

INDIANA FREEMASONS | GRAND LODGE OF INDIANA

Brand Guidelines

Adapted from SCOTTISH RITE NORTHERN MASONIC
JURISDICTION Not Just a Man Campaign | v0.02 DRAFT | June 2020

**THE GRAND LODGE
OF INDIANA**
Free & Accepted Masons



NOT JUST A MAN. A MASON™

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SEAL

INDIANA GRAND LODGE

Full Color

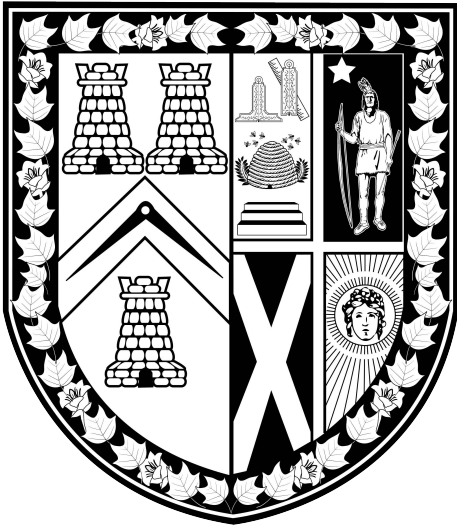
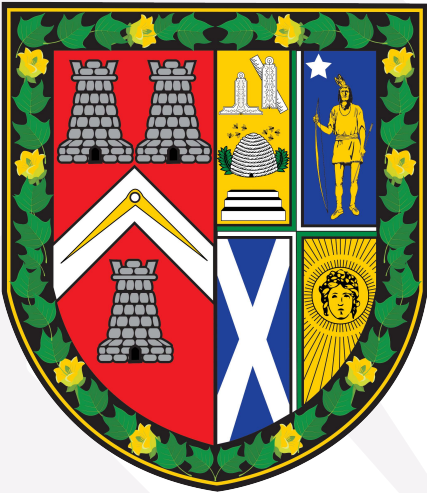
INGL SEAL



Black & White



INGL LOGO (ARMS)



The Seal and Logo of the Grand Lodge of Indiana is reserved for use on official communications from the Grand Lodge of Indiana to Freemasons including other Jurisdictions. This logo should not be used in marketing collateral directed at non-Masons.

THE GRAND LODGE OF INDIANA

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GL Square Logo



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Mark & Slogan



Mark Only

When in doubt, use a version of this logo. The Indiana Public Mark should be used when identifying an activity specific to Freemasonry in Indiana in a public space that is highly likely to be viewed by non-Masons outside the State of Indiana. This includes the website and social media.



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The Square & Compass Logo may be used on any communications that are expected to remain within the State of Indiana.

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Blue

CMYK 99/89/00/07

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Golden

CMYK 00/35/99/18

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Maroon

CMYK 13/96/26/52

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White Reverse

Brand marks should only be reproduced in approved logo colors.

*Use with all brand marks.



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Do not change colors of logo to non-approved logo colors.



NOT JUST A MAN. A MASON.™

Do not mix and match logo colors in non-approved combinations.



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Do not use logo in combination with colors that impair its legibility.

Brand marks should only be reproduced in approved logo colors.



Do not stretch, squish or distort the logo.



Do not rotate the logo.



Do not size logo as separate elements.



Do not flip the logo.

Always scale logos proportionately as a unit.



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Vector logo at 200%

Vector-based file formats:

Adobe Illustrator Document (Filename .ai)

Adobe Illustrator EPS (Filename .eps)



NOT JUST A MAN. A MASON™

Raster logo at 200%

Raster-based file formats:

Adobe Photoshop Document (Filename .psd)

Windows Bitmap (Filename .bmp) Compuserve

GIF (Filename .gif)

JPEG (Filename .jpg)

TIFF (Filename .tif)

PICT (Filename .pct)

File Formats

Vector-based logo art is the preferred file format for all print media. Raster-based logo art can be created from vector files and used for online and broadcast media platforms.

