

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.

As a Mastercraft Licensee, you have been selected to exclusively represent the Mastercraft Electrical 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 Electrical 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 Electrical 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)

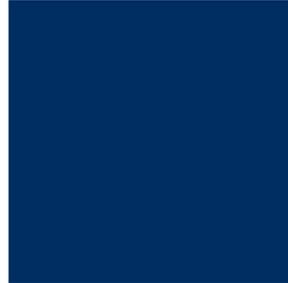
The Mastercraft National Support Office marketing team is here to support you in any way we can to assist you with brand representation for your business. Do not hesitate to get in touch, we're ready to help!

Mastercraft Marketing

marketing@mastercraft.co.nz

Mastercraft Electrical colours

All printing must use CMYK codes and be exported in CMYK



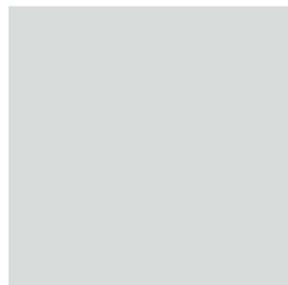
DARK BLUE
 PMS: 282
 C:100 M:68 Y:0 K:54
 R:0 G:45 B:98
 WEB: #002D62
 VEHICLE VINYL: AVERY COBALT BLUE 957
 BUILDING VINYL: AVERY COBALT BLUE 724



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



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 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



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 white space boundary.



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

Fonts:

Agenda - Medium - Logos and sign writing

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Agenda - Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Raleway - Regular - General Text

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Raleway - Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

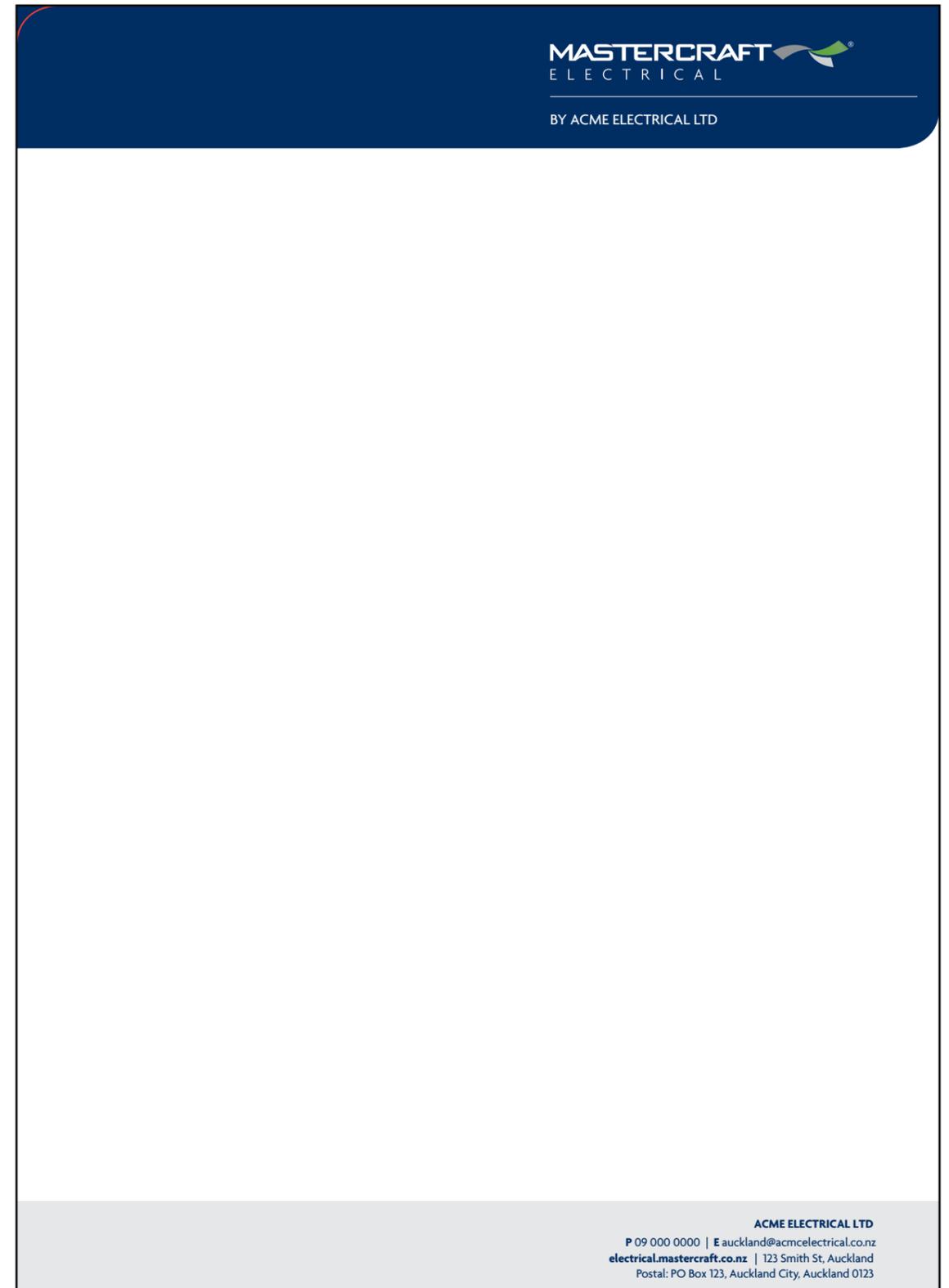
Marydale - Regular - alternative sign writing

