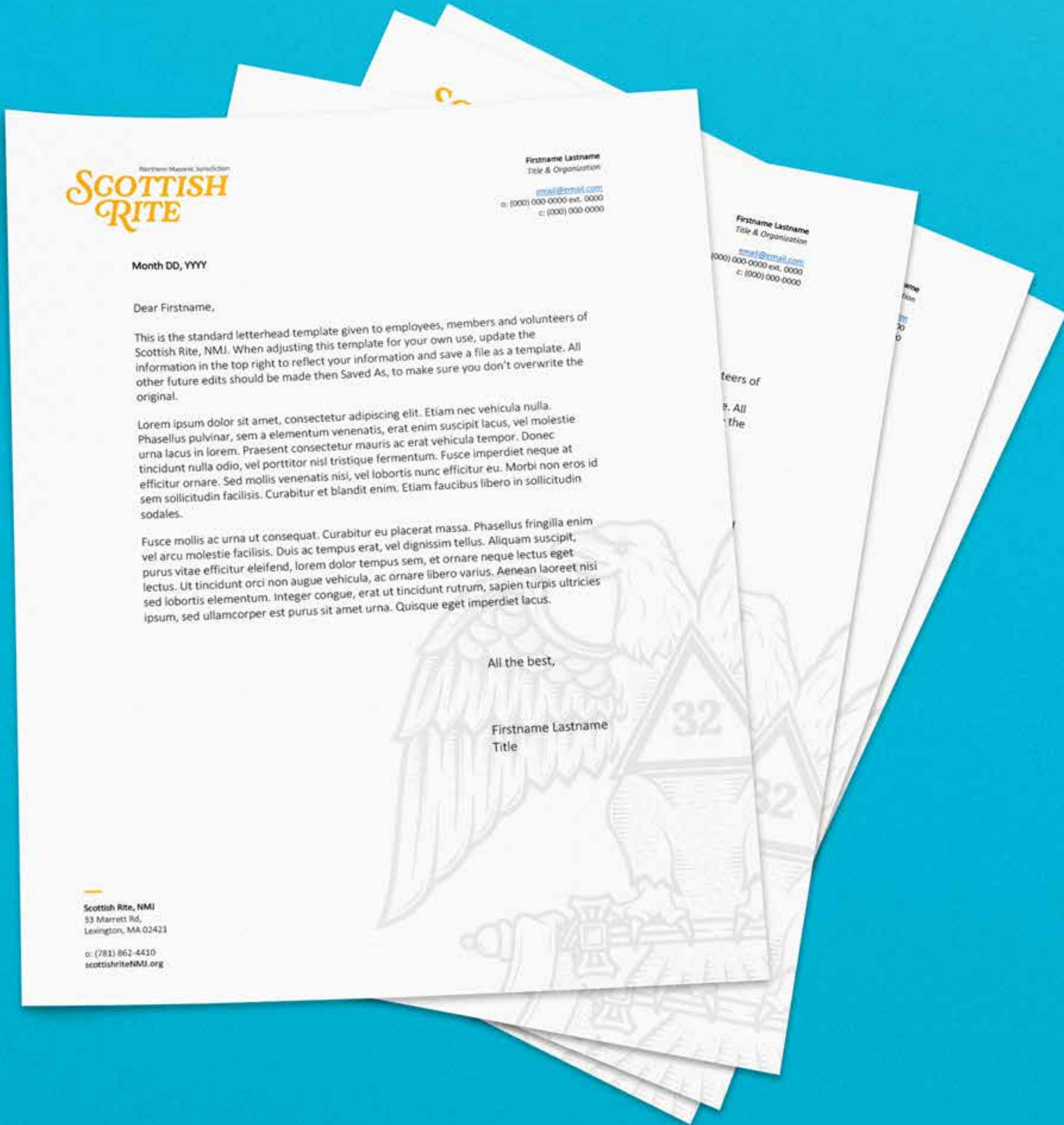




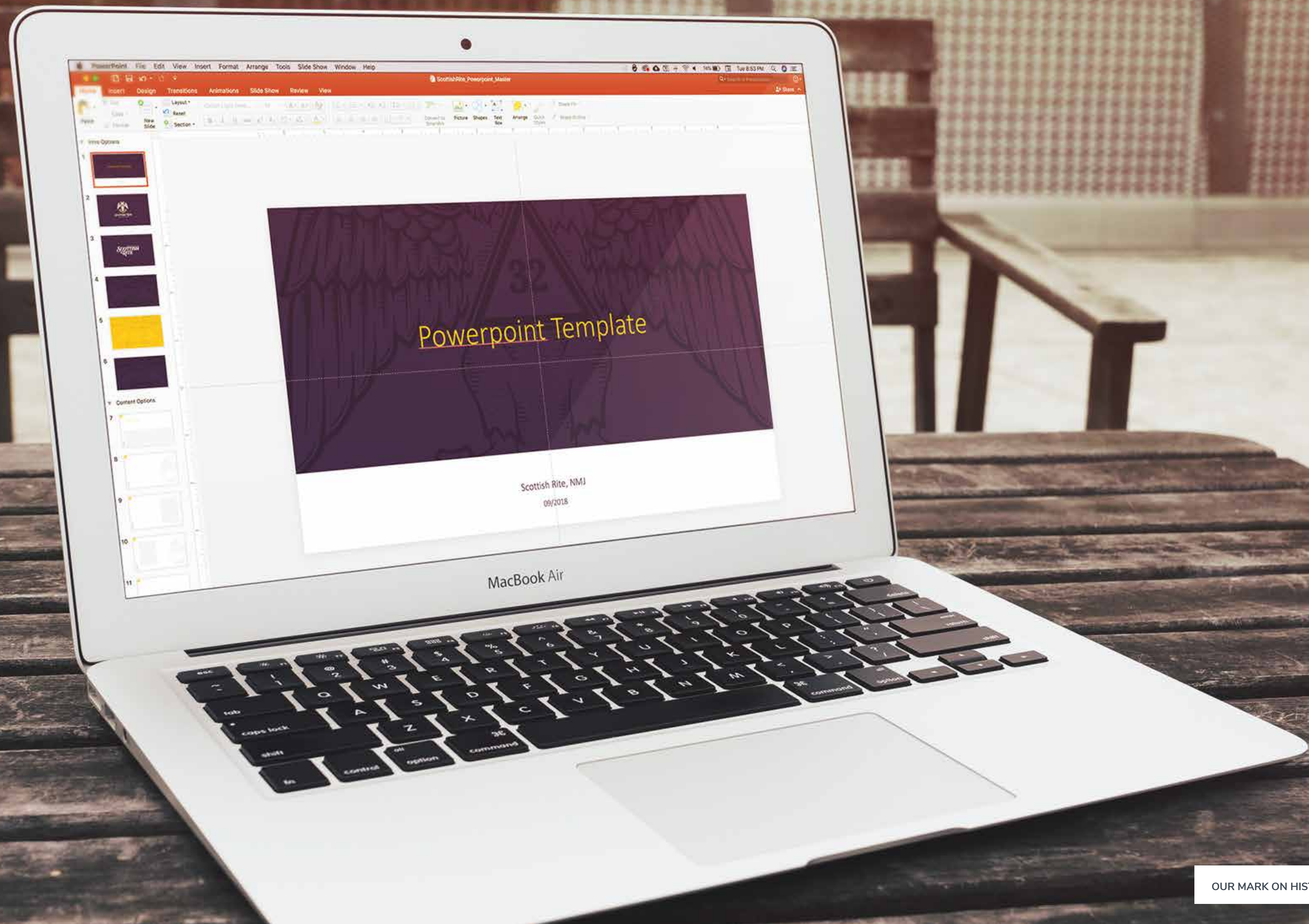
Collateral

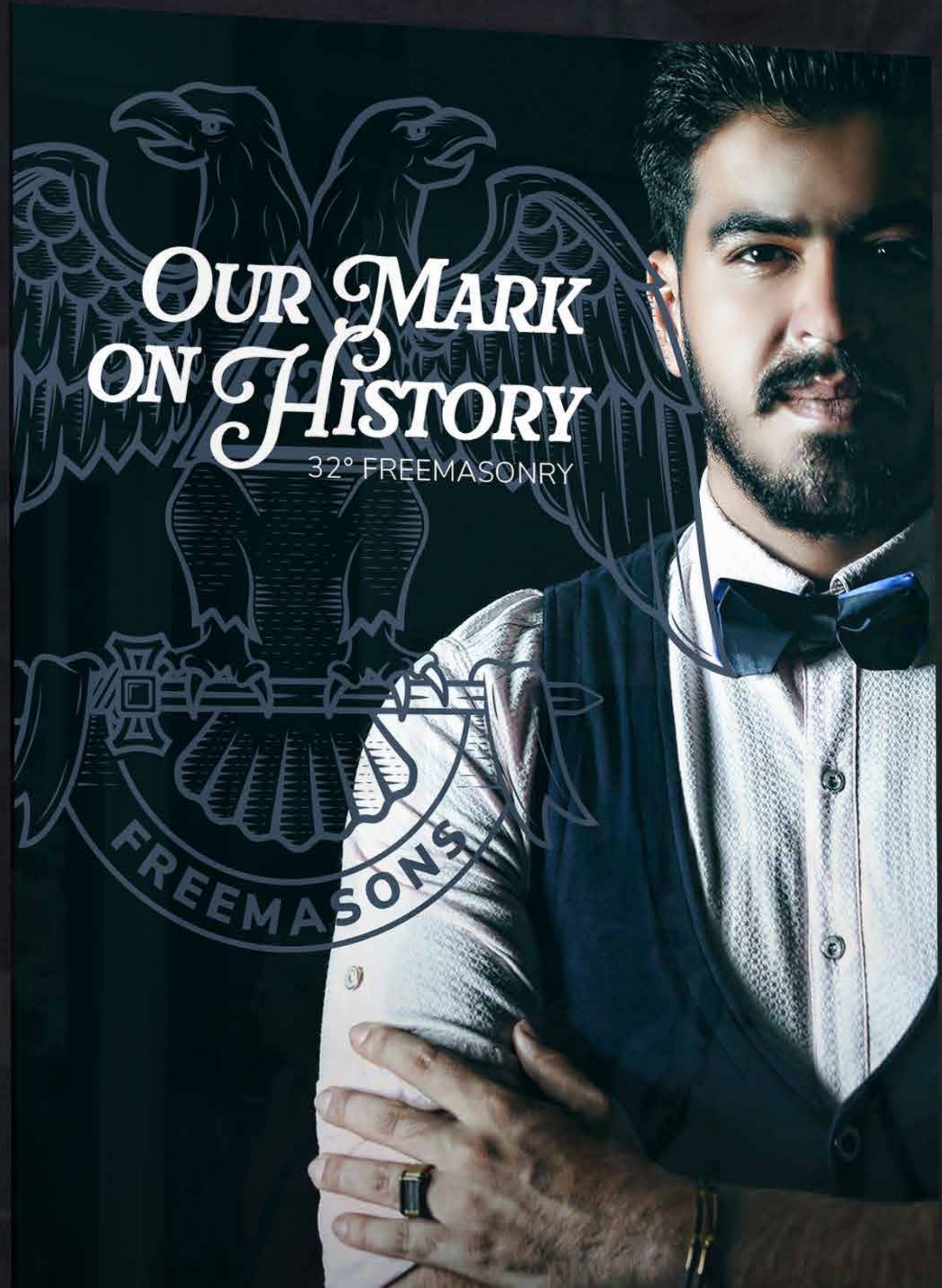
The exciting part of brand develop comes with seeing the potential an identity system holds. This section will outline some currently live and some inspirational use-cases of our brand identity.

- LETTERHEAD & BUSINESS CARDS
- APPAREL
- PRESENTATION DECKS
- ADVERTISING











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