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HOME BUILDERS
ASSOCIATION
of
METRO DENVER®

Logo Policy

The Brand Management Committee has reviewed the various uses and forms of the HBA logo and name. The committee's research to date demonstrates that staff and members of the HBA utilize several different versions of the logo and name references to the association without coordination or consistency.

Additionally, the committee has determined the use of sub-logos for HBA affiliated committees, councils, programs and events when applied consistently can strengthen the HBA brand identity to members and the public at-large. In an effort to promote a uniform and widely recognizable brand for the HBA, the Brand Management Committee proposes the following:

1. Verbal or written communication produced by the HBA staff or members, should reference the association in one of two manners: the HBA or as the Home Builders Association of Metro Denver.
2. The HBA logo will be available in two variations - Home Builders Association of Metro Denver color; Home Builders Association of Metro Denver black and white.
3. All HBA affiliated promotional or marketing material should incorporate the HBA logo and look to assist in strengthening the brand identity of the HBA and its affiliated programs.
4. Effective February 8, 2005 the use of sub-logos by HBA affiliated activities, committees and programs will be subject to the following:
 - a. HBA affiliated programs, committees, councils, and events will utilize only the HBA logo or HBA approved sub-logos
 - b. HBA affiliated programs, committees, councils, and events will utilize the general HBA stationary or may choose to purchase and use the individualized stationary for their program, as designed and approved by the HBA, at their own expense.
 - c. Award programs, such as the BAR and HAP Awards, may feature a replication of the award statue on event promotional material in addition to the HBA logo, which shall be featured prominently on the piece.
5. Member Logo Use
 - a. HBA members are encouraged to promote their affiliation with the industry and Association by utilizing the HBA logo in member company advertisements, material or places of business. The HBA will support this activity by making the HBA logo available to members in good standing by providing window decals, and logo files posted on the HBA website or upon request.

- b. HBA members are encouraged to reference their association membership and leadership roles in industry related publications or printed material.
- 6. All use of the HBA logo shall comply with the HBA logo usage guidelines.

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