



BRAND GUIDELINES

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

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

For clarification of any aspect of this document

Please address all queries to Kelly Dewar-Matusik, Marketing & Partnership Manager:

Tel: (08) 9476 9800

Email: mba@mbawa.com

GUIDING PRINCIPLES

The identity is based on Master Builders WA logo, corporate typefaces, graphic elements, layout style and corporate colours.

All material included in this manual, including the logo, is © Copyright 2014 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 WA name. Any departure from the examples shown within this standards manual must be approved by Master Builders WA.

NAMING PRINCIPLES

All Master Builders WA documentation and publications must refer to the organisation as Master Builders WA.

No material is to make reference to the Master Builders Association of WA (unless there is a legal obligation to do so).

BASIC GUIDELINES

- The Master Builders WA logo is to be used in its entirety as it appears in Section 1.1.
- All departures from these guidelines must be approved by Kelly Dewar-Matusik, Marketing & Partnership Manager:
Tel: (08) 9476 9800
Email: mba@mbawa.com
- 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 1.1.
- A clear space must be allowed around the Master Builders WA logo as per guidelines provided in Section 1.3.
- Connecting lines, graphics, photographs or type are not allowed.

ELECTRONIC RESOURCES

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

1.0 LOGOS



1.0 LOGOS

1.1 MASTER BUILDERS WA LOGO

The Master Builders WA logo is specially created and must be reproduced in the designated blue whenever possible.

See Corporate Colours (Section 2.1) for more details on PMS colour usage, CMYK, RGB and Hex breakdowns.



1.0 LOGOS

1.2 MEMBER LOGOS

All Master Builders WA members are able to use a logo that identifies them as a Master Builders WA member.

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 WA (Section 2.1).



1.0 LOGOS

1.3 LOGO COLOUR GUIDELINES

FULL COLOUR

The preferred colour combination is for the full colour logo to appear on a white background.

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

MONO

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 black. 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.

REVERSED

For situations involving dark coloured backgrounds, the reversed logo is to be used. The reversed logo is available in all white, and white and orange.

In all cases, no graphics, colour blocks, photos or type must appear within the clear space around the logo as specified in Section 1.3.

Master Builders WA must approve any departure from the examples shown within this standards manual.



Master Builders Main Blue

Pantone 2736C
C 95 M 83 Y 0 K 0
R 45 G 73 B 159
Hex #2d499f



Master Builders Main Orange

Pantone 144C
C 0 M 47 Y 100 K 0
R 247 G 152 B 29
Hex #f7981d



Black



50% Black



White



White



Master Builders Main Orange

Pantone 144C
C 0 M 47 Y 100 K 0
R 247 G 152 B 29
Hex #f7981d

1.0 LOGOS

1.4 LOGO CLEARSPACE

The Master Builders WA 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 capital letter M in the logo.

In regards to the reversed version (see Section 2.3), the clear space is filled with only the background colour.

If a branch identifier is used, the clear space must extend to include it. Master Builders WA must approve any departure from the examples shown within this standards manual.

1.5 LOGO MINIMUM SIZE

The minimum size for the Master Builders WA 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 all versions of the logo.

Master Builders WA must approve any departure from the example shown within this standards manual.



1.0 LOGOS

1.6 INAPPROPRIATE LOGO USE



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.



Do not rotate or skew the logo in any way.



The Symbol must not be traced, re-drawn or recreated in any way – only the original electronic artwork should be used.



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 full colour logo should not be placed over an inappropriate light colour - a white background is preferred.



The full colour logo should not be placed over an inappropriate dark colour - the reversed logo should be used in this situation.



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



The logo should not be placed over any images or textures.



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



The white and orange reverse logo should not be placed over a background with low contrast between the orange and background colour.



When creating flyers or collateral with Master Builders logo, the JPEG version with white box must not be used. Contact Master Builders for a transparent PNG version

1.0 LOGOS

1.7 AWARD LOGOS

Specific event logos have been developed for the Housing Excellence Awards and Excellence in Construction Awards to incorporate the logos of Master Builders WA and Bankwest, principal partner of Master Builders.

