

BRAND Standards

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



MASTERCRAFT 
KITCHENS

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BRAND OVERVIEW

Welcome to your Mastercraft Kitchen 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 Kitchens print colours



DARK BLUE
PMS: 282
C:100 M:68 Y:0 K:54
R:0 G:45 B:98
WEB: #002D62



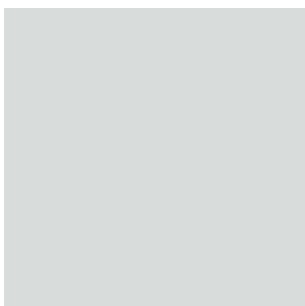
TURQUOISE
PMS: 3145
C:100 M:0 Y:19 K:23
R:0 G:141 B:168
WEB: #008DA8



DARK TURQUOISE (for secondary gradient colour)
PMS: 3155
C:100 M:9 Y:29 K:47
R:0 G:98 B:114
WEB: #006272



MID GREY (for logos without gradients)
PMS: 430
C:33 M:18 Y:13 K:40
R:124 G:135 B:142
WEB: #7C878E



LIGHT GREY (for logos without gradients)
PMS: 427
C:7 M:3 Y:5 K:8
R:208 G:211 B:212
WEB: #D0D3D4

Paint colours



MASTERCRAFT DARK
BLUE 2021 (172)
Product: Sonyx 101
Company: Resene



MASTERCRAFT
TURQUOISE 2021 (172)
Product: Sonyx 101
Company: Resene

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 Kitchens Value logos:



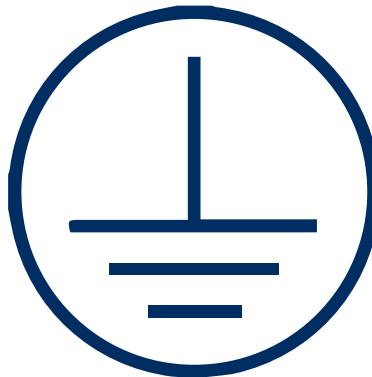
Mutual



Reliable



Passionate



Grounded

10 Year Craftsmanship Guarantee Logo:





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
KITCHENS

BY ACME KITCHENS LTD

MASTERCRAFT KITCHENS NSO

P 0908 acme | F 0800 acme | acme@mastercraft.co.nz
mastercraft.co.nz | 15a Landscape Road Pukekohe
Postal: 1 Helland Drive Bombay Auckland 2579

Business Cards - Licensee:

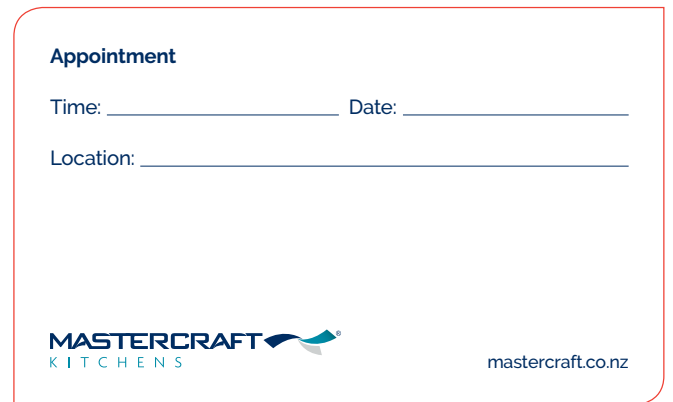
Front:



Back



Back alternative



Business Cards Co-Branded:

Front:



Back - Your branding



Other options



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



TREES
for Survival



[Order your FREE Kitchens Look Book here](#)

Master Joiners & NKBA logos optional.



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

Vehicle signage (UTE):

Left & Right Sides:



Front Back:



Vehicle (VAN):



Vehicle signage (Transit VAN):



Vehicle signage (TRUCK):



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:



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



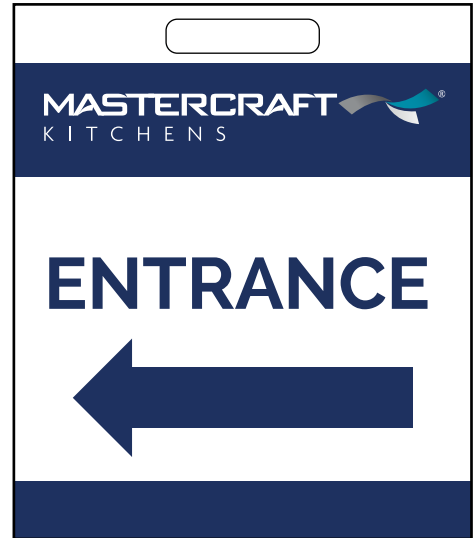
Examples of co-branded



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 Kitchens, our brand standards are the guiding compass that keeps us all moving in the same direction. Just like the precise measurements in our joinery work, these standards ensure that every aspect of our brand remains consistent, solid, and aligned.

But we know that, in the dynamic world of business, questions can arise as often as sawdust in a workshop. So, if you ever find yourself needing clarity, don't hesitate to reach out to our marketing team at marketing@mastercraft.co.nz. They're always here to help you navigate the sometimes complex landscape of branding.

In conclusion, our brand standards are the blueprint to success, unifying our efforts and making sure we're all on the same page. So, as you forge ahead, remember, with these brand standards, you're not just creating functional spaces; you're shaping the cornerstone of a powerful brand. Together, we build excellence & aim to be New Zealand's most trusted kitchens brand.



