

A guide to using the Blue Built Home logos



This guide is a quick reference tool for using the Blue Built Home (BBH) logos. The logos should be used according to this guide. No variations to the logos, its font, colours or layout are permitted. Please direct questions to the City of Guelph Water Conservation Project Manager at 519-837-5627.

VERSIONS OF THE LOGO

There are a total of four BBH-related logos. The BBH logo is the standard visual identifier for the BBH program.

The additional three versions of the logo identify a level of water efficiency standard—Gold, Silver or Bronze. These logos should only be used when referring to a specific water efficiency standard level.

These logos are available in colour, greyscale and white. Colour is the preferred option and should be used whenever possible.

BBH STANDARD PROGRAM LOGO



Light blue
PMS 312 C

CMYK: 96/0/11/0
RGB: 0/173/208
HTML: 00ADD0

Dark blue
PMS 540 C

CMYK: 100/57/12/61
RGB: 0/51/89
HTML: 003359



60% black
100% black
Use when
printing with
black ink.



100% white
Use when logo
is on a dark or
black background.

BBH WATER EFFICIENCY LEVEL LOGOS

GOLD



Light blue
PMS 312 C

CMYK: 96/0/11/0
RGB: 0/173/208
HTML: 00ADD0

Dark blue
PMS 540 C

CMYK: 100/57/12/61
RGB: 0/51/89
HTML: 003359

Gold
PMS 131 C

CMYK: 3/36/100/6
RGB: 206/142/0
HTML: CE8E00



40% black
60% black
100% black
Use when
printing with
black ink.



100% white
Use when logo
is on a dark or
black background.

SILVER



Light blue
PMS 312 C
CMYK: 96/0/11/0
RGB: 0/173/208
HTML: 00ADD0

Dark blue
PMS 540 C
CMYK: 100/57/12/61
RGB: 0/51/89
HTML: 003359

Silver
PMS Warm Grey 5 C
CMYK: 9/11/12/23
RGB: 183/177/169
HTML: B7B1A9



40% black
60% black
100% black
Use when
printing with
black ink.



100% white
Use when logo
is on a dark or
black background.

BRONZE



Light blue
PMS 312 C
CMYK: 96/0/11/0
RGB: 0/173/208
HTML: 00ADD0

Dark blue
PMS 540 C
CMYK: 100/57/12/61
RGB: 0/51/89
HTML: 003359

Bronze
PMS 154 C
CMYK: 7/64/100/36
RGB: 149/82/20
HTML: 955214



40% black
60% black
100% black
Use when
printing with
black ink.



100% white
Use when logo
is on a dark or
black background.

FILE FORMATS

The BBH logos are available in two file formats:

An **EPS** is the preferred format as it can be resized without distortion. This file format should always be used when supplied to a professional printer for print reproduction.

A **PNG** file is sufficient for use in Microsoft® Office applications such as Word and PowerPoint documents as well as electronically in an email or on a webpage. When resizing a PNG for use in Microsoft® Office applications, always hold down the "shift" key.

LOGO SIZE

As long as the EPS versions of the BBH logos are used, they can be reproduced as large as desired while still retaining print quality. Whether using the EPS or PNG the logo should not appear smaller than 0.75 in. or 1.9 cm in width on printed materials unless otherwise approved by The City of Guelph.



CLEAR SPACE

A minimum amount of clear space must be left around the logo to maintain its integrity. Do not allow any other elements, such as type, graphics or photography to interfere with the visual impact of the logo by violating this clear space.



MULTI-LEVEL PARTNERSHIPS

When used in multi-level partnerships, the BBH standard logo can be used one of two ways:

The BBH logo may be placed to the far right of other partner logos in situations when responsibility is shared. Equal visual prominence should be applied to all logos.



If the BBH is the lead organization, then its logo should appear on the left.



TYPEFACES

The typefaces or fonts used in the BBH logos do not need to be used in marketing material that simply mentions the BBH program. They are however listed below for reference.

Petita bold–BlueBuilt

Petita bold regular–Home

Petita bold regular–Gold/Silver/Bronze

BLUEBUILT
HOME
GOLD

ON THE WEB

In web applications, the logo must:

- appear in colour
- be a minimum size of W 70 X H 83 pixels
- although no maximum size has been defined, all design elements of the logo must appear intact
- have a minimum of three pixels of clear space around it
- whenever possible serve as a link to the BBH website (bluebuilthome.ca/guelph)
- follow the colour, proportions, spacing and uses as described for print

INCORRECT USAGE

DISTORTED



Do NOT change the logo's proportions or distort it.



Do NOT tilt or skew the logo.

ALTERED



Do NOT adjust any elements of the logo.



Do NOT adjust any elements of the logo.

TERMS AND CONDITIONS OF USE

- no one may use any BBH logo except with the prior written permission of the City of Guelph, and in accordance with such prior written permission
- the logos may be used only in circumstances consistent with the BBH Water Efficiency Standards Program and its goals and objectives, and where use of the logos would not be misleading to consumers
- a City of Guelph representative must review the homebuilder's marketing material that uses the logos in print or online and must provide the City of Guelph with a copy of the print material or screen shot of how the logo(s) was used
- The City of Guelph intends to protect the integrity of the BBH Water Efficiency Standards Program and its logos by any means available in law

