UNITED GRAND LODGE OF ENGLAND

OUR BRAND IDENTITY GUIDELINES

01
INTRODUCTION

The United Grand Lodge of England has created new branding as it heads towards its tercentenary in 2017.

The branding reflects the new spirit of openness, projecting Freemasonry as modern and relevant to society today. It is in line with the overall mission to build a positive reputation for Freemasonry in society today and ensure its long-term future.

This document shows the new symbol, wordmark and logotype for UGLE; gives a standardised approach to font usage; and suggests how to use these assets in communications and marketing materials.

Our aim is for these visual guidelines to help members, Lodges, Metropolitan and Provinces communicate with each other – and the rest of the world – in a professional and consistent manner.

The symbol

\+

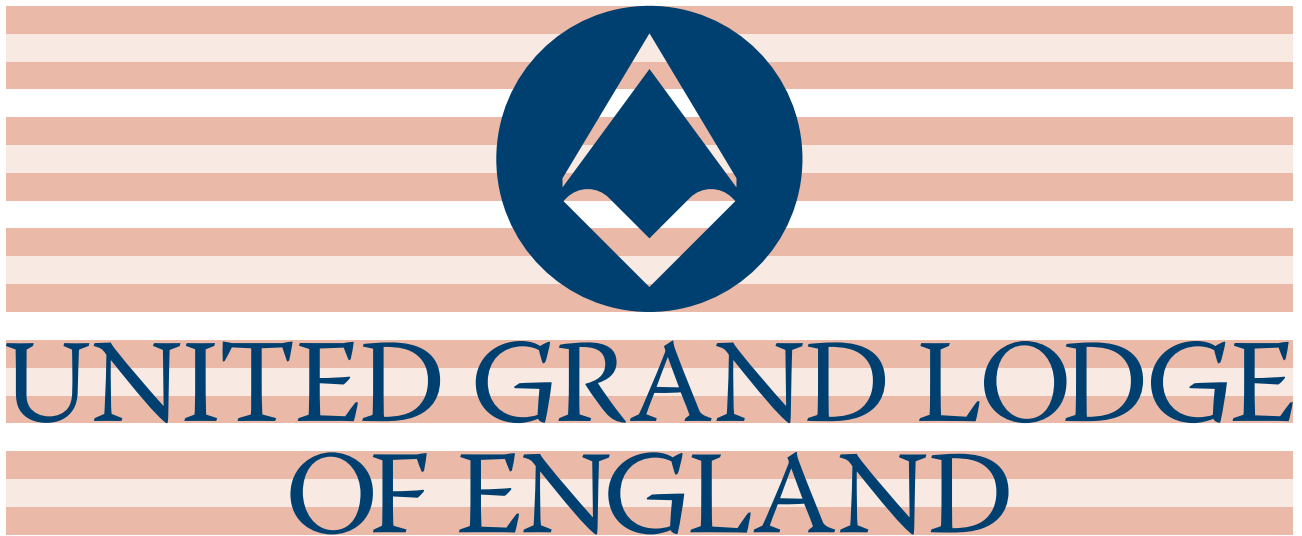# UNITED GRAND LODGE OF ENGLAND

The wordmark

=

UNITED GRAND LODGE OF ENGLAND

The logotype

The logotype consists of a symbol and wordmark that are placed together for most applications. The symbol can be used in isolation as a decorative mark (see p.14). However, the wordmark may not be used without the symbol.

Constructing the logotype using the symbol and wordmark

The logotype is created using measures of ⅓ of the X-height of the lettering. This is consistent throughout all sizes of reproduction in both print and digital applications.

04
THE LOGOTYPE

Minimum reproduction sizes

Print applications

UNITED GRAND LODGE
OF ENGLAND

←————————————→
40mm

Digital applications

UNITED GRAND LODGE
OF ENGLAND

←————————————→
175px

The logotype should not be reproduced at sizes below 40mm
wide for print applications and 175px for digital applications.

