MICHIGAN
MASONS

We enhance lives.

Brand Definition and Style Guide

July 2019

MICHIGAN MASONS CONTACTS

Michigan Masonic Home

Benjamin Tigner | Public Relations & Marketing Director
Phone: 989.968.4211 | btigner@masonicpathways.com

CONTENTS

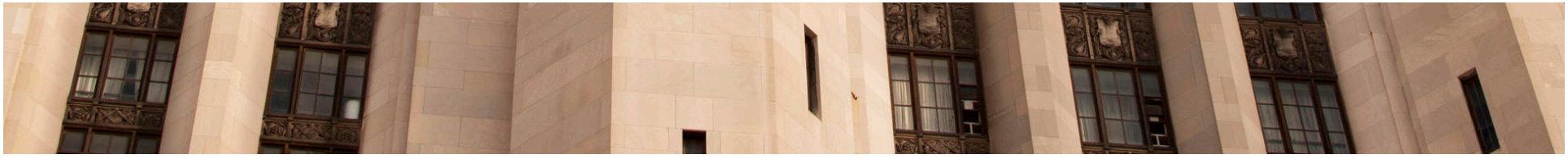
Logo 4
- Logo Usage 5
- Tagline 14
- Color Palette 15

Typography Guide 16
- Fonts 17

Visual Branding 21
- Stationery Samples 22

Social Branding 23
- Profile Icons 24
- Cover Photos 25

LOGO USAGE



LOGO USAGE

MICHIGAN
MASONS
MASONIC
PATHWAYS
MICHIGAN
GRAND LODGE
MICHIGAN
MASONIC
CHARITABLE
FOUNDATION
MICHIGAN
MASONIC HOME
WARWICK
LIVING CENTER

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_Grayscale.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_Grayscale.eps

MICHIGAN-MASONS_Logo_REV-WHT_Block.eps

MICHIGAN-MASONS_Logo_REV-WHT.png

MASONIC PATHWAYS 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-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_Grayscale.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_Grayscale.eps

MICHIGAN-PATHWAYS_Logo_REV-WHT_Block.eps

MICHIGAN-PATHWAYS_Logo_REV-WHT.png

MASONIC GRAND LODGE 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-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_Grayscale.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_Grayscale.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

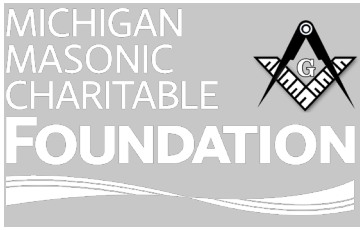
For use in print applications on dark backgrounds

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_Grayscale.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_Grayscale.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_Grayscale.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_Grayscale.eps

WARWICK_LIVING_CENTER_Logo_REV-WHT_Block.eps

WARWICK_LIVING_CENTER_Logo_REV-WHT.png

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).

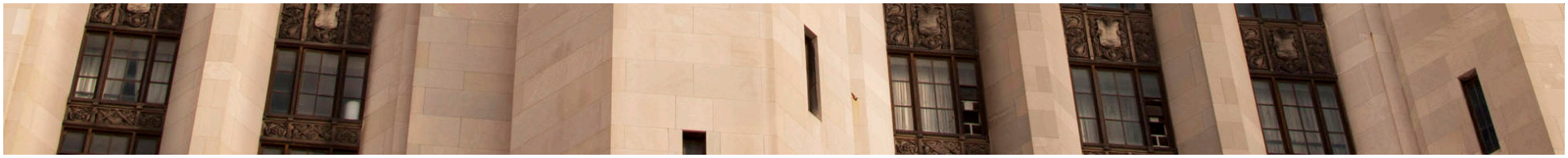
PMS: 908 U
CMYK: 76 / 7 / 4 / 0
RGB: 0 / 177 / 225
HEX: #00b1e1

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
ABCEDFGHIJKLMNOPQRSTUVWXYZ
1234567890”.,:;’@#$%&*()

Comenia Sans Regular (Subhead lines)

abcdefghijklmnopqrstuvwxyz
ABCEDFGHIJKLMNOPQRSTUVWXYZ
1234567890”.,:;’@#$%&*()

Avenir Book (Copy)

abcdefghijklmnopqrstuvwxyz
ABCEDFGHIJKLMNOPQRSTUVWXYZ
1234567890”.,:;’@#$%&*()

Avenir Book Oblique (Captions)

abcdefghijklmnopqrstuvwxyz
ABCEDFGHIJKLMNOPQRSTUVWXYZ
1234567890”.,:;’@#$%&()*

For emphasis, always use Avenir Black.

