

## UGLE CHARTER MARK

### **What is the UGLE Charter Mark?**

The UGLE Charter Mark is the quality standard showing that you are an approved Provincial/District or Lodge website.

Approved sites will then have the right to carry a Charter Mark on their homepage, which is a small representation of the UGLE logo together with either your Province/District name or the words 'Accredited Lodge website'. The Charter Mark must also include a hyperlink to the United Grand Lodge of England website.

### **Why do I need a Charter Mark?**

Whilst there is no objection to Metropolitan, Provincial and District Grand Lodges, or individual Lodges and Chapters, setting up websites, to ensure accuracy and consistency on policy matters it is important that you look to have your website approved.

*As outlined in the UGLE website guidelines, when you set up the site, the overriding guideline is to 'be open and seen to be open'. Therefore:*

- *Do not include the phrase "secret society" (especially "Freemasonry is not a secret society", which just means that "Freemasonry" and "secret society" come up in each other's search results).*
- *Similarly do not use phrases like "Freemasonry is not a religion / political pressure group / etc."*

Having your website approved also means having it checked for appropriate content and photos – for example, outlining our four important values: *Integrity, Friendship, Respect* and *Service*. This is why it is prudent to check your website periodically to make sure the content is up-to-date.

Once you have the UGLE Charter Mark, you will also have permission to include UGLE materials such as new videos and access to our photo library.

### **How do I get a Charter Mark?**

UGLE will only issue a Charter Mark to Provinces and Districts – they are then responsible for approving and issuing Charter Marks to their Lodges. Please make sure that you share the website guidelines with Lodges who have a website or are looking at setting one up.

If a Lodge is interested in obtaining a UGLE Charter Mark, they must contact their Province and District. Once approved, they will be able to issue them with the new Lodge Charter Mark.

We also understand that some Provinces and Districts will have their own Charter Mark which they issue to Lodges, so it would be your decision if you also want them use the UGLE Charter Mark. The fact that Lodges must communicate with their Province or District concerning the use of a Charter Mark means that you will have control of how this process is managed.

Any logos displayed on your website must also have received approval via the Masonic Services Department. This is particularly important in the event that any heraldic design or feature is included such as a Coat of Arms. If you are unsure whether or not your Province, District or Lodge has a legal Coat of Arms, please email Harry Gregory on [hgregory@ugle.org.uk](mailto:hgregory@ugle.org.uk) and he will be able to assist you.