05
THE LOGOTYPE

The exclusion zone
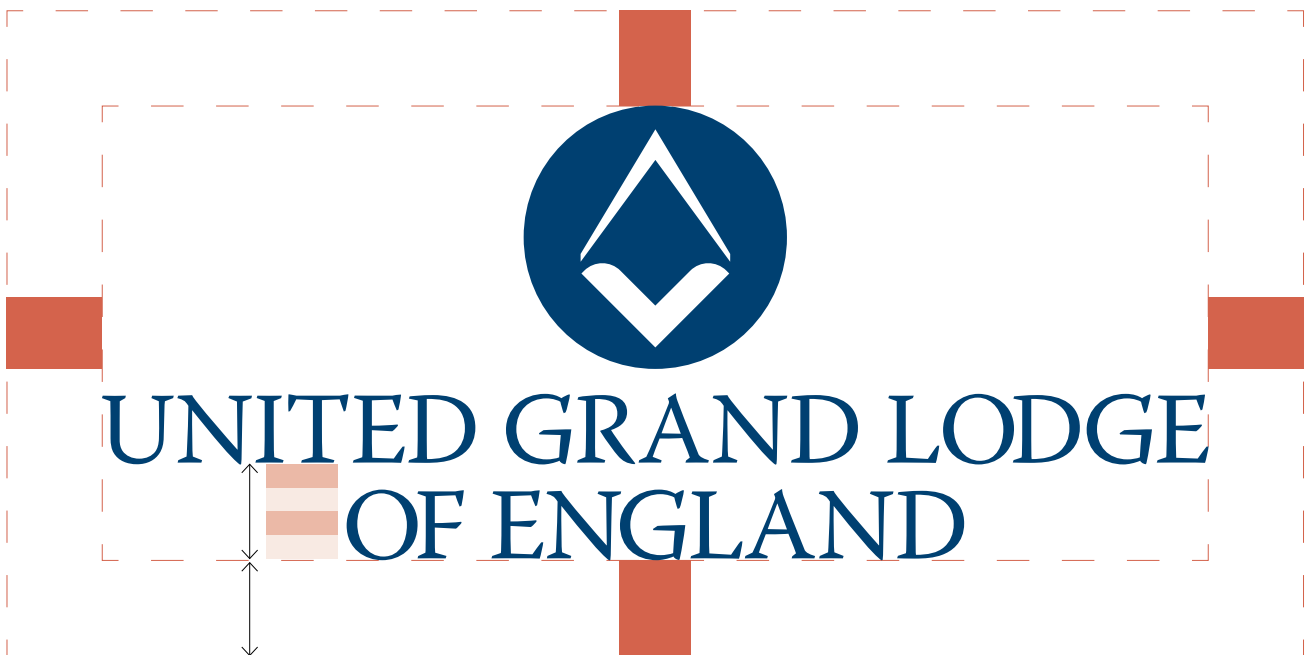
To ensure clarity there is an exclusion zone around the logotype.

This is equivalent to ⅓ of the X-height of the lettering x 4, as shown above. This is consistent throughout all sizes of reproduction in both print and digital applications.

Please do not allow other page elements to enter this space.

Preserving the brand

UNITED GRAND LODGE
OF ENGLAND

1

UNITED GRAND LODGE

2

UNITED
GRAND LODGE
OF ENGLAND

3

UNITED GRAND LODGE
OF ENGLAND

4

UNITED GRAND LODGE
OF ENGLAND

5

UNITED GRAND LODGE
OF ENGLAND

6

UNITED GRAND LODGE
OF ENGLAND

7

UNITED GRAND LODGE
OF ENGLAND

8

To preserve the integrity of the brand, the logotype must not be altered in any way. You must not:

1. Change the colour of any part of the logotype
2. Remove any part to the logotype
3. Alter the layout of the wordmark
4. Embellish the logotype with any additional graphic elements
5. Alter the size relationship of the symbol and wordmark
6. Condense, extend or skew the logotype in any way
7. Change the font of the wordmark
8. Reproduce the wordmark without the symbol

Colour

Print applications
C100 M50 Y0 K50

Digital applications
R19 G50 B94

Special applications
Pantone 302C

The logotype colour is a rich, authoritative dark blue.
It should always be used at 100% and not used in any
percentage tint.

The logo should not be reversed out of any colour darker than
itself (or any background that renders it illegible). If you need to
place the logo on a darker background it must sit within a white
box equivalent to the exclusion zone (see p5).

The logo may be reproduced in black for monochrome
applications such as newspapers.

