

Statement of General Purpose

Incorporating the Home Builders Association of Washtenaw County (HBAWC) and affiliated council logos into your letterhead and promotional materials may increase public awareness of your professional affiliation with the HBAWC. Members who use the HBAWC and affiliated council and event logos (referred to as association logos) must abide by these guidelines.

Organizations, individuals or other entities that are not members of the HBAWC may not use the association logos. If external groups enter into a co-sponsorship agreement with HBAWC, those entities may be granted limited-use rights or a “license” to use the association logos for a specified period of time, provided the logo usage guidelines are followed.

Overall Guidelines

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 association logos into another logo.

Don't print the association logos over other patterns, such as background lines, geometric patterns or other distracting elements.

Make sure that the logo is never titled and that it is reproduced as a line drawing.

Color

The association logos are one-color logos. All logo elements (symbol, acronym, and identifier) must be reproduced in the same color. The official color of the HBAWC logo is Pantone Matching System (PMS) Reflex Blue.

Reproduction of the logo must be as follows:

1. PMS Reflex Blue
2. All black
3. If blue or black ink is not used, the logo must be printed in 100 percent of the darkest color that is used on the printed material.
4. Dropped out of a color to white or to the background surface color of the paper of other material that you're using.
5. For video and electronic applications, light colors may be used.

Screens and Reverses

When printed in the official blue color, in black or in the darkest available color, the association logos may not be screened to create another color.

When reversing the logo out of a color or to any background color, always use the reverse logo artwork. The entire association logo must be reversed to white or to the background color, as a line drawing.

Text

If you wish, you may use the name of the association in advertising if the sizing of the logo prohibits its use. Times Roman with large and small caps is used for the name. The official name which must be used is:

Home Builders Association of Washtenaw County

Size

The association logos must meet the minimum height as outlined in the chart below:

HBAWC	3/8"
Remodelors Council	7/8"
Custom Builders Council	1/2"
Associates Council	7/8"
Sales & Marketing Council	7/8"
Builders Home & Improvement Show	3/4"
Remodelors Home Tour	3/4"

Usage with Other Logos

Positioning the association logos with another logo(s) depends on the particular design and layout of each of your promotions. The following guidelines provide two rules with which you must comply:

- a. When positioning the association logos side-by-side with another logo(s), the association logos must be placed to the right of the logo with which it has the closest relationship. The HBAWC logo shall always be to the right of other association logos. Councils shall always be to the right of event logos.
- b. Multiple logos must be approximately the same size unless one logo is the key design element.