

**Canadian Home Builders' Association**



**Logo Guidelines**

# Net Zero Home Brand Logo

Primary logo with tagline



Primary logo without tagline



Logo space requirements



Minimum free space required around logo should be equal to height of lower case "z" in "netzero." Note the top of the logo is determined by the "t" in "netzero" and the bottom of the logo is determined by bottom points of the CHBA logo "leaf." The left side of the logo is determined by the "angle" in the CHBA logo and the right side of the logo is determined by the "e" in "home."

Minimum size limit

## PRINT



## WEB



# Net Zero Ready Home Brand Logo

Primary logo with tagline

Primary logo without tagline



Logo space requirements



Minimum free space required around logo should be equal to height of lower case "z" in "netzero." Note the top of the logo is determined by the "t" in "netzero" and the bottom of the logo is determined by the bottom point of the CHBA logo "leaf." The left side of the logo is determined by the "angle" in the CHBA logo and the right side of the logo is determined by the "e" in "home."

Minimum size limit

PRINT







WEB







# Logo Color Mixes (acceptable color variations apply to all logos)

## Pantone

- Pantone 376 
- Pantone 348 
- 80% Black 
- 50% Black 







## RGB

- r=128, g=187, b=61 
- r=0, g=136, b=82 
- r=88, g=89, b=91 
- r=147, g=149, b=152 



## CMYK


- c=52, m=0, y=100, k=5 
- c=100, m=0, y=85, k=24 
- c=0, m=0, y=0, k=80 
- c=0, m=0, y=0, k=50 



## COLOUR + WHITE






## BLACK/WHITE

- 100% Black or 0% Black for reverse on solid color 



## GRAY SCALE

- 50% Black 
- 100% Black 
- 80% Black 



## Net Zero Logo Inappropriate Usage (applies to all logos)



Do not change placement or space relationship of logo and tagline



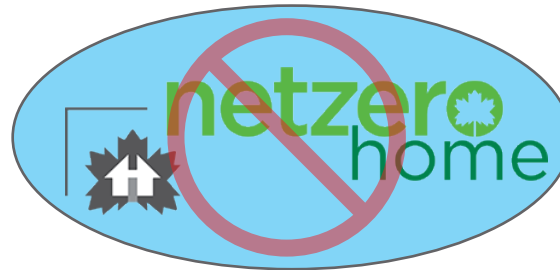
Do not distort or change proportions of the logo



Do not change relationship of logo elements



Do not change logo colors



Do not place the logo in enclosures



Do not change the shape of the leaf in logo



Do not add any icons to the logo

# Net Zero Home Logo: Qualified Partners



# Net Zero Home Renovation Brand

Primary logo with tagline



Primary logo without tagline



Logo space requirements



Minimum free space required around logo should be equal to height of lower case "z" in "netzero." Note the top of the logo is determined by the "t" in "netzero" and the bottom of the logo is determined by bottom points of "renovation". The left side of the logo is determined by the "angle" in the CHBA logo and the right side of the logo is determined by the "e" in "home." and "s" in "renovations".

Minimum size limit

PRINT



WEB

