

Brand Guideline

Registered Master Builders is a very strong and proud brand. We are the premier industry association in the building and construction sector. Our brand is recognised by 65% of New Zealand's public and 80% would choose a Registered Master Builder to undertake their building project. Statistics show that 65% (\$8 billion) of all construction spend in New Zealand is carried out by our members.

As a member of Registered Master Builders you are entitled to use the Member version of the logo. To maintain the strength and integrity of our brand we ask that you follow these simple guidelines when using the logo.

Using the Logo



Above are examples of the Members' version of our logo in colour and black and white.

Our logo colours are:

Yellow

Pantone Solid Coated 123C

CMYK: C = 0, M = 24, Y = 94, K = 0

RGB: R = 253, G = 198, B = 0

Blue

Pantone Solid Coated 541C

CMYK: C = 100, M = 57, Y = 0, K = 38

RGB: R = 0, G = 69, B = 125

Minimum logo size
is 20mm high. **Example:**



Please ensure there is **NO**
distortion when resizing.
Example:



If you want to apply the logo to a coloured or photographic background, please ensure that the logo has a 2mm white border on all sides.

Examples:



For electronic copies of the logo please go to the Members' section of our website www.masterbuilder.org.nz or contact Kathy Gatfield, Membership Services Officer on 04 385 5631 or kathy.gatfield@masterbuilder.org.nz.

If you or your designers have any queries or need assistance with the reproduction of the logo please contact Tracey Bree, Marketing and Communications Manager on 04 385 5638 or tracey.bree@masterbuilder.org.nz.

