



DEMOLAY

INTERNATIONAL

Style Guide





In a matter of years, the Order of DeMolay will celebrate one hundred years of leadership, brotherhood and life-changing experiences for members, Senior DeMolays, Advisors and supporters world-wide.

Since our beginning in 1919, the Order of DeMolay has taken a deep consideration into how to build upon the values of DeMolay, to assure that in another century, DeMolay will be thriving with leaders who make a difference in their homes, their communities, their Chapters, and their world.

DeMolay International has sought out every way possible to make this organization truly an international opportunity.

It's hard to say what the world will be like in another hundred years, but one thing is certain, the values, teachings, and dedication of our members, advisors and supporters will stand full and true.

**LEADERSHIP IS NOT ABOUT
THE NEXT ELECTION,
IT'S ABOUT THE
NEXT GENERATION.**

SIMON SINEK



THE BRAND



The DeMolay Brand is an iconic brand with a vast history of hundreds of thousands of members, advisors and supporters since our inception in 1919. It's only fitting that our modern visual identity match the integrity, confidence and BLANK of our worldwide leadership, leading the way to DeMolay as a once-again household name.

Consistency in the way DeMolay International, all jurisdictions, all Chapters and approved DeMolay International appendant bodies represent themselves is crucial for the success of the DeMolay brand. Below you will see basic usage rights for the external logo.

The logo has been developed with a relative grid, taking into consideration every element of the logo. Unless approved by the DeMolay Board of Directors, the logo may not be altered in any fashion such as, but not limited to, font, color, dimensions, placement of the elements.

THE ELEMENTS



DEMOLAY

INTERNATIONAL

The Stars represent the most important part of the DeMolay program - the seven precepts. They are developed with the emphasis being on the center of our seven precepts, comradeship - to remind us of the brotherhood DeMolay gives us.

The Shield is representative of the fourth virtue in our seven - comradeship. We make no attempt at replacing Fidelity with Comradeship, but to call to emphasis the true meaning of comradeship in DeMolay - a bond that has been built for almost 100 years.

The Type Lockup was created as an integral part of our 2015 rebrand. The name, being the forefront of our brand remains consistent with the identity established. When DeMolay is written, the third letter, M will always remain at the same cap-height as the first letter, D.

The Tag line exists as an opportunity for your jurisdiction to personalize the brand, while staying within the brand guidelines. It may only be written in brand font, Soleil Bold, and contain content that is approved by DeMolay International and that is appropriate for the DeMolay brand,.

***** Under no circumstances may you recreate, adapt, alter or remove any part or parts of the visual identity of DeMolay International unless otherwise approved within this style guide or by written permission of the DeMolay International Board of Directors. *****

THE LOGO



A



B



The logo is meant for external use when promoting DeMolay externally and for administrative documents.

It must remain as is and unchanged. The only available place for adaption is the tag line, which must come in brand font, and created by the DeMolay Service and Leadership Center.

ON A LIGHT BACKGROUND

When hosted on a light background, such as a light t-shirt, light paper or on a light website background, please utilize the logo seen in example A.

ON A DARK BACKGROUND

When hosted on a dark background, such as a dark t-shirt or on a dark website background, please utilize the logo seen in example B.

SINGLE COLOR LOGO

Single color logos are approved as long as they maintain the visual integrity of the brand, and remain consistent with the brand colors specified on the following page.

THE LOGO - LIGHT



DO NOT ALTER THE COLORS



DO NOT ALTER CHANGE THE FONT



DO NOT ALTER THE STARS



DO NOT REMOVE OUTER STROKE



DO NOT OVERLAY ON DARK BACKGROUND



DO NOT USE SIMILAR COLOR BACKGROUND*



DO NOT ALTER LETTER HEIGHT



DO NOT USE CHANGE TAG LINE**

In order to maintain brand integrity among all of our jurisdictions and bodies, we must be consistent in our presentation of the brand marks.

The logo on the left should only be used on a dark, non-contrasting background. A logo is provided for light backgrounds such as white shirts and posters.

Listed are a few examples of visual treatments you should not do, unless given written approval from the Board of Directors.

* Situations where the logo may be required on a similar-colored background may arise. Please consult DeMolay International with specific case for final interpretation.

** If a customized tag line is requested, please contact DeMolay International and they will assist if it is deemed to be consistent with the brand direction.

