



FREEMASONS
New Zealand

A guide to the Freemasons brand





Introduction



This style guide is designed to help you use Freemasons New Zealand's graphics, including logo, typefaces, colour palette, in a variety of media, from print advertising to social media. It's important for us to have a clear, consistent style for our communications.

At the same time, it's just as important to be flexible and, and not be tied to rigid rules. That's why this guide is not a rule book, and we encourage you to use it in this spirit.





Our logo



Our logo depicts the centuries-old symbol of the Square and Compasses, with the words 'Freemasons New Zealand'.

We have made a few tweaks to the logo, to freshen it up and make it feel a little more contemporary, without moving away from its great heritage. We've also used a new typeface, which is not dissimilar to our previous typeface, and a slightly brighter gold.

Over the next few pages you'll see some versions of the logo, for different uses, including Freemasons Charity.



Our new logo fonts and colours



— New font for 'FREEMASONS'-Museo sans 700

— New font for 'New Zealand'-Museo sans 500

Two colour white background



■ Gold colour:
Pantone 7753 C
C=15 M=30 Y=85 K=2
RGB: R 213 - G 171 - B 69

■ Blue
Pantone 282 C
C=100 M=86 Y=42 K=52
RGB: R 7 - G 32 - B 64

Two colour blue background reversed



■ Gold colour:
Pantone 7753 C
C=15 M=30 Y=85 K=2
RGB: R 213 - G 171 - B 69

■ Blue
Pantone 282 C
C=100 M=86 Y=42 K=52
RGB: R 7 - G 32 - B 64

Logo Single colour versions



Single colour blue

■ Blue
Pantone 282 C
C=100 M=86 Y=42 K=52
RGB: R 7 - G 32 - B 64



Single colour blue reversed

Single colour black reversed



Single colour black





Logo landscape format: two colour and single colours

Two colour white background



Gold colour:
 Pantone 7753 C
 C=15 M=30 Y=85 K=2
 RGB: R 213 - G 171 - B 69

Two colour blue background



Blue
 Pantone 282 C
 C=100 M=86 Y=42 K=52
 RGB: R 7 - G 32 - B 64

Single colour blue



Blue
 Pantone 282 C
 C=100 M=86 Y=42 K=52
 RGB: R 7 - G 32 - B 64

Single colour blue reversed



Single colour black



Black

Single colour black reversed





Our Charity logo



Freemasons Charity Logo



New font-Museo sans 700

Two colour white background

Gold colour:
Pantone 7753 C
C=15 M=30 Y=85 K=2
RGB: R 213 - G 171 - B 69

Blue
Pantone 282 C
C=100 M=86 Y=42 K=52
RGB: R 7 - G 32 - B 64

Reversed on blue background



Gold colour:
Pantone 7753 C
C=15 M=30 Y=85 K=2
RGB: R 213 - G 171 - B 69

Blue
Pantone 282 C
C=100 M=86 Y=42 K=52
RGB: R 7 - G 32 - B 64

On Gold background



Gold colour:
Pantone 7753 C
C=15 M=30 Y=85 K=2
RGB: R 213 - G 171 - B 69

'Freemasons' is in black

Blue
Pantone 282 C
C=100 M=86 Y=42 K=52
RGB: R 7 - G 32 - B 64

Freemasons Charity Logo Single colour

Single colour blue



■ Blue
Pantone 282 C
C=100 M=86 Y=42 K=52
RGB: R 7 - G 32 - B 64
'CHARITY' 35% Blue

Single colour blue reversed



■ Blue
Pantone 282 C
C=100 M=86 Y=42 K=52
RGB: R 7 - G 32 - B 64
'CHARITY' 20% Blue

Single colour black



■ 100% Black ■ 35% Black

Single colour black reversed



■ 100% Black ■ 20% Black

Freemasons Charity Logo Landscape Version

Two colour white background



■ Gold colour:
Pantone 7753 C
C=15 M=30 Y=85 K=2
RGB: R 213 - G 171 - B 69

Two colour blue background



■ Blue
Pantone 282 C
C=100 M=86 Y=42 K=52
RGB: R 7 - G 32 - B 64

Two colour gold background



■ Gold colour:
Pantone 7753 C
C=15 M=30 Y=85 K=2
RGB: R 213 - G 171 - B 69

■ 'Freemasons' is in black

■ Blue
Pantone 282 C
C=100 M=86 Y=42 K=52
RGB: R 7 - G 32 - B 64



■ Blue
Pantone 282 C
C=100 M=86 Y=42 K=52
RGB: R 7 - G 32 - B 64
'CHARITY' 35% Blue



