

BRAND Standards

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



MASTERCRAFT 
ELECTRICAL

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BRAND OVERVIEW

Welcome to your Mastercraft Electrical brand guidelines.

The purpose of this manual is to assist you with maximising the use of the Mastercraft brand in your business whilst meeting measurable standards with regards to representing the brand.

The best way for you to get the most benefit from being a part of the Mastercraft group is to overtly use the brand as much as possible. By having the brand on your business, it allows you to think national whilst acting local. Kiwis, especially, have a parochial nature and love to work with local businesses. Back that up with the benefits of a national brand and you have the advantage of the best of both worlds.

If every licensee does their bit to grow the presence of Mastercraft, it makes the brand stronger everywhere. It makes national marketing have a much greater impact on generating demand for your business and services. Best of all, it adds measurable value to your business.

Being a licensed group means that in some cases, you are co-branding your existing local identity alongside Mastercraft. Whilst a single national brand is nirvana and provides the greatest impact, co-branding is perfectly acceptable within our group model – provided the minimum standards of representation are met such as overtly displaying the brand on your premises, vehicles, uniforms, stationery and anywhere else that you promote your business.

Customers need not be confused by co-branding if you are able to communicate the benefits to them. Here are some snippets you could use:

Our customers enjoy additional benefits of our business being a part of the Mastercraft Group. We like to call this, 'Think National, Act local.' Being part of a national organisation makes us stronger, but our customers continue to benefit from good old fashioned local service from a locally owned and operated business.

The nationwide power of the group provides stronger relationships with key supply partners meaning we enjoy preferential pricing and service that can be passed directly on to our customers.

We regularly share information with the other members of the group regarding best practice in business operations and procedures meaning our customers benefit from a business that is strengthened by collective information of a much larger organisation.

We have a National Support Office that provides a great backup should we ever require it. Whilst they are not involved in the daily operations of our independent business, the skilled team are always there to support us as custodians of the brand, support with supply partners, and a wealth of business and market knowledge. There is a 'next level' of customer care should it ever be required.

Your 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 Electrical print colours



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



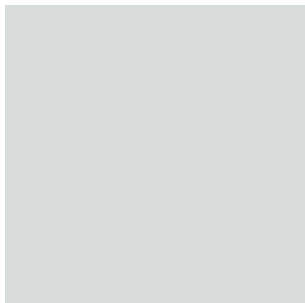
GREEN
PMS: 369
C:68 M:0 Y:100 K:0
R:100 G:167 B:11
WEB: #64A70B
VEHICLE VINYL: AVERY 936 – GRASS GREEN OR 3M APPLE GREEN 180C-196
BUILDING VINYL: AVERY 713 – GRASS GREEN



DARK GREEN (FOR SECONDARY GRADIENT COLOUR)
PMS: 363
C:76 M:3 Y:100 K:18
R:76 G:140 B:43
WEB: #4C8C2B
VINYL: N/A. THIS COLOUR IS A GRADIENT COMPONENT AND WILL NOT APPEAR AS A FLAT COLOUR



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

Primary positive logo:



Logo without gradients:



Black & white logo without gradients:



Solid one colour logo:



Primary reversed logo:



Logo reversed without gradients:



White logo:



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 white space boundary.



Minimum logo width:



DO NOT:

Do not - Squash / stretch logo



Do not - Change colours around



Do not - Change colours



Do not - Change fonts



Supporting elements:

Mastercraft Value logos:



Mutual



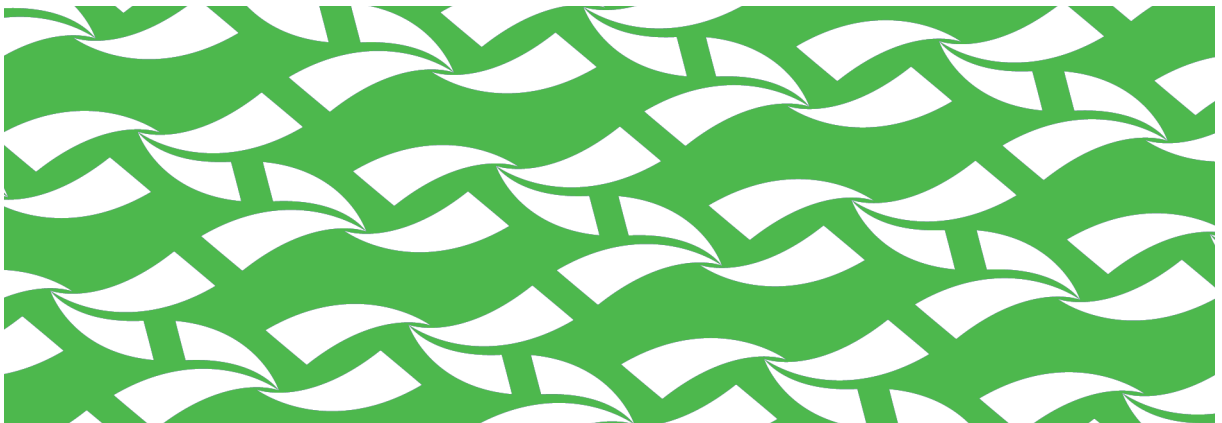
Reliable



Passionate



Grounded



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

Merydale - 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

Merydale - 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

MASTERCRAFT
ELECTRICAL 

BY ACME ELECTRICAL LTD

ACME ELECTRICAL LTD

P 09 000 0000 | F 09 000 0000 | auckland@acmelectrical.co.nz
mastercraftelectrical.co.nz | 123 Smith St, Auckland
Postal: PO Box 123, Auckland City, Auckland 0123

