

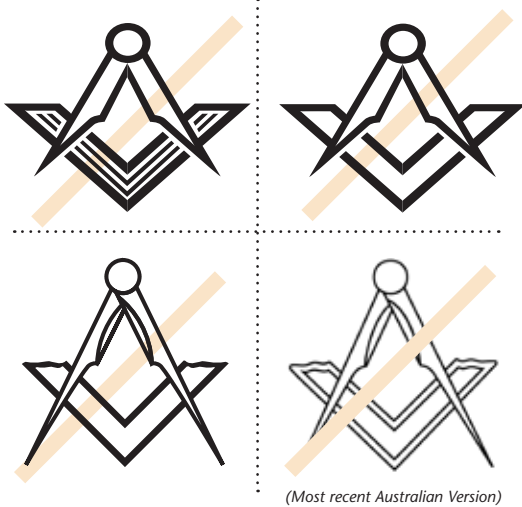
Background

A number of variations of the traditional Freemasons square & compasses logo have been used in recent times. A new version has now been developed which overcomes some problems of reproduction discovered in usage of the earlier forms.

On first glance the differences are minor but the new version is bolder and brighter in text and colour, providing the impact lacking in the earlier versions.

We are calling it the BOLD version. Effective immediately, all new material that requires Freemasons branding should use the new BOLD logo as depicted in this guide. All previous versions, of which the more recent are shown below, should be discarded.

THE FOLLOWING STYLE OF FREEMASONS LOGOS ARE TO BE REPLACED



One style for ALL uses

Do not try to make up the logo yourself
The drawing of the square & compasses and the typeface used for the text gives us a unique sign.
To give it 'value' and integrity as a logo, it must always be used exactly as shown in this guide.
Please do not use substitute typefaces that are 'close' or any other form of square & compasses taken from the internet or elsewhere.

Artwork is freely available
The master logos are available by downloading from the Freemasons website.
www.freemasons.co.nz

In addition, Freemasons Branding CD's are available by contacting Freemasons New Zealand, Wellington. These will be useful for external design/advertising/printing/signage companies contracted by Lodges because these organizations use different artwork formats (vector files) than those using PC's for electronic publishing. Newspapers can use PC-type material.

Lodges can make enquiries from their Publicity Liaison Officer.

Who to Contact

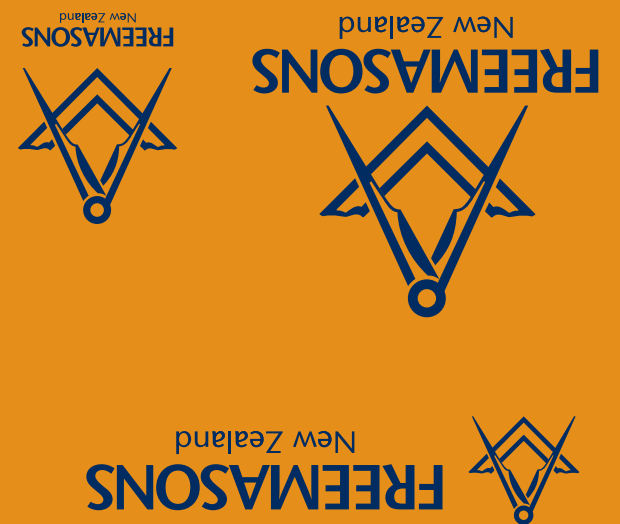
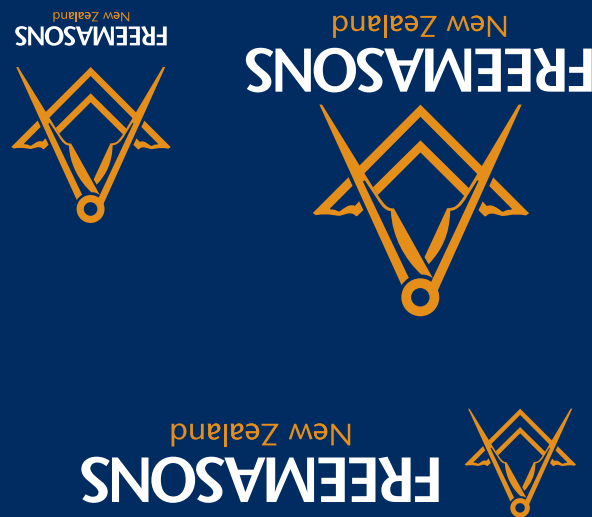
For all logo materials and enquiries:
Freemasons New Zealand
PO Box 6439, Marion Square
Wellington

Phone: 04 385 6622
Fax: 04 385 5749
Email: info@freemasons.co.nz



USING THE FREEMASONS BRAND

A Guide for Lodges



The new BOLD logo



This is the new logo in its most common colour form (standard format)

Three variations

Introduced with the new BOLD logo are two additional layout variations which will provide for a wide variety of end uses. These should fulfill any space requirement from brochures and letterheads to outdoor display banners.

Colours

One of the differences with this logo is to change the copper colour used previously, to gold, a brighter and more visible colour in many applications. The previous blue remains the same. (Copper may still be used in some Grand Lodge applications.)

The 'bevel' graphic

The bevel as described in the previous Guide is not recommended for everyday use by Lodges. It is primarily for Grand Lodge Office use.

The Three Basic Variations



Standard Format
the type extends past
compass legs



Vertical Format
the type finishes at same
width as compass legs



Horizontal Format
the type sits beside the square and compass

Single Colour Use

Shown in single colour and single colour reversed



YES

- Black and blue one colour logos are acceptable.
- White can be used on a black or blue background.

NO

- Do not use gold alone.
- A gold one colour logo is not acceptable.
- Do not use white on a gold background. (Blue on gold is acceptable)

A watermark (tint)

- can be used for the square and compass as a stand-alone design element or window treatment
- in blue or black
 - BUT NOT GOLD.



Some Simple Rules of Use

BREATHING ROOM

You should always leave space around the logo. Using the height of lettering as a measure you can quickly assess the minimum space required for a clear modern appearance. This spacing applies to all logo styles.



COLOUR MATCHING

For print - Stationery & one colour items

PMS 282C

PMS 145C

PMS BLACKC

For print - Newsletters & multicolour items

CMYK
100/65/0/30

CMYK
0/45/100/10

CMYK
0/0/0/100

For Web sites

RGB
0/01/102

RGB
220/113/20

RGB
0/0/0

For Signwriters - Vinyl colours

93
LIGHT NAVY

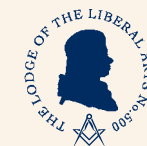
280
TERRA COTTA

03
BLACK

JUST THE SQUARE AND COMPASS

Lodges may produce material utilising just the square and compass alone, providing:

- It is for internal "not for public display" use.
 - It is to appear as part of another logo, eg. A Lodge or an event logo.
 - It is to be used for very small or restricted space applications such as Bereavement Notices.
- In all other cases the full logo should be used.



Wellington
COMMUNICATION
2006

(Examples only)