



**We enhance lives.**

**Brand Definition and Style Guide**  
July 2019

# MICHIGAN MASONS CONTACTS

## Michigan Masonic Home

**Vicky Johnson** | Chief Marketing Officer

Phone: 989.466.3805 | [vmjohnson@masonicpathways.com](mailto:vmjohnson@masonicpathways.com)

**Benjamin Tigner** | Creative Services Manager

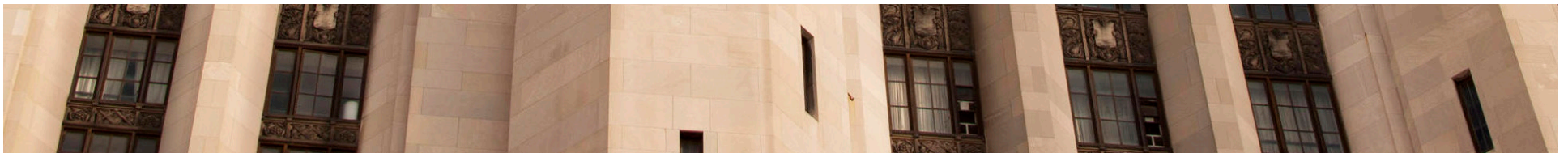
Phone: 989.968.4211 | [btigner@masonicpathways.com](mailto:btigner@masonicpathways.com)

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## LOGO USAGE





LOGO USAGE



# LOGO USAGE



## LOGO PLACEMENT

- A minimum area of white space must be maintained. To maintain a clear space, measure the height of the left wave and keep all design elements at least that far away. See the red shaped squares above for appropriate minimum white space.
- Proper clear space surrounding the logo should be used at all times.

## LOGO USAGE OVERVIEW

- Full color should be used when possible unless cost or production's limitations apply.
- Proper white space surrounding the logo should be used at all times.
- EPS files should be used whenever possible, as they are the highest quality file.
- PNG files are used for digital only.

# LOGO USAGE

## LOGO MINIMUM SIZE

The Michigan Masons logo should never appear smaller than **0.65"/47 pixels** in height, whether standing alone or combined with other approved nomenclature.

### MINIMUM SIZE SHOWN

(0.65" or 47 pixels in height)



## LOGO RESIZING

When resizing the logo, the original proportions of the logo should not be altered in any way.



Proper Proportions



Improper Proportions

# MICHIGAN MASONS LOGO USAGE

## PRINT

### FULL COLOR (CMYK) EPS

For use in all printed material including but not exclusive to, communications, signage, merchandise and collateral whenever possible. Every effort should be made to use this logo on all four-color print pieces. If background colors or images cause the logo to lose readability, backgrounds should be adjusted to improve readability, or one of the below logos can be used. This logo should not be altered in any way, including, but not limited to, adding highlights, drop shadows or outlines.

***MICHIGAN-MASONS\_Logo\_CMYK.eps***

### 3-COLOR (SPOT COLOR) EPS

For use in spot-color print applications

***MICHIGAN-MASONS\_Logo\_RGB.png***

### GRAYSCALE EPS

Preferred logo for use in print applications on light backgrounds where color logos cannot be used due to cost or production limitations.

***MICHIGAN-MASONS\_Logo\_Gayscale.eps***

### FLAT-WHITE EPS

For use in print applications on dark backgrounds

***MICHIGAN-MASONS\_Logo\_REV-WHT\_Block.eps***  
or ***MICHIGAN-MASONS\_Logo\_REV-WHT.png***



*MICHIGAN-MASONS\_Logo\_CMYK.eps*



*MICHIGAN-MASONS\_Logo\_RGB.png*



*MICHIGAN-MASONS\_Logo\_Gayscale.eps*



*MICHIGAN-MASONS\_Logo\_REV-WHT\_Block.eps*



*MICHIGAN-MASONS\_Logo\_REV-WHT.png*

# MASONIC PATHWAYS LOGO USAGE

## PRINT

### FULL COLOR (CMYK) EPS

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***MICHIGAN-PATHWAYS\_Logo\_CMYK.eps***

### 3-COLOR (SPOT COLOR) EPS

For use in spot-color print applications

***MICHIGAN-PATHWAYS\_Logo\_RGB.png***

### GRAYSCALE EPS

Preferred logo for use in print applications on light backgrounds where color logos cannot be used due to cost or production limitations.

