

BRAND Standards

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



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BRAND OVERVIEW

Welcome to your Mastercraft Plumbing brand guidelines.

As a Mastercraft Licensee, you have been selected to exclusively represent the Mastercraft Plumbing 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 Plumbing 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 Plumbing 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 Plumbing colours

All printing must use CMYK codes and be exported in CMYK



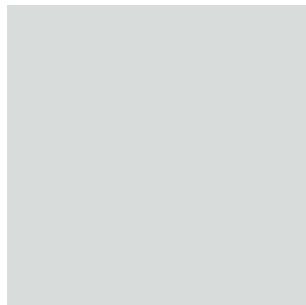
DARK BLUE
PMS: 282
C:100 M:68 Y:0 K:54
R:0 G:45 B:98
WEB: #002D62
VEHICLE VINYL: AVERY COBALT BLUE 957
BUILDING VINYL: AVERY COBALT BLUE 724



ORANGE
PMS: 1505 C
C:0 M:71 Y:100 K:0
R:243 G:110 B:33
WEB: #F36E21
VEHICLE VINYL:
BUILDING VINYL:



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 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



ORANGE (FOR SECONDARY GRADIENT COLOUR)

PMS: 1375 C
C:0 M:45 Y:96 K:0
R:255 G:158 B:24
WEB: #FF9E18



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

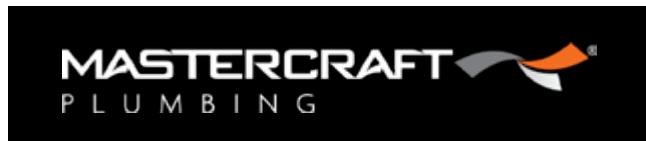
Primary reversed logo on black vehicle



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 colours



Do not - Change fonts



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:



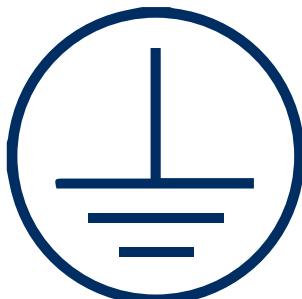
Mutual

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

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

Letterhead:



ACME PLUMBING LTD

P 09 000 0000 | E auckland@acmeplumbing.co.nz
plumbing.mastercraft.co.nz | 123 Smith St, Auckland
Postal: PO Box 123, Auckland City, Auckland 0123

Full-branded Email Signature:

Joe Bloggs
Position



Mastercraft Plumbing 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 Plumbing
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



Quotes and invoices:



John Smith

Mastercraft Plumbing BY ACME PLUMBING

123 North Road Auckland

1234

admin@acmeplumbing.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: MCP...

Name	Quantity	Price	Total
MCP-23a New Build			
11340170 25mm CU 1C NS XLPE 500m	52.00	\$16.73	\$869.96
34750200 Long pipe	1.00	\$1.32	\$1.32
50571040 insinkerator	1.00	\$120.55	\$120.55
53610020 fitting pipe	1.00	\$12.52	\$12.52
34850200 Sink Tap	1.00	\$21.68	\$21.68
34660020 Pressure clamp	1.00	\$6.45	\$6.45
34410020 Water Heater Replacement	1.00	\$3.48	\$3.48
45812060 Pipe Wrench Set	1.00	\$31.94	\$31.94
30211460 Sump Pump Installation	1.00	\$0.99	\$0.99
30211480 Water Softener System	1.00	\$2.43	\$2.43
30211020 Adaptor plain-screw 32mm GY	1.00	\$2.46	\$2.46
36550680 Shut-off Valve (Ball Valve)	1.00	\$2.40	\$2.40
32530200 Pipe Hangers and Straps	3.00	\$1.08	\$3.24
Plumber's Tape	15.00	\$0.45	\$6.75
	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
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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:



If you have any questions or comments, please contact marketing@mastercraft.co.nz

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:



Uniform:

Examples of full branded



Examples of co-branded



Branded collateral can be ordered here: shop.mastercraft.co.nz

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: @mastercraftplumbingnz

Facebook: @mastercraft plumbing NZ

LinkedIn: Mastercraft Plumbing Group NZ

PROFILE

- Username:** Use one of the following naming convention - all lower case:

@mastercraftplumbing_location

@yourbusiness_mastercraftplumbing_location

- Name: Use either**

Mastercraft Plumbing Location

Name: Your Business by Mastercraft Plumbing Location

- Bio:** Mastercraft Plumbing by Business Name, and street address. If you do not use your own trading name (For example Mastercraft Plumbing Tauranga) just add your street address here. You can also include other information in your Bio.