Avenir Black

abcdefghijklmnopqrstuvwxyz
ABCEDFGHIJKLMNOPQRSTUVWXYZ
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 Freemasony) 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
ABCEDFGHIJKLMNOPQRSTUVWXYZ
1234567890”.,:;’@#$%&*()

Lato Regular (Subhead lines)

abcdefghijklmnopqrstuvwxyz
ABCEDFGHIJKLMNOPQRSTUVWXYZ
1234567890”.,:;’@#$%&*()

Avenir Book (Copy)

abcdefghijklmnopqrstuvwxyz
ABCEDFGHIJKLMNOPQRSTUVWXYZ
1234567890”.,:;’@#$%&*()

Avenir Book Oblique (Captions)

abcdefghijklmnopqrstuvwxyz
ABCEDFGHIJKLMNOPQRSTUVWXYZ
1234567890”.,:;’@#$%&()*

For emphasis, always use Avenir Black.

Avenir Black

abcdefghijklmnopqrstuvwxyz
ABCEDFGHIJKLMNOPQRSTUVWXYZ
1234567890”.,:;’@#$%&*()

TYPOGRAPHY GUIDE
Microsoft Office Comparable

HEADER
Font: Lato 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: Lato 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

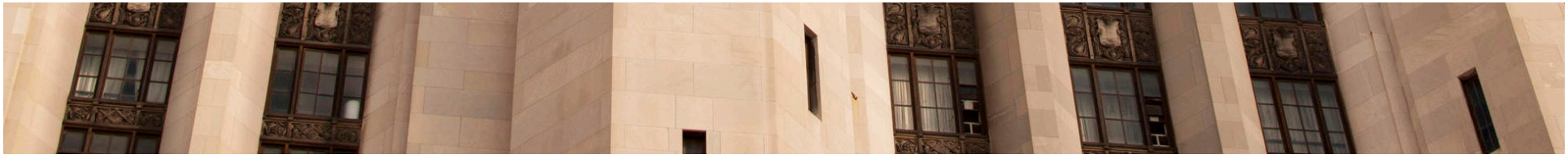
Freemasons meet regularly at their established Lodge (the local organization of Freemasony) for the transaction of business, for fellowship, and for the discussion of matters of Masonic interest. Since Masons are pledged to fulfill the demands of good citizenship, each Lodge works to maintain a vibrant, 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.