***MICHIGAN-PATHWAYS\_Logo\_Gayscale.eps***

### FLAT-WHITE EPS

For use in print applications on dark backgrounds

***MICHIGAN-PATHWAYS\_Logo\_REV-WHT\_Block.eps***  
or ***MICHIGAN-PATHWAYS\_Logo\_REV-WHT.png***



*MICHIGAN-PATHWAYS\_Logo\_CMYK.eps*



*MICHIGAN-PATHWAYS\_Logo\_RGB.png*



*MICHIGAN-PATHWAYS\_Logo\_Gayscale.eps*



*MICHIGAN-PATHWAYS\_Logo\_REV-WHT\_Block.eps*



*MICHIGAN-PATHWAYS\_Logo\_REV-WHT.png*



# MASONIC GRAND LODGE LOGO USAGE

## PRINT

### FULL COLOR (CMYK) EPS

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***MI-GRAND-LODGE\_Logo\_CMYK.eps***

### 3-COLOR (SPOT COLOR) EPS

For use in spot-color print applications

***MI-GRAND-LODGE\_Logo\_RGB.png***

### GRAYSCALE EPS

Preferred logo for use in print applications on light backgrounds where color logos cannot be used due to cost or production limitations.

***MI-GRAND-LODGE\_Logo\_Gayscale.eps***

### FLAT-WHITE EPS

For use in print applications on dark backgrounds

***MI-GRAND-LODGE\_Logo\_REV-WHT\_Block.eps***

or ***MI-GRAND-LODGE\_Logo\_REV-WHT.png***



*MI-GRAND-LODGE\_Logo\_CMYK.eps*



*MI-GRAND-LODGE\_Logo\_RGB.png*



*MI-GRAND-LODGE\_Logo\_Gayscale.eps*



*MI-GRAND-LODGE\_Logo\_REV-WHT\_Block.eps*



*MI-GRAND-LODGE\_Logo\_REV-WHT.png*

# MASONIC CHARITABLE FOUNDATION LOGO USAGE

## PRINT

### FULL COLOR (CMYK) EPS

For use in all printed material including but not exclusive to, communications, signage, merchandise and collateral whenever possible. Every effort should be made to use this logo on all four-color print pieces. If background colors or images cause the logo to lose readability, backgrounds should be adjusted to improve readability, or one of the below logos can be used. This logo should not be altered in any way, including, but not limited to, adding highlights, drop shadows or outlines.

**MI-MASONIC-CHARITABLE-FOUNDATION\_Logo\_CMYK.eps**

### 3-COLOR (SPOT COLOR) EPS

For use in spot-color print applications

**MI-MASONIC-CHARITABLE-FOUNDATION\_Logo\_RGB.png**

### GRAYSCALE EPS

Preferred logo for use in print applications on light backgrounds where color logos cannot be used due to cost or production limitations.

**MI-MASONIC-CHARITABLE-FOUNDATION\_Logo\_Grayscale.eps**

### FLAT-WHITE EPS

For use in print applications on dark backgrounds

**MI-MASONIC-CHARITABLE-FOUNDATION\_Logo\_REV-WHT\_Block.eps** or **MI-MASONIC-CHARITABLE-FOUNDATION\_Logo\_REV-WHT.png**



*MI-MASONIC-CHARITABLE-FOUNDATION\_Logo\_CMYK.eps*



*MI-MASONIC-CHARITABLE-FOUNDATION\_Logo\_RGB.png*



*MI-MASONIC-CHARITABLE-FOUNDATION\_Logo\_Grayscale.eps*



*MI-MASONIC-CHARITABLE-FOUNDATION\_Logo\_REV-WHT\_Block.eps*



*MI-MASONIC-CHARITABLE-FOUNDATION\_Logo\_REV-WHT.png*

# MICHIGAN MASONIC HOME LOGO USAGE

## PRINT

### FULL COLOR (CMYK) EPS

For use in all printed material including but not exclusive to, communications, signage, merchandise and collateral whenever possible. Every effort should be made to use this logo on all four-color print pieces. If background colors or images cause the logo to lose readability, backgrounds should be adjusted to improve readability, or one of the below logos can be used. This logo should not be altered in any way, including, but not limited to, adding highlights, drop shadows or outlines.

***MI-MASONIC-HOME\_Logo\_CMYK.eps***

### 3-COLOR (SPOT COLOR) EPS

For use in spot-color print applications

***MI-MASONIC-HOME\_Logo\_RGB.png***

### GRAYSCALE EPS

Preferred logo for use in print applications on light backgrounds where color logos cannot be used due to cost or production limitations.

***MI-MASONIC-HOME\_Logo\_Gayscale.eps***

### FLAT-WHITE EPS

For use in print applications on dark backgrounds

***MI-MASONIC-HOME\_Logo\_REV-WHT\_Block.eps***  
or ***MI-MASONIC-HOME\_Logo\_REV-WHT.png***



*MI-MASONIC-HOME\_Logo\_CMYK.eps*



*MI-MASONIC-HOME\_Logo\_RGB.png*



*MI-MASONIC-HOME\_Logo\_Gayscale.eps*



*MI-MASONIC-HOME\_Logo\_REV-WHT\_Block.eps*



*MI-MASONIC-HOME\_Logo\_REV-WHT.png*

# WARWICK LIVING CENTER LOGO USAGE

## PRINT

### FULL COLOR (CMYK) EPS

For use in all printed material including but not exclusive to, communications, signage, merchandise and collateral whenever possible. Every effort should be made to use this logo on all four-color print pieces. If background colors or images cause the logo to lose readability, backgrounds should be adjusted to improve readability, or one of the below logos can be used. This logo should not be altered in any way, including, but not limited to, adding highlights, drop shadows or outlines.

