



GENERAL GRAND CHAPTER STYLE GUIDE

Defining Our Logo

Version 1.1



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BRANDING

This is a marketing practice in which a company/organization creates a name, symbol or design that is easily identifiable as belonging to the company/organization. A good brand should deliver a clear message, provide credibility, connect with customers, motivate, and create loyalty.

In March, 2019, the General Grand Chapter Elected Officers and the General Grand Chapter Trustees voted to adopt a promotional brand logo. The adopted, stylized star logo still identifies the Order; however, research has shown this star logo is more approachable and appears more friendly to those who do not know about our Order. Additionally, the logo identifies our charity of Service Dogs. The traditional OES emblem (our "corporate" logo) will remain the same and will continue to be a part of our organization's information.

The intent of these Guidelines are to provide a resource for Jurisdictions who desire to use the newly adopted brand logo. The information is specifically focused on the logo and its recommended manner of use. As the path forward is defined to strengthen the OES brand; slogans, other fonts, use of imagery, types of imagery, other branding components and resources will be made available.

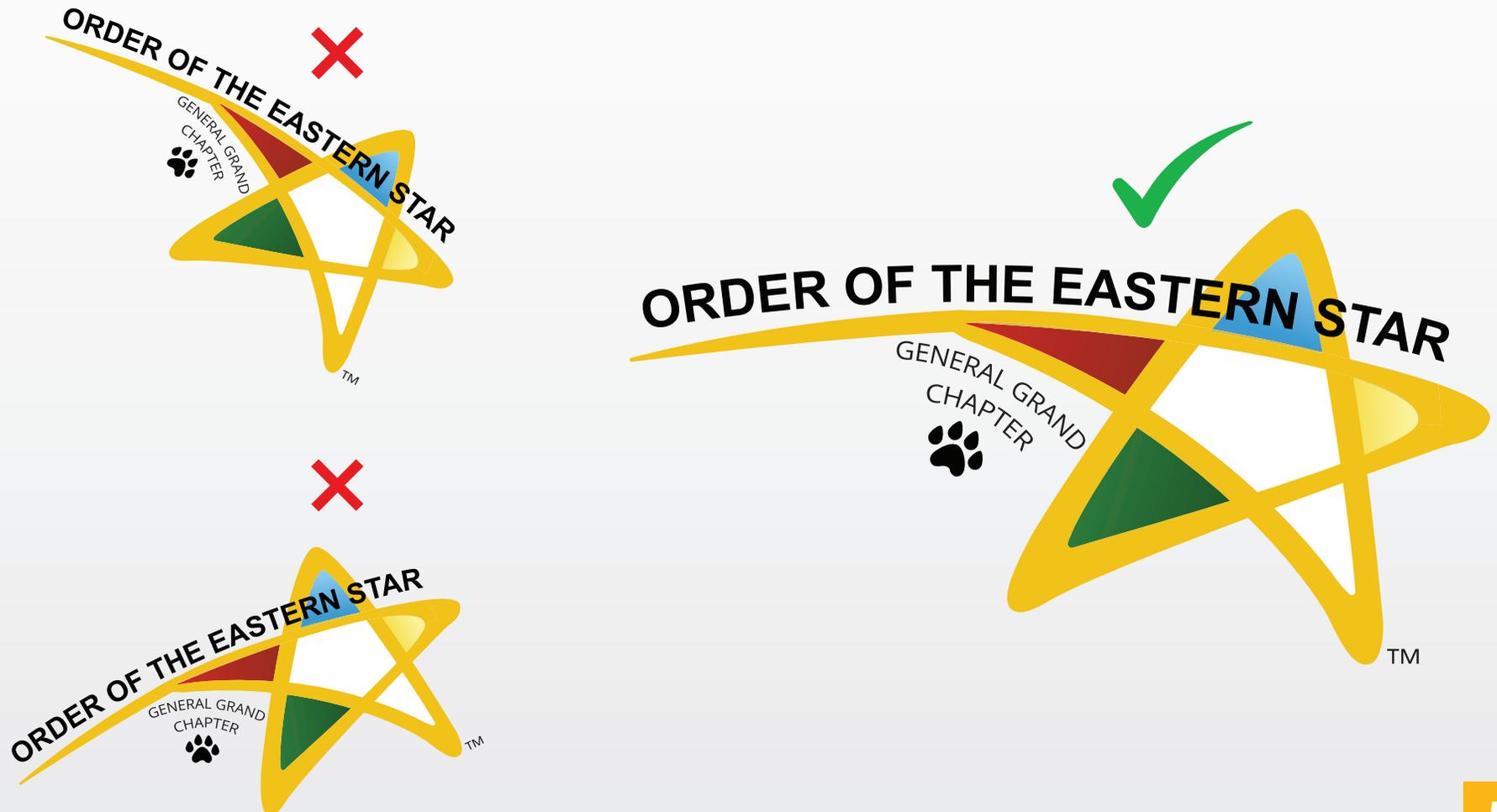
CONSISTENCY

The object is to create a unified brand image. To be successful and achieve the desired results, it is necessary for the logo to appear consistently the same for each and every use.



LOGO POSITIONING

Careful consideration through research has positioned the star at the distinct angle it is shown. Research indicates this design is viewed as modern, crisp, and forward moving. The logo should not be turned in any other way.



CLEAR AREA

The logo should be given adequate space on all sides of the star and logotype. By allowing a space to equal the center of the star keeps a margin of open space to avoid any overlap.



COLOR

These guidelines are necessary to successfully present a consistent brand logo to the public. The colors should not be altered. The words and paw print should always appear in black or white, and the outline of the star in gold when using the logo in color.

