

BACKGROUND

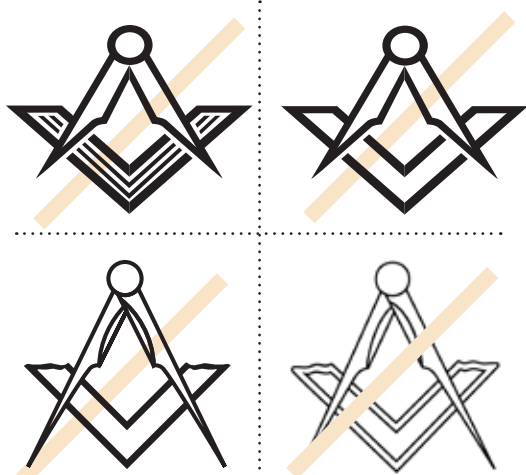
A number of variations of the traditional Freemasons square & compasses logo have been used in recent times. The current version was developed to overcome some problems of reproduction discovered in usage of the earlier forms.

This version is bolder and brighter in text and colour, providing the impact lacking in the earlier versions.

We call it the BOLD version.

All material that requires Freemasons New Zealand branding should use the 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 NOT TO BE USED



OR ANYTHING WITH THE 'G'

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 New Zealand website.

www.freemasons.nz.org/freemasons-nz-logos

In addition, vector files 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.

WHO TO CONTACT

For all logo materials and enquiries:

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Wellington

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USING THE FREEMASONS BRAND

A style guide



FREEMASONS
New Zealand

2019



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Use only white when reversing out of black

Two colour use when on a blue background

Colour use when on a gold background

THE LOGO



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

Three variations

With the 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



DO'S

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

DONT'S

- 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 - Newsletters & multicolour items

CMYK 100/65/0/30	CMYK 0/45/100/10	CMYK 0/0/0/100
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For on screen - web sites & social media

RGB 22/72/132	RGB 225/143/25	RGB 0/0/0
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For print - Stationery & one colour items

PMS 3591C	PMS 145C	PMS BLACKC
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For Signwriters - Vinyl colours

93 LIGHT NAVY	280 TERRA COTTA	03 BLACK
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JUST THE SQUARE AND COMPASS

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

- 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.



(Examples only)