THE LOGO - DARK



DO NOT ALTER THE COLORS



DO NOT CHANGE THE FONT



DO NOT ALTER THE STARS



DO NOT REMOVE OUTER STROKE



DO NOT OVERLAY ON LIGHT BACKGROUND



DO NOT USE SIMILAR COLOR BACKGROUND*



DO NOT ALTER LETTER HEIGHT



DO NOT USE CHANGE TAG-LINE**

In order to maintain brand integrity among all of our jurisdictions and bodies, we must be consistent in our presentation of the brand marks.

The logo on the left should only be used on a light, non-contrasting background. A logo is provided for dark backgrounds such as shirts, website banners and overlays.

Listed are a few examples of visual treatments you should not do, unless given written approval from the Board of Directors.

* Situations where the logo may be required on a similar-colored background may arise. Please consult DeMolay International with specific case for final interpretation.

** If a customized tag line is requested, please contact DeMolay International and they will assist if it is deemed to be consistent with the brand direction.

THE COLORS



HEX #B42125
PANTONE: 7621C
CMYK: 0,82,79,29



HEX #071A33
PANTONE: 282C
CMYK: 86,49,0,80



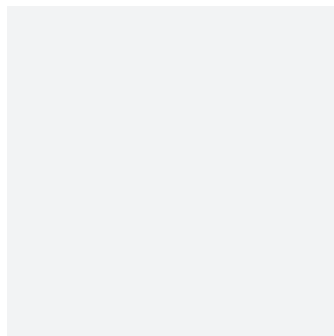
HEX #F4CA1A
PANTONE: 7405C
CMYK: 0,17,89,4

Please use the colors listed for all applications. If you have a question concerning color consistency, please contact the DeMolay International Service and Leadership Center.

Under no circumstances may you alter the color of the logo unless otherwise approved. This includes changing the shield, the tag line, the stars or the lockup color.



HEX #202020
PANTONE: NEUTRAL BLACK C
CMYK: 0,0,0,87



HEX #F2F2F2
PANTONE: 663C
CMYK: 0,0,0,5

TYPOGRAPHY



Soleil Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Soleil Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gill Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gill Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gill Sans Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gill Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BRAND APPROVED FONT

When promoting DeMolay internally and externally, please utilize brand colors and fonts specified in the style guide.

PRIMARY FONT

The Soleil Font Family is used for all official DeMolay font applications (tagline, poster headings, etc.). Recognizing that Soleil is a premium, please contact the DeMolay International Service and Leadership Center for requests to logo tag line adaption.

Please do not recreate the tag line in an unapproved or secondary font. The logo must retain it's brand guidelines as noted above.

SECONDARY FONT

In the case where the primary brand font is not readily available, please utilize the **Gill Sans Font Family**. Application for this font ranges from headings, posters, social media graphics, web graphics, etc.

SPECIFICS



BRAND APPROVED FONT

Only use the specified brand fonts when promoting DeMolay.

THIRD PARTIES

Under no circumstances may third party vendors (those outside of the organization who sell for personal profit) use any part or parts of the visual identity of DeMolay International for self promotion or any forms of financial growth.

The vendor must obtain a written approval from the Board of Directors prior to promoting or selling anything.

EMBLEM VS LOGO

While the 1949 emblem is a long standing part of our history, it should only be used internally. When promoting DeMolay to the public, use the external logo within the style guide.

SOCIAL MEDIA

Promote yourselves and your organization with your best foot forward. Do not post anything vulgar or inappropriate on your Chapter, Jurisdictional or personal sites when you are socially connected to DeMolay International (profile images, about section, header images, work experience, etc).

BRAND COLORS

The colors specified in the brand guidelines are the approved brand colors. All other color treatments to any logos will deem that design as incorrect, out of brand guidelines and subject to removal.

PUBLIC-FACING DESIGNS

For any designs facing the public (Lodge members, parents, family, sponsors, etc.) that your Chapter or Jurisdiction produces, you must follow best design practices and not hinder the visual identity of DeMolay.

BRAND RELATED QUESTIONS

For any questions regarding the logo, website, fonts, color, etc., please direct them to the DeMolay International Service and Leadership Center for full clarification.

If you are unsure about a design treatment, it is best to consult DeMolay International S&LC prior to spending money on a large production of promotional material.