

# MASTER BUILDERS ASSOCIATION OF WESTERN AUSTRALIA

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## Members Logo Guidelines & Usage



A black and white photograph showing a city skyline in the background, viewed from a hillside. In the foreground, there are several large, mature trees on the left side, and a paved path or road leads down the hill. The city skyline includes several tall buildings, with one prominent skyscraper on the right. The sky is overcast.

OUR VISION IS “A STRONG MASTER  
BUILDERS WESTERN AUSTRALIA  
FOR A STRONG BUILDING AND  
CONSTRUCTION INDUSTRY”



# TABLE OF CONTENTS

- 4 | INTRODUCTION
- 5 | LOGO
- 6 | LOGO COLOUR GUIDE
- 7 | LOGO SPACING GUIDE
- 8 | INAPPROPRIATE LOGO USE
- 9 | COLOURS

# Introduction

The Master Builders WA Members brand and identity are important business assets that must be protected and managed in order to retain maximum value.

This guidelines and usage manual contains all the information required to maintain the strategic integrity of the Master Builders of WA Members Logo brand and identity in the local and national marketplace.

## GUIDING PRINCIPLES

The identity is based on Master Builders of WA logo, corporate typefaces, graphic elements, layout style and corporate colours. All material included in this manual, including the logo, is © Copyright 2020 Master Builders Association of WA.

In order to maintain consistency, it is important that the corporate brand and identity standards are applied to all objects and items carrying the Master Builders of WA name. Any departure from the examples shown within this standards manual must be approved by Master Builders of WA.

## NAMING PRINCIPLES

All Master Builders of WA documentation and publications must refer to the organisation as Master Builders of WA. No material is to make reference to the Master Builders Association of WA (unless there is a legal obligation to do so).

## ELECTRONIC RESOURCES

Copies of this manual and all design elements in both hard copy and electronic versions are available from Master Builders of WA. Please contact the Marketing & Partnership Manager for more information.

## BASIC GUIDELINES

- The Master Builders of WA Members logo is to be used in its entirety as it appears in Section 1.0.
- All departures from these guidelines must be approved by the **State Marketing Manager or Graphic Designer**
- Never deconstruct the logo or make additions to it.
- Never separate the elements of the logo. They must always appear together as demonstrated in Section 1.0.
- A clear space must be allowed around the Master Builders of WA Members logo as per guidelines provided in Section 1.8.
- Connecting lines, graphics, photographs or type are not allowed.

For clarification of any aspect of this document, please address all queries to

**State Marketing Manager:**

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**Graphic Designer**

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# 1.0 Logo

## 1.1 Master Builders of Western Australia Members Logo

The Master Builders of WA Members logo is specially created for members of the association to represent their status and must be reproduced in full whenever possible.

See Corporate Colours (Section 2.0) for more details on PMS colour usage, CMYK, RGB and Hex breakdowns.

### RELATIONSHIPS

The relationship (proportions and positioning) between the Logotype, Symbol and Identifier must remain consistent when using the logo.

### COLOURS

Colours in the member logos reflect the corporate colours of Master Builders of WA (Section 2.0).

### MEMBER MILESTONES LOGO

The 5, 10, 15, 20, 25, 30, 40, 50 & 100 year membership logos are to follow the same guidelines.

## 1.2 Logo Minimum Sizing

The minimum size for the Master Builders of WA member logo is 20 mm high x the proportional width.

The 20mm minimum size specification relates to the height of the entire logo and applies to the Master Builders of WA member milestone logos.

Master Builders of WA must approve any departure from the example shown within the brand guidelines.

### 1.1



### 1.2



#### MINIMUM SIZE

The smallest the logo should be represented is 20mm in height



# 1.3 Logo Colour Guide

## 1.4 Full Colour Logo

The full coloured logo must always appear on a white background.

The full colour logo can be reproduced in either PMS or CMYK colours for printing.

## 1.5 Mono Colour Logo

There may be certain applications where it is not possible to reproduce the logo in colour. If colour is not available, the logo can be used in a mono colour scheme.

In such situations, all elements of the logo must remain in black except the left and central portion of the symbol, which must be a 50% black tone.