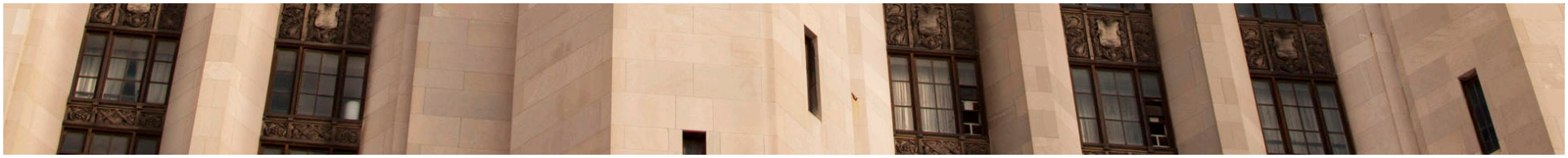
VISUAL BRANDING



STATIONERY SAMPLES

Letterhead and Business Card

SOCIAL BRANDING

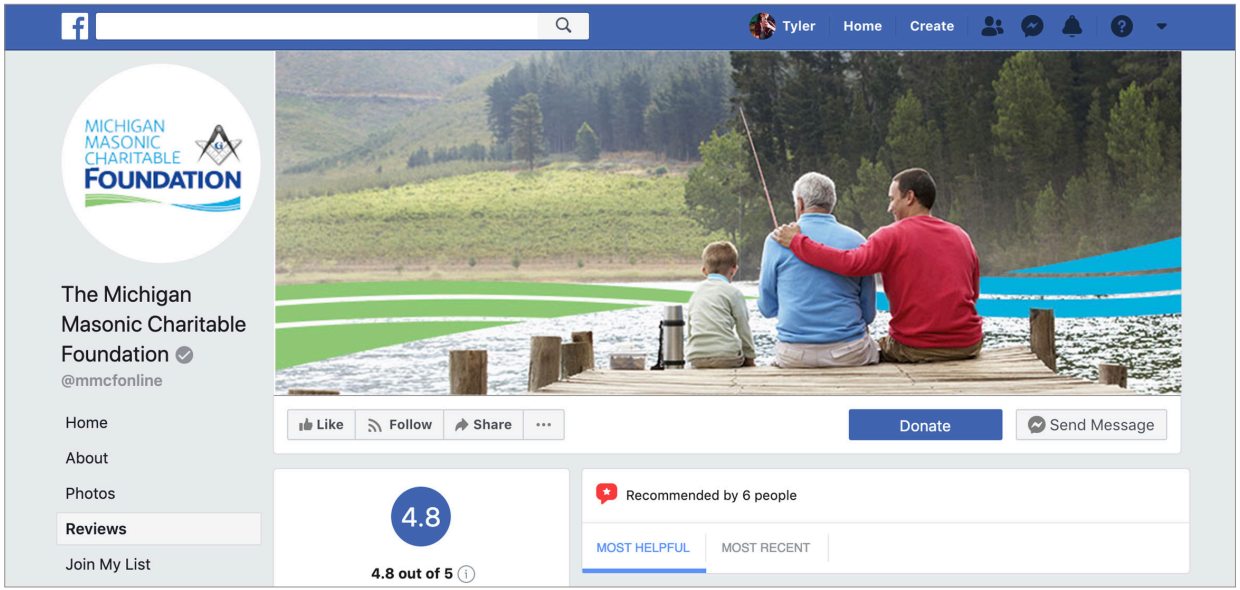


