



New York Masons

Contents

BRAND MESSAGING	1	BRAND STANDARDS	8	BRAND APPLICATIONS	17
Identity & Mission Statements	2	Logo System	9	Brochures	18
Core Principles	3	Clear Space Requirements	11	Stationery	19
Cardinal Virtues	4	Proportion & Size	12	Website	20
Tagline	5	Incorrect Usage	13	Apparel	21
Brand Voice	5	Color	14	Merchandise	22
Key Messages	7	Typography	15	Communications	24
				Signage	25

Brand Messaging



Brand Messaging

IDENTITY STATEMENT

As New York Masons, we bring men of integrity together in brotherhood. Our common bond is the shared belief that every man can—and should—step into his best self and make a difference in the lives of others.

MISSION STATEMENT

To turn **upstanding men** into **outstanding citizens** through the disciplined practice of Masonic principles and virtues



Brand Messaging

CORE PRINCIPLES

As Freemasons, we believe in:



BROTHERLY LOVE

Fraternity is our backbone and our lifeline. We sustain each other with unwavering support, push each other toward excellence, care for each other's loved ones in times of need, and embrace our many differences.



RELIEF

We cannot grow as individuals or as brothers if we let those around us fall. Acts of charity, community service, and good deeds are expressions of our love for humanity and a path to self-improvement.



TRUTH

Wisdom is a precursor to excellence. We are steadfast in our pursuit of education and the free and open exchange of ideas in order to gain the knowledge and insights we need to be better leaders, community members, and countrymen.



Brand Messaging

CARDINAL VIRTUES

As Freemasons, we strive to embody:

PRUDENCE

Masons demonstrate good judgment.

TEMPERANCE

Masons exercise control over their actions and desires.

FORTITUDE

Masons exhibit strength in the face of adversity.

JUSTICE

Masons practice fairness in all dealings and respect for the laws of our land.



Brand Messaging

TAGLINE

Where Men
Build Meaning

BRAND VOICE

The Grand Lodge of New York is:

- DIGNIFIED
- SINCERE
- PERSONABLE
- ELOQUENT
- CONFIDENT
- FORWARD-LOOKING

The Grand Lodge of New York is not:

- PRETENTIOUS
- SENTIMENTAL
- CASUAL
- VERBOSE
- OVERWROUGHT
- STUCK IN THE PAST



Brand Messaging

BRAND VOICE

- It's important to be unified and consistent in the way you deliver brand messages.
- A brand voice is the personality The Grand Lodge assumes in all communications.
- You have a fairly elevated way of speaking, and we think it will be effective to maintain that moving forward.
- We also appreciate how sincerely you speak about the things you believe in, and urge you to maintain that earnestness.
- But it's important not to push sophistication too far, which could be alienating. When sophisticated language becomes overly ornate and/or poetic, it can also come across as antiquated, and it can be more difficult to comprehend.

In practice, that means evaluating branded communications with the following guidelines in mind:

- **Our writing is clear and straightforward. We use the active voice almost exclusively and indulge in long, complex sentences sparingly and only when necessary.**
- **We choose words that are elevated but not obscure.**
- **We don't use slang, but we aren't so formal or ornate as to sound antiquated. We have a timeless way of speaking.**
- **We write with feeling but don't resort to sappiness or hyperbole.**
- **We focus on the present and future of our organization as opposed to leading with our past.**