HOUSING EXCELLENCE AWARDS

The use of this logo is limited to signage, promotional material and corporate stationery related to the Housing Excellence Awards.

Winner and Finalist versions of the logo are made available to those builders who attain that level of success at the Awards.

Only the original electronic artwork should be used which can be supplied by Master Builders WA.

EXCELLENCE IN CONSTRUCTION AWARDS

The use of this logo is limited to signage, promotional material and corporate stationery related to the Excellence in Construction Awards.

Winner and Finalist versions of the logo are made available to those builders who attain that level of success at the Awards.

Only the original electronic artwork should be used which can be supplied by Master Builders WA.

RELATIONSHIPS

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

COLOURS

The primary colour of the logo is black. The spot colour changes from year to year at the discretion of Master Builders WA. Should full colour not be available, all components of the logo should be black OR white. All colour guidelines relevant to reversed logos and inappropriate logo use (Section 2) apply.



1.0 LOGOS

1.8 BUILDING EXCELLENCE AWARD LOGOS

Specific event logos have been developed for each of the Building Excellence Awards to incorporate the logos of Master Builders WA and Bankwest, principal partner of Master Builders.

Winner and Finalist versions of the logo are made available to those builders who attain that level of success at the Awards.

Only the original electronic artwork should be used which can be supplied by Master Builders WA.

BUILDING EXCELLENCE AWARDS

The use of this logo is limited to signage, promotional material and corporate stationery related to the Housing Excellence Awards.

Winner and Finalist versions of the logo are made available to those builders who attain that level of success at the Awards.

Only the original electronic artwork should be used which can be supplied by Master Builders WA.

COLOURS

The primary colour of the logo is black. The spot colour is the same for the metro and regional logos and should not be changed.

Should full colour not be available, all components of the logo should be black OR white. All colour guidelines relevant to reversed logos and inappropriate logo use (Section 2) apply. Colour varies every year.

RELATIONSHIPS

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



2.0 COLOUR



2.0 COLOUR

2.1 CORPORATE COLOURS

PANTONE MATCHING SYSTEM PALETTE

The above colour can be used on coated and uncoated stocks. 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 above 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 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.



2.0 COLOUR

LOGO PRIMARY PALETTE



Master Builders Main Blue

Pantone 2736C
C 95 M 83 Y 0 K 0
R 45 G 73 B 159
Hex #2d499f



Master Builders Main Orange

Pantone 144C
C 0 M 47 Y 100 K 0
R 247 G 152 B 29
Hex #f7981d

SECONDARY PALETTE



Tangerine

Pantone Orange 021C
C 0 M 80 Y 100 K 0
R 246 G 81 B 29
Hex #f05822



Ruby

Pantone 215C
C 25 M 100 Y 47 K 8
R 178 G 21 B 91
Hex #b2155b



Purple

Pantone 526C
C 67 M 98 Y 6 K 1
R 102 G 45 B 140
Hex #662d8c



Blue

Pantone 312C
C 76 M 15 Y 11 K 0
R 0 G 164 B 202
Hex #00a4ca



Aqua

Pantone 3252C
C 65 M 0 Y 28 K 0
R 36 G 206 B 204
Hex #24cecc



Green

Pantone 368C
C 58 M 1 Y 100 K 0
R 127 G 184 B 0
Hex #7fb800



Yellow

Pantone 107C
C 2 M 7 Y 96 K 0
R 255 G 222 B 1
Hex #ffde01



Dark Grey

Pantone 425C
C 65 M 56 Y 53 K 29
R 89 G 91 B 92
Hex #595b5c



Light Grey

Pantone Cool Gray 5C
C 31 M 25 Y 25 K 0
R 179 G 178 B 177
Hex #f7981d

3.0

TYPEFACE



3.0 TYPEFACE

3.1 PRIMARY TYPEFACE

CALIBRI FAMILY

When DIN is not available, Calibri can be used as a replacement.

The Calibri Family has been selected as the general Master Builders WA typeface due to its availability on most computers. Calibri can be used in capitals and lower case for documents produced by Master Builders staff.

