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Notice

This is a continuously working document. The leadership and supporting teams may add additional sections and pages as we grow and refine our brand.

This is Version 1.0, September 2018
Our Mission

We will strive to be a Fraternity that fulfills our Masonic Obligation to Care for our members.

Our Brand Goals

Establish Consistency

We now have one identity to avoid any confusion with Scottish Rite, Northern Masonic Jurisdiction.

Modernization

We developed high-quality graphics for use on small and large scale formats.

Inspire Creativity

With an established brand, our vision is to encourage creativity and open doors for new styles of advertising.
Our Eagle has become a primary part in our identity both internally and externally. Rooted in symbolism, we developed the identity to reference parts of our degree work, number of degrees and stories associated with our organization.

- PRIMARY LOGO
- CLEAR SPACE
- SCALABLE OPTIONS
- ONE COLOR EAGLE
- INTERNAL LOGOS
- LOGOTYPE
- LOGOTYPE OPTIONS
- LOGOTYPE DO’S & DON'TS
Our Brand

As a major part of our identity, we have cleaned up our Eagle for a crisp, clean and modern look to use on both traditional collateral as well as new and innovative advertising solutions.
**Clear Area**

The logo should be given adequate space on all four sides of the Eagle and logotype. By allowing a space equal to the O in Scottish, we maintain a margin of open space to avoid any overlap.
Our Primary Mark

Scalable Options

Though we prefer the Eagle design on the previous page, we understand that due to the high detail on our Eagle, certain types of production and printing may be impossible or cause for an issue in quality.

If that is the case, use the Eagle to the right depending on size. The smaller the Eagle gets, the less detail is included in the mark.
Our Eagle - One Color

An an alternative to the full color Eagle, we are providing a one color option that can be used on internal and external communications.
Scottish Rite

Northern Masonic Jurisdiction
Logotype

Our work is associated with who we are. Our namesake is a huge part of our story and we want to make sure we stand out.

The logotypes in this styleguide were developed with a design strategy to use both the Eagle and logotype, just the logo type and just the eagle depending on the material.

We will also be offering custom Valley logotype options in the near future. Please contact the team at Brandi@SRNMJ.org for specific visual design needs.
Logotype Options

The logotypes to the left are additional options that can be used with our brand. Unless otherwise approved, the logotypes noted in this document are the only ones that are acceptable to use when associating with our Eagle.
Like any strong brand, we must work within guidelines to maintain the integrity of the identity system.

Unless approved within this document, do not alter our primary logotype besides what is seen in the purple section on the right.

Some examples of improper use of the logotype is in the gray section. Stay away from altering the graphic.
A strong typographic base lends itself to a strong brand. Our font selection was chosen for its clean, yet modern glyphs that can be used

- DISPLAY FONT
- HEADLINE FONT
- BODY COPY FONT
- SYSTEM FONT

Typography
Typography

Rafaella, our decorative font which our Logotype is based off of is a premium licensed font. Purchasing this font is not required to use on internal or external items. Instead, it’s a secondary element for the brand.

It should only be used in very specific executions where the headline or body copy font does not fit stylistically. It should only be used as a display font and never as a body copy option.

A license can be purchased at the link below:
myfonts.com/fonts/argentina-lian-types/rafaella/

OUR MARK ON HISTORY

AA

AAABBCCDDDEFFGGHHIIJJKK
AAABBCCDDDEFFGGHHIIJJKK
0123456789!@#$&*
Typography
Heading Font | Lora

Lora is an elegant but modern serif typeface that acts as our heading font.

This font can be used for headings, emphasized quotes, large tag lines and areas where you want to highlight the text.

As an open source Google-hosted font, Lora can be downloaded for free at ScottishRiteNMJ.org/Brand and found at fonts.google.com/specimen/Lora

Our Mark on History

Aa

AaBbCcDdEeFfGgHhIiJjKk AaBbCcDdEeFfGgHhIiJjKk AaBbCcDdEeFfGgHhIiJjKk AaBbCcDdEeFfGgHhIiJjKk 0123456789!@%^&*
Typography
Body Copy Font | Nunito Sans

Nunito Sans is a sans-serif font option that ranges in weight for multiple different uses.

This font can be used for body copy text on both print and digital executions.

As an open source Google-hosted font, Nunito Sans can be downloaded for free at [ScottishRiteNMJ.org/Brand](ScottishRiteNMJ.org/Brand) and found at [fonts.google.com/specimen/Nunito+Sans](fonts.google.com/specimen/Nunito+Sans)

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Our Mark on History

Aa

AaBbCcDdEeFfGgHhIiJjKk
AaBbCcDdEeFfGgHhIiJjKk
AaBbCcDdEeFfGgHhIiJjKk
AaBbCcDdEeFfGgHhIiJjKk
AaBbCcDdEeFfGgHhIiJjKk
0123456789!@#$%^&*
Typography
System Font | Calibri Light

Calibri Light is our system font, which is used within Microsoft Powerpoint and Word. It is an alternative to Nunito Sans when circumstances call for it.

Though it is preferred that we use Nunito Sans, we understand there are limitations of downloading and gaining access to that specific typeface.

Our Mark on History
Aa

AaBbCcDdEeFfGgHhIiJjKk
0123456789!@#$%^&*
For many years, we have associated purple and gold with our brand. We have expanded the color palette with some additional color options.
**Color**

**Primary Color Palette**

With our brand purple and gold in the forefront of our color palette, the additional colors offer a bold, yet varying option to utilize when developing communication and promotional deliverables.

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary</td>
<td>73.88, 44.49</td>
<td>0.30, 100.0</td>
<td>#3D2140</td>
</tr>
<tr>
<td>Neutral</td>
<td>75.62, 50.35</td>
<td>42.32, 28.0</td>
<td>#4A4A54</td>
</tr>
</tbody>
</table>

These options act as secondary options to provide a neutral tone. The darkest works well as font color and the lightest is a nice off-white option to add layers to your design.

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neutral</td>
<td>74.0, 75.0</td>
<td>46.18, 115</td>
<td>#EBE773</td>
</tr>
<tr>
<td></td>
<td>70.0, 14.0</td>
<td>0.19, 216</td>
<td>#00BFBA</td>
</tr>
<tr>
<td></td>
<td>0.86, 67.0</td>
<td>251.74, 48</td>
<td>#FB4A30</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neutral</td>
<td>0.0, 30, 100</td>
<td>255.185, 8</td>
<td>#FFB907</td>
</tr>
<tr>
<td></td>
<td>13.10, 10.0</td>
<td>219.219, 219</td>
<td>#EBEBEB</td>
</tr>
<tr>
<td></td>
<td>2, 1, 1.0</td>
<td>247.248, 249</td>
<td>#FFFFF7</td>
</tr>
</tbody>
</table>
As a social brand, our social image and identity is just as important as our logo on a letterhead.

It is very important to remember that when updating your social account imagery to use our approved Eagle and logotype.
The exciting part of brand develop comes with seeing the potential an identity system holds. This section will outline some currently live and some inspirational use-cases of our brand identity.

- LETTERHEAD & BUSINESS CARDS
- APPAREL
- PRESENTATION DECKS
- ADVERTISING

Collateral
Dear Friend,

This is the standard letterhead template given to employees, members, and volunteers of Scottish Rite, N.J. When adjusting this template, please verify that the information in the top right reflect your own information and save the file as a template. All other future edits should be made from the template, to ensure that you don’t overwrite the original.


All the best,

[Signature]

[Name]

[Title]