

BRAND Standards

Helping you to make the most of your Mastercraft Kitchen brand advantage



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BRAND OVERVIEW

Welcome to your Mastercraft Kitchens brand guidelines.

As a Mastercraft Licensee, you have been selected to exclusively represent the Mastercraft Kitchens brand in your domicile territory. Being a Mastercraft Licensee means that you have agreed to overtly use the brand as much as possible, which, in turn, means you will realise the full potential of having the Mastercraft Kitchens brand associated with your business.

Having a strong brand locally and nationally, builds brand awareness; and strong brands build trust that creates demand for your services from potential customers.

This document outlines how the brand must be used to ensure a consistent national representation and identity.

It is compulsory to include the Mastercraft Kitchens brand in the following areas applicable to your business as per the stipulated brand standards:

- Premises signwriting
- Vehicles
- Site signage
- Local marketing activity such as sponsorship, signage, billboards, radio, events
- Uniforms
- All business stationery - quotes, proposals, contracts, letterheads, invoices, etc
- Business cards
- Email signatures
- Google business profile
- Social media
- Your local website (if applicable)

The Mastercraft National Support Office marketing team is here to support you in any way we can to assist you with brand representation for your business. Do not hesitate to get in touch, we're ready to help!

Mastercraft Marketing

marketing@mastercraft.co.nz

Colour breakdowns:

Mastercraft Kitchens colours

All printing must use CMYK codes and be exported in CMYK



DARK BLUE
PMS: 282
C:100 M:68 Y:0 K:54
R:0 G:45 B:98
WEB: #002D62
VEHICLE VINYL: AVERY COBALT BLUE 957
BUILDING VINYL: AVERY COBALT BLUE 724

PAINT COLOURS:
MASTERCRAFT DARK
BLUE 2021 (172)
PRODUCT: SONYX 101
COMPANY: RESENE

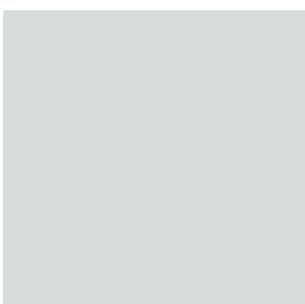


TURQUOISE
PMS: 3145
C:100 M:0 Y:19 K:23
R:0 G:141 B:168
WEB: #008DA8

PAINT COLOURS:
MASTERCRAFT
TURQUOISE 2021 (172)
PRODUCT: SONYX 101
COMPANY: RESENE



MID GREY (FOR LOGOS WITHOUT GRADIENTS)
PMS: 430
C:33 M:18 Y:13 K:40
R:124 G:135 B:142
WEB: #7C878E
VEHICLE VINYL: CALON 2100-80 GRAPHITE
BUILDING VINYL: AVERY TELEGREY 744-01



LIGHT GREY (FOR LOGOS WITHOUT GRADIENTS)
PMS: 427
C:7 M:3 Y:5 K:8
R:208 G:211 B:212
WEB: #D0D3D4
VEHICLE VINYL: CALON 2100 - 70 PALM OYSTER GRAY
BUILDING VINYL: AVERY MIST 745

Logo options:

Primary Logos

Primary positive logo:



Primary reversed logo:



Primary Logos - No Gradient

Only to be used in signwriting where gradients cannot be printed

Logo without gradients:



Logo without gradients:



Logo Gradient Colour breakdown

Only used when signwriters ask for gradient colours



DARK TURQUOISE (for secondary gradient colour)

PMS: 3155
C:100 M:9 Y:29 K:47
R:0 G:98 B:114
WEB: #006272



LIGHT GREY (FOR SECONDARY GRADIENT COLOUR)

PMS: 443 C
C:47 M:38 Y:37 K:2
R:142 G:144 B:146
WEB: #8E9092
VINYL: N/A. THIS COLOUR IS A GRADIENT COMPONENT AND WILL NOT APPEAR AS A FLAT COLOUR



DARK GREY (FOR SECONDARY GRADIENT COLOUR)

PMS: 445 C
C:64 M:55 Y:52 K:27
R:89 G:90 B:93
WEB: #595A5D
VINYL: N/A. THIS COLOUR IS A GRADIENT COMPONENT AND WILL NOT APPEAR AS A FLAT COLOUR

Alternative Logo Situations - Vertical

Authorised use only

Vertical - Primary positive logo:



Vertical - Primary reversed logo:



Vertical Logos - No Gradient

Only to be used in signwriting where gradients cannot be printed

Vertical - Logo without gradients:



Vertical - Logo without gradients:



Vehicle - where vehicle is Black or Grey

Any other colour vehicle contact Mastercraft NSO

Primary reversed logo on black vehicle



Primary logo on grey vehicle



Primary reversed logo on black vehicle - No Gradient



Primary logo on grey vehicle - No Gradient



Alternative Logo with Service Details

Must be reviewed by Mastercraft NSO prior to use

These logos have been developed for licensees who want to showcase that they specialise in a particular area. We can work with you on this to ensure the correct keywords are available for your business

Primary - with gradient



Secondary - without gradient



Mastercraft Location Logos

NSO can create one for your location and your business name

Primary - Navy box



Primary reversed - White box



Logo uses:

Spacing:

In all cases a locked down version of the logo should be used. For reference, the white space requirements (shown in red) are indicated below. Other text and graphics should not encroach on the



Minimum logo width:



DO NOT:

Do not - Squash / stretch logo



Do not - Change colours around



Do not - Change fonts



Do not - Change colours



Supporting elements:

Our mission

The Mastercraft Mission is to be New Zealand's most trusted kitchens brand.

