

Home Builders Association – Logo Guidelines

The Home Builders Association of Michigan (HBAM) recognizes the importance of our ability to communicate meaningfully with our members and our community. We must also convey a consistent image and continuity. Our logo is our prime visual identifier and is the face of our association.

Correct and consistent use of the HBAM logo is an essential part of building the brand. Each element has been carefully designed and positioned using specific proportions. Do not alter or redraw the logo mark in any way.

The logo may not be commingled with other marks. It may not be altered in any way except to be enlarged or reduced proportionally. It may not be contained within other graphic elements unless approved by the HBAM.

The logo is done in Nova Condensed SSI Bold Condensed.

Because the logo is custom designed and drawn, it is impossible to communicate a verbal or mechanical blueprint for its construction. Therefore, electronic copies of the logo are available to all local HBA's through the HBAM. All formats of the logo are available in a Drop Box account and can be accessed by each Association.

Graphic Information:

Font – NOVA CONDENSED SSI BOLD CONDENSED
Type 100%, Tracking -25



HBA Blue

PMS 534C

C 99	H 199
M 71	S 97
Y 41	B 37
K 29	



HBA Red

PMS 185C

C 10	H 357.02
M 100	S 84.98
Y 98	B 83.53
K 2	



HBA Black

C 0	
M 0	
Y 0	
K 100	