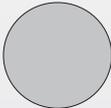
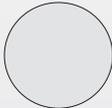
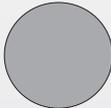
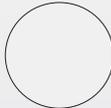
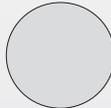
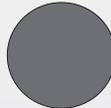
Primary Color Palette

The primary colors of the star consist of a star lined in gold and a variant (gradient) of two colors. These colors are used in each star point, with the darker color being used toward the center of the star. If printing or the type of use limits variant color usage, use either all of the lighter shades or all of the darker shades.

Neutral Color Palette

The secondary color provides a neutral tone. If you will be using the logo in black and white, the words and the paw print should be in black, the center of the star in white, and the outline of the star would be gray with the star points of a gray variant.



									
CMYK	9, 21, 100, 0	36, 1, 1, 0	75, 28, 3, 0	1, 1, 49, 0	4, 9, 82, 0	80, 29, 100, 17	84, 38, 100, 36	10, 99, 100, 2	26, 98, 100, 24
RGB	227, 195, 72	167, 214, 240	78, 149, 200	253, 241, 165	244, 220, 102	73, 120, 66	52, 89, 49	195, 55, 49	140, 44, 38
HEX	#E3C348	#A7D6F0	#4E95C8	#FDF1A5	#F4DC66	#497842	#345931	#C33731	#8C2C26
									
CMYK	0, 0, 0, 26	0, 0, 0, 12	0, 0, 0, 39	0, 0, 0, 6	0, 0, 0, 16	0, 0, 0, 69	0, 0, 0, 95	0, 0, 0, 74	0, 0, 0, 100
RGB	188, 188, 188	255, 255, 255	155, 155, 155	239, 239, 239	215, 215, 215	78, 78, 78	12, 12, 12	66, 66, 66	0, 0, 0
HEX	#BCBCBC	#E1E1E1	#9B9B9B	#EFEFEF	#D7D7D7	#4E4E4E	#0C0C0C	#424242	#000000

PAW PRINT

The inclusion of the paw print is to advertise to the world General Grand Chapter's primary, permanent identifying charity of Service Dogs. Although each Jurisdiction may have different associated charities centered around service dogs, this paw print is the only symbol to be used with the logo.

The use of the paw print will help showcase each Jurisdiction's support of service dogs charities. This paw print represents a universal branding symbol identifying the Order of the Eastern Star with legitimate service dog charities.

