



Pennsylvania Masons

STYLE GUIDE



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PENNSYLVANIA
MASONS

PRIMARY LOGO FULL-COLOR

To be used in most cases.

The three lines seen on the square represent the three degrees of Freemasonry. Negative space shows the compass overlapping the square, adding a three-dimensional effect. The color scheme gives a subtle nod to patriotism and the long history of Pennsylvania Masons.



PRIMARY LOGO ONE-COLOR

Logo can be used in white, black or select primary brand colors listed on p. 12.



HORIZONTAL SECONDARY LOGO

Logo can also be used in white, black or in one of the primary brand colors listed on p. 12.



GRAND LODGE OF PENNSYLVANIA LOGO

This logo is to be used on official communications (example: letterhead) from the Grand Lodge of Pennsylvania, the governing body of Pennsylvania Masons.

1. Primary logo, full-color | 2. Horizontal secondary logo



MASONIC CHARITIES OF PENNSYLVANIA LOGO

This logo is to be used on official communications from the Masonic Charities of Pennsylvania, owned and operated by the Grand Lodge of Pennsylvania (example: annual reports, fundraising efforts, etc.).

1. Primary logo, full-color | 2. Horizontal secondary logo



SAFE ZONE

When placing the logo, leave a margin no smaller than the “M” in “MASONS” on all sides.

Lodge names and numbers, as well as programs, are not part of the Pennsylvania Masons logo, but can be included in context as written copy, using Proxima Nova (see "Typography" section for details).

On collateral (ex. a shirt), when a lodge name and number or program must be listed near the logo, apply the “safe zone” principle above. Place text beneath the logo, mimicking the size, font and color of the word "Pennsylvania."

For design assistance, contact the Public Relations Department at 717-367-1121, ext. 33570 or pr@masonicvillages.org.

Example on p. 9.




PENNSYLVANIA
MASONS
LODGE NO. 551

LOGO MISUSE

A strong brand is applied consistently. It is important that a logo is never altered.

Any alterations should be approved by the Public Relations Department (717-367-1121, ext. 33570 or pr@masonicvillages.org).

X Do not apply a drop shadow or any other effects.



X Do not shrink the logo without maintaining correct proportions.



X Do not stretch the logo without maintaining correct proportions.



X Do not change the colors of the logo.



X Do not separate or rearrange logo elements.*



X Do not add an outline or stroke to the logo.

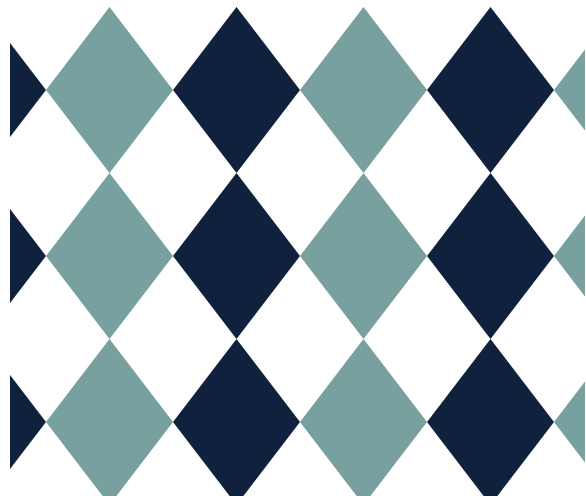
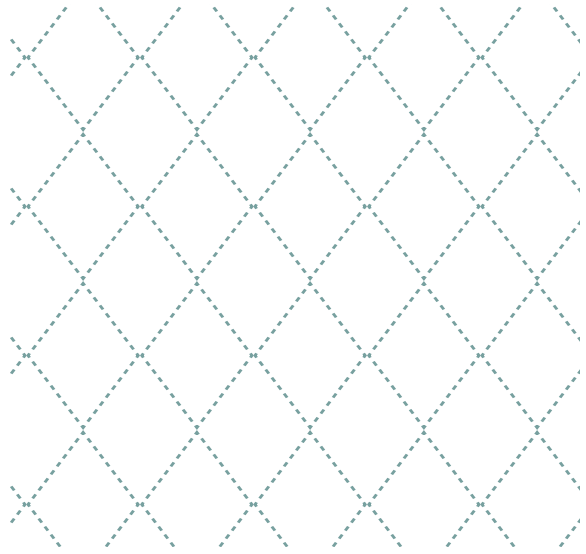


*The square and compasses icon can be used alone as a spot graphic (example: p. 1).