All of our licensees share the same core values that make us a great company to trust your important project with.

Mastercraft Value logos:



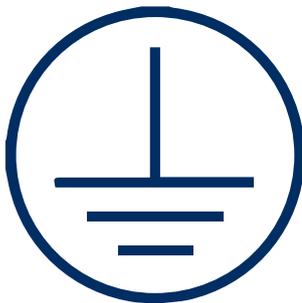
Mutual

We are mutual
in all our relationships



Passionate

We are passionate
we're in boots and all!



Grounded

We are grounded
we're down to earth



Reliable

We are reliable
we do what we say

Transferable 10 Year Guarantee Logo:



Moments are made here



Fonts:

Agenda - Medium - Logos and sign writing

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Agenda - Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Raleway - Regular - General Text

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Raleway - Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Marydale - Regular - alternative sign writing

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Marydale - Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Letterhead:

MASTERCRAFT 
KITCHENS

BY ACME KITCHENS LTD

MASTERCRAFT KITCHENS NSO

P 0908 acme | E acme@mastercraft.co.nz
mastercraft.co.nz | 15a Landscape Road Pukekohe
Postal: 1 Helland Drive Bombay Auckland 2579

Full-branded Email Signature:

Joe Bloggs
Position



Mastercraft Kitchens by [local business name]

100 New Street, Suburb, City

PO Box 1234, City 2468

M 021 123 456 | P 07 123 4567

firstname.lastname@mastercraft.co.nz | mastercraft.co.nz



[Order your Kitchens Look Book here](#)

Business Cards - Licencee:

Front:



Back



Business Cards - Co-Branded:

Front:



Back - Your branding



Quotes and invoices:

Mastercraft branding on quotes and invoices is compulsory



TAX INVOICE

Joe Blogs

Invoice Date 11 Oct 2023
Invoice Number INV-1234
Reference 23 Such and Such road
GST Number 123456

ACME KITCHENS LIMITED
16C Helvetia Road
Pukekohe
Auckland 2120

Description	Quantity	Unit Price	Amount NZD
Final investment payment as per contract for the supply and installation of Kitchen Joinery as quoted	1.00	39,266.09	39,266.09
Less payments received - thank you	1.00	(35,339.48)	(35,339.48)
Final investment payment as per contract for the supply and installation of Laundry and Window Seat Joinery as quoted	1.00	22,095.65	22,095.65
Less payments received - thank you	1.00	(19,886.09)	(19,886.09)
		Subtotal	6,136.17
		TOTAL GST 15%	920.43
		TOTAL NZD	7,056.60
		Less Amount Paid	7,056.60
		AMOUNT DUE NZD	0.00

Due Date: 18 Oct 2023



PAYMENT ADVICE

To: ACME KITCHENS LIMITED
16C Helvetia Road
Pukekohe
Auckland 2120

Customer Joe Blogs
Invoice Number INV-1234
Amount Due 0.00
Due Date 18 Oct 2023
Amount Enclosed _____

Enter the amount you are paying above

Quotes and invoices:

Mastercraft branding on quotes and invoices is compulsory

Co-Branded



MASTERCRAFT
KITCHENS

TAX INVOICE

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Invoice Date 11 Oct 2023
Invoice Number INV-1234
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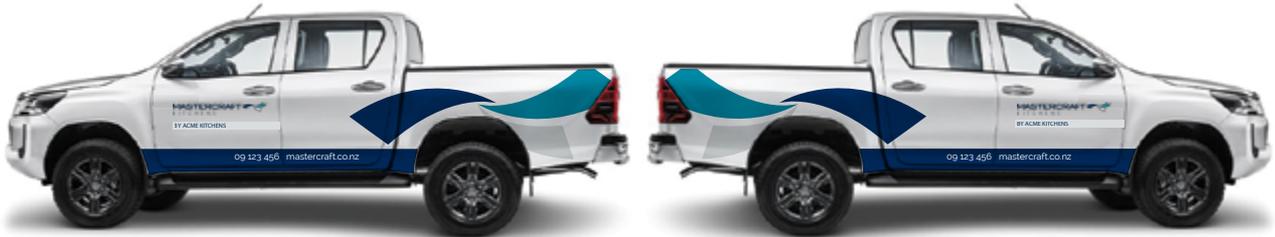
Customer Joe Blogs
Invoice Number INV-1234
Amount Due 0.00
Due Date 18 Oct 2023
Amount Enclosed _____

Enter the amount you are paying above

Vehicle signage:

All designs are interchangeable, if you can use the vanddesign on a truck.