Brand Messaging

KEY MESSAGES

- The Grand Lodge of Free and Accepted Masons of the State of New York belongs to the global network of Freemasons—the largest and oldest fraternal order in the world. We are the administrative body that oversees more than 500 Masonic lodges across New York State. Every state in the U.S., the District of Columbia, and many countries around the world have their own sovereign and independent grand lodge that presides over Freemasonry in their respective jurisdiction.
- Freemasonry is a brotherhood, a way of life, and a prescription for strengthening one’s character. There are three stages of Masonic membership: Entered Apprentice, Fellow Craft, and Master Mason. These stages are referred to as “degrees” and correspond with members’ self-development and increased knowledge of Freemasonry. As a man completes each phase of learning, the lodge holds a ceremony to confer his degree.
- While love of country and a belief in a supreme deity are prerequisites of membership, we are neither a religion nor a political party. Men of all faiths and political views are welcome to become Masons, and we do not discuss either topic at Masonic events.
- We are not a charity but, as an organization of righteous men, we are highly charitable.
Our philanthropic efforts include:
 - The Masonic Medical Research Institute, specializing in diagnostics and therapies to cure disease
 - The Masonic Care Community, a senior living facility in Utica, NY
 - Camp Turk, a program for children and teens in the Adirondacks
 - Local efforts to support active-duty and veteran troops
 - And more
- The history of New York’s Grand Lodge dates back to 1782, when its antecedent was granted a written charter from the United Grand Lodge of England, where Freemasonry originated. Many illustrious men have passed through New York’s ranks, including household names like John Jacob Astor, Harry Houdini, and New York City Mayor Fiorello La Guardia. Famous Masons from other jurisdictions include George Washington, Benjamin Franklin, Mark Twain, Louis Armstrong, Winston Churchill, and John Wayne.

Brand Standards



Logo System

LOCKUPS & MARKS

The New York Masons brand logo system is comprised of eight different marks and lockups, each of which is presented in a series of color variations. All marks are variations on a central design, giving the brand flexibility across different applications while maintaining a unified, cohesive identity:

- 1. Wordmark
- 2. Wordmark + Tagline
- 3. Brandmark, Large
- 4. Brandmark, Small
- 5. Horizontal Combination Lockup
- 6. Horizontal Combination Lockup + Tagline
- 7. Overlapping Combination Lockup
- 8. Grand Lodge Seal

The wordmark (1) and horizontal combination lockup (5) are the preferred logos and should be prioritized whenever possible. All other marks should be used in sporadic applications and exist for placements and applications where the primary logos are not ideal due to layout, legibility, or space considerations, or for special supplementary applications. The brandmark should be used in small or special applications where the wordmark is also present (e.g., on the footer of the website). Do not combine the wordmark, brandmark, and/or tagline together into new lockups – use them as separate elements only, or use the existing combination lockups (2,5,6,7).

The Grand Lodge seal (8) should be used by members of Grand Lodge only and its usage requires approval from the Grand Lodge secretary. Contact the Grand Secretary at grandsecretary@nymasons.org for permission prior to incorporating the Grand Lodge seal on any New York Masons communications or collateral.

1. Wordmark



2. Wordmark—Tagline



3. Brandmark—Large



4. Brandmark—Small



5. Horizontal Combination Lockup



6. Horizontal Combination Lockup—Tagline



7. Overlapping Combination Lockup



8. Grand Lodge Seal





Logo System

COLORWAYS

Each of the marks in the identity system is presented in a variety of colorways. This system gives the brand flexibility to address the needs of different applications and achieve a degree of variation while still maintaining uniformity.

Logo elements can be found in the following colorway options:

- 1. Color, Dark:** full color logos for use on light-colored backgrounds such as white or the brand light gray
- 2. Color, Light:** full color logos for use on dark-colored backgrounds such as the brand navy
- 3. Black:** single-color logos containing only pure black; only for grayscale uses on white or light-colored backgrounds when color reproduction is not possible
- 4. White:** single-color logos containing only pure white; for grayscale uses "knocking out" against dark-colored backgrounds when color reproduction is not possible

Note: light and white colorway logos are provided only in file types that allow for a transparent background since they contain white or near-white (2,4).

Note: single-color logos in copper are provided in both a light and dark option, depending on the application background color (1,2).

Note: overlapping combination lockup logos are not provided in white or black versions, please choose a different lockup for grayscale applications.