PATTERNS

Patterns are a great way to fill in negative space and add interest to a design.

These official Pennsylvania Masons patterns are used by the Public Relations Department.



Brand Assets

PRIMARY COLOR PALETTE

Our primary colors are Midnight, Tide, Brick and Parchment. **These should be the go-to colors for most brand applications.**

Tints and shades of these colors can be used (only use those noted below), along with white and tints of black.

MIDNIGHT

CMYK: 96, 84, 46, 51
RGB: 18, 35, 63
HEX: 12233e
PANTONE: 533 C



CMYK: 27, 17, 8, 0
RGB: 184, 195, 213
HEX: b8c3d5

TIDE

CMYK: 56, 26, 37, 1
RGB: 120, 158, 157
HEX: 789e9c
PANTONE: 5503 C



CMYK: 88, 57, 66, 62
RGB: 10, 49, 47
HEX: 09312f

BRICK

CMYK: 25, 93, 100, 20
RGB: 160, 47, 34
HEX: a02f21
PANTONE: 484 C



CMYK: 35, 90, 88, 55
RGB: 95, 27, 20
HEX: 5e1b14

PARCHMENT

CMYK: 2, 8, 9, 0
RGB: 247, 232, 224
HEX: f7e8e0
PANTONE: 7604 C



CMYK: 12, 13, 16, 0
RGB: 222, 213, 205
HEX: ded5cd

Brand Assets

SUPPORTING COLORS

There are five supporting colors in the Pennsylvania Masons brand: Flame, Harbor, Barrel and Moss.

The primary colors on p. 12 should be used in most instances. When needed, supporting colors are used in combination with the primary colors.

Tints and shades of these colors can be used (only use those noted below), along with white and tints of black.

