



HIA STYLE GUIDE



you're in good hands

our logo

this is our logo

- the full colour version is our preferred logo – this version should be used wherever possible
- the mono, (black and white), version of our logo should only be used in cases where full colour is not available, e.g. a black and white newspaper ad
- the reversed-out, (white), version of our logo should only be used in cases where full colour is not available and the mono version cannot be used
- never use the mono or reversed-out logos when your communication is in full colour

our colours

PMS 343c (green)

PMS 116c (yellow)

minimum size

10mm (height)



our logo – spacing

give us room to breathe

You can easily calculate this area by using the height of the letter 'A' in the HIA wordmark. Allow the height of 2 A's on each edge.



our logo – sizing

use the right size

Always use the logo in one of the sizes below, depending on the size of your communication.

size of application

Height of logo	Min.	DL	A5	A4 portrait	A4 landscape	A3 portrait	A3 landscape	Banner	PowerPoint
10mm	●	●	●	●	●	●	●	●	●
15mm	●	●	●	●	●	●	●	●	●
30mm	●	●	●	●	●	●	●	●	●
100mm	●	●	●	●	●	●	●	●	●

For any sizes not listed above, or if you are unsure, please contact marketing@hia.com.au

Minimum size – 10mm



A5, A4, DL – 15mm



A3 – 30mm



our logo – never

never

- stretch the logo
- slant the logo
- distort the logo
- place text or an object over the logo
- use tints or non corporate colours
- angle or rotate the logo
- place the logo on a colour background that would conflict with the corporate colours
- place the logotype on a busy background that would compromise its legibility
- use part of the logo on its own
- crop or tint the logo on an image
- use the mono version when your communication is full colour

If you're not sure, please ask.



our logo – with tagline

We want you to know you can trust HIA to support you and your business, and to defend the industry's interests.

We want your clients, Australian consumers to know they can depend on a HIA member to build their dream home - they're in good hands.

The new HIA brand line, is our promise to you, reflecting your trust in us: HIA - you're in good hands.

Preferred horizontal version



you're in good hands

Stacked version for use when horizontal version is not suitable



**you're in
good hands**

our logo – member

Our members are our greatest strength and they are recognised through our logo.

We are the leading association for housing industry professionals and a brand of choice for consumers seeking to design, build or renovate. Over 80 per cent of building activity is done by our members with the majority of Australians familiar with our brand.



MEMBER



MEMBER
you're in good hands

our logo – which version?

full colour version

Logo to be used in applications where full colour is available.
Can be printed in four colour process or spot colours.



full colour reversed version

Logo variation can be used in suitable applications for added impact. To be used in applications where full colour is available.
Can be printed in four colour process or spot colours.



mono version

Logo to be used in black & white, single colour or applications where full colour is not available.



mono reversed version

Variation of logo to be used in black & white, single colour or applications where full colour is not available.





logo usage guidelines:

- GIF (Graphics Interchange Format) files are best for use on the web and are suitable for general office use.
(Not suitable for enlargement greater than 100%, due to loss of quality).
- PNG (Portable Network Graphics) is a bitmapped image format that, unlike a jpeg, employs lossless data compression.
PNG was designed for transferring images on the Internet, not professional graphics, and so does not support other colour spaces (such as CMYK). Suitable for in-house use.
- EPS (Encapsulated PostScript) files can only be opened by specific design programs and are required when using a logo in a professional print job. These vector based files allow enlargement and reduction to any size without loss of quality. The small file size of these EPS logos are suitable for emailing without compression. (EPS is the recommended logo to send to a printer).

our colour palette

our corporate colours

Our new green reflects a – modern, environmentally sensitive and dynamic building industry.

	HIA logo	
		
PMS	343	116
CMYK	89/19/72/60	0/14/100/0
RGB	17/87/64	255/205/0
HEX	#115740	#FFCD00

further information

feel free to contact us if there's anything
further we can help you with

Design enquiries marketing@hia.com.au