The primary font

Warnock Pro Regular

ABCDEFGHIJKLM NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

01234567890!@£$%^&*()

Warnock Pro Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

**abcdefghijklm
nopqrstuvwxyz**

01234567890!@£$%^&*()

The wordmark and primary brand font is Warnock Pro Regular.

Designed in 2000, Warnock Pro is a highly readable typeface built upon sound principles of classical design while being strongly centred in our time. Its contemporary design and classical appeal lend documents an air of modernity and sophistication.

We use the regular weight in most instances. The bold weight should be used sparingly and for emphasis only.

We use Warnock for headlines and large messaging in CAPITALS and also for introductory copy and secondary messaging in upper and lower case.

The secondary font

Calibri

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

01234567890!@£$%^&*()

Calibri

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

**abcdefghijklm
nopqrstuvwxyz**

01234567890!@£$%^&*()

The secondary font is Calibri.

Calibri is a humanist sans-serif typeface family designed by Lucas de Groot. It is a recognisable font known to many as the default across many of Microsoft's applications.

We use Calibri as our default text font. It is commonly found on most computers. It should be used for letter text, email text, document body copy, captions and small text. Do not use for headlines, or at sizes above 14pt.

15%	30%	45%	60%	75%

C30 M10 Y0 K20
R128 G156 B186

15%	30%	45%	60%	75%

C0 M0 Y0 K30
R174 G176 B179

15%	30%	45%	60%	75%

C100 M50 Y0 K50
R19 G50 B94

C15 M75 Y75 K0
R196 G76 B58
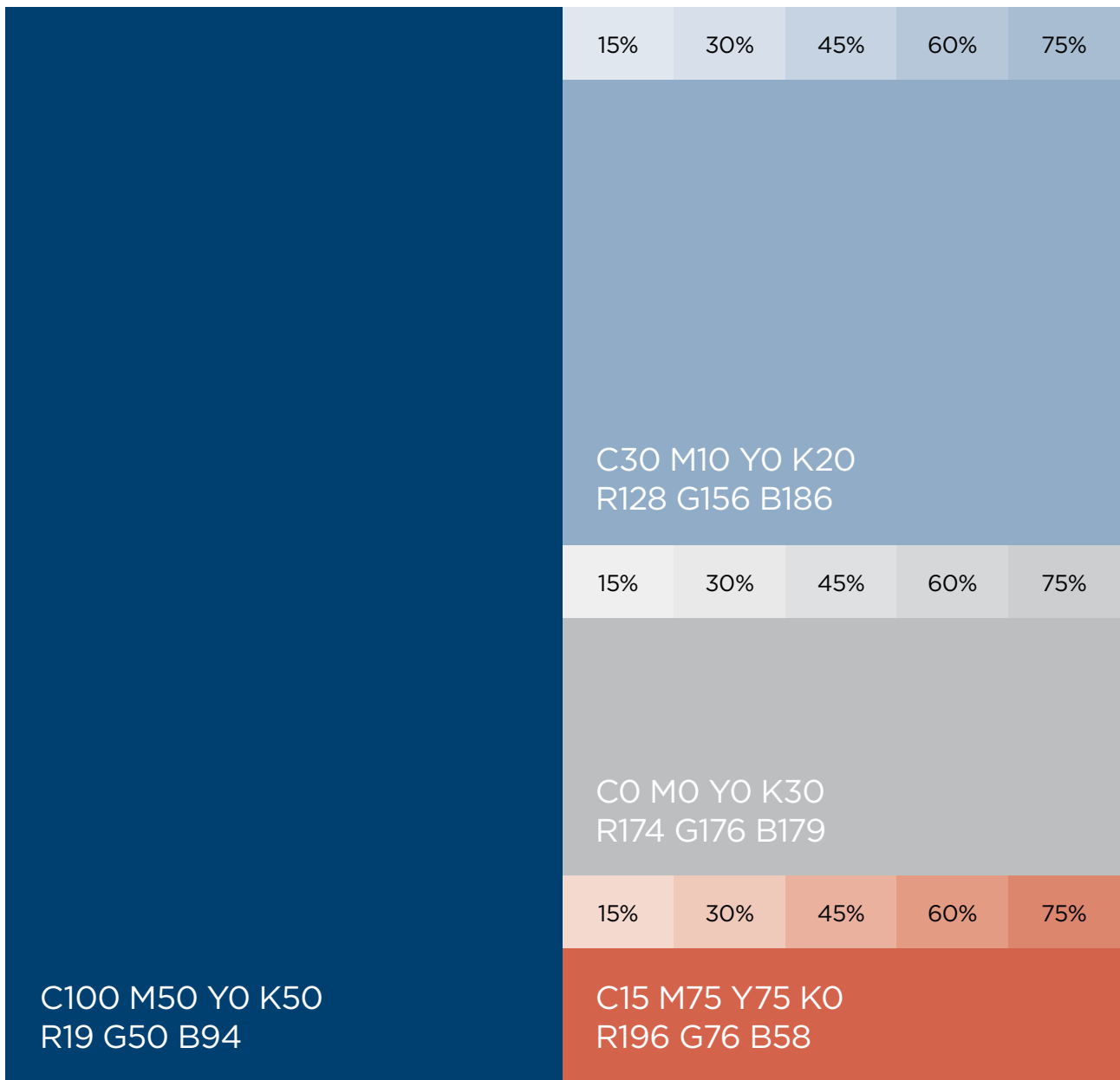
A concise set of supporting colours can be used to underlay
and highlight specific detail within documents. Main elements,
headline and intro text and body text should always appear in
the UGLE blue or black as necessary.