Vector vs. Raster Image

Vector-based artwork should be used to maintain image quality when scaling and reproducing logos.

COLOR PALETTE

PANTONE 7659 C

PRIMARY COLOR - INGL

CMYK 32/75/00/64

RGB 56/13/62

HEX #370C3E

PANTONE 2118 C

PRIMARY COLOR - LODGE

CMYK 99/89/00/07

RGB 52/53/121

HEX #343579

PANTONE 1235 C

SECONDARY COLOR

CMYK 00/35/99/18

RGB 255/184/28

HEX #FFBB1C

40% BLACK

NEUTRAL

CMYK 00/00/00/40

RGB 153/153/153

HEX #999999

WHITE

NEUTRAL

CMYK 00/00/00/00

RGB 255/255/255

HEX #FFFFFF

PMS 216 C

SECONDARY COLOR

CMYK 13/96/26/52

RGB 125/34/72

HEX #7D2248

This color palette, based on the Scottish Rite palette, will be used to pull the history of Freemasonry into the viewer's mind. In keeping with the tradition of Craft Freemasonry, Lodges and communications focused on non-Masons will anchor their palette with blue accompanied by gold, gray, white and maroon where Grand Lodge will anchor with Purple.

Brand Font

Charter Black

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789
!@/#\$%^&;”[]*,.

AaBbCc0123

Secondary

Note: May Sub Charter BT

Perpetua

—

Regular **Bold**

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz
0123456789
!@/#\$%^&;”[]*,.()-+<=>

Body Text

Source Sans Pro

—

Regular **Semibold**

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz
0123456789
!@/#\$%^&;”[]*,.()-+<=>

GRAPHIC ELEMENTS



Alternative square & compass may be used as a graphic element. Typically used as a watermark and supporting element on campaign materials.

ADVERTISING GUIDELINES

LANDSCAPE FORMAT - TEMPLATE ELEMENTS

SQUARE & COMPASS GRAPHIC

SUPPORTING HEADLINE
Perpetua Regular / All Caps

HEADLINE
Charter Black

URL
Perpetua Regular

EXAMPLE LODGE #1234 | SOMEWHERE , IN

Not just a man.
A Mason.

indianafreemasons.com

PHOTOGRAPHY



CAMPAIGN LOGO

This outlines the elements that may or may not be customized for specific needs. The elements called out in Magenta should appear exactly as they are provided in the template. Elements called out in Cyan may be customized to communicate your unique message.

SUPPORTING HEADLINE

Perpetua Regular / All Caps

LODGE SEAL / LOGO

Lodge Seal must be not be larger than the IN Freemasons Campaign Logo

ADVERTISING GUIDELINES

LANDSCAPE FORMAT - TEMPLATE ALIGNMENT

CLEAR SPACE



This outlines the alignment of elements to create space and enhance legibility. Direction called out in Magenta provides spacial guidance and reinforces hierachy among elements. Guidelines in Yellow assist to ensure that elements do lie too closely to the edge, especially when referring to printed pieces.

CLEAR SPACE

Clear Space between the Supporting Headline and Headline should match height of lowercase letters.

ADVERTISING GUIDELINES

PORTRAIT FORMAT - TEMPLATE ELEMENTS

SQUARE & COMPASS GRAPHIC

SUPPORTING HEADLINE
Perpetua Regular / All Caps

HEADLINE
Charter Black

URL
Perpetua Regular

PHOTOGRAPHY



CAMPAIGN LOGO

This outlines the elements that may or may not be customized for specific needs. The elements called out in Magenta should appear exactly as they are provided in the template. Elements called out in Cyan may be customized to communicate your unique message.

SUPPORTING HEADLINE
Perpetua Regular / All Caps

LODGE SEAL / LOGO
Lodge Seal must be not be larger than the SRNMJ Campaign Logo