FLAME

CMYK: 7, 68, 81, 0
RGB: 228, 114, 67
HEX: e47143



CMYK: 25, 77, 85, 16
RGB: 167, 80, 53
HEX: a74f35

HARBOR

CMYK: 85, 62, 47, 32
RGB: 45, 74, 90
HEX: 2c4a59



CMYK: 67, 49, 24, 8
RGB: 95, 115, 147
HEX: 5e7393

BARREL

CMYK: 38, 57, 86, 25
RGB: 134, 96, 53
HEX: 866035



CMYK: 20, 49, 84, 3
RGB: 199, 136, 68
HEX: c68844

MOSS

CMYK: 36, 37, 82, 7
RGB: 163, 143, 76
HEX: a28e4c

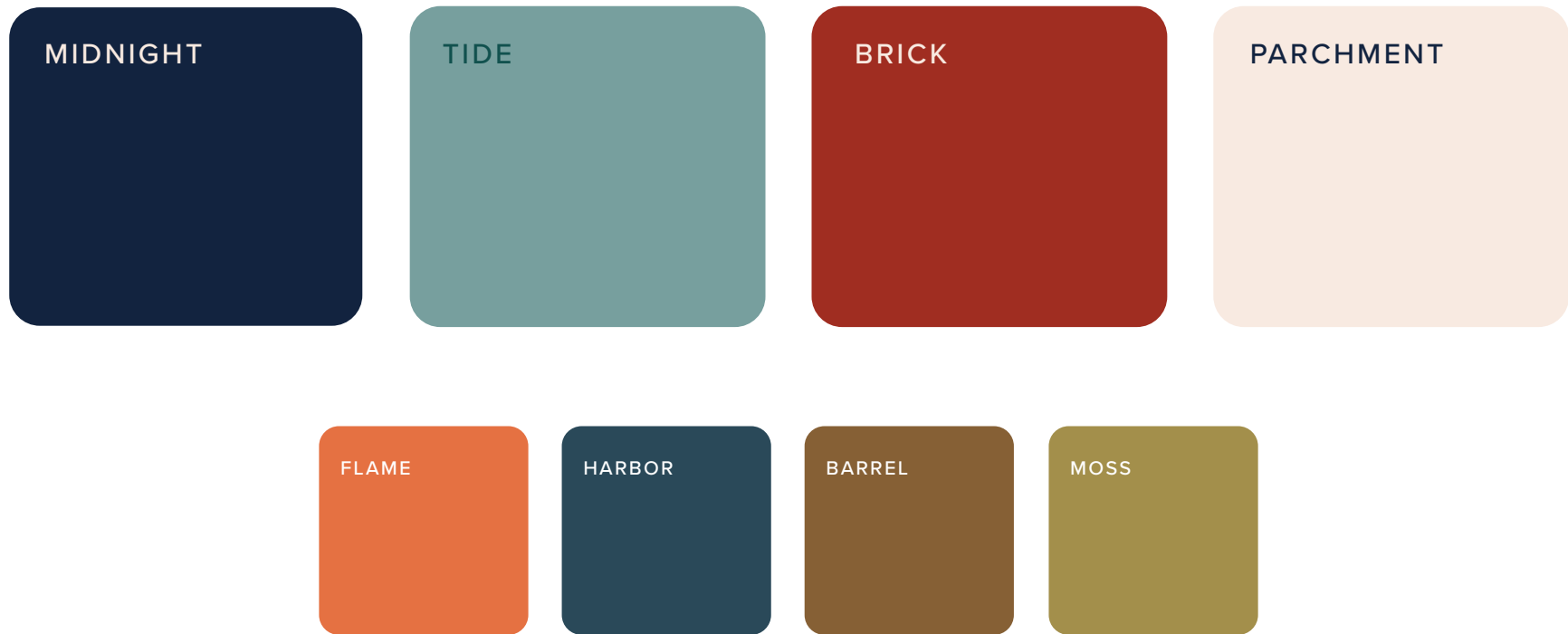


CMYK: 55, 56, 88, 47
RGB: 81, 71, 38
HEX: 514626

Brand Assets

FULL COLOR PALETTE

Use this page as a quick reference for Pennsylvania Mason's full color palette. Please see pages 12 and 13 for best practices.



Headlines

LORA

PROXIMA NOVA

Accent fonts, outside of Lora and Proxima Nova, can be used in mastheads and special headlines to add visual interest to a design. (Examples: a holiday-themed advertisement or using a script font for a formal invitation.)

Only available via:

fonts.adobe.com

fonts.google.com/specimen/Lora

Headline

LORA BOLD, SENTENCE CASE, 0 PT. TRACKING

HEADLINE

LORA BOLD, ALL CAPS, 100 PT. TRACKING

Headline

LORA BOLD ITALIC, SENTENCE CASE, 0 PT. TRACKING

HEADLINE

PROXIMA NOVA BOLD, ALL CAPS, 100 PT. TRACKING

HEADLINE

PROXIMA NOVA BOLD EXTRA CONDENSED, ALL CAPS, 100 PT. TRACKING

Sub-Headlines

LORA

PROXIMA NOVA

Only available via:

fonts.adobe.com

fonts.google.com/specimen/Lora

Subhead

LORA REGULAR, SENTENCE CASE, 0 PT. TRACKING

Subhead

LORA ITALIC, SENTENCE CASE, 0 PT. TRACKING

SUBHEAD

PROXIMA NOVA BOLD, ALL CAPS, 100 PT. TRACKING

SUBHEAD

PROXIMA NOVA LIGHT, ALL CAPS, 100 PT. TRACKING

SUBHEAD

PROXIMA NOVA EXTRA CONDENSED BOLD, ALL CAPS,
100 PT. TRACKING

Body Copy

PROXIMA NOVA

Size maximum for body copy in publications, letters and other direct mail pieces: 11 pt.

Recommended size for web: 18 - 20 px.

To remove orphans and improve readability, balance ragged lines in body copy. Leave ample space between lines and do not set tracking below 0.

