

**CONSUMER  
CODE FOR  
HOME BUILDERS**

[www.consumercode.co.uk](http://www.consumercode.co.uk)

**Logo and colour guidelines**

March 2017 v.1.0

# Our logo

## Preferred execution

The Code logo comprises of two elements:

1. The Code logotype block
2. The website band

When allowable, the logo must always be used as shown (top right) without using the individual elements in isolation.

Some examples of unacceptable logo execution are provided (bottom right).

The logo is available in several versions and usage will vary depending on the circumstance. See the following pages for further guidance.



Colour altered



Typeface altered



Logo distorted



Relationship between elements altered



Website band omitted



The Code logotype block omitted



# Our logo

## Primary colour execution

This is the preferred execution of the Code logo.

This version of the logo may be placed on a coloured or photographic background, but consideration must be taken regarding the legability of the logo.

An example of unsuitable usage is shown below.

The minimum size at which it may appear is 18.6mm high x 30mm wide.



Unsuitable usage on a coloured background



Unsuitable usage on a photographic background



Minimum size (18.6mm high x 30mm wide)



# Our logo

## Primary reversed colour execution

This version of the logo is to be used when placement on a coloured or photographic background is required and the primary colour execution logo is unsuitable (see below).

The minimum size at which it may appear is 18.6mm high x 30mm wide.



Minimum size (18.6mm high x 30mm wide)



Unsuitable usage of the primary colour execution logo



# Our logo

## Primary mono execution

This is the preferred execution of the mono Code logo, and should only be used when it is not possible to use the primary colour execution logo.

The minimum size at which it may appear is 18.6mm high x 30mm wide.



Minimum size (18.6mm high x 30mm wide)



## Our logo

### Alternative mono execution

This is an alternative execution of the mono logo, and should only be used when it is not possible to use the primary mono execution logo.

The minimum size at which it may appear is 18.6mm high x 30mm wide.



Minimum size (18.6mm high x 30mm wide)



# Our logo

## Primary reversed mono execution

This version of the logo is to be used when placement on a solid or photographic background is required and the primary mono execution logo is unsuitable (see below).

The minimum size at which it may appear is 18.6mm high x 30mm wide.

Unsuitable usage of the primary mono execution logo on a solid background



Unsuitable usage of the primary mono execution logo on a photographic background



Minimum size (18.6mm high x 30mm wide)



# Our logo

## Exclusion zone

An exclusion zone is the area that surrounds the logo to ensure it stands out. This space should be kept free from text, graphics and images (unless the logo appears on a coloured or photographic background).

This exclusion zone applies to use of the logo in digital and print applications, regardless of the size of reproduction.

The exclusion zone is calculated by using the height of the website band section of the logo.

The same rule is also applied to all versions of the logo.





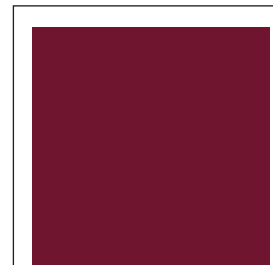
# Our colours

## The brand palette

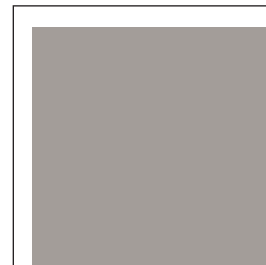
The Code brand palette comprises three colours:

1. Pantone 195 C
2. Pantone Warm Grey 5 C
3. Pantone Black C

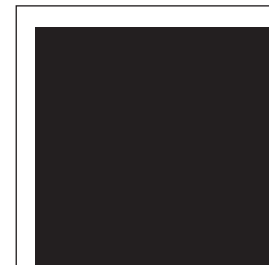
Versions of the logo are available for both print applications (spot colour, 4 colour process and mono) and digital applications (RGB and mono).



**Pantone 195 C**  
CMYK: 19.90.50.55  
RGB: 120.47.64  
HTML: #782F40



**Pantone WG5 C**  
CMYK: 11.13.16.32  
RGB: 172.163.154  
HTML: #ACA39A



**Pantone Black C**  
CMYK: 0.0.0.100  
RGB: 0.0.0  
HTML: #000000



Please note all CMYK, RGB and HTML values for Pantone colours referenced in these guidelines are taken from the 'The Plus Series' Color Bridge Swatch Fandek by Pantone. Variations in reproduction will be down to screen and printer calibrations.

# 'We support the Code' window sticker

NHBC / LABC / PREMIER GUARANTEE

This sticker has been designed to appear in site sales offices and agents offices.

The minimum size at which it may be reproduced is 180mm high x 218mm wide (shown on following page).

To request the sticker please visit:

## **NHBC –**

<https://shop.nhbc.co.uk/product-category/promotional-products/>

## **LABC Warranty –**

<https://www.labcwarranty.co.uk/marketing-request/>

## **Premier Guarantee –**

<http://www.premierguarantee.co.uk/resources/marketing-request/>



**We support:**

**CONSUMER  
CODE FOR  
HOME BUILDERS**

[www.consumercode.co.uk](http://www.consumercode.co.uk)



Raising Standards. Protecting Homeowners

## The Code logo print

This print has been designed to appear in site sales offices and agents offices.

The minimum size at which it may be reproduced is A4 - 210mm high x 297mm wide (shown on following page).



The Code logo print - minimum size (A4 - 210mm high x 297mm wide)

**CONSUMER**  
**CODE** FOR  
HOME BUILDERS

[www.consumercode.co.uk](http://www.consumercode.co.uk)