

Branding Standards

MASONIC LIBRARY & MUSEUM

Logo

The logo is the stamp of approval for all communications that carry its brand. The logo should always be consistent and the dominant graphic so as to not confuse the audience of the origin of the material. The logo is not altered in order to associate consistency and strength to its message.



Scale Guidelines

Optimal size = 1.5" x 2.5"
Minimum size for legibility = 1"x1.5"

File Types

CMYK (vector, raster) EPS, JPG
Black (vector, raster) EPS, JPG, TIFF
Inverse White (vector, raster) EPS



Brand Colors



Brand Variations



Accompanying Graphic (logo element)

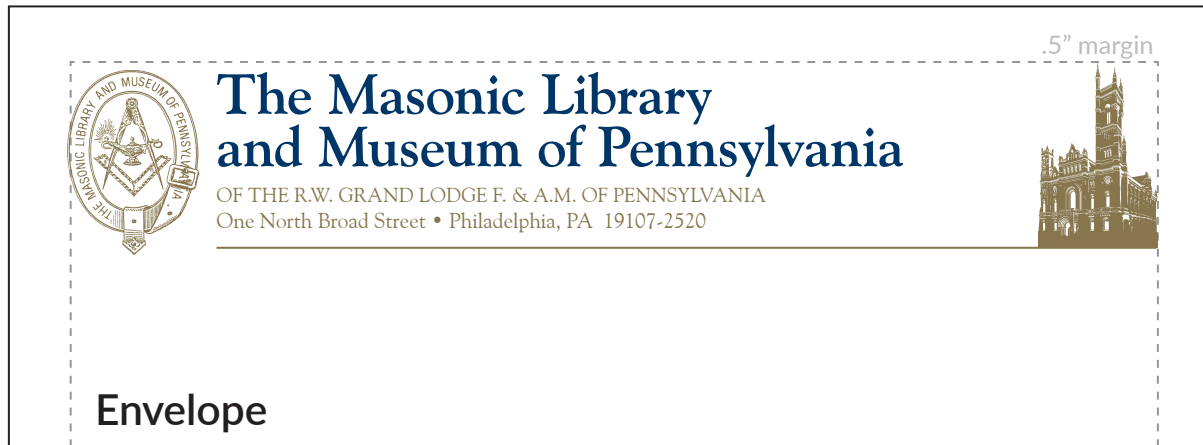
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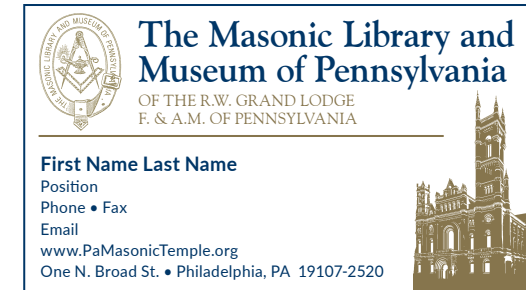
Correspondence

All correspondence materials are bound to the need for consistency in speaking for the organization and not the individual. Each voice is an element of unity for the whole of the organization. Font choices are Goudy Old Style for serif and Helvetica/Arial for san serif.

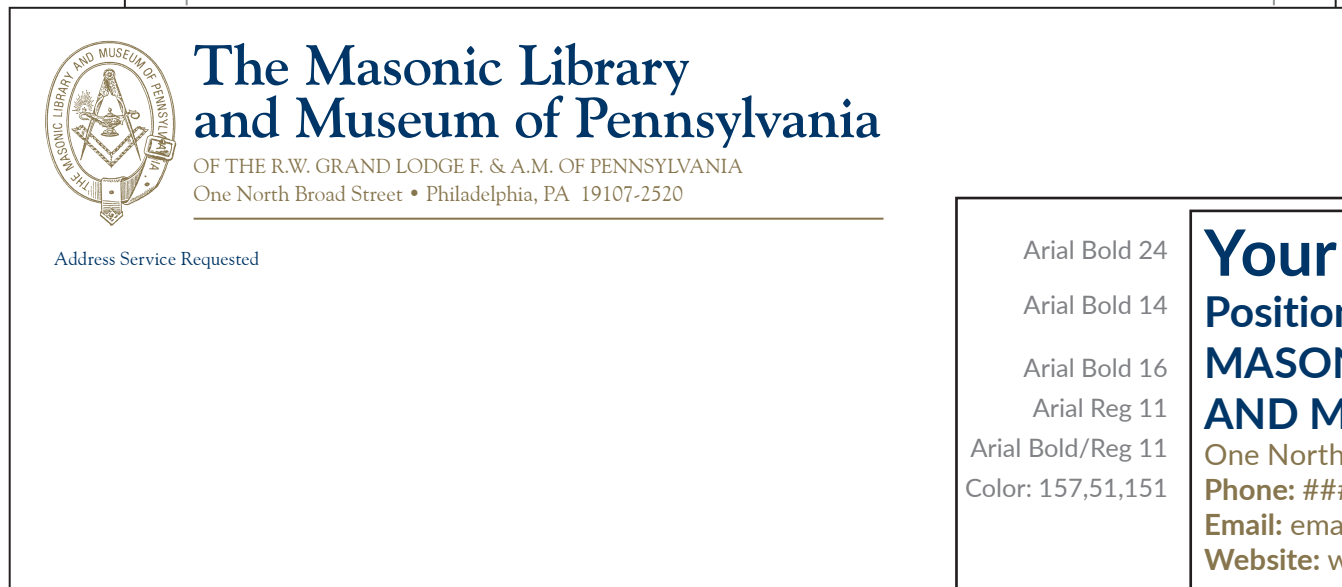
Letterhead



Business Card



Envelope



Email Signature

No images or quotes to be included.

Arial Bold 24
Arial Bold 14
Arial Bold 16
Arial Reg 11
Arial Bold/Reg 11
Color: 157,51,151

Your Name
Position
**MASONIC LIBRARY
AND MUSEUM OF PENNSYLVANIA**
One North Broad St. • Philadelphia, PA 19107-2520
Phone: ### extension #####
Email: emailaddress@pagrandlodge.org
Website: www.PaMasonicTemple.org

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PHOTOGRAPHY

Donor/Member Communications

Help preserve Masonic heritage and a repository of knowledge.

The Masonic Temple is a cherished possession of all Pennsylvania Masons and needs support to be here for membership in the future.

The product is a pride piece and holds historic significance.

Community Communications

We are a service available for those in need.

Defined as a national historic monument and a resource for knowledge, education, research, art photography and culture.

The product is that of outreach and benevolence.

GRAPHICS

Backgrounds and Design Elements

Raster-based and vector-based stock graphic elements for design

Graphics are bold but historic in feel. Royal color hues are used in a classic feel including golds, royal blues, deep maroons and browns. Background colors are slightly subdued and not bright. Patterns are light and organic.



All imagery that is legal to use in promotion and publication must be shot and properly documented by the Public Relations office or purchased through a stock license registered to the Masonic Villages. All graphics that are legal to use in promotion and publication must be created in-house or purchased through a stock license registered to the Masonic Villages.