1. Color—Dark



2. Color—Light



3. Black



4. White

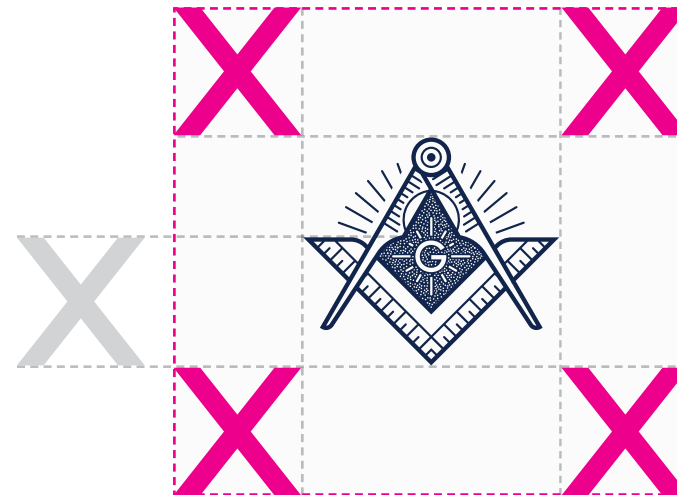




Clear Space Requirements

Any application of the New York Masons logos should be surrounded by clear space equal to *X* to ensure its visibility and impact. For the brandmarks and horizontal lockups, the value of *X* is equal to the vertical height of the square in the square & compass mark. For the wordmark, the value of *X* is equal to the height of the vertical line at the left side of the logo.

No design elements of any kind (type, photo, graphic, etc.) should come any closer to the perimeter of the logo than *X*. Note: the actual distance of *X* is relative and will change depending on how large or small the logo is scaled.





Proportion & Size

PROPORTION

Logos should always be kept in proportion to maintain their integrity. If you need to scale a logo, always constrain proportions so the height and width are scaled together. Never scale up a raster version of the logo (e.g., .jpg) to be larger than its original size; if a larger version of the logo is required, use a vector version (e.g., .eps). Always use the approved logo files.

SIZE

Designers should use discretion when determining how large or small the logo should be relative to the page size. However, in order to maintain legibility and clarity, logos should never be used at sizes smaller than the provided minimum values.



- WORDMARK**
Minimum Size
• Print: 1" wide
• Screen: 70 px wide



- HORIZONTAL LOCKUP**
Minimum Size
• Print: 2" wide
• Screen: 145 px wide



WHERE MEN BUILD MEANING

- WORDMARK—TAGLINE**
Minimum Size
• Print: 1.5" wide
• Screen: 100 px wide



WHERE MEN BUILD MEANING

- HORIZONTAL LOCKUP + TAGLINE**
Minimum Size
• Print: 2" wide
• Screen: 145 px wide



- BRANDMARK—LARGE**
Minimum Size
• Print: 1.5" wide
• Screen: 110 px wide



- OVERLAPPING LOCKUP**
Minimum Size
• Print: 2" wide
• Screen: 145 px wide



- BRANDMARK—SMALL**
Minimum Size
• Print: 0.5" wide
• Screen: 110 px wide



- GRAND LODGE SEAL**
Minimum Size
• Print: 1.5" wide
• Screen: 120 px wide



Incorrect Usage

1. Do not obstruct the logo with any graphic or image.
2. Do not add a drop shadow, inner glow or any other effect to the logo.
3. Do not scale the logo disproportionately so that it is wider, taller, thinner, or thicker than the approved proportions.
4. Do not change the font or recreate the logo in any way.
5. Do not make any part of the logo any other color than those outlined in the brand standards.
6. Do not combine the logo with additional type to make a new logo.
7. Do not change the color of a "dark" logo to use on a light background or vice versa; always use the appropriate file.
8. Do not combine the logo with any other logos.
9. Do not rotate the logo.
10. Do not place the logo onto a background that is too light or dark to achieve substantial contrast.