**WARWICK\_LIVING\_CENTER\_Logo\_CMYK.eps**

### 3-COLOR (SPOT COLOR) EPS

For use in spot-color print applications

**WARWICK\_LIVING\_CENTER\_Logo\_RGB.png**

### GRAYSCALE EPS

Preferred logo for use in print applications on light backgrounds where color logos cannot be used due to cost or production limitations.

**WARWICK\_LIVING\_CENTER\_Logo\_Gayscale.eps**

### FLAT-WHITE EPS

For use in print applications on dark backgrounds

**WARWICK\_LIVING\_CENTER\_Logo\_REV-WHT\_Block.eps**  
or **WARWICK\_LIVING\_CENTER\_Logo\_REV-WHT.png**



WARWICK\_LIVING\_CENTER\_Logo\_CMYK.eps



WARWICK\_LIVING\_CENTER\_Logo\_RGB.png



WARWICK\_LIVING\_CENTER\_Logo\_Gayscale.eps



WARWICK\_LIVING\_CENTER\_Logo\_REV-WHT\_Block.eps




WARWICK\_LIVING\_CENTER\_Logo\_REV-WHT.png

## LOGO TAGLINE



### LOGO AND TAGLINE

- A minimum area of white space must be maintained. To maintain a clear space, measure the height of the left wave and keep all design elements at least that far away. See the red shaped squares above for appropriate minimum white space.
- The space between logo and tagline should be the same height as the space between Michigan and Masons.

 Tagline color should be the same approved dark blue PMS 2747.



# PRIMARY COLOR PALETTE

The Michigan Masons family of logos only utilizes this primary color palette.

PMS: 2747 UP  
CMYK: 100 / 79 / 9 / 1  
RGB: 1 / 72 / 148  
HEX: #014894

25%

50%

75%

100%

This color guide simulates the PMS colors only in a CMYK format. For a true match, refer to a printer's Pantone Swatch Guide (not included).

PMS: 908 U  
CMYK: 76 / 7 / 4 / 0  
RGB: 0 / 177 / 225  
HEX: #00b1e1

25%

50%

75%

100%

PMS: 902 U  
CMYK: 47 / 0 / 71 / 0  
RGB: 143 / 202 / 119  
HEX: #8fca77

25%

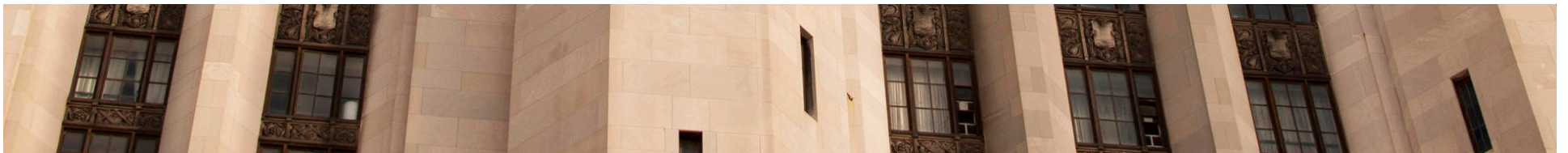
50%

75%

100%



# TYPOGRAPHY GUIDE



# TYPOGRAPHY GUIDE

For Printed Material and  
Website Application

*For headline  
application, always use  
Comenia Sans Bold.*

Comenia Sans Bold (Headlines)

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890".,:;'@#\$\$%&\*()**

Comenia Sans Regular (Subhead lines)

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890".,:;'@#\$\$%&\*()

**For emphasis, always  
use Avenir Black.**

Avenir Book (Copy)

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890".,:;'@#\$\$%&\*()

*Avenir Book Oblique (Captions)*

*abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890".,:;'@#\$\$%&\*()*

**Avenir Black**

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890".,:;'@#\$\$%&\*()**

# TYPOGRAPHY GUIDE

For Printed Material and  
Website Application

## HEADER

**Font:** Comenia Sans Bold  
**Case:** Upper and Lowercase  
**Tracking:** -25 em  
**Font Size:** 24 pt  
**Leading:** 29 pt

## BODY

**Font:** Avenir Book  
**Tracking:** 0 em  
**Font Size:** 10-12 pt  
**Leading:** 14 pt

## SUB-HEADER

**Font:** Comenia Sans Regular  
**Case:** Upper and Lowercase  
**Tracking:** -25 em  
**Font Size:** 14-16 pt  
**Leading:** 19 pt

## Community Outreach

### Masons Stay Active in the Community, Church, and School

Freemasons meet regularly at their established Lodge (the local organization of Freemasonry) for the transaction of business, for fellowship, and for the discussion of matters of Masonic interest. Since Masons are pledged to fulfill the demands of good citizenship, each Lodge works to maintain a vibrant, respected, and active role in community life. Lodges also work to forge alliances within the community designed to help the general public while developing the character of Masons.

