



Logo Usage Guidelines for RHBA Members

The following information addresses the correct treatment of the RHBA logo for use in advertising, marketing, and other printed, web, or visual materials. The RHBA logo is only to be used by members who are in good standing and who comply with the usage guidelines. Members in good standing with the association are those who have paid or renewed their annual dues and who comply with RHBA standards. Non-members must obtain permission from the association for use of the logo and comply with the same usage guidelines.

Basic Guidelines:

- Do not alter the logo in any way, i.e. do not separate the logo by: (a) using part of the logo as a separate graphic element, (b) incorporating any part of the RHBA logo into another logo, or (c) by adding another company name to the logo.
- When re-sizing the logo keep the height and width measurements in proportion to one another. Do not make logo so small that text is illegible. Logo should be surrounded by sufficient space, i.e. space must be left between other elements on a page or between the logo and the edge of the paper.
- The Logo color should not be changed. All logo elements must be reproduced in the official color or in black & white.
- When working with multiple logos, the logos must be approximately the same size.

**Non-renewing members should remove all RHBA logos from letterhead, promotional materials, websites, etc.; for professional affiliation with The Rochester Home Builders' Association will not be recognized.*

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