Color

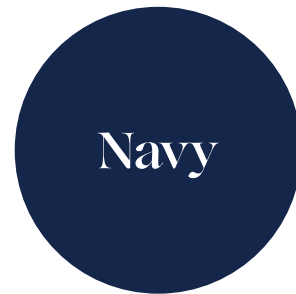
The color palette for the New York Masons brand consists of navy, copper, and gray. Navy is the primary brand color and copper should be reserved for accents.

Use only these specific color values for any and all brand applications.

- Use the Pantone (PMS) color values for any high-quality, professionally printed brand collateral piece or any application requiring a “spot color.”
- Use the CMYK color values for all other printed materials, including anything printed in house.
- Use the RGB/Hex color values for anything intended to be viewed on a screen or monitor, such as your website, social media, email, video, etc.

Refer to the notes provided with the logo files for further explanation of appropriate usage for each color mode and file format.

Primary Brand Palette



PMS: 655 C
CMYK: C100 M73 Y0 K61
RGB: R21 G37 B73
HEX: #152549



PMS: 8022 C (Metallic)
CMYK: C33 M55 Y65 K12
RGB: R158 G118 B90
HEX: #9E765A



PMS: Cool Gray 2 C—40% Tint
CMYK: C6 M4 Y3 K0
RGB: R235 G235 B235
HEX: #EBEBEB

Secondary Palette



PMS: Cool Gray 7 C
CMYK: C38 M29 Y24 K5
RGB: R152 G154 B165
HEX: #989AA5



PMS: Cool Gray 7 C—50% Tint
CMYK: C22 M16 Y15 K0
RGB: R203 G204 B210
HEX: #CBCCD2



Typography

PRIMARY

The New York Masons brand utilizes the following typeface families: Ogg, Centra No.2, and Adobe Caslon Pro.

Ogg, by Sharp Type (NYC), is a decorative, modern serif typeface with unique calligraphic qualities, inspired by New York calligrapher Oscar Ogg, and was used in the creation of the New York Masons wordmark. Centra No.2, also by Sharp Type, is a contemporary geometric sans-serif typeface. Adobe Caslon Pro is a modern revival of a traditional serif typeface, based on the work of 18th century typographer William Caslon.

Headlines should be set in either Ogg Bold, title or sentence case, with tracking (space between letters) set to +20; or in Centra No. 2 Medium, all caps, with tracking set to +80. There should be ample space between headlines and subheadlines, and subheadlines and body copy. Headlines should be 2 to 3 times larger than body copy.

Subheadlines should be set in either Centra No. 2 Medium, all caps, with tracking set to +80.; or Ogg Text Bold, sentence or title case, with tracking set to +20; and should be approximately 1.5 times larger than body copy.

Body copy should be set in Adobe Caslon Pro Semibold or Regular, in sentence case, 9 to 11 pt., with tracking set to 0. Leading (space between lines) should be approximately 1.5 times greater than the type size, with paragraph spacing set to approximately 0.125 inches.

Ogg and Centra No. 2 are available to purchase at: sharptype.co

Adobe Caslon Pro is available to sync to your computer, via Adobe Fonts at: fonts.adobe.com/fonts/adobe-caslon

Headlines

Ogg Bold

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqr**stuvwxyz 1234567890**

CENTRA NO2 MEDIUM

ABCDEFGHIJKLMN**OPQRSTUVWXYZ 1234567890**

Subheadlines

CENTRA NO2 MEDIUM

THE QUICK BROWN FOX JUMPS OVER
THE LAZY DOG 1234567890

Ogg Text Bold

The quick brown fox jumps over
the lazy dog. 1234567890

Body Copy

Adobe Caslon Pro, Semibold

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In sollicitudin lectus vel ipsum pulvinar sollicitudin. Proin sit amet vehicula lorem.

Aliquam non ipsum ut enim mollis rutrum a et ligula. Vestibulum dapibus finibus euismod.