■ Blue
Pantone 282 C
C=100 M=86 Y=42 K=52
RGB: R 7 - G 32 - B 64
'CHARITY' 20% Blue



■ 100% Black
■ 35% Black



■ 100% Black
■ 20% Black



Our New Font

Our new font is the Museo Sans family

For headlines Museo Sans 700 looks good
You can mix it up with *Musio Sans 700 italic*

Subheads can be in Museo Sans 500 *and 500 Italic*

Body copy looks good in Museo Sans 300

Runt et as maxim facerum, cullauta et al venitem quatium repel illitio isquame provitae mint quibus etur, tem eriore volupta nemquostia iusae nation prore nos dolupit, culleserunt expedis dolupta tisqui cup-tianderio et ommod ulpa cus re volloribus aut porerum isqui dolorat iosam, ipsa at odignimus unt, soloritit aut officip santiis il ipsandit de eliqui te imaio. Us nonemquam si as solessint quas sequiat aliqua vent volorro tetur? Ma del ma nonsequiatem necessi milibus, omnis nim quiasinctus mi, consequae doluptatiam dunt qui nes restemq

You call if you want the body copy justified

Or you can use Museo 300, which is a little more ornate if you feel it works better.

Runt et as maxim facerum, cullauta et al venitem quatium repel illitio isquame provitae mint quibus etur, tem eriore volupta nemquostia iusae nation prore nos dolupit, culleserunt expedis dolupta tisqui cup-tianderio et ommod ulpa cus re volloribus aut porerum isqui dolorat iosam, ipsa at odignimus unt, soloritit aut officip santiis il ipsandit de eliqui te imaio. Us nonemquam si as solessint quas sequiat aliqua vent volorro tetur? Ma del ma nonsequiatem necessi milibus, omnis nim quiasinctus mi, consequae doluptatiam dunt qui nes rest

or range left



Our Brand positioning



Freemasons New Zealand's brand positioning is 'Making a difference in New Zealand'. This reflects the idea that our work makes a positive difference to our communities and country. Freemasons themselves also benefit through a journey of self-development. Actions speak louder than words, but it is important that people should know how we make a difference in New Zealand, from major scientific research to community playgrounds, from scholarships to meals on wheels and more.

Two colour white background



Making a difference in New Zealand

One colour in blue or black



Making a difference in New Zealand

Two colour reversed out of blue or black



Making a difference in New Zealand

White reversed out of blue or black



Making a difference in New Zealand



How things look in use



Our rich blue and gold are distinctive colours for Freemasons New Zealand and, over time with enough exposure, will start to become synonymous with Freemasons New Zealand, when used in conjunction with our other graphic assets.

We also make use of white space, because it makes our brand look fresh and modern. Imagery should show real people, real Freemasons and real activities. Our style applies to all media, including posters, website, print advertising, digital.



Freemasons are the largest private funder of Uni Scholarships in NZ

Our annual scholarships enable exceptional young Kiwis to further their university studies. All are chosen on merit and for the potential contribution they will make to their communities, New Zealand and the world. This year's diverse recipients' studies include Māori Advancement, Environmental Management, Software Engineering and more.



Making a difference in New Zealand

Print ad examples



Freemasons are the largest private funder of Uni Scholarships in NZ

Our annual scholarships enable exceptional young Kiwis to further their university studies. All are chosen on merit and for the potential contribution they will make to their communities, New Zealand and the world. This year's diverse recipients' studies include Māori Advancement, Environmental Management, Software Engineering and more.



Making a difference in New Zealand

We grow richer by giving



Making a difference in New Zealand

We grow richer by giving



Making a difference in New Zealand

Here's a few examples of how a brochure cover can vary. As you can see, they still have the same look and feel. The two images on the bottom right give you an idea of how the inside of brochure can look.

We grow richer by giving



Making a difference in New Zealand



We enrich our communities through giving

Freemasons give their time, enthusiasm and expertise to help our communities. We work on projects that make a positive difference to New Zealand. By giving an evening, the day of others, and your own time. The Freemasons Charity is part of Freemasons New Zealand. Its role is to promote, encourage and coordinate Freemasons' benevolent activities. We help Freemasons New Zealand support vitally important local projects and larger national projects. By improving other people's lives, we improve ourselves.

Freemasons Charity since 1890
Freemasonry began to spread back to New Zealand. Later, in early 1970s, the word changed. We need to be able to give to those who need it. The Freemasons Charity was born. Today, we provide the vital support and expertise to help our communities. We help Freemasons New Zealand support vitally important local projects and larger national projects. By improving other people's lives, we improve ourselves.