Community Programs include:

- [The Beacon Project](#)
- [Michigan Child ID Program](#)
- [Model Student Assistance Program](#)
- [Scholarships and Grants](#)
- [Books for Bikes](#)

## Special Focus on Education

Freemasons started some of the first public schools in both Europe and America. We supported legislation to make education universal. In the 1800s, Masons lobbied for the establishment of state-supported education and federal land-grant colleges. In fact, in 1817 the Zion Lodge in Detroit helped to provide funding for the newly created University of Michigan.

# TYPOGRAPHY GUIDE

Microsoft Office Comparable

For headline  
application, always  
use Lato Bold.

## Lato Bold (Headlines)

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890".,:;'@#\$\$%&\*()

## Lato Regular (Subhead lines)

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890".,:;'@#\$\$%&\*()

For emphasis, always  
use Avenir Black.

## Avenir Book (Copy)

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890".,:;'@#\$\$%&\*()

## Avenir Book Oblique (Captions)

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890".,:;'@#\$\$%&\*()

## Avenir Black

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
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# TYPOGRAPHY GUIDE

Microsoft Office Comparable

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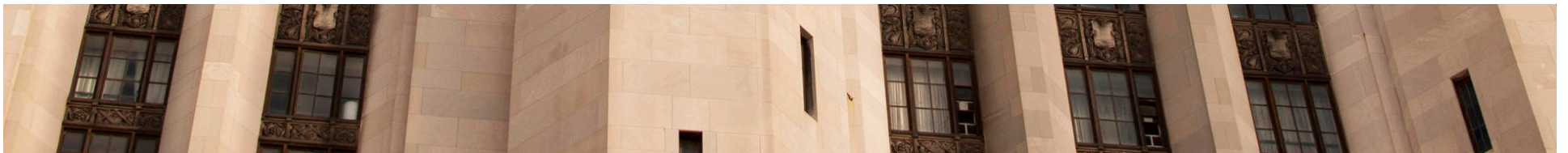
- [The Beacon Project](#)
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## VISUAL BRANDING



# STATIONERY SAMPLES

## Letterhead and Business Card

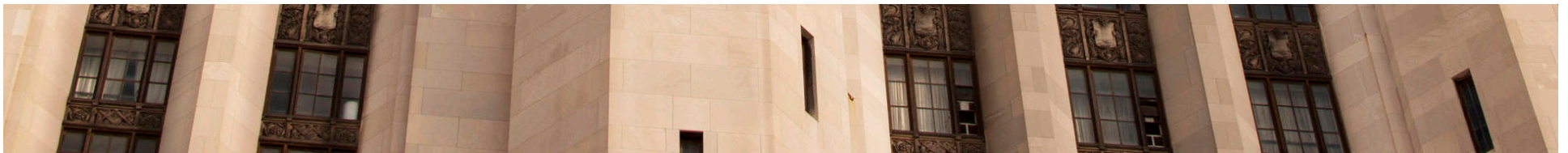
0.5" Bleed	2"	
1.125"		0.5"
0.25"	<p><b>FIRST LAST</b> SUB HEAD 1200 WRIGHT AVENUE ALMA, MICHIGAN 48801</p> <p>Body paragraph Inistotate veniscium est esequi ut a nonem vollorem enihit officim qui quiat dolum es quid exceatibus aut licil ipsa quis num quam aut ut mil min resto quo odia dolest que ipsapis et, volupta tesciatum restiatum ne non niet ut labor moditatum que dolorum lignis dollore rciant et eseque od ellaut enihit lam, conserunt labor autemporterem nus dolupta idebit dolo ius volorum rempore et laboribu.</p> <p>Body paragraph Inistotate veniscium est esequi ut a nonem vollorem enihit officim qui quiat dolum es quid exceatibus aut licil ipsa quis num quam aut ut mil min resto quo odia dolest que ipsapis et, volupta tesciatum restiatum ne non niet ut labor moditatum que dolorum lignis dollore rciant et eseque od ellaut enihit lam, conserunt labor autemporterem nus dolupta idebit dolo ius volorum rempore et laboribu.</p> <p>Body paragraph Inistotate veniscium est esequi ut a nonem vollorem enihit officim qui quiat dolum es quid exceatibus aut licil ipsa quis num quam aut ut mil min resto quo odia dolest que ipsapis et, volupta tesciatum restiatum ne non niet ut labor moditatum que dolorum lignis dollore rciant et eseque od ellaut enihit lam, conserunt labor autemporterem nus dolupta idebit dolo ius volorum rempore et laboribu.</p> <p>Body paragraph Inistotate veniscium est esequi ut a nonem vollorem enihit officim qui quiat dolum es quid exceatibus aut licil ipsa quis num quam aut ut mil min resto quo odia dolest que ipsapis et, volupta tesciatum restiatum ne non niet ut labor moditatum que dolorum lignis dollore rciant et eseque od ellaut enihit lam, conserunt labor autemporterem nus dolupta idebit dolo ius volorum rempore et laboribu.</p> <p>Regards,</p> <div style="border: 1px solid black; width: 100px; height: 30px; margin: 5px auto; text-align: center;"> <i>electronic signature</i> </div> <p><b>Benjamin Tigner</b> Creative Services Manager</p>	
		0.5" Bleed

