

**CONSUMER
CODE FOR
HOME BUILDERS**

www.consumercode.co.uk



Logo and colour guidelines

February 2019 v.2.0

Our logo

Preferred execution

The Consumer Code for Home Builders logo comprises of two elements:

1. The Consumer Code logo
2. The Approved Code logo

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

The minimum size at which it may appear is shown below.

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



Horizontal execution



Minimum size - 59mm wide x 15mm high



Minimum size - 30mm wide x 35mm high



Vertical execution

Our logo

Unacceptable usage

Some examples of unacceptable usage are shown below.

Only use the logo as supplied.



Colours altered



Logo distorted



Typeface altered



Relationship between elements altered



Our logo

Primary colour execution

This is the preferred execution of the logo.

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

Examples of unsuitable usage are shown below.



Horizontal execution



Unsuitable usage on a coloured background



Unsuitable usage on a photographic background



Vertical execution

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).



Horizontal execution



Unsuitable usage of the primary colour execution logo



Unsuitable usage of the primary colour execution logo



Vertical execution

Our logo

Primary mono execution

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



Horizontal execution



Vertical execution

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.



Horizontal execution



Vertical execution

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).



Horizontal execution



Unsuitable usage of the primary colour execution logo



Unsuitable usage of the primary colour execution logo



Vertical execution

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).

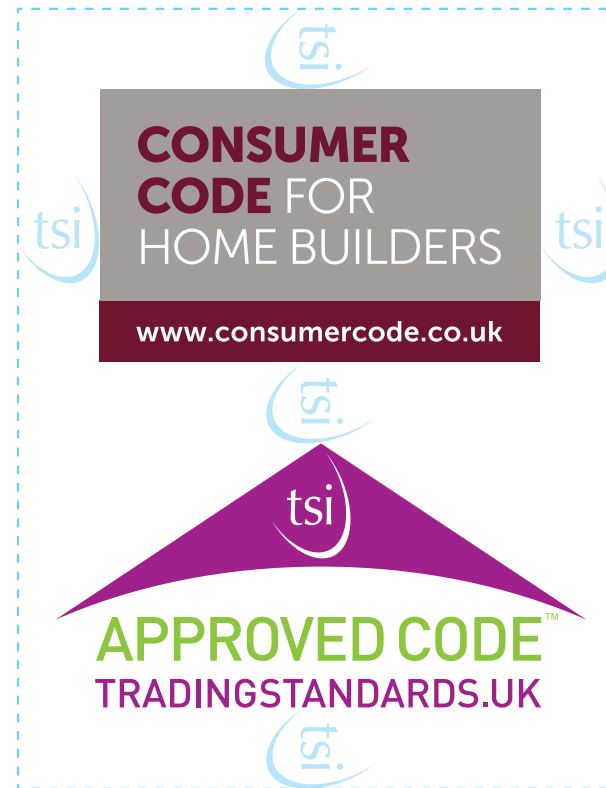
This exclusion zone applies to use of the logo in digital and print applications, regardless of the size of reproduction.

The exclusion zone is calculated by using the 'tsi tick' device.

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



Horizontal execution



Vertical execution

Our colours

The brand palette

The Code brand palette comprises three primary colours and two secondary colours.

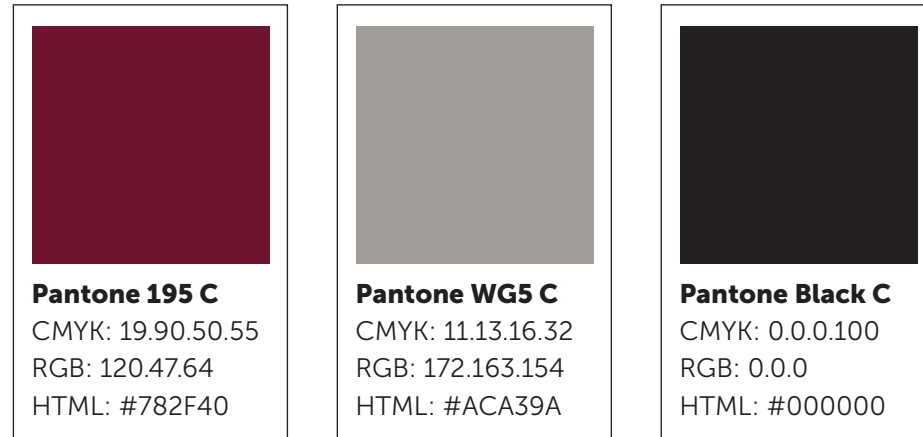
The primary colours

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

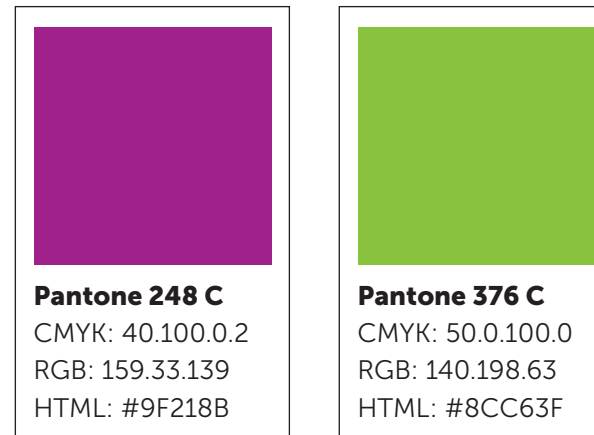
The secondary colours

1. Pantone 248 C
2. Pantone 376 C

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



Primary colours



Secondary colours

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 A6 - 148mm high x 105mm 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 the Code' window sticker - NHBC - minimum size (A6 -148mm high x 105mm wide)

Shown at actual size



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)