How our strategy supports our charity
Our annual strategy sets out our vision, mission and values. It also sets out our strategic objectives and the actions we will take to achieve them. This includes our financial and operational strategy. We also have a social media strategy. We use social media to promote our charity and to engage with our members and the wider community. We also have a fundraising strategy. We use fundraising to raise money for our charity and to support our projects. We also have a volunteer strategy. We use volunteers to help us run our charity and to support our projects. We also have a communications strategy. We use communications to tell our story and to engage with our members and the wider community.



A special kind of support

Freemasons New Zealand is the named sponsor of Special Olympics New Zealand, and is supported by The Freemasons Charity and our Lodges. The organization was founded in 1992 and in New Zealand it serves the lives of people with intellectual disabilities through Freemasonry work.

Founded in 1988 by Eunice Kennedy Shriver, the Special Olympics movement has grown from a few hundred people in one state, to 27 million athletes in over 190 countries in all regions of the world. In New Zealand, the organization provides year-round sports training, athletic competitions, and social opportunities for people with intellectual disabilities. The organization also provides support and advocacy for people with intellectual disabilities and their families. The organization is a leading national and international advocate for people with intellectual disabilities and has transformed the lives of more than 6,000 athletes. Their families throughout New Zealand and the 1300 dedicated volunteers that support them. Freemasons New Zealand is a proud and active member of an enthusiastic partner of Special Olympics New Zealand.



Keeping the heart of the community beating with life-saving technology

Making a difference by getting more defibrillators into our communities

Freemasons New Zealand have helped fund and deliver over 120 Defibrillators across New Zealand. These vital devices are placed in communities to save lives in an emergency. Freemasons give their time, enthusiasm and expertise to help our communities. We provide funding for projects that make a positive difference to New Zealand. By giving we enrich the lives of others, and our own lives. If you would like to know more, or be part of an organisation that makes a real difference in the community, please visit freemasons.org.



Making a difference in New Zealand

Print ad examples



Making a difference to those who will make a difference

Each year, Freemasons New Zealand gives \$250,000 in University Scholarships

Our annual scholarships enable exceptional young Kiwis to further their university studies. All are chosen on merit and for the potential contribution they will make to their communities, New Zealand and the world. This year's diverse recipients' studies include Maori advancement, Environmental Management, Software Engineering and more.

As the largest private funder of University Scholarships in New Zealand, we congratulate our 2022 Freemasons NZ University Scholarship recipients.



Be part of an organisation that makes a real difference in the community, visit freemasons.org

Making a difference in New Zealand



To help the community get good returns we're putting our money in the bank

Making a difference by helping food banks put food on tables in tough times

Freemasons New Zealand help local foodbanks. The support offered by our Lodges is ongoing. Many Kiwis donate to Foodbanks, and Freemasons are proud to contribute to this important cause that helps so many, especially now.

Freemasons give their time, enthusiasm and expertise to help our communities. We provide funding for projects that make a positive difference to New Zealand.

By giving we enrich the lives of others, and our own lives.

If you would like to know more, or be part of an organisation that makes a real difference in the community, visit freemasons.org.



Making a difference in New Zealand



Freemasons' Whangarei Community Garden



Making a difference in New Zealand

Above is an outdoor advertising example. There are opportunities for placing large posters like this on the side of Freemason buildings.

Print ad example



We grow richer by giving

Freemasons New Zealand is a proud sponsor of Special Olympics New Zealand.

Ipsani ipsapis quaeuptatis pliqui inverferatem harum deribus doluptatus soluptia debet, ommod mo quid moluplaqui officit vita sum fugit quas di doluptatur sam quas ditassunt, utaturibus voloris alitate mporitionet tid quam rem volonitae. Asime volor ab illendaecab in re sitatis a peresed estiatunt voluptati dolorer untitisi nimporae qui dio commihic tores et ratis dolorum volor maio. Fuga. Et possit quae parum repelit, quist, od magnis a nonsectem sinicia dolendis eario ex eosam qui ut millabo ribus.



Making a difference in New Zealand

A special kind of support

Freemasons New Zealand is a proud sponsor of Special Olympics New Zealand.

Making a difference in New Zealand

Poster examples

A special kind of support

Freemasons New Zealand is a proud sponsor of Special Olympics New Zealand.

Making a difference in New Zealand

We grow richer by giving

Freemasons New Zealand is a proud sponsor of Special Olympics New Zealand.

Making a difference in New Zealand

We grow richer by giving

Freemasons New Zealand is a proud sponsor of Special Olympics New Zealand.