- Website:** Please use our main URL: <https://plumbing.mastercraft.co.nz/licensee/mastercraft-plumbing-YOUR-LOCATION>

Profile Picture:

Mastercraft only Options



Co-Branded Example: Needs NSO sign off



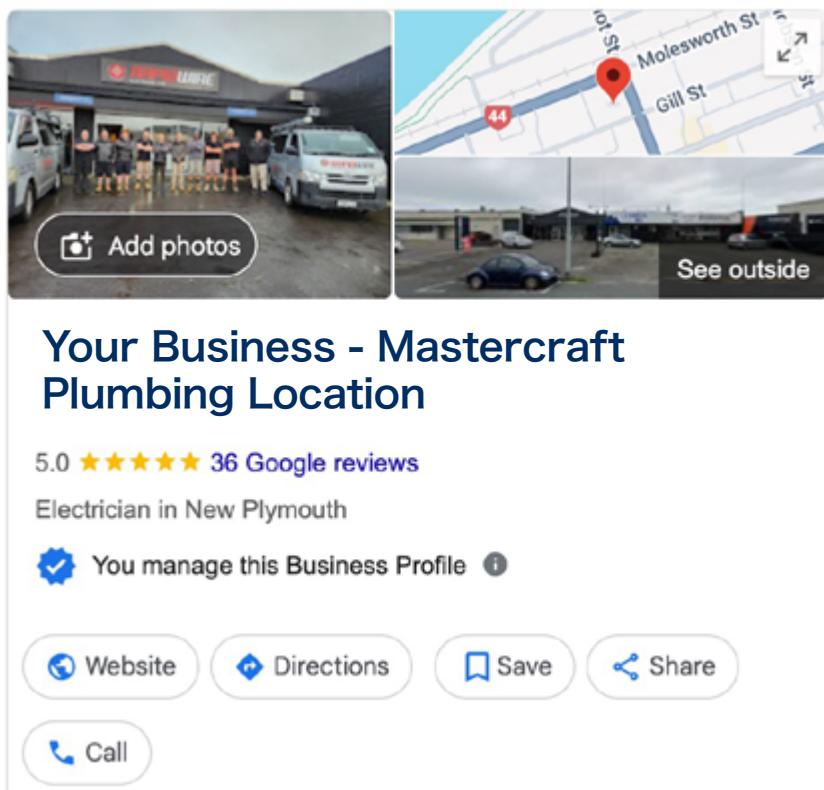
Cover Picture:

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 Plumbing Location
- 2. Website:** Please use our main URL:
<https://plumbing.mastercraft.co.nz/licensee/mastercraft-plumbing-YOUR-LOCATION>



Your Business - Mastercraft Plumbing Location

5.0 ★★★★★ 36 Google reviews

Electrician in New Plymouth

You manage this Business Profile

[Website](#) [Directions](#) [Save](#) [Share](#)

[Call](#)

[See outside](#)

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).



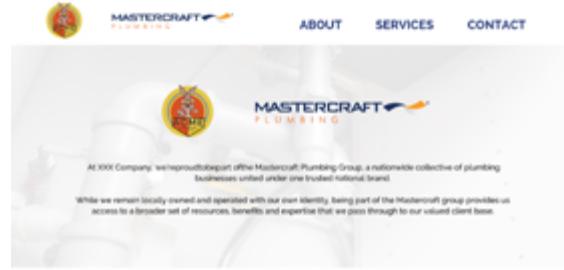
Website continued

HEADER

1. Add the Mastercraft Plumbing Logo to your header

Add the Mastercraft Plumbing Logo to your Header

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



FOOTER

2. Add the Mastercraft Plumbing Logo to your Footer

Add the Mastercraft Plumbing Logo to your Footer

Ensure the logo links to your Mastercraft Plumbing 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: 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 Plumbing licensee, XXX Company joins a group of like-minded plumbing companies across New Zealand. This means we're part of a national community of professionals who work together, innovate 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 plumbing professionals.
- ✓ Expertise in a wide range of sectors across the plumbing industry including heating, automation, solar energy, drainage, heating and ventilation, fire safety 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 tradesmen 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 Plumbing?

Please feel free to ask us anytime or visit [Mastercraft Plumbing](#) to learn more about their national network and what it means for your home or business.

XXX Company - Mastercraft Plumbing Region



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PLUMBING

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**Master
Plumbers**
Representing Excellence