Letterhead

20mm

20mm

10mm

55mm

**UNITED GRAND LODGE
OF ENGLAND**

EXCLUSION
ZONE

Date of Letter

Recipient's name
Recipient's title
Recipient's company
Recipient's company address

Dear recipient's Name:

People read business letters quickly. Therefore, get to the point in the first paragraph - the first sentence, if possible. In other words, state what you want up front.
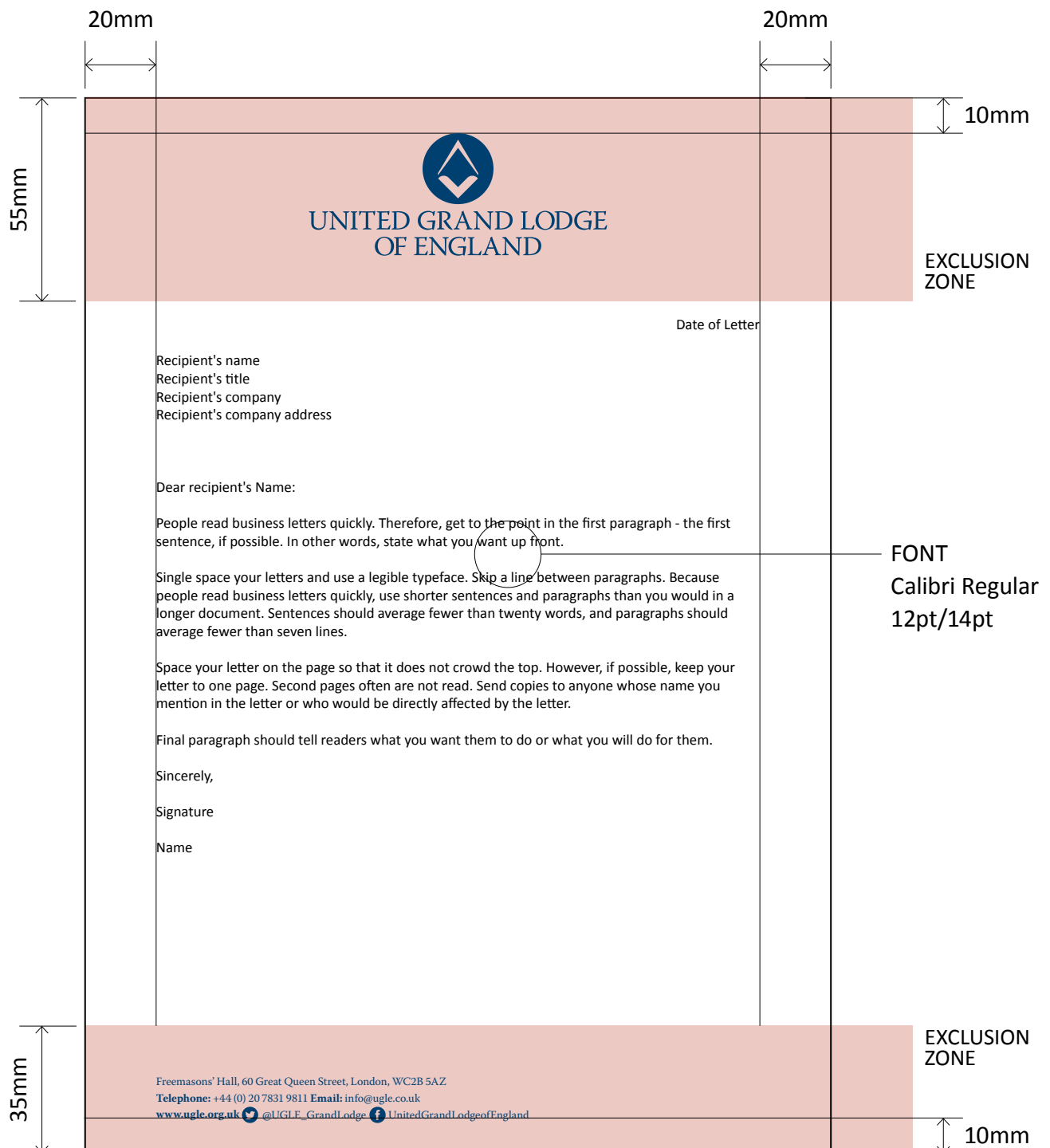
Single space your letters and use a legible typeface. Skip a line between paragraphs. Because people read business letters quickly, use shorter sentences and paragraphs than you would in a longer document. Sentences should average fewer than twenty words, and paragraphs should average fewer than seven lines.