<p><b>BENJAMIN TIGNER</b> Creative Services Manager</p> <p>☎ 989.968.4211 @ btigner@masonicpathways.com 📍 1200 Wright Avenue Alma, Michigan 488801</p>	
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## SOCIAL BRANDING



# SOCIAL BRANDING

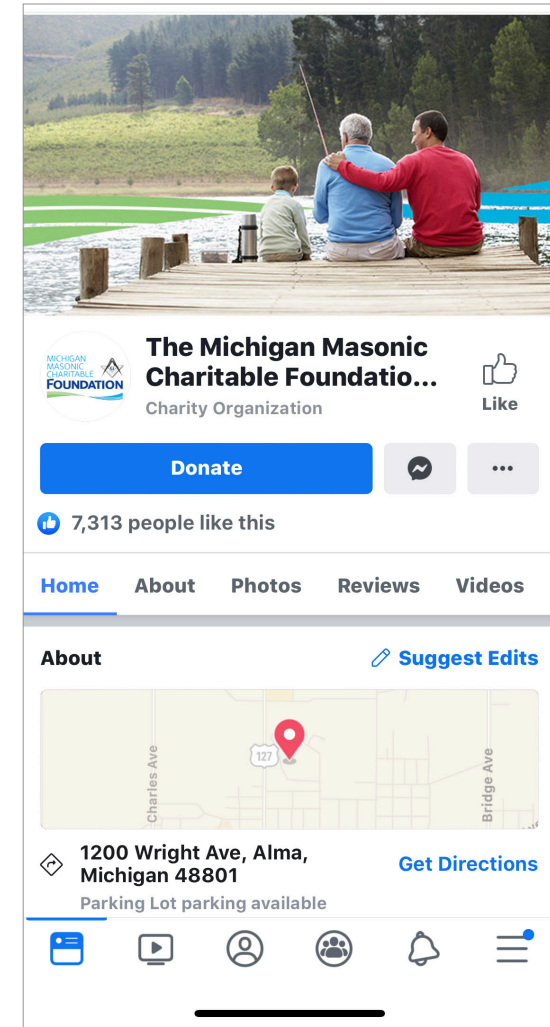
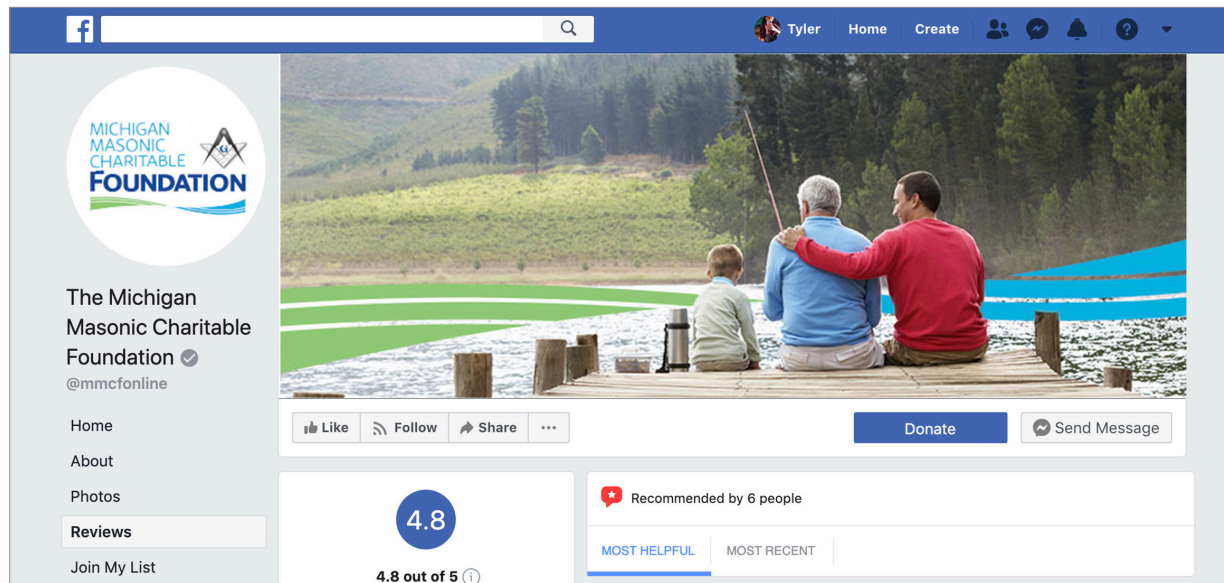
## Profile Icons





