

Logo Usage Guidelines Home Builders Association of Greater Chicago Logo

The logo of the Home Builders Association of Greater Chicago is made available to all members of the Association. It can be reproduced electronically, in print, on promotional items, as well as on objects such as windows, doors, and vehicles. The logo includes the Home Builders graphic symbol and the Home Builders name.

We encourage you to make use of the Home Builders logo. Incorporating it into your letterhead and other materials can increase public awareness of your professional affiliation with the Home Builders Association of Greater Chicago. In addition, if you are an associate member and seeking to do business with builder members it is appropriate and beneficial to use the logo to demonstrate your affiliation with the Association. Members who choose to use the logo must abide by the usage guidelines outlined here.

In order to maintain consistency in marketing efforts, Home Builders requires your compliance with the following guidelines:

- The logo may not be altered in any way. It must remain in the same proportions as it is provided to you.
- You may not change the format of the logo. The words and symbols may not be separated or altered.
- You may not add another name to the logo or use part of the logo as a separate graphic element.
- You may not incorporate any part of the Home Builders logo into another logo.
- Do not add any elements to the logo such as words or slogans.
- Organizations, individuals, or other entities that are not members of Home Builders may not use the logo.
- The Home Builders logo is a one-color logo. All logo elements (home, roof and words) must be reproduced in the same color. The official logo color is Pantone Matching System (PMS) number 328. When reproducing the logo adhere to one of the following choices:
 - Use PMS # 328.
 - Use all black ink.
 - Print in 100 percent of the darkest color that is used on the material where it is reproduced, if PMS # 328 or black ink is not used.
 - *An exception* – light colors may be used in video and electronic applications.
 - The font is ITC Century.

Any questions regarding logo usage should be directed to the Home Builders office at 630/627-7575.