

# Brand Style Guide

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Updated August 7, 2023



# Introduction

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Thank you for using the Grand Lodge of Illinois A. F. & A. M. brand style guide. The purpose of this guide is to help anyone who has the authority to communicate within our grand jurisdiction (e.g., Lodges, Grand Lodge Committees, Grand Lodge Office staff, etc.) to maintain a consistent look and feel across all communications.

To learn more or download the assets shown in this guide, please click [here](#).

Thank you!

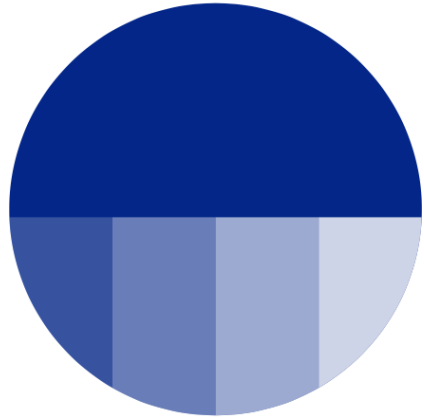


# Brand Colors

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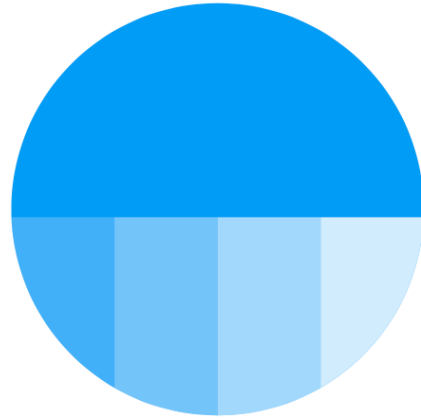


## PRIMARY COLORS

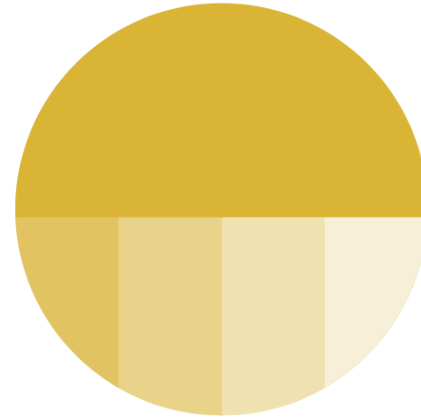


**PMS REFLEX BLUE**  
R 3 G 38 B 136  
C 100 M 89 Y 0 K 20  
HEX 032688

## SECONDARY COLORS



**PMS 2925**  
R 20 G 156 B 245  
C 85 M 21 Y 0 K 0  
HEX 009CF5



**PMS 110**  
R 218 G 180 B 53  
C 2 M 22 Y 100 K 0  
HEX DAB435

Provide these colors to your printer or use them to customize your color selection in PowerPoint and other word processing applications.

*Important: When using process colors for digital and offset printing, proofs and press checks are highly recommended to ensure an accurate color match.*

# Typography – Fonts to Use

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To ensure our fonts are consistent across all documents, signage, printed materials, and online sites, please use the following fonts:

- “Charter” for headlines
- “Source Sans 3 Regular” for body copy

Note that Charter comes included in Microsoft Office applications. Source Sans 3 can be downloaded and installed into your applications.

Click [here](#) to download.

## HEADLINE FONT:

### Charter Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## SUBHEAD AND BODY COPY FONT:

### Source Sans 3 Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Source Sans 3 Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Source Sans 3 Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

### Source Sans 3 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Source Sans 3 Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Source Sans 3 Bold Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

# Logos and Marks

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You can download a complete collection of logos in various file types and colors at the Grand Lodge website.

When using logos, please :

- Do not alter the logo in any way.
- Do not squeeze or stretch the logo. Always keep its original proportions.
- Do not add words or slogans to the logo.
- The Not Just A Man. A Mason. version is to be used only for new membership attraction communications.



Main logo to be used in most cases



The “Not Just A Man. A Mason.” version of the logo to be used only for new membership attraction communications.

For a full set of logos for use online or for printing, click [here](#).

# Logo Variations: Main Logo



Black



Blue



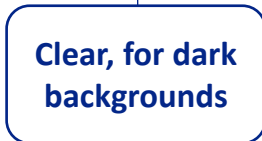
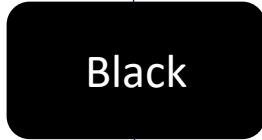
Clear, for dark  
backgrounds



# Logo Variations: *Not Just A Man.* Logo



FOR RECRUITMENT USE ONLY



# Communications Tone

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With hundreds of people across the entire state (including in our Lodges) who produce communications, it is important to establish a consistent tone in the written word used in our messages.

All communications should reflect the values of the fraternity and be clear and concise.

With so much competing for our audience's attention today, brevity is imperative: keeps most subject to under 300 words with paragraphs of 1-2 sentences.

Use simple, conversational words to speed read time, prevent reader fatigue and ensure your most important points are conveyed successfully.

When writing, our tone is:

**Welcoming**  
**Familiar, yet formal**  
**Warm**  
**Helpful**  
**Concise**  
**Brotherly**  
**No slang!**



# Advertising Library



A library of three new membership attraction ads can be found on the Grand Lodge site in both horizontal and vertical formats. Please do not alter the ads in any way, including using the photography without the original headline or changing or inserting a new headline.



# Key Phrases

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When describing Illinois Freemasonry, please use these key phrases in your materials.

For more ready-to-use copy, visit our Frequently Asked Questions page [here](#).

## **FREEMASONS INVESTING IN SELF-IMPROVEMENT & BEING USEFUL TO OTHERS**

**Illinois Freemasonry focuses on finding good men who represent and promote a quality life filled with honor, integrity, brotherly love, freedom, equality, tolerance, learning, and service to mankind.**

# Social Headers



Add these headers to your social media profiles.



LinkedIn

facebook