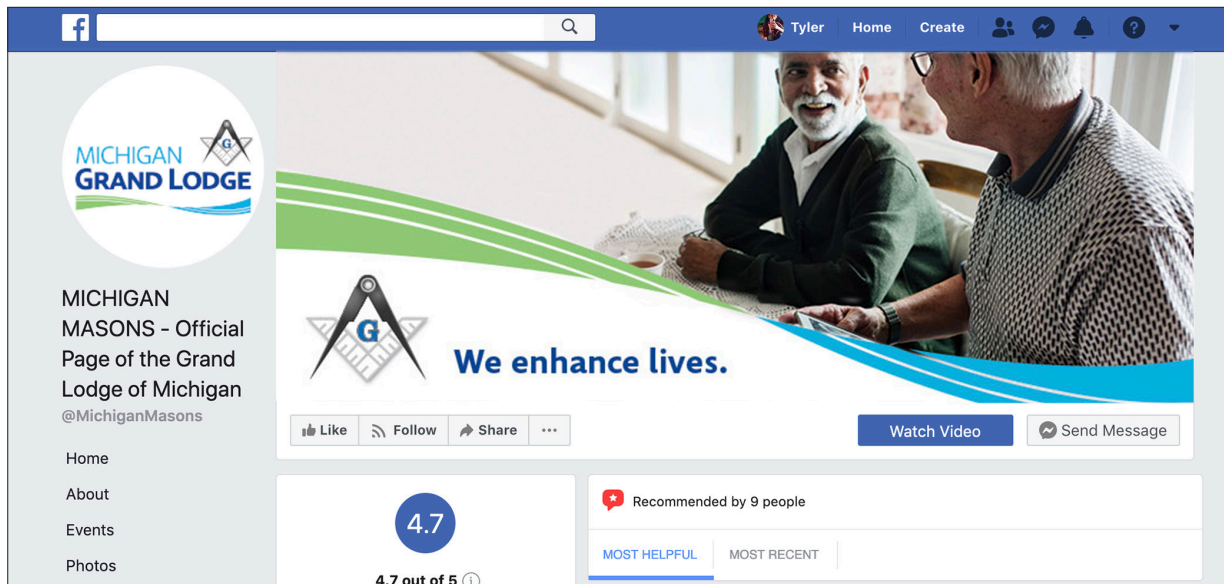
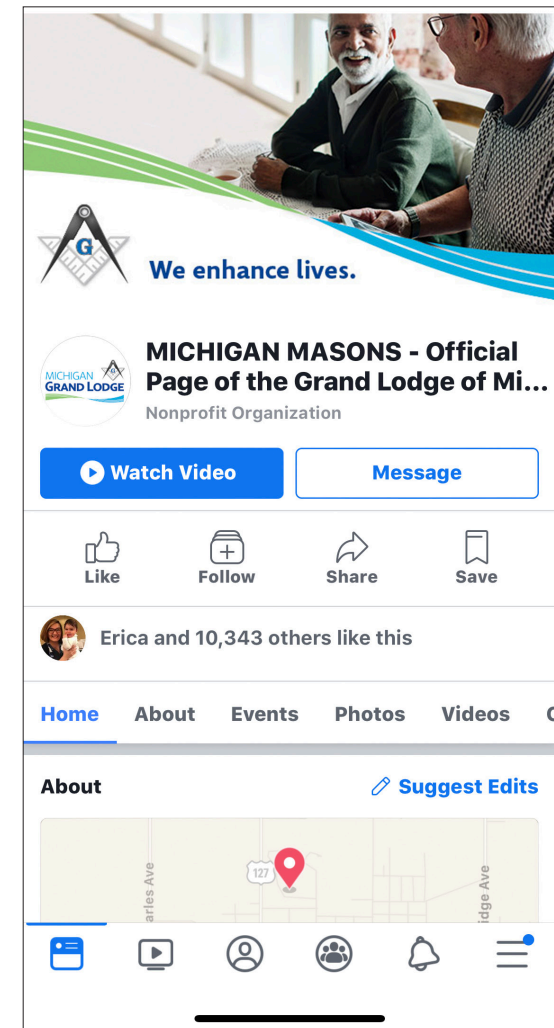
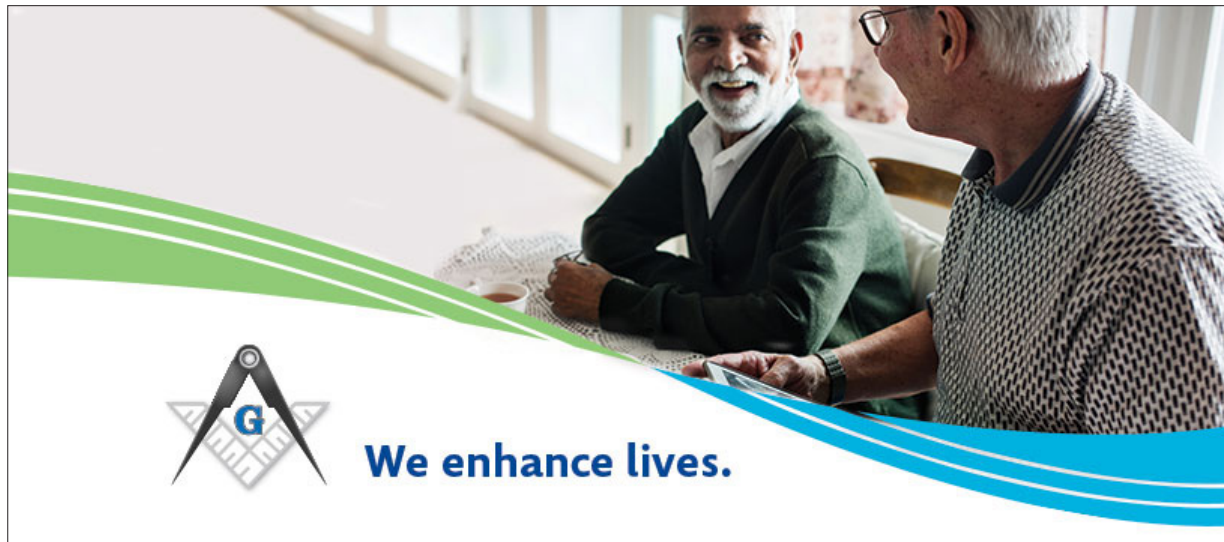
## SOCIAL BRANDING