## 1.6 White/Reversed Logo

For situations involving dark coloured backgrounds, the reversed logo is to be used. This logo must not be placed on a photo without an opaque background behind it, it will otherwise sit on a solid colour.

## 1.7 Changes

Master Builders of WA must approve any departure from the examples shown within the brand guidelines.

### 1.4



**MBA Blue**  
#1457a8  
RGB (20,87,168)  
CMYK (95,73,0,0)  
PANTONE 2728C



**MBA Orange**  
#f89909  
RGB (248,153,9)  
CMYK (0,47,100,0)  
PANTONE 144C

### 1.5



**MBA Black**  
#000000  
RGB (0,0,0)  
CMYK (0,0,0,0)  
BLACK 7 C



**MBA Black 50%**  
#918f8f  
RGB (145,143,143)  
CMYK (31,47,38,3)  
PANTONE 877C

### 1.6



**MBA White**  
#ffffff  
RGB (255,255,255)  
CMYK (0,0,0,0)

## 1.8 Logo Spacing Guide

### 1.8 Logo Spacing

The Master Builders of WA Members logo must be reproduced clear of any other graphics or type, to a minimum distance of one 'x' unit surrounding the logo.

**The clear space of one 'x' unit equals the measurement from the top to the baseline of the lower-case letter "e" in the logo.**

Master Builders of WA must approve any departure from the examples shown within the brand guidelines.

### 1.9 Logo Minimum Sizing

The minimum size for the Master Builders of WA Members logo is 20 mm high x the proportional width. The 20mm minimum size specification relates to the height of the entire logo.

Master Builders of WA must approve any departure from the example shown within the brand guidelines.



### 1.9



#### MINIMUM SIZE

The smallest the logo should be represented is 20mm in height

# 1.10 Inappropriate Logo Use

## PROPORTIONS 1.10.1

The logo proportions must remain consistent when using the logo and scaling the logo up or down. Do not stretch or distort the logo in any way.

## ROTATE OR SKEW 1.10.2

Do not rotate or skew the logo in any way.

## SYMBOL AND STRUCTURE 1.10.3

The symbol must not be traced, re-drawn or re-created in anyway - only the original electronic artwork should be used.

Do not alter the structure of the logo in any way.

## IDENTITY AND COLOUR 1.10.4

The logo is specific to the Master Builders WA Brand identity and is not to be altered.

Do not change the logo colours or typeface.

The logo should not be placed over an image without a white background behind it.

The logo should not be placed on any coloured background, other than white.

The reverse logo should not be placed over light colour. A black or dark background is preferred.

## EFFECTS 1.10.5

The logo should not have any extra digital effects added, such as a drop shadow.

### 1.10.1



### 1.10.2



### 1.10.3



### 1.10.4



### 1.10.4



### 1.10.4



### 1.10.4



### 1.10.5





## 2.0 Colours

### 2.1 Corporate Colours

#### PANTONE MATCHING SYSTEM PALETTE

The listed colours are to be used from the solid coated book.

Please ensure when printing that the applicable PMS colour is carefully matched to the PMS (PANTONE Matching System) Book.

#### CMYK (4 COLOUR PROCESS) PALETTE

The listed colours can be used on coated and uncoated stocks. Please ensure when printing that this CMYK colour are carefully matched to a CMYK printed sample of the colours. Printed samples are available from Master Builders of WA on request.

#### RGB (SCREEN) PALETTE

For usage on screen (i.e. web and PowerPoint presentations) the above RGB colours must be used. Use of this colour will aid in consistent colour output across various platforms and configurations.

#### HEX PALETTE (WEB)

For usage on screen (i.e. website) the above HEX colours must be used.



**MBA Blue/News & Publications**

#1457a8  
RGB (20,87,168)  
CMYK (95,73,0,0)  
PANTONE 2728C



**MBA Orange/Membership**

#f89909  
RGB (248,153,9)  
CMYK (0,47,100,0)  
PANTONE 144C



**Dark Grey**

#595b5c  
RGB (89,91,92)  
CMYK  
(65,56,53,29)  
PANTONE 425C



**Light Grey**

#b3b2b1  
RGB (179,178,177)  
CMYK (31,25,25,0)  
PANTONE Cool  
Gray 5C



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