The use of this branding paw print will help our Order become recognized; provide a "talking point" when visiting with prospective members and pique the interest of the media. The paw print should not to be removed from the logo nor are other symbols to be added to this brand logo that has been adopted by General Grand Chapter.



MODERNIZATION

High-quality graphics for use on a small or large scale format are available. File formats available include: .jpg; .ai; and .png. The files are available at oestools.org.

Trends to simpler logos are evident in the marketplace, especially with the use of logos that are viewed on smaller viewing screens in the digital era. Other reasons organizations update their logos or create a different public logo from their corporate logo are:

- To reduce confusion or misinterpretations about complicated logos
- Updating logo will benefit organization's public presence
- Organization is seeking a renewal of recognition
- To reduce negative associations with the brand

Trends in logo design are toward minimalism

- Simpler logos are easier to understand and associate with a brand
- Relatively flat, wordless or simpler logos, are more readable on small screens
- Consumers find minimalist logo designs with no text more personal and less corporate

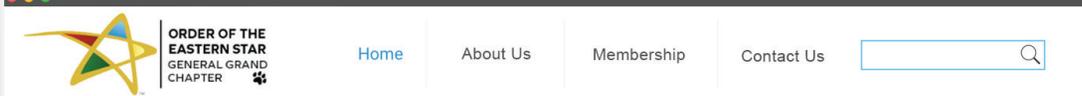
LOGO FOR PRINT; LOGO FOR WEBSITE

There is a “print logo” and a “website logo.” The logo for printing purposes is the shooting star with the words incorporated into the star and the paw print beneath the star. The website logo is designed for use as a header on a website and it is the shooting star with the wording to the right of the star and paw print. There is a difference between the two because the print logo cannot be sized down to be used as a header on a website since doing so makes it is too small to read. The logos are to be considered complete units and are not to be broken apart or altered in any way since the objective is to establish this logo as our brand. You are encouraged to use this logo exclusively in order to gain the benefit of public recognition for your Jurisdiction, as well as for the good of all Jurisdictions.

LOGO FOR PRINT



LOGO FOR WEBSITE



Examples Logo for Print

- Banners
- Shirts
- Aprons
- Flyers/Posters
- Cards
- Etc

← Like in picture

Examples Logo for Print

- Website Logo

← Like in picture

OES Logo WITHOUT JURISDICTION

The OES logo is required to have three elements that remain unchanged. Those three required elements include: (1) the shooting star on the angle presented; (2) the words in their current position of Order of the Eastern Star; and (3) the dog print in the trough of the star as depicted. Having the jurisdiction is not a required element, but recommended.

If it is desired to have the chapter name or group name such as "Association of..." then it is recommended to have that line be horizontal under the three elements. The font of the words "Order of the Eastern Star" is purposely not disclosed and users should not be concerned with matching that font as it is a logo element. The majority of the time, organizations have a different logo font from a general font used for other purposes. Such is the case here. You can use any font of your choice for words you may add under the three elements.



FONT

The selection and use of the font is critical to brand consistency. When using this logo, the font is **not** to be changed or altered in any way. Also, this font is specific to this logo, presented in all caps, and is not to be used for other purposes or for other marketing initiatives. The actual font type is not provided because the logo is to be used as a unit and is not to have the font “pulled” out for use in any other way

USE OF BRAND IDENTITY GUIDELINES AND LOGO

This preliminary brand identity guide and the associated logo sets are provided at no cost to those Jurisdictions who desire to begin the exciting journey of using the friendly, easier to understand, promotional brand logo adopted by General Grand Chapter. It is expected this logo will be used in a professional manner becoming our Order and was created as a donation to the GGC by SkyWest Media; 575.342.1000; SabrinaPack@SkyWestMedia.com



If you have any questions or additional needs, contact team@skywestmedia.com.

Notice: This is a “living,” working document. GGC leadership has the discretion to refine and add additional parts as the brand is grown and refined.