### Facebook Cover Photos



# SOCIAL BRANDING

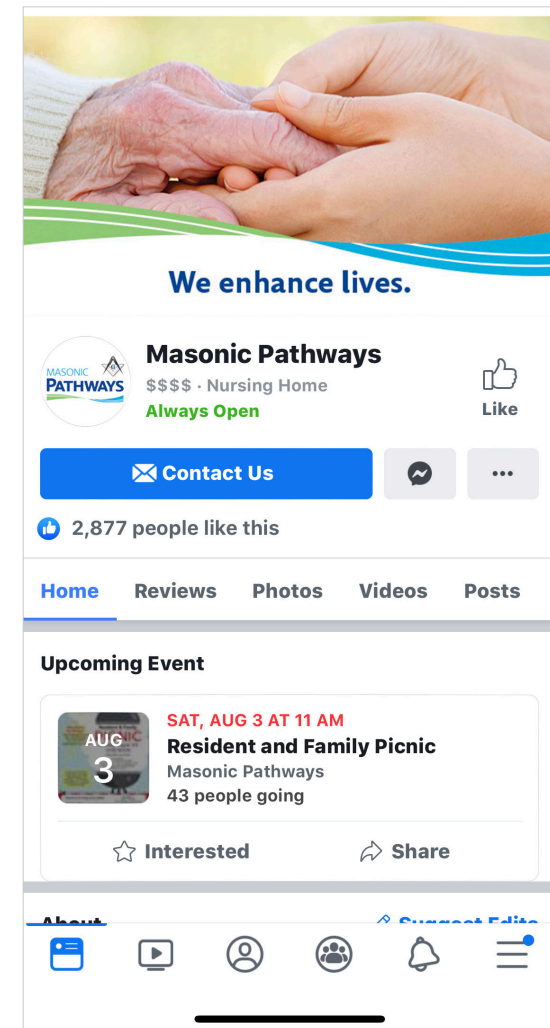
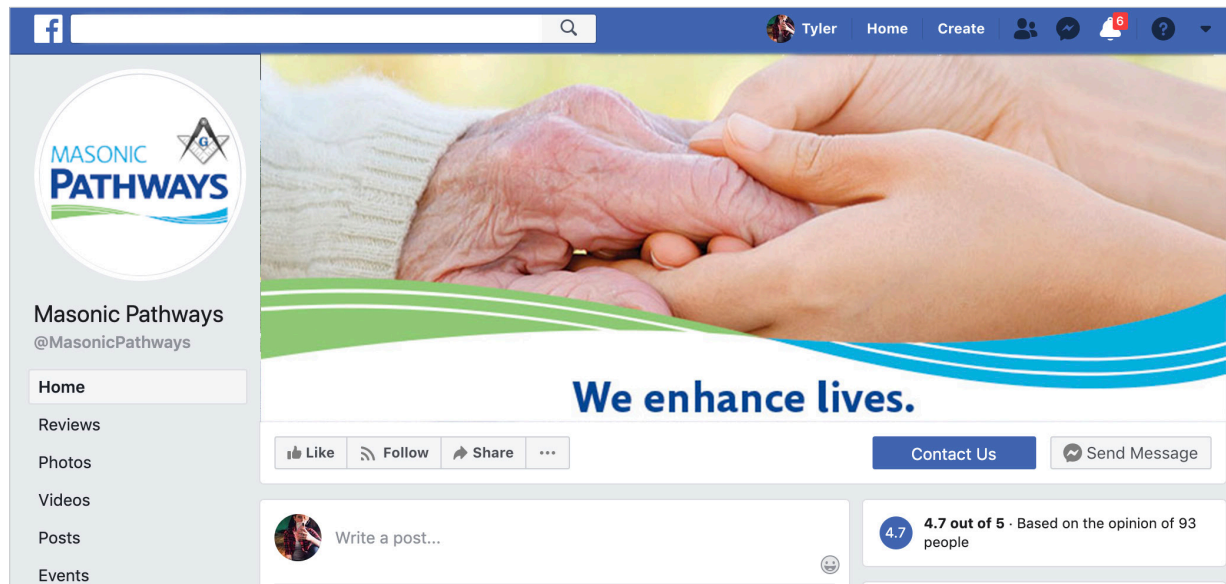
## Facebook Cover Photos