Adobe Caslon Pro, Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In sollicitudin lectus vel ipsum pulvinar sollicitudin. Proin sit amet vehicula lorem.

Aliquam non ipsum ut enim mollis rutrum a et ligula. Vestibulum dapibus finibus euismod.



Typography

ALTERNATES

To make the New York Masons brand more accessible to members who may not be able to license the primary brand typefaces, a set of alternate faces that are free to download and use have been chosen from Google Fonts. The primary brand typography is preferred whenever possible, but the following alternate faces may be used when properly licensed primary brand fonts are not available.

Headlines may be set in either Lusitana Bold, title or sentence case, with tracking (space between letters) set to +0; or in Poppins Semibold, all caps, with tracking set to +50. There should be ample space between headlines and subheadlines, and subheadlines and body copy. Headlines should be 2 to 3 times larger than body copy.

Subheadlines may be set in either Poppins Semibold, all caps, with tracking set to +50.; or Lusitana Bold, sentence or title case, with tracking set to 0; and should be approximately 1.5 times larger than body copy.

Body copy may be set in Lusitana Regular, in sentence case, 9 to 11 pt., with tracking set to 0. Leading (space between lines) should be approximately 1.5 times greater than the type size, with paragraph spacing set to approximately 0.125 inches.

The Lusitana font family is available from Google Fonts at: fonts.google.com/specimen/Lusitana

The Poppins font family is available from Google Fonts at: fonts.google.com/specimen/Poppins

Headlines

Lusitana Bold

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu**vwxyz 1234567890**

POPPINS SEMIBOLD

ABCDEFGHIJKLMN**OPQRSTUVWXYZ 1234567890**

Subheadlines

POPPINS SEMIBOLD

**THE QUICK BROWN FOX JUMPS OVER
THE LAZY DOG 1234567890**

Lusitana Bold

**The quick brown fox jumps over
the lazy dog. 1234567890**

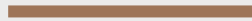
Body Copy

Lusitana, Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In sollicitudin lectus vel ipsum pulvinar sollicitudin. Proin sit amet vehicula lorem. Aliquam non ipsum ut enim mollis rutrum a et ligula. Vestibulum dapibus finibus euismod. Suspendisse vitae lectus congue, sagittis magna sed, cursus lacus.

Etiam quis massa scelerisque, feugiat est ac, condimentum arcu. Cras consectetur sollicitudin metus. Donec vitae auctor sapien. Mauris lacinia ligula quis orci semper, et vulputate sem posuere.

Brand Applications





Brand Collateral

BROCHURES

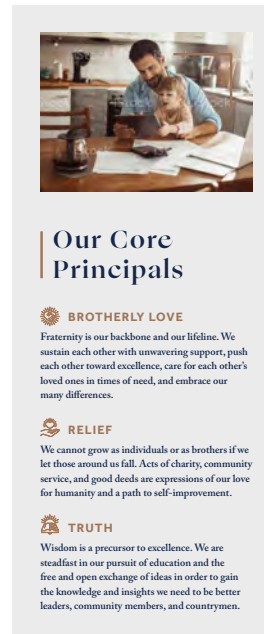
A trifold brochure design has been created as part of the New York Masons brand refresh. The brochure measures 4.7" w x 8.5" h when folded and 14" w x 8.5" when flat. Layout conventions and design styles from this piece should inform all future print brand collateral.

It is recommended that brochures and all brand collateral be professionally printed on a high-quality paper line, such as Accent Opaque.

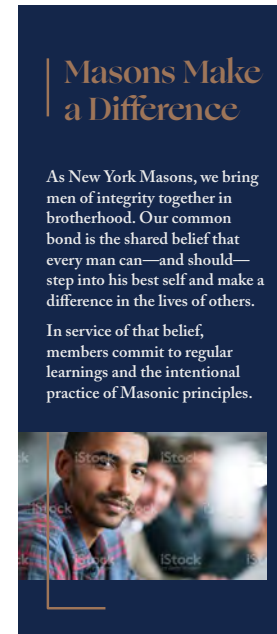
Please contact Block Club for print management, printing recommendations, or if you require major revisions to brochure designs.