Full-branded Email Signature:

Joe Bloggs

Position



Mastercraft Electrical 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

Co-branded Email Signature:

Joe Bloggs

Position



ACME Electrical

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



Business Cards - Licensee:

Front:



Back



Business Cards Co-Branded:

Front:



Back - Your branding





John Smith



Mastercraft Electrical BY ACME Electrical
123 North Road
Auckland 1234
admin@acmelectrical.co.nz
021 0233 7601

Site Address

Invoice Number: INV-1234
Job Number: MCE-23
Invoice Date: 4th Sep 2023
Due Date: 4th Oct 2023
GST Number: 123456789

Tax Invoice | INV-1234

Thank you for the opportunity to work on your property, if you have any concerns please contact the office and we will answer any questions.

Our aim is to make every customer a repeat, referring customer.

As you are now a part of the Mastercraft family, you have access to some great discounts in our shop
www.shop.mastercraft.co.nz please enter your unique discount code at checkout: MCE...

Name	Quantity	Price	Total
MCE-23a New Build			
11340170 25mm CU 1C NS XLPE 500m	52.00	\$16.73	\$869.96
34750200 Earth label plastic GN	1.00	\$1.32	\$1.32
50571040 RCBO 20A 1P+N 6kA 30mA	1.00	\$120.55	\$120.55
53610020 Main switch disc 63A 1P	1.00	\$12.52	\$12.52
34850200 Earth stake plain 2m GALV	1.00	\$21.68	\$21.68
34660020 Earth clamp 16mm pressed BS	1.00	\$6.45	\$6.45
34410020 Danger sign all styles	1.00	\$3.48	\$3.48
45812060 Heatshrink thin 9.5mm 1.2m BK	1.00	\$31.94	\$31.94
30211460 Reducer plain 25-20mm GY	1.00	\$0.99	\$0.99
30211480 Reducer plain 32-25mm GY	1.00	\$2.43	\$2.43
30211020 Adaptor plain-screw 32mm GY	1.00	\$2.46	\$2.46
36550680 Lug crimp 35mm M10 hole	1.00	\$2.40	\$2.40
32530200 Saddle half 32mm ZP	3.00	\$1.08	\$3.24
32530160 Saddle half 20mm ZP	15.00	\$0.45	\$6.75
91590120 Crimp tool 6-50mm hex	1.00	\$206.24	\$206.24
			\$1,292.41

Subtotal	\$1,292.41
GST Amount	\$193.86
Total	\$1,486.27

Vehicle signage:

Left & Right Sides:



Front Back:



Van:



Co-Branded Vehicle signage:



The brand standard is for the Mastercraft brand to be displayed prominently on all vehicles.
For specific layouts based on your business vehicles, please contact marketing@mastercraft.co.nz

Co-Branded Vehicle signage (VAN):

Left & Right Sides:



Front Back:



Co-Branded Building signage:

Signage example:



Uniform:

Examples of full branded



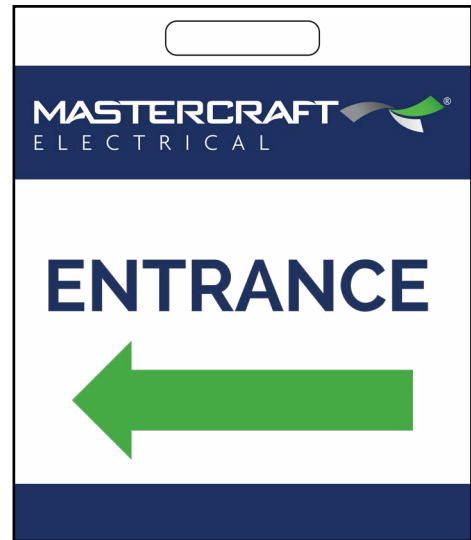
Examples of co-branded



Other Signage & branding:

The support office can arrange branded signage to cater for your needs. We can also create co-branded signage.

Contact: marketing@mastercraft.co.nz for more



Conclusion:

At Mastercraft Electrical, our brand standards serve as the guiding principles that steer us in a consistent direction. Just as precision is crucial in our electrical work, these standards uphold uniformity, reliability, and alignment across every facet of our brand.

In the ever-evolving landscape of the electrical industry, queries can emerge as frequently as sparks in a workshop. If you find yourself seeking clarification, do not hesitate to contact our marketing team at marketing@mastercraft.co.nz. They are dedicated to assisting you in navigating the intricate realm of branding in the electrical sector.

In summary, our brand standards act as the roadmap to success, uniting our endeavours and ensuring a shared understanding. As you move forward, keep in mind that with these brand standards, you're not merely handling electrical components; you're constructing the foundation of a robust brand. Together, we strive for excellence, aiming to become New Zealand's most trusted electrical services brand.