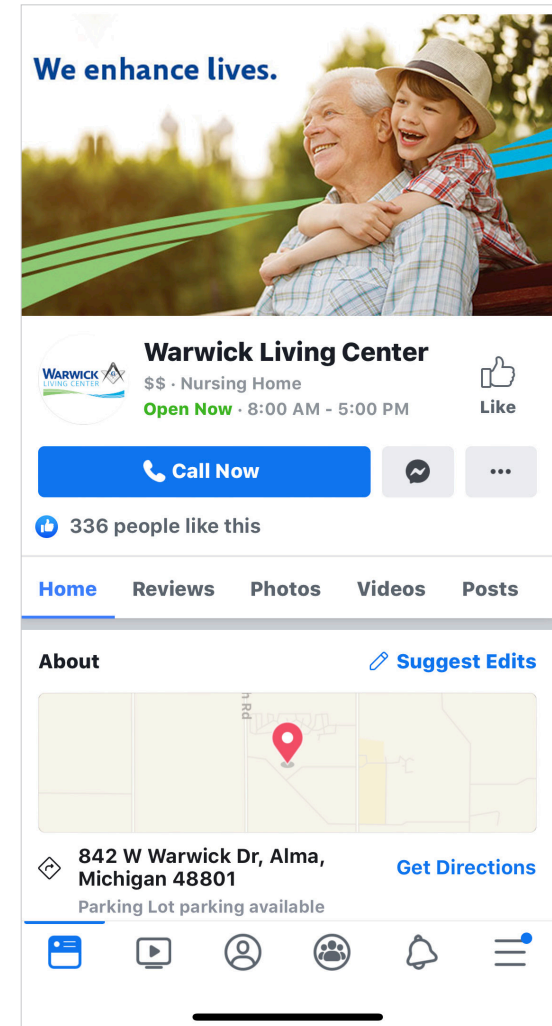
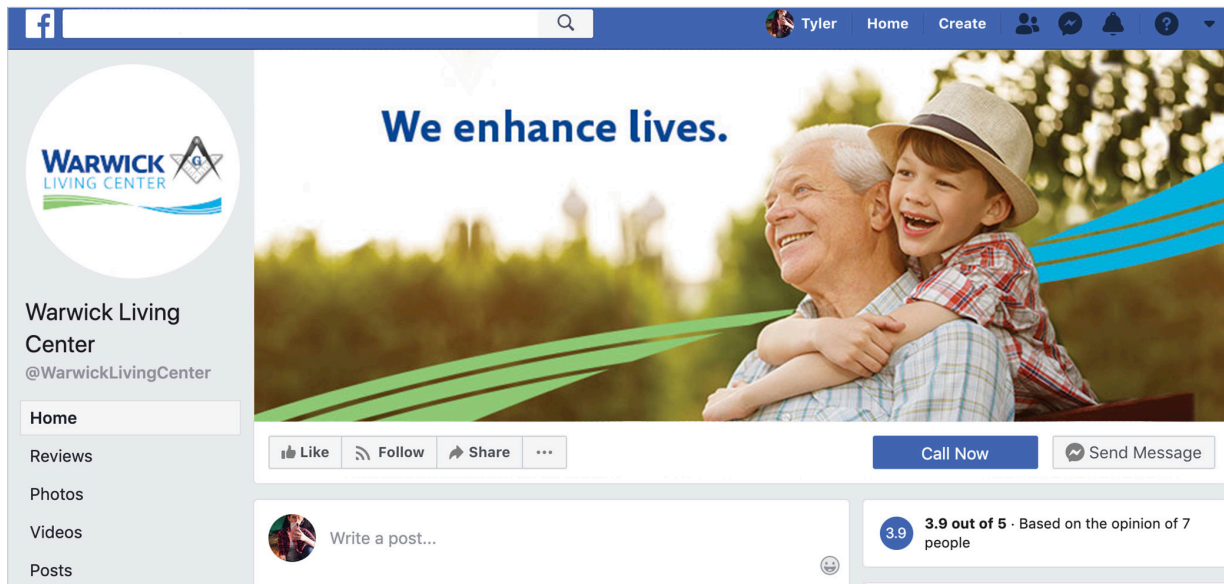
# SOCIAL BRANDING

## Facebook Cover Photos



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## Facebook Cover Photos