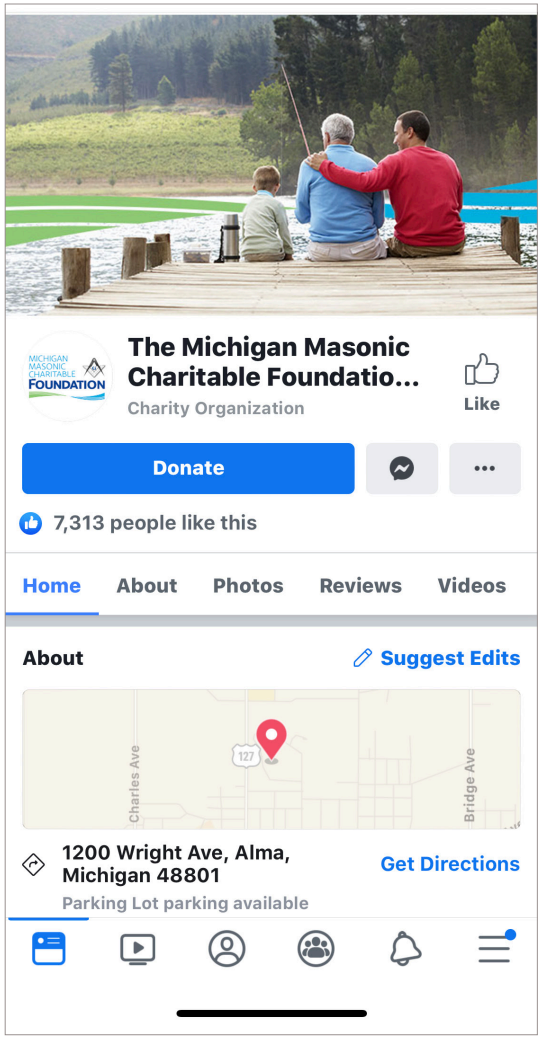
SOCIAL BRANDING

Profile Icons

SOCIAL BRANDING

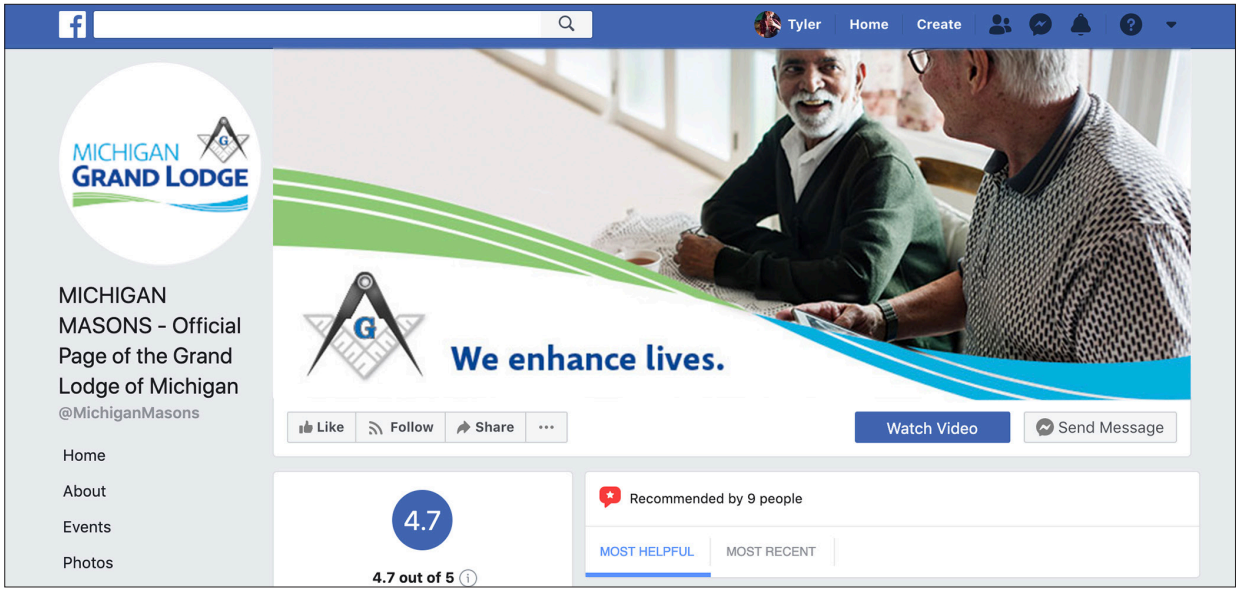
Facebook Cover Photos

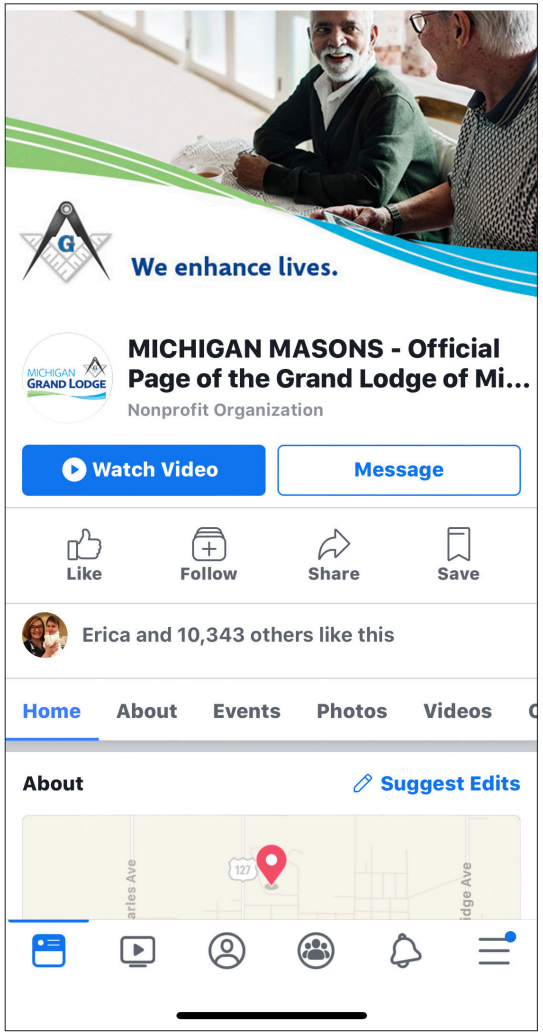