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Marydale - Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Letterhead:



Full-branded Email Signature:

Joe Bloggs
Position



Co-branded Email Signature:

Joe Bloggs
Position



Business Cards - Licensee:

Front:



Back



Business Cards Co-Branded:

Front:



Back - Your branding



Quotes and invoices:

Mastercraft branding on quotes and invoices is compulsory




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
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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

INV-04012
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Quotes and invoices:

Mastercraft branding on quotes and invoices is compulsory

Fergus Software:




Leading Phase Electrical-Mastercraft Electrical.
 72C No. 4 Road
 Te Puke, 3183
 tane@lpelectrical.co.nz
 0210388379

Attention Name	123 Street Suburb City, 1234 Region	Site Address	123 Street Suburb City, 1234 Region	Invoice number: INV-DRAFT	Job number: 123456
				Invoice Date: Thu Oct 16 2025	Due Date: Thu Oct 30 2025
				GST Number: 120-383-067	

Tax Invoice | INV-DRAFT

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.

Example Section

Example Section Description	Qty	Price	Total	
Example Item	1.00	\$100.00	\$100.00	
			\$100.00	
			Subtotal	\$100.00
			Tax Amount	\$15.00
			Total	\$115.00

Invoices are due to be paid by the due date. Please make deposits to our bank account number as specified and include your invoice number as reference.

Any queries on this invoice should be notified to us within 7 days. Please bring to our attention any concerns you may have with the invoice.
 Bank Account: 12-3146-0257478-01 Invoice number: INV-DRAFT

Co-Branded Building signage:

Signage example:



Vehicle signage:

Left & Right Sides:



Front Back:



Van:



Co-Branded Vehicle signage:

Ute:



Van:



Co-Branded Vehicle signage (VAN):

Left & Right Sides:



Front Back:



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

The co-branded vehicles shown are examples only as all situations will be different based on existing business branding.

Uniform:

Examples of full 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: @mastercraftelectricalnz

Facebook: @mastercraft electrical NZ

LinkedIn: Mastercraft Electrical Group NZ

PROFILE

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

Profile Picture:

Mastercraft only Options



Co-Branded Example: Needs NSO sign off



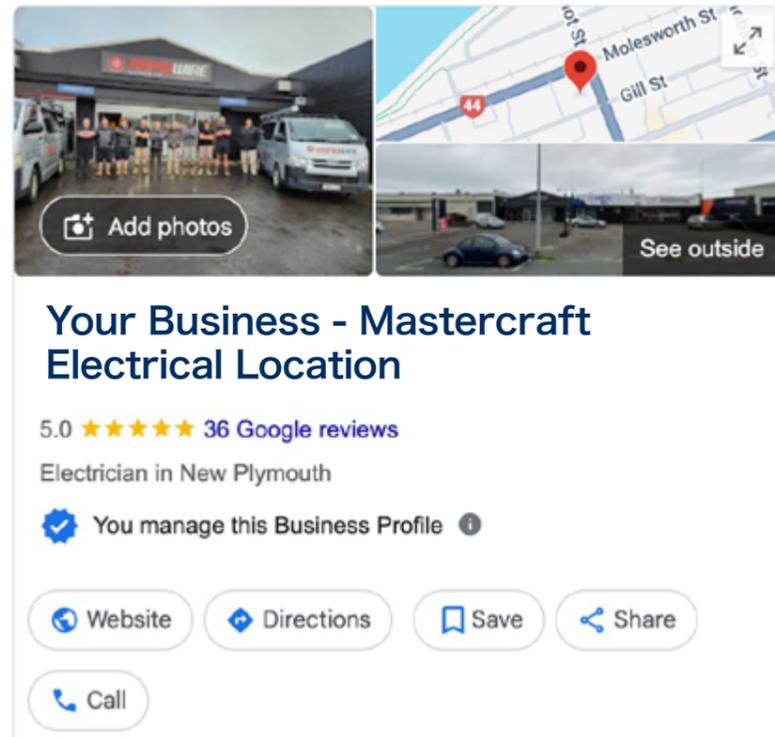
Cover Picture:

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



Google My Business

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



Website

On your About Page

Add this image as a full width section on your websites about page.

Link this image to your Mastercraft Page (building this page is on the next page).



Website continued

HEADER

1. Add the Mastercraft Electrical Logo to your header

Add the Mastercraft Electrical Logo to your Header

Ensure the logo links to your Mastercraft Electrical Licensee page and opens in a new tab.

FOOTER

2. Add the Mastercraft Electrical Logo to your Footer

Add the Mastercraft Electrical Logo to your Footer

Ensure the logo links to your Mastercraft Electrical Licensee page and opens in a new tab

[Click Here for full instructions and assets to complete this page](#)



Who is Mastercraft?

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

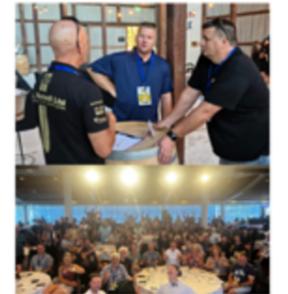
Mastercraft has a proud history spanning all years and its name has become synonymous with trust, professionalism and dependable workmanship. As a Mastercraft Electrical licensee, 1000+ Companies join a group of like minded electrical companies across New Zealand. This means we're part of a national community of professionals who share ideas, knowledge together, and work collaboratively to set the standard of electrical work across the country.



What does this mean for our clients?

Being part of Mastercraft means we can offer our customers more, without compromising the local service we're known for:

- ✓ Improved benefits through national supplier partnerships.
- ✓ Exclusive access to preferred pricing with our partners.
- ✓ Shared knowledge and experience from a national network of electrical professionals.
- ✓ Expertise in a wide range of sectors across the electrical industry including home automation, solar installations, lighting design, heating and ventilation solutions, security systems, and more, all backed by Mastercraft's commitment to excellence in customer service and service delivery.
- ✓ Confidence through dealing with a national brand where all licensees are committed to upholding its reputation in a heavily populated and competitive marketplace.
- ✓ Peace of mind, knowing when dealing with a Mastercraft licensee that your tradesman has received training to stay up to date with industry best practices, latest technologies, and national compliance standards to ensure every job we do is completed safely and to the highest standard.



In return we proudly display the Mastercraft brand alongside our own, because we share the same values and standards that come with being selected as a Mastercraft licensee



Want to know more about Mastercraft Electrical?

Feel free to ask us anytime or visit [Mastercraft Electrical](#) to learn more about their national network and what it means for your home or business.
1000+ Companies - Mastercraft Electrical Region



