

## Asheville Home Builders Association Logo Style and Usage Guidelines

Outlined below are the Logo Style and Usage Guidelines for the Asheville Home Builders Association logo. We care deeply about our image, as it not only represents the AHBA but our members as well. Therefore we request that all of these specifications are adhered to when reproducing or displaying our logo electronically *or* in print. No other modifications are allowed.

The Asheville Home Builders Association marketing logo is meant for brand identification.

Points to remember: The logo has been approved by the AHBA Board of Directors and as its mark. All logos supplied either electronically, in reproduction sheets or downloaded as final artwork can never be altered in any way, without express written permission from the AHBA Staff.

Please contact KC Hart, Marketing and Communications Coordinator, 828-299-7001 for the approved versions of the logo.

AHBA's Member Logo adds the identifier "Member" to the basic AHBA Logo. The Member Logo is for AHBA Members in good standing that comply with the usage guidelines in this brochure. Members in good standing are those who have paid or renewed their annual dues and who comply with AHBA standards. Members are expected to use the logo with the "Member" identifier. Members are not allowed to use the AHBA Logo without the Member identifier unless written permission is given by AHBA Staff.

Members are encouraged to add the AHBA Member Logo to their marketing materials. Incorporating the AHBA Member Logo into your letterhead and promotional materials can increase public awareness of your professional affiliation with the AHBA. Members who choose to use the AHBA Member Logo must abide by these usage guidelines. The Member Logo is for identification as an AHBA Member or Member Company of Record ONLY. No publication, member or otherwise, may use the logo in an advertisement created for the AHBA without express written permission by the AHBA Staff.

Organizations, individuals, or other entities that are not members of AHBA may not use the Member Logo. If external groups enter into a co-sponsorship agreement with AHBA, those entities may be granted limited use rights or a "license" to use the Logo for a specified period of time, provided the logo usage guidelines are followed. All licensing agreements will be established and approved in writing by the AHBA Office Staff.

The Board of Directors shall adopt an official emblem for the exclusive use of this Association and its affiliated Councils, and its members in good standing. Use of the emblem by a member shall be confined to identifying him or her as a member in good standing with this association. **The emblem may not be used in any manner or position to denote or imply any endorsement by this Association of a member's product or services, and use of the emblem may not be conveyed by a member to another member or non-member for any purpose whatsoever. The Executive Committee and Office Staff shall have the authority to limit or restrict the use of the emblem from time to time, as it deems proper. Misuse of the emblem shall constitute grounds for revocation of membership.**

The following applies to all AHBA Logos:

No matter which version of the Logo you use, there are overall guidelines that must be followed to maintain consistency:

- Don't alter the logo in any way, including (a) separating the logo, (b) adding another company name, (c) using part of the logo as a separate graphic element, or (d) incorporating any part of the AHBA logo into another logo.
- Don't print the logo over other patterns, such as background lines, geometric patterns, or other distracting elements.
- Make sure that the logo is never tilted and that it is reproduced as a line drawing.

- Do not create dropshadows on the logo, use the logo in outline form, change the transparency of the logo, or alter the color of the logo in any way.
- Be sure that nothing is placed over the logo, and that the logo does not overlap anything else.

To be sure that the Logo is used in the correct format, contact KC Hart at the AHBA office, 299-7001, to obtain the correct artwork.

The Logo is a one-color logo. All logo elements (symbol, letters, and circles) must be reproduced in the same color. The official color of the Logo is Pantone Matching System (PMS) 2758.

Reproduction of the logo must be as follows (in order of our preference):

1. Blue -PMS 289, CMYK: C-100 M-64 Y-0 K-60, RGB: R-0 G-43 B-92
2. All Black
3. White

When printing in the official blue color, or in black, the logo may not be screened to create another color.

The Logo should not be smaller than 1/4 inch. To achieve maximum visual impact and to show separation between the AHBA logo and surrounding logos, the Logo must be surrounded by sufficient space. A space equivalent to at least the height of ¼ the height of the outermost circle must be let between the logo and other elements on a page, or between the logo and the edge of the paper.

Positioning the logo with another logo depends on the particular design and layout of each of your promotions. The following guidelines provide three rules intended to help guide you in your design:

- a. When positioning the Logo side-by-side with another logo, the member logo should be placed to the right of the logo with which it has the closest relationship.
- b. Multiple logos must be approximately the same size unless one logo is used as the key design element, or is your company's logo.
- c. Remember to follow the spacing guidelines; i.e., leave a space equivalent to one-fourth the height of the largest circle between logos.

Video- For video productions, a variety of special effects can be used to incorporate the Logo. The logo ultimately must appear on the screen, in its proper configuration (size, position, etc.) for a full three seconds.

Electronic Uses- When using the logo in electronic transmissions, such as computer disks, software and online computer services, follow the basic usage guidelines in this document. When used in electronic formats which allow hyperlinks, the logo should contain a hyperlink to <http://www.ashevillehba.com>.

Audio- Use this identifier line for your programming: A production of (member company's name), a (proud) member of the Asheville Home Builders Association.

**Staff members at the AHBA office are available to answer questions about interpretation of the logo guidelines. Call KC Hart at 828-299-7001, or email [kc@ashevillehba.com](mailto:kc@ashevillehba.com).**