Left & Right Sides:



Front Back:



Van:



Truck



Co-Branded Vehicle signage:

Ute:



Van:



Co-Branded Vehicle signage (VAN):

Left & Right Sides:



Front Back:



Building signage:

Signage examples:



Co-Branded Building signage:

Signage examples:



Phone Script

Welcome to Mastercraft By ACME Kitchens

You are speaking with ...

How may I help you?



Uniform

Examples of full branded and co-branded



Examples of co-branded



Note: uniform sponsorship may change logo placement

Social Media

This includes:

- Instagram, Facebook, Pinterest, LinkedIn, Snapchat and Other forms of social media

POSTS

All posts on your own social platforms should always tag Mastercraft

Instagram: @mastercraftkitchensnz

Facebook: @mastercraft kitchens NZ

LinkedIn: Mastercraft Kitchens Group NZ

PROFILE

- 1. Username:** Use one of the following naming convention - all lower case:
@mastercraftkitchens_location
@yourbusiness_mastercraftkitchens_location
- 2. Name: Use either**
Mastercraft Kitchens Location
Name: Your Business by Mastercraft Kitchens Location
- 3. Bio:** Mastercraft Kitchens by Business Name, and street address. If you do not use your own trading name (For example Mastercraft Kitchens Tauranga) just add your street address here. You can also include other information in your Bio.
- 4. Website:** Please use our main URL: <https://kitchens.mastercraft.co.nz/licensee/mastercraft-kitchens-YOUR-LOCATION>

Profile Picture:

Mastercraft only Options



Co-Branded Example: Needs NSO sign off



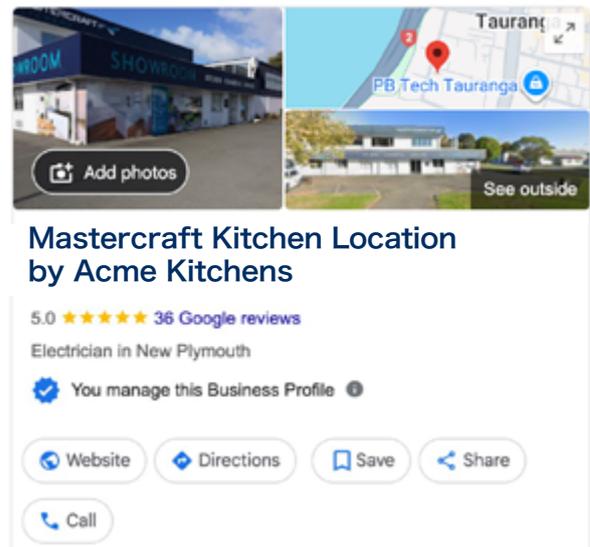
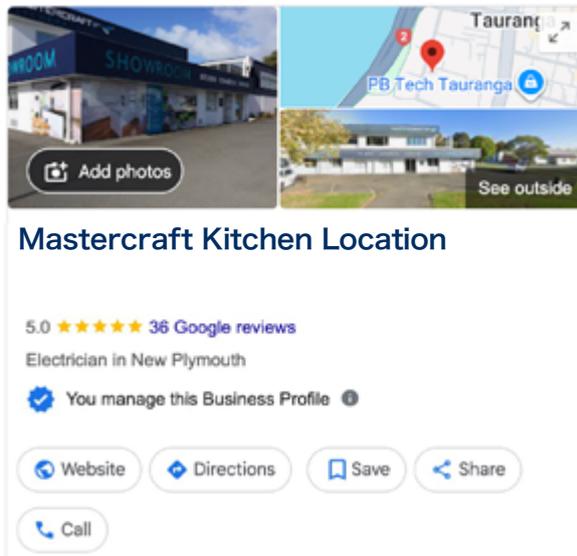
Cover Picture:

If you wish your cover photo to include a branded image ensure it is co-branded or Mastercraft only branded



Google My Business

- 1. Business Name:** Use the naming convention as Your Business - Maastercraft Kitchens Location
- 2. Website:** Please use our main URL:
<https://kitchens.mastercraft.co.nz/licensee/mastercraft-kitchens-YOUR-LOCATION>



Website

Kitchens.mastercraft.co.nz is our primary website. Some lisencces have their own co branded website. We do not provide full guidelines on this as each websiteframework is different. Independent websites must include the Mastercraft full colour logo in the header and footer, and also include a paragraph about mastercraft on the about page.

Contact Mastercraft NSO for any website developments.

Header:



Footer:



Include text about the Mastercraft Group on your "About Page"

The Mastercraft Group is a New Zealand owned organisation with a national presence across three core trades: kitchen manufacturing, electrical and plumbing.

Mastercraft has a proud history spanning 40 years and its name has become synonymous with trust, professionalism and dependable workmanship. As a Mastercraft Kitchens licensee, XXX Company joins a group of like minded kitchen joinery and design companies across New Zealand. This means we're part of a national community of professionals who share ideas, innovate together, and work collaboratively to set the standard of kitchens work across the country.

