

# Guidelines for using BILD-Central Alberta Awards logos

BILD-Central Alberta award winners are encouraged to publicise their success by using the awards logo. This document sets out suggestions, guidelines and graphics standards for members' use of the Awards logo.

## Printed Material (suggestions):

Promote your success, always and anywhere.

- 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

## Colour of logo

When printing: The logo can be printed in black and white, or in the three original colours.



## Artwork

Always work from an original logo file. Hi-res JPEG and PNG files are available.

Colours of the logo must be followed:

- Gold: HEX #f9c732, RGB (249,199,50), CMYK (0,20,80,2)
- Grey: HEX #c4c5c7, RGB (196,197,199), CMYK (2,1,0,22)
- Black: HEX #231f20, RGB (35,31,32), CMYK (0,11,9,86)

### Correct Text:

- When promoting in text:
  - When promoting **single family and multi-family**, the year and category must be displayed (i.e. 2018 Best New Home up to \$224,999)
  - When promoting the **Partner Choice Awards**, the year and category must be displayed (i.e. 2018 Supplier of the Year (Small Category))
  - When promoting the **Renovator of the Year Award** and **Building of the Year** awards, the year and category must be displayed (i.e. (i.e. 2018 Builder of the Year – Small Volume; 2018 Renovator of the Year).
  - **A general rule of thumb:** The year of the award must be displayed.

### Rights of Using the Logo

- The complete logo must be shown. No parts of the Logo, including the year and design, may be separated from the Logo.
- BILD Central Alberta in its sole discretion decide whether an awarded company's use of the Logo has violated these Guidelines, and may at any time demand the awarded 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.

### Awards Committee – May 2018