SOCIAL BRANDING

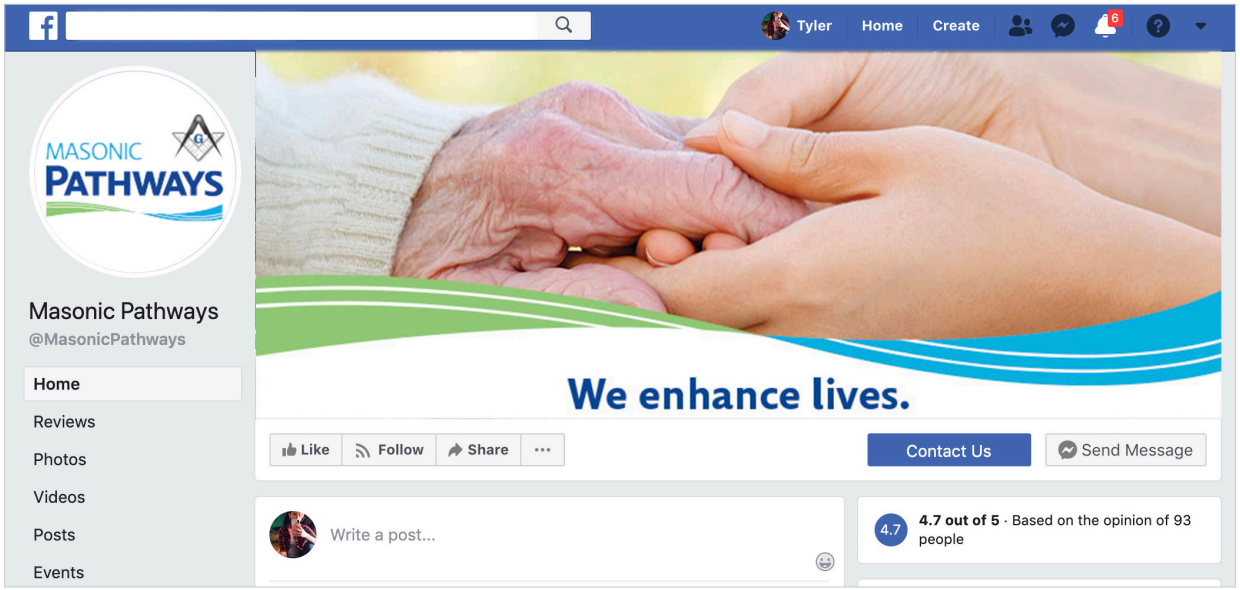
Facebook Cover Photos

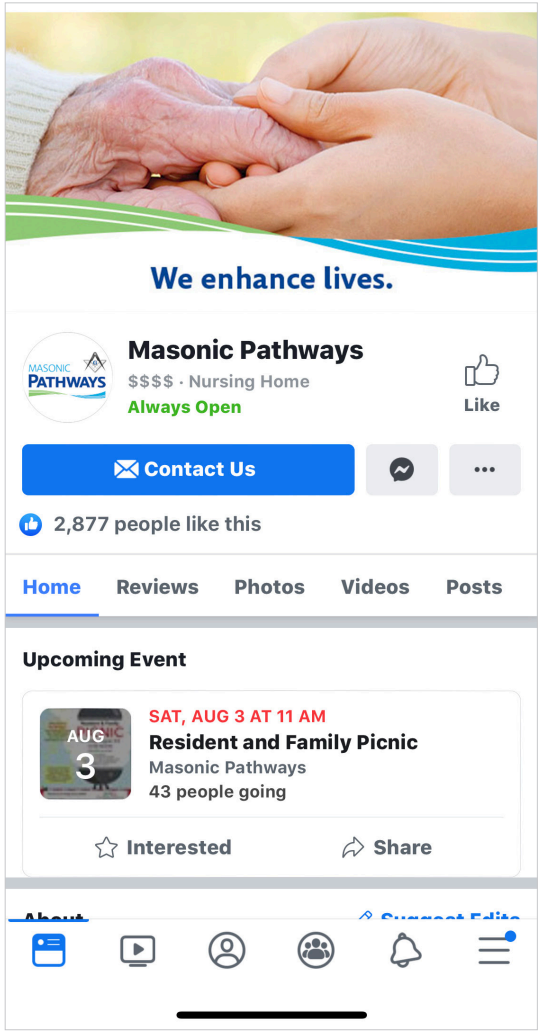




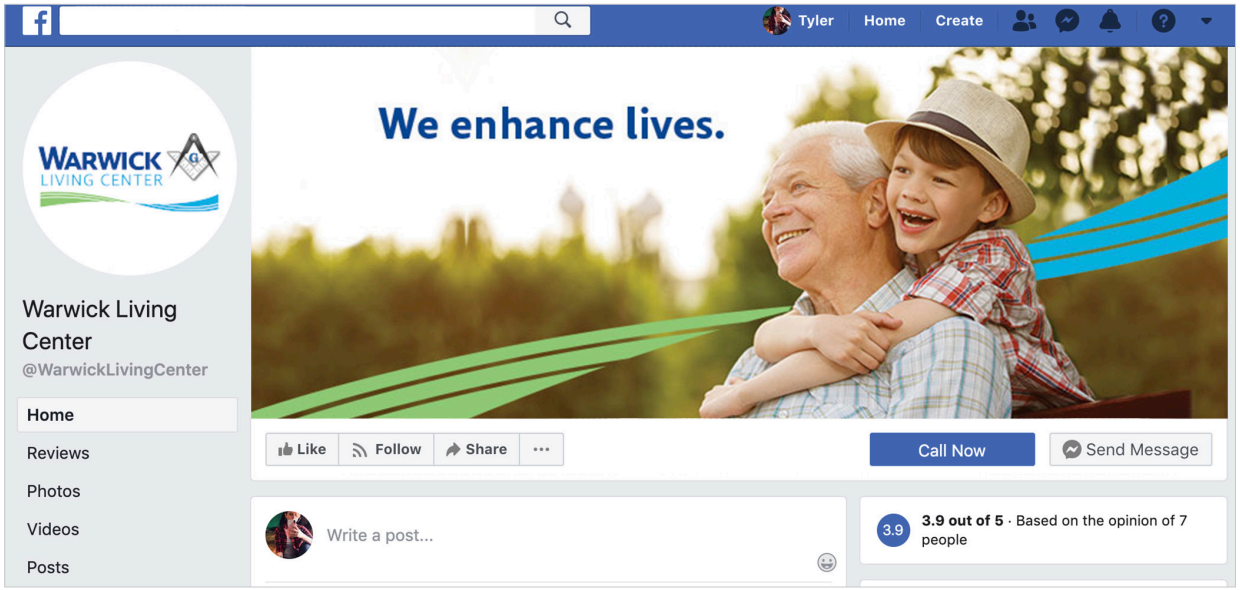