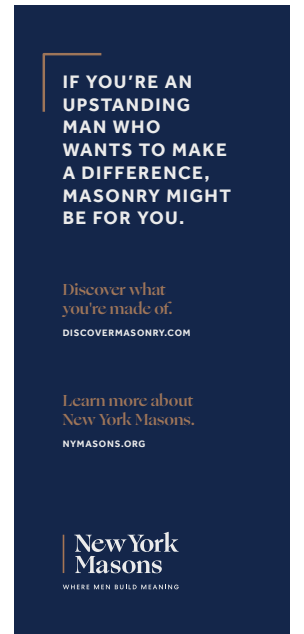
Front Cover



Inside Cover



Interior Spread



Back Cover



Brand Collateral

STATIONERY

A stationery set consisting of a business card and letterhead template has been created as part of the New York Masons brand refresh.

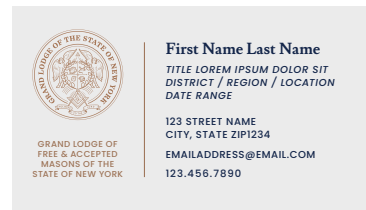
For each, there is a template for official Grand Lodge members which includes the Grand Lodge seal, as well as layout options for regular members, both with and without a lodge seal.

It is recommended that stationery and all brand collateral be professionally printed on a high quality paper line, such as Accent Opaque.

Templates specifically prepared for stationery creation can be found at nymasons.org.

Please contact Block Club for print management, printing recommendations, or if you require major revisions to stationery design templates.