Space your letter on the page so that it does not crowd the top. However, if possible, keep your letter to one page. Second pages often are not read. Send copies to anyone whose name you mention in the letter or who would be directly affected by the letter.

Final paragraph should tell readers what you want them to do or what you will do for them.

Sincerely,

Signature

Name

FONT
Calibri Regular
12pt/14pt

EXCLUSION
ZONE

35mm

Freemasons' Hall, 60 Great Queen Street, London, WC2B 5AZ
Telephone: +44 (0) 20 7831 9811 **Email:** info@ugle.co.uk
www.ugle.org.uk @UGLE_GrandLodge UnitedGrandLodgeofEngland

10mm

Letterhead templates are set up as above. To ensure brand integrity and consistency, please do not allow type to appear within the exclusion zone at top and bottom. We use Calibri regular at 12pt/14pt for our text font.
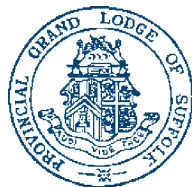
The coat of arms

+

PROVINCIAL GRAND LODGE OF SUFFOLK

The wordmark

=

PROVINCIAL GRAND LODGE OF SUFFOLK

The logotype

The logotype consists of the Provincial coat of arms and wordmark, which are placed together for most applications. The coat of arms can be used in isolation as necessary. However, the wordmark may not be used without the coat of arms.