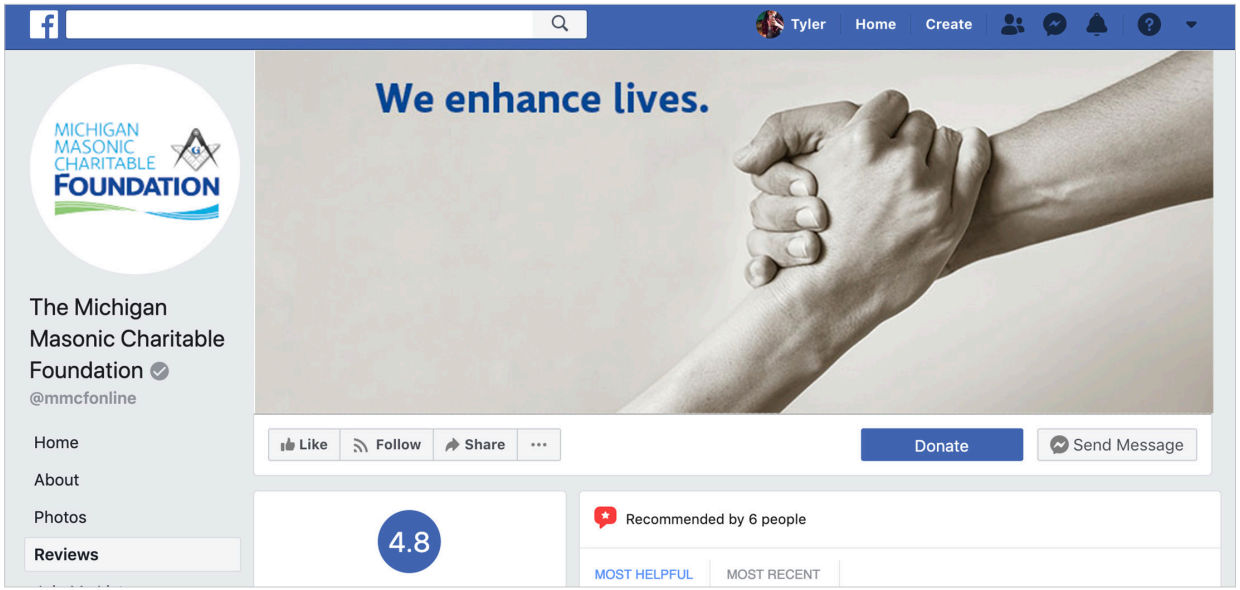
SOCIAL BRANDING

Facebook Cover Photos





SOCIAL BRANDING
Facebook Cover Photos



SOCIAL BRANDING
Facebook Cover Photos