Business Card—Front



Option 1—Grand Lodge Seal



Option 2—Other Lodge Seal



Option 3—Two Seals

Business Card—Back



Card Back Option 1

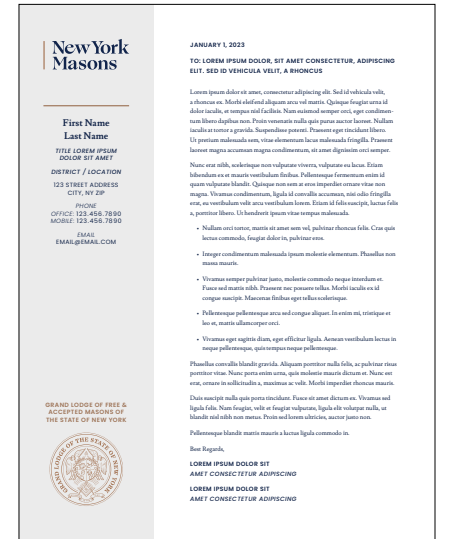


Card Back Option 2 w/ Grand Honors Introduction

Letterhead



Option 1 - No Seal



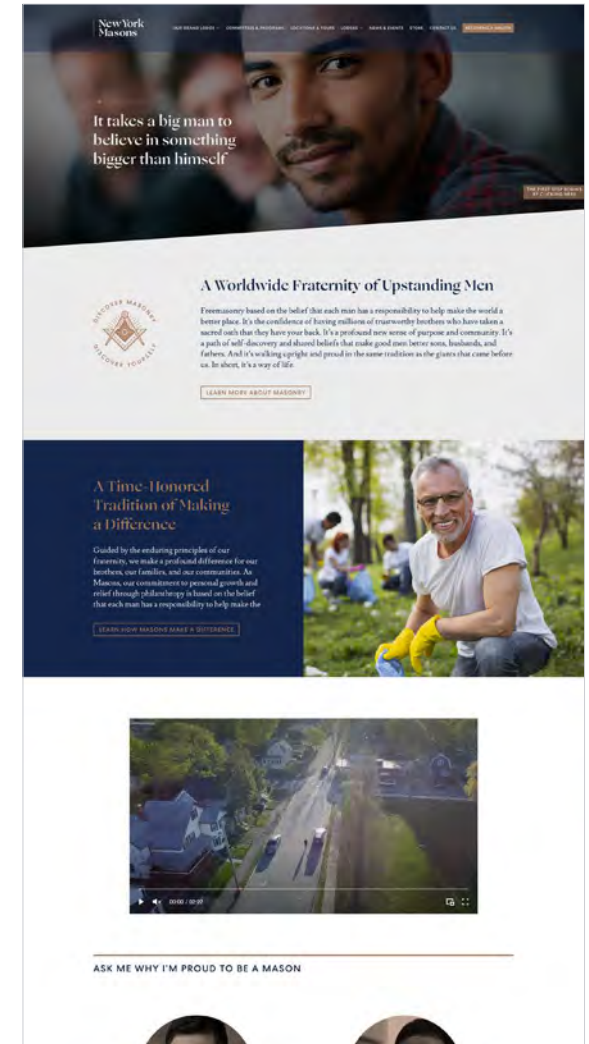
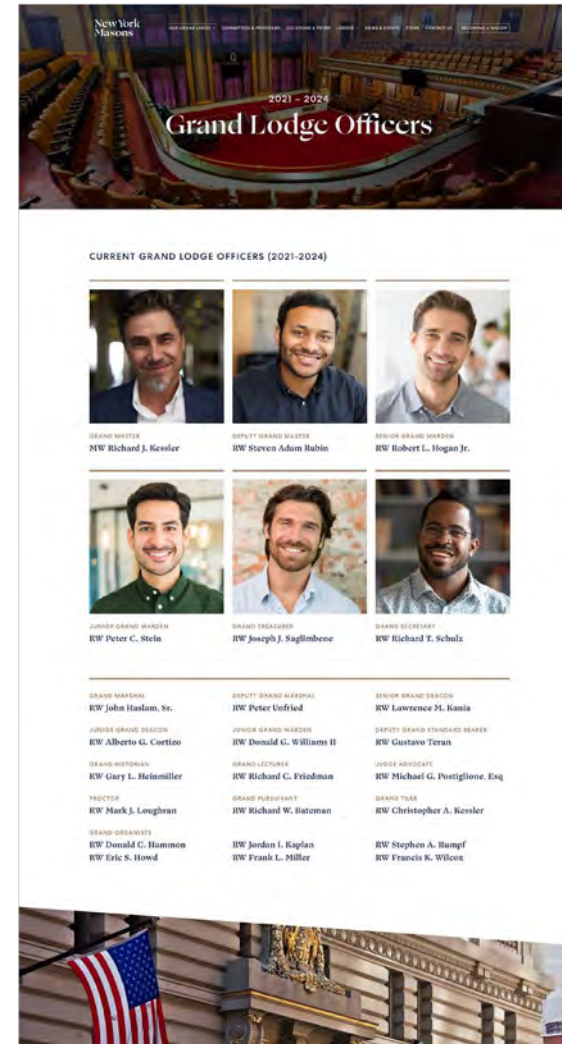
Option 2—Grand Lodge Seal



Brand Collateral

WEB DESIGN

A preliminary website design and web standards have been prepared as an extension of the refreshed New York Masons brand. These designs should serve as a guide in the development of future New York Masons web and digital brand applications. A web standards guide has been prepared and can be found at nymasons.org.





Brand Collateral

APPAREL

A series of apparel designs for polo shirts, crew-neck, sweatshirts, hooded sweatshirts, and zip-up sweatshirts have been prepared as an extension of the refreshed New York Masons brand. These designs should serve as a guide in the creation of all future New York Masons branded apparel. Official logos and art files prepared specifically for apparel orders can be found at nymasons.org.

