



Guidelines for using BILD-Central Alberta Member Logo

BILD-Central Alberta members are encouraged to publicise their membership by using the new association's logo. This document sets out suggestions, guidelines and graphics standards for members' use of the logo.

Membership of the Building Industry and Land Development – Central Alberta are offered many benefits, but none may be more tangible than the BILD-Central Alberta logo. The logo communicates clearly that you are a professional, committed to your business and proud to be part of the industry and Association. This is an important message.

The logo is a “silent ambassador” for Association members, at work 24 hours a day, seven days a week. Put the logo to work for your company – make it a part of your company's identity!

This document sets out suggestions, guidelines and graphics standards for members' use of the BILD Central Alberta logo.

Printed Material (suggestions):

- All corporate materials (i.e. business cards, letterhead, etc.)
- Consumer materials (i.e. brochures, pamphlets, sell sheets, homeowner manuals, etc.)
- Advertising (i.e. print ads, flyers, posters, home show booth, etc.)
- Company vehicles
- Promotional give-aways

Correct logo:

- Do not alter or add to the logo
- Do not combine with illustrations or graphics
- Do not encroach onto the logo free space (see below)
- Do not reverse out of any colour
- Do not bleed off the edge of the page

Logo Variations – Vertical



Logo Variations – Horizontal

A horizontal version of the logo can be used in cases where the vertical space is limited.



Colour of logo

Use the colour version whenever possible to keep consistent. Use gray scale for one colour – cost effective printing.

Artwork

Always work from an original logo file. JPEG and PNG files are available by contacting the Association's office.

Colours of the logo must be followed:

- CHBA National Green: Pantone: 348; HEX #00854a, RGB (0, 133, 74), CMYK (100,0,44,48)
- Grey: HEX #898b8e, RGB (137,139,142), CMYK (4,2,0,44)
- Black: HEX #231f20, RGB (35,31,32), CMYK (0,11,9,86)

Text

- BILD Central Alberta uses proxima nova and avenir as the fonts within branding and execution of all brand materials.

Rights of Using the Logo

- BILD Central Alberta in its sole discretion decide whether a company's use of the Logo has violated these Guidelines, and may at any time demand the company to stop or alter the use of the Logo.
- BILD Central Alberta interpretation of the provisions of these Guidelines shall be final and conclusive. In case of dispute, BILD Central Alberta has the authority to make final and binding decisions.

LOCAL Awards

- Members must use the BILD CA name/ brand when promoting a local award.

Board of Directors – June 2018

Guidelines for using CHBA Member Logo

As a member of BILD – Central Alberta, you are also a member of BILD Alberta and the Canadian Home Builders Association.

Members may continue using the CHBA National brand, but we do encourage our local members to use the BILD-CA logo and name.

CHBA Logo



Colours

The CHBA member logo can be used on the colour version or black and white (grey) version. The logo must always be used following those guidelines.

1. Green, Red and Grey

- PMS 348
- PMS 032
- PMS Cool Grey 11

These colour tones are suitable for reproduction on a white or light-coloured background.

- PMS032
- PMS348

Due to cost, most materials are printed in a four-colour process rather than using pure Pantone colours, also referred to as PMS colours. This means that the colours are “approximate” rather than 100% accurate. Also, different materials, from paper to vinyl and embroidery thread, use different types of dyes and absorb them differently, resulting in colour variations. Members are encouraged to attempt to minimize colour variations when possible.

2. Black and White

This is suitable for reproduction on white or light-coloured background.

- Black Vertical - Black Horizontal
- Achromatic Vertical - Achromatic Horizontal

Fonts

The official typeface, or font, used for the CHBA-CA logo is Univers Condensed.

Below are samples of the typeface Univers Condensed family font used for the logo.

- Univers
- Univers Condensed
- Univers LT Std 47 Cn Lt
- Univers LT Std 57 Cn