

MASTER BUILDERS ASSOCIATION OF WESTERN AUSTRALIA

Brand Guidelines 2020



Introduction

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 of WA 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 2019 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 logo is to be used in its entirety as it appears in Section 1.0.
- All departures from these guidelines must be approved by **Kelly Dewar-Matusik, Marketing & Partnership Manager**
Tel: (08) 9476 9800
Email: kelly@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 1.0.
- A clear space must be allowed around the Master Builders of WA logo as per guidelines provided in Section 1.9.
- Connecting lines, graphics, photographs or type are not allowed.

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

Kelly Dewar-Matusik, Marketing & Partnership Manager:
Tel: (08) 9476 9800
Email: kelly@mbawa.com

1.0 Logos

1.1 Master Builders Association of Western Australia Logo

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

See Corporate Colours (Section 3.0) for more details on PMS colour usage, CMYK, RGB and Hex breakdowns.

1.2 Logo Minimum Sizing

The minimum size for the Master Builders of WA 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.

1.1



1.2



MINIMUM SIZE

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

1.0 Logos

1.3 Master Builders Association of Western Australia Member Logo

All Master Builders of WA members can use a logo that identifies them as a Master Builders of 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 of WA (Section 3.0).

MEMBER MILESTONES LOGO

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

1.4 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.

1.3



1.4



MINIMUM SIZE

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

1.0 Logos

1.5 Master Builders Association of Western Australia House Icon

The Master Builders of WA has developed an icon that can be used in some applications where deemed appropriate.

The house icon is only to be used in instances with approval and is not to be used in place of the primary logo in any format.

1.6 Icon Colour

The Master Builders of WA House icon can be produced in a multitude of different colours appropriate to the application or production.

Colours must follow section 3.0 unless approved.

1.7 Icon Minimum Sizing

The minimum size for the Master Builders of WA House icon is 10 mm high x the proportional width.

The 10mm minimum size specification relates to the height of the entire icon.

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

1.7



1.7



MINIMUM SIZE

The smallest the icon should be represented is 10mm in height

1.8 Logo Colour Guide

1.9 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.

1.10 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.

1.11 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.

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

1.6



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

1.7



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

1.8



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

1.9 Logo Spacing Guide

1.12 Logo Spacing

The Master Builders of 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 lower-case letter "b" in the logo.

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

1.13 Logo Minimum Sizing

The minimum size for the Master Builders of 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 the Master Builders of WA member and member milestone logos.

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

1.10



1.11



MINIMUM SIZE

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

1.14 Inappropriate Logo Use

PROPORTIONS 1.14.1

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 1.14.2

Do not rotate or skew the logo in any way.

SYMBOL AND STRUCTURE 1.14.3

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 1.14.4

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 1.14.5

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

1.12.1



1.12.2



1.12.3



1.12.4



1.12.4



1.12.4



1.12.4



1.12.5



2.0 Awards Logo

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.

2.1 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.

2.2 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.

2.1



2.2



2.3 Apprentice Awards

The use of this logo is limited to signage, promotional material and corporate stationery related to the Apprentice of the Year 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, and MBA blue.

A white or gold version of the logo can be produced to suite the Awards themes style, for commercial use by MBAWA with the approval of the Marketing and Partnership Manager.

All colour guidelines relevant to reversed logos and inappropriate logo use (Sections 1.5 and 1.12) apply.

RELATIONSHIPS

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

2.4 Logo Minimum Sizing

The minimum size for the Awards logos is 17 mm high x the proportional width.

The 17mm minimum size specification relates to the height of the entire logo and applies to all awards logos.

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

2.3



2.4



MINIMUM SIZE

The smallest the logo should be represented is 17mm in height

2.0 Awards Logo

2.7 Building Excellence Awards

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

The use of this logo is limited to signage, promotional material and corporate stationery related to the Building 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 of 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, and MBA blue.

A white or gold version of the logo can be produced to suite the Awards themes style, for commercial use by MBAWA with the approval of the Marketing and Partnership Manager.

All colour guidelines relevant to reversed logos and inappropriate logo use (Sections 1.5 and 1.12) apply.

2.8.1



2.8.2



2.8.3



2.8 Region Names

The region names must be displayed under each Building Excellence award logos and are as follows;

- Goldfields - Esperance in figure 2.8.1
- Midwest in figure 2.8.2
- Great Southern in figure 2.8.3
- South West in figure 2.8.4
- Kimberley - Pilbara in figure 2.8.5

2.9 Logo Minimum Sizing

The minimum size for the Building Excellence Awards logo is 17 mm high x the proportional width.

The 17mm minimum size specification relates to the height of the entire logo.

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

2.8.4



2.8.5



2.9



MINIMUM SIZE

The smallest the logo should be represented is 17mm in height



HEAD OFFICE

35 - 37 Havelock Street, West Perth
PO Box 167, West Perth 6872
Tel 08 9476 9800
Email mba@mbawa.com
Web www.mbawa.com

MBA INSURANCE SERVICES

35 - 37 Havelock Street, West Perth
PO Box 167, West Perth 6872
Tel 08 9476 9890
Email wa.insurance@mbais.com
Web www.mbais.com

MIDWEST & NORTHWEST

4 Walton Close, Geraldton
PO Box 1525, Geraldton 6531
Tel 08 9921 5061
Fax 08 9965 5025
Email geraldton@mbawa.com

SOUTH WEST

19 Clifford Street cnr Ray Jordan Way,
Halifax LIA, Bunbury
PO Box 253, Bunbury WA 6231
Tel 08 9726 0939
Fax 08 9726 0949
Email southwest@mbawa.com

GREAT SOUTHERN

30 Graham Street, Albany
PO Box 1518, Albany WA 6332
Tel 08 9841 6232
Fax 08 9841 6522
Email albany@mbawa.com

GOLDFIELDS & ESPERANCE

PO Box 2066, Esperance WA 6450
Tel 1300 550 262
Email esperance@mbawa.com
Email kalgoorlie@mbawa.com



@MASTERBUILDERSWA



@MASTERBUILDERSWA



@MBAWA_NEWS



MASTER BUILDERS
ASSOCIATION OF
WESTERN AUSTRALIA