Apparel should be produced on a high-quality shirt line, such as AS Colour shirts. For screen printing, Positive Approach Press in Buffalo, NY is the recommended vendor.

For more information, visit ascolour.com or contact orders@positiveapproachpress.com.





Brand Collateral

MERCHANDISE

A series of sticker designs have been prepared as an extension of the refreshed New York Masons brand. These designs should serve as a guide in the creation of all future New York Masons brand collateral. Official logos and art files prepared specifically for stickers can be found at nymasons.org.

Sticker Mule is the recommended vendor for producing stickers and bumper stickers. Ordering information can be found at stickermule.com.



Rectangular Bumper Sticker Design Options



Round Sticker Design Options



Brand Collateral

MERCHANDISE

A coffee mug and felt banner have been designed as an extension of the refreshed New York Masons brand. These designs should serve as a guide in the creation of all future New York Masons branded merchandise. Official logos and art files prepared specifically for merchandise orders can be found at nymasons.org.

Oxford Pennant is the recommended vendor for producing felt banners. Ordering information can be found at oxfordpennant.com.



Coffee Mug Design Options



Felt Championship Banner Design Options



Brand Collateral

COMMUNICATIONS

A series of templates for posters, flyers, and social media graphics have been prepared as part of the New York Masons brand refresh.

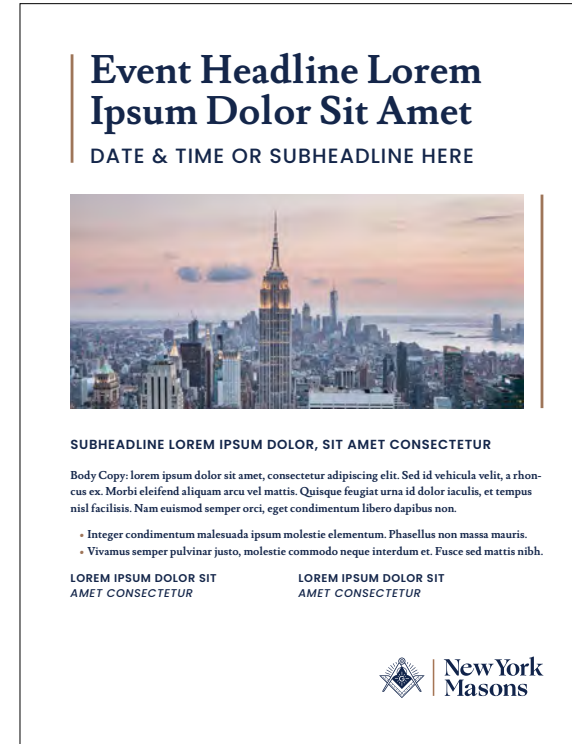
For each flyer, there is a template for official Grand Lodge correspondence which includes the Grand Lodge seal, as well as layout options for constituent lodges both with and without a lodge seal.

Flyers should always be created using professional graphic design layout software and should be saved as high-resolution images. Do not post screenshots or low-resolution reproductions of circulated flyers.

These designs should serve as a guide in the creation of all future communications materials. Templates and source files for flyers and all other brand collateral can be found at nymasons.org.



Digital Flyer Example—Grand Lodge



Print Flyer Example



Social Media Graphic Examples



Brand Collateral

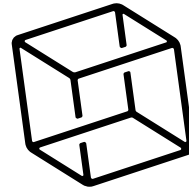
SIGNAGE

A signage template has been designed for individual lodges to use. This template is meant for a 3' x 8' retractable banner.

A template prepared specifically for customized lodge signage can be found at nymasons.org.

Zoom Copy is the recommended vendor for producing retractable signage banners. Ordering information can be found at zoomcopy.com.





Please contact Block Club directly with any questions
pertaining to this document or appropriate brand applications.

BLOCK CLUB 729 MAIN STREET BUFFALO, NY 14203 716.312.4000 BLOCKCLUB.CO