



Enhance Your Lodge Branding

While branding goes way beyond just a logo or graphic element it is important that the Freemasons NZ logo that we have is used out in the community to best advantage.

The logo and the way it is used promotes recognition – people will get involved with an organisation they are familiar with. Therefore the branding via the logo needs to be consistent and easy to recognize. Most importantly it has to be out and about.

Grand Lodge has an instructional pamphlet **called 'Using the Freemasons Brand – A Guide For Lodges'**. It can be obtained by visiting the Freemasons NZ website at: <http://freemasons.nz.org/>, logging in as a member and going to the Document tab on the Members Only Homepage

Lodges are encouraged to use this guide to ensure the Logo is applied correctly in all situations. This includes on all letterheads and communications. It should also be used on all Lodge buildings.

Another great idea is to ensure that the logo is positioned on the entry to your town or city to indicate Freemasons meet in this locality. The Grand Lodge office has Reflective Road Signs (set of 2 signs) available for purchase. You can obtain these by visiting the Freemasons NZ website at: <http://freemasons.nz.org/>, logging in as a member and going to the Forms tab and looking at the 'Form of Requisition'. Note that Council permission is usually required to erect a sign at a town/city entrance.

