



Graphic Standards

HBA of Chester and Delaware Counties

This Graphic Standards manual is provided to allow and encourage members of the HBA of Chester and Delaware Counties to display the organization's logo while maintaining the unified graphic image for the HBA. Use of the logo in this consistent fashion should increase awareness of the HBA of Chester and Delaware Counties and create a strong link to the values, purpose and position of that organization.

To achieve maximum impact of our graphic identity, it is essential that all HBA materials use this consistent image in all print communication, signage, advertising, multimedia presentations and the web.

For further assistance or clarification of policies, please contact the HBA's Director of Communications and Member Services at (610) 692-7733 or kirab@builderpa.com

General Guidelines

- The HBA's logo was adopted by the Board of Directors in 2007 for use on all HBA materials starting on January 1, 2008. All images of the former logo should be removed from advertising, web sites, etc after January 1, 2008.
- The new logo is available at www.builderpa.com in various formats, for member use.

Font:

The HBA logo was created to be used in its entirety. The logo is not to be altered or recreated. The elements are not to be separated, resized in relationship to each other or shown in part without the express written permission of the HBA.

- The font for Home Builders Association is Rockwell Bold
- The font for of Chester and Delaware Counties is URW Imperial T Extra Bold Obli
- The font for HBA is Berkley Black

Colors and Screening:

The PMS colors used are

- Reflex Blue
- The screen used for the letters HBA is 50%
- The logo may not be used in any other PMS colors



When using a second color as an accent, use the following gold PMS

- Pantone 7405U (when used on uncoated paper)
- Pantone 7406C (when used on uncoated paper)

The logo may be used in solid black either with or with HBA screened. The logo may also be used as a full reverse.



The logo should not be used with any background color behind it.



Clear Space:

A space equal or greater than the separation between the letters HBA and the roof image above them must be kept around the logo at all times.



Size

The addition of the HBA logo to members advertising and brochures is encouraged. The logo may not be shown any smaller than .45" H x .5" W



Reproduction Quality

The logo is not to be scanned or photocopied for reproduction use. Always download the EPS file from www.builderpa.com to insure that the image remains clean

Documents that have been created using an original logo on them may be photocopied for use by members if the black and white version of the download was used to create the original document.

Web Links

The HBA of Chester and Delaware Counties website is built on BuilderFusion's format. To access the site from some search engines, it is necessary to include the www. Please make sure all links are shown as:

www.builderpa.com

HBA sponsored publications

Additional Guidelines have been developed for the creation of flyers, posters or other graphics for HBA sponsored or hosted events. For those Guidelines, please call (610) 692-7733 or e-mail kirab@builderpa.com

This is where we will introduce the use of the image in square boxes motif we are picking up from website

Limiting uses of colors, clip art, number of typefaces, specific typefaces, etc.

Temporary logo stickers

3"x 3" stickers of the HBA logo can be purchased from the HBA office if you would like to use the HBA logo on existing material.