Only available via:
fonts.adobe.com

SAMPLE TEXT:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Tortor posuere ac ut consequat semper. Ultricies mi quis hendrerit dolor magna eget est lorem. Sed tempus urna et pharetra. Turpis tincidunt aliquet risus. Curabitur vitae nunc sed velit dignissim sodales ut.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$*&

System Font

CALIBRI

This font should only be used in situations where using Proxima Nova or Lora is not possible.

For example, this font can be used for headlines, sub-headlines and body copy on letterhead or in Microsoft Word/Powerpoint templates to ensure the ability to edit content on all computers.

Calibri can be found on all modern operating systems.

HEADLINE

CALIBRI BOLD, ALL CAPS, 50 PT. TRACKING

Subhead

CALIBRI REGULAR, SENTENCE CASE, 0 PT. TRACKING

SAMPLE TEXT:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Tortor posuere ac ut consequat semper. Ultricies mi quis hendrerit dolor magna eget est lorem. Sed tempus urna et pharetra. Turpis tincidunt aliquet risus. Curabitur vitae nunc sed velit dignissim sodales ut.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$*&

Preferred Use

1a. HEADLINE

Proxima Nova Bold
Tracking: 100 pt.

1b. SUB-HEADLINE

Lora Italic
Tracking: 0 pt.

1c. BODY COPY

Proxima Nova Regular
Tracking: 0 pt.

2a. HEADLINE

Lora Bold
Tracking: 0 pt.

2b. SUB-HEADLINE

Proxima Nova Medium
Tracking: 100 pt.

2c. BODY COPY

Proxima Nova Regular
Tracking: 0 pt.

1a

PROXIMA NOVA

1b

Subhead Lora

1c

Body Copy Proxima Nova Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Tortor posuere ac ut consequat.

2a

Lora

2b

SUBHEAD PROXIMA NOVA

2c

Body Copy Proxima Nova Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Tortor posuere ac ut.

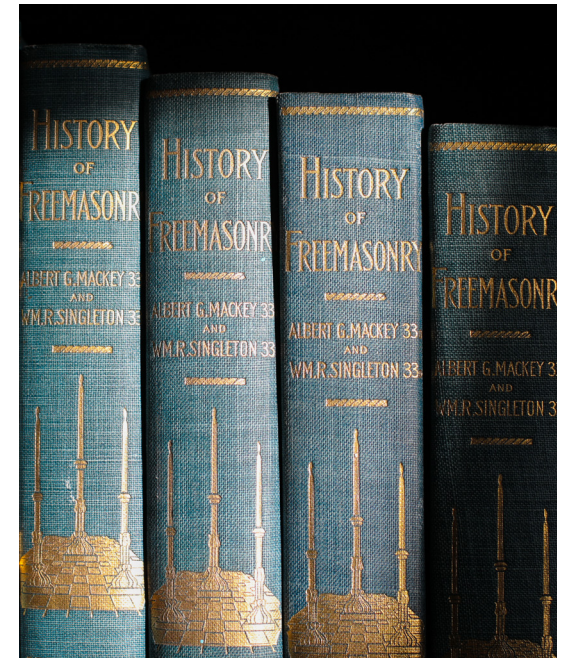
As a rule of thumb, the x-height of the sub-headline should be between 1/3 - 1/2 the size of the x-height of the headline.

Supporting Imagery

PHOTOGRAPHY & GRAPHICS

Photos used are friendly, authentic and warm, displaying an active and diverse fraternity.

Photography and graphics used are high-quality and produced professionally by an approved photographer, purchased via a stock license or downloaded from a source that offers openly licensed imagery. Subjects must grant written permission for their photo to be used via Public Relations' Photo Release Form.



Brand Voice

OUR VOICE

Our voice reflects the genuine, positive and friendly nature of our organization.

Communications are written using Associated Press style.

Lodge names and numbers should be written as follows:

St. John's Lodge No. 115, Philadelphia

Include a lodge's location when it isn't part of the lodge name.

When referring to a member, use the title "Brother" upon first reference only (ex. Brother John Smith).