Constructing a Provincial logotype using
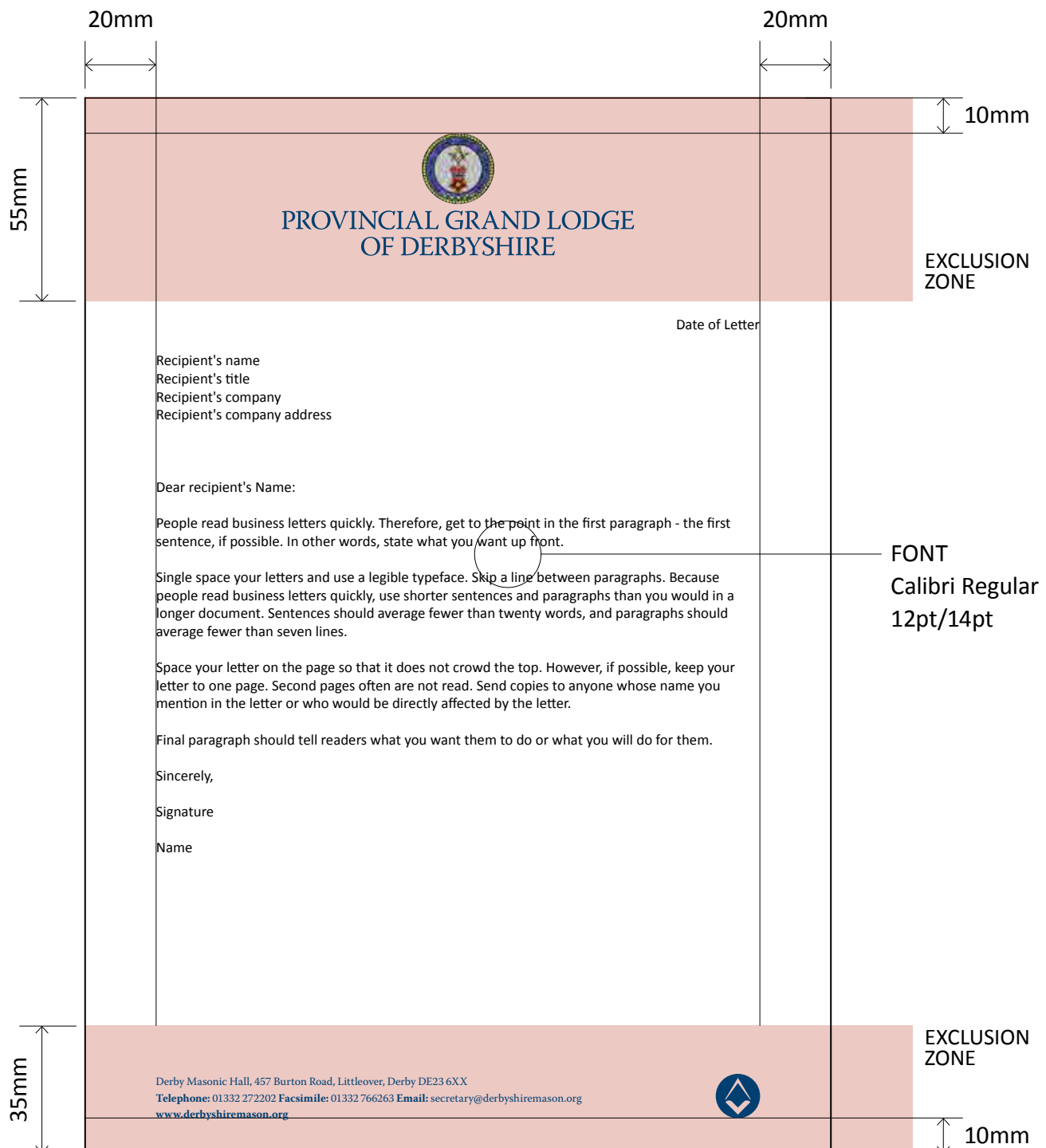the Provincial coat of arms and wordmark

PROVINCIAL GRAND LODGE OF SUFFOLK

PROVINCIAL GRAND LODGE OF DERBYSHIRE

The logotype is created using measures of ⅓ of the X-height
of the lettering. This is consistent throughout all sizes of
reproduction in both print and digital applications.

Provincial letterhead

20mm

20mm

10mm

55mm

**PROVINCIAL GRAND LODGE
OF DERBYSHIRE**

EXCLUSION
ZONE

Date of Letter

Recipient's name
Recipient's title
Recipient's company
Recipient's company address

Dear recipient's Name:

People read business letters quickly. Therefore, get to the point in the first paragraph - the first sentence, if possible. In other words, state what you want up front.

FONT
Calibri Regular
12pt/14pt

Single space your letters and use a legible typeface. Skip a line between paragraphs. Because people read business letters quickly, use shorter sentences and paragraphs than you would in a longer document. Sentences should average fewer than twenty words, and paragraphs should average fewer than seven lines.

Space your letter on the page so that it does not crowd the top. However, if possible, keep your letter to one page. Second pages often are not read. Send copies to anyone whose name you mention in the letter or who would be directly affected by the letter.

Final paragraph should tell readers what you want them to do or what you will do for them.

Sincerely,

Signature

Name

EXCLUSION
ZONE

35mm

Derby Masonic Hall, 457 Burton Road, Littleover, Derby DE23 6XX
Telephone: 01332 272202 **Facsimile:** 01332 766263 **Email:** secretary@derbyshiremason.org
www.derbyshiremason.org

10mm

Letterhead templates are set up as above. To ensure brand integrity and consistency, please do not allow type to appear within the exclusion zone at top and bottom. We use Calibri regular at 12pt/14pt for our text font.