The preferred weight for general body copy is Calibri 11pt. The heavier weights and italics can be used for highlighting text and headers.

Calibri Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Calibri Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

3.0 TYPEFACE

3.2 SECONDARY TYPEFACE

DIN FAMILY

The DIN Family has been selected as the primary Master Builders WA typeface due to its modern look and very high legibility. It can be used in capitals and lower case for professionally typeset documents.

The preferred weight for general book copy is DIN Light 11pt. The heavier weights and italics can be used for highlighting text and headers.

HELVETICA NEUE FAMILY

Calibri is not always suitable for use as a display or heading typeface.

The Helvetical Neue Family has been selected as the Master Builders WA display typeface. It can be used in capitals and lower case for documents produced by Master Builders staff and or professionally typeset documents.

DIN Light

abcdefghijklmnopqrstuvwxyz

DIN Regular

abcdefghijklmnopqrstuvwxyz

DIN Medium

abcdefghijklmnopqrstuvwxyz

DIN Bold

abcdefghijklmnopqrstuvwxyz

DIN Bold

abcdefghijklmnopqrstuvwxyz

Helvetica Neue 45 Light

abcdefghijklmnopqrstuvwxyz

Helvetica Neue 55 Roman

abcdefghijklmnopqrstuvwxyz

Helvetica Neue 65 Medium

abcdefghijklmnopqrstuvwxyz

Helvetica Neue 75 Bold

abcdefghijklmnopqrstuvwxyz

3.0 TYPEFACE

3.3 WEB TYPEFACE

ROBOTO

Roboto has been chosen for the Master Builders WA website as it has a similar feel to the primary DIN font, and has a range of different weights.

ARIAL

For web applications where using Roboto is not possible (eg. an eNewsletter), use the Arial font family.

Roboto Light

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Medium

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Black

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

4.0 IMAGERY



4.0 IMAGERY

4.1 PHOTOGRAPHY

An image is worth a thousand words. Images used for all published communication purposes are to adhere to the following standards. This is to ensure a consistent, accurate and high quality image representation of Master Builders.



4.0 IMAGERY

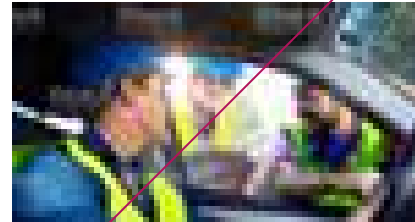
4.2 INCORRECT PHOTOGRAPHY USE



Do not use obviously staged or posed photos with the subject looking at the camera.



Do not show subjects without the required safety gear.



Do not use pixellated or low resolution images.



Images should be well framed.



Images used must represent a genuine Western Australian feel.



Images should depict positive subject matter.



Images should have suitable contrast. Do not use images that are over or underexposed.

4.0 IMAGERY

4.3 CORRECT PHOTOGRAPHY USE



Use photos with an authentic 'fly on the wall' feel of people in action.



Always show people wearing the correct safety gear.



Use high resolution images.



Images should be well framed.



Images used must represent a genuine Western Australian feel.



Images should depict positive subject matter.



Images should be light, bright and have suitable contrast.



Use images that are dynamic and interesting.

4.0 IMAGERY

4.4 COLOUR AND PHOTOGRAPHY

Images used in a document should complement the Master Builders colour palette.



4.0 IMAGERY

4.5 ICONS

Icons can be used in a document to add visual interest and highlight information.

The Master Builders icon style uses a simple line with curved edges.

The example shown uses icons to highlight the information instead of bullets.



WHY CHOOSE OUR COURSES?



Qui beaque magnimet adiae cuptio experia enis rerecta sequas ipsusam soluptat entium quam quo quae prem nihil elliam am, seque veligniet



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5.0

STATIONERY



5.0 STATIONERY

5.1 LETTERHEAD

LETTERHEAD EXAMPLE

This example shows the Master Builders WA letterhead and the preferred way to set a letter onto it.

Brand letterheads should be set out in the same format.

TYPESETTING

The letter is set in Calibri as specified in Section 3.1.