Making a difference in New Zealand



Social Media



Social media is a powerful channel for us to get our messages out there, to an external audience and our internal audience of freemasons themselves. The key to 'social' is providing interesting shareable stories about freemasonry and our projects. Fortunately, we have no shortage of shareable content. These strongly branded templates show how those stories can be brought to life visually. The tiles can link to the full story.

Freemasons Charity

These tiles show how to visually highlight specific Freemasons Charity projects. Each features the name of the project as a title and Freemasons Charity branding,



The New Zealand Special Olympics

We can tell stories using multiple images in a carousel or as a digital banner. This example, for Freemasons sponsorship of Special Olympics, builds on the Olympics' positioning of 'Special'.



It's what makes a mason

These tiles use a 'portrait' format to showcase the personal development journey - a strong reason to join and become a freemason. They would link to local freemason's personal stories.



Freemasons Hall of Fame

Over the years, there have been some very famous freemasons. These tiles can link to interesting stories about these significant historical and contemporary figures.



Freemason Fact Check

As any freemason knows, plenty of myths have grown up around freemasonry. At the same time there are interesting facts that deserve to be told.





Masonic Titles

Masonic Titles/Ranks	Abbreviation	Masonic Title/Ranks with Past	Abbreviation
Most Worshipful Brother (MWBro.)			
Grand Master	GM	Past Grand Master	PGM
Pro Grand Master	Pro GM	Past Pro Grand Master	P Pro GM
Right Worshipful Brother (RWBro.)			
Deputy Grand Master	Dep GM	Past Deputy Grand Master	P Dep GM
President of the Board of General Purposes	Pres BGP	Past President of the Board of General Purposes	P Pres Bd GP
Divisional Grand Master	Div GM	Past Divisional Grand Master	P Div GM
		Past Provincial Grand Master	P Prov GM
Senior Grand Warden	SGW	Past Grand Warden	PGW
Junior Grand Warden	JGW	Past Grand Warden	PGW
		Past Superintendent of the Freemasons Charity	P Supt TFC
		Past Superintendent of the Board of Benevolence	P Pres Bd Ben
Very Worshipful Brother (VWBro.)			
Grand Chaplain	GC	Past Grand Chaplain	PGC
Grand Treasurer	GT	Past Grand Treasurer	PGT
Grand Registrar	GR	Past Grand Registrar	PGR
Grand Almoner	G Alm	Past Grand Almoner	PG Alm
Grand Superintendent of Works	G Supt W	Past Grand Superintendent of Works	PG Supt W
Grand Secretaries	G Sec	Past Grand Secretaries	PG Sec
		Past Grand Superintendent of Ceremonies	PG Supt C

District Grand Master	Dist GM	Past District Grand Master	P Dist GM
		Past Assistant Provincial Grand Master	P Asst Prov GM
Grand Lecturer	GLec	Past Grand Lecturer	PGLec
Grand Director of Ceremonies	GDC	Past Grand Director of Ceremonies	PGDC
Divisional Grand Almoner	Div G Alm	Past Divisional Grand Almoner	P Div G Alm
Senior Grand Deacon	SGD	Past Grand Deacon	PGD
Junior Grand Deacon	JGD	Past Grand Deacon	PGD

Worshipful Brother (WBro.)	Abbreviation	Masonic Title/Ranks with Past	Abbreviation
District Grand Director of Ceremonies	Dist GDC	Past District Grand Director of Ceremonies	P Dist GDC
		Past Assistant Grand Director of Ceremonies	P Asst GDC
Grand Bible Bearer	GBB	Past Grand Bible Bearer	PGBB
Grand Sword Bearer	G Swd B	Past Grand Sword Bearer	PG Swd B
Grand Standard Bearer	G Std B	Past Grand Standard Bearer	PG Std B
Grand Organist	GO	Past Grand Organist	PGO
Grand Inner Guard	GIG	Past Grand Inner Guard	PGIG
		Past Grand Pursuivant	PGP
Grand Steward	GS	Past Grand Steward	PGS
Grand Tyler	G Tyr	Past Grand Tyler	PG Tyr
Worshipful Master	WM	Past Master	PM

Brother (Bro.)

Senior Warden	SW
Junior Warden	JW
Master Mason	MM
Fellow Craft	FC
Entered Apprentice	EA

Please use Masonic title, then first name, second name, then rank.

eg: RWBro. John Smith Dep GM

In formal correspondence, use masonic title followed by 'and Dear Brother' followed by surname.

Eg: RW and Dear Brother Smith

Freemasons New Zealand do NOT use DGM.
We use Dep GM, Div GM, and Dist GM.





Making a difference in New Zealand