Type size is 11 points with single line spacing. There is a space after the paragraph of 6 points.

Staff name and title should be in capitals, with staff name in Calibri Bold.

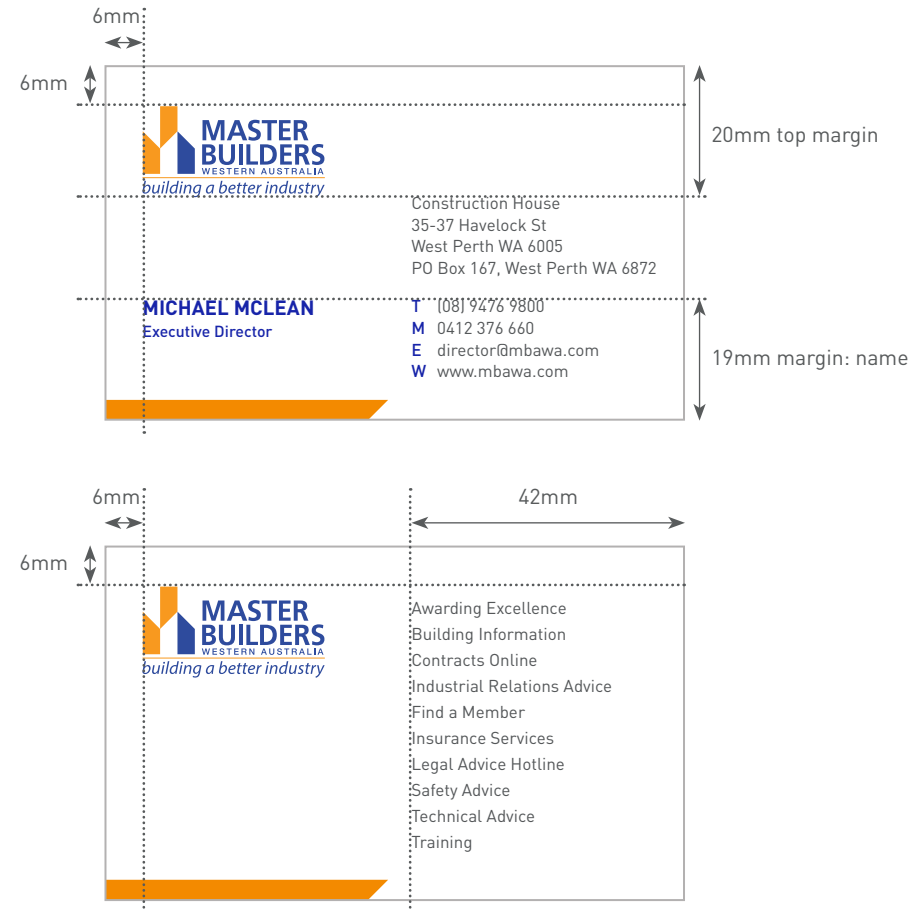


5.0 STATIONERY

5.2 BUSINESS CARDS

This is an example of the Master Builders WA business card.

Branch business cards are set out in a similar format using the relevant contact details.



5.0 STATIONERY

5.3 'WITH COMPLIMENTS' SLIP

This is an example of the Master Builders WA 'with compliments' slip.

Branch With Compliments slips are set out in a similar format using the regional identifier and relevant contact details.



5.0 STATIONARY

5.4 BUSINESS CARDS

This is an example of a Master Builders WA Business Card.

To maintain brand integrity, business card layout must not be duplicated, manipulated or distorted in any fashion.



5.0 EMAIL SIGNATURE

5.5 EMAIL SIGNATURE

This is an example of a Master Builders WA email signature.

To maintain consistency, the email banner must be presented in the following format.

The email banner is not to feature any additional graphics, bi-lines, links or images and must be used in all internal and external emails.



Standard MBAWA Email signature - stand alone.



All MBAWA email signatures should be formatted in this fashion.

Names should be presented in the MBA Orange, whilst the position should be in the MBA Blue.

The stand alone banner must then be directly underneath, followed by the corresponding marketing banner, hyperlinked to the appropriate location.