



REGISTERED

Building Practitioner

Practitioners guide to using the Registered Building Practitioner's brandmark

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Introduction

As a Registered Building Practitioner, you have been assessed by the Building Practitioners Board and successfully met the criteria in order to receive registration in your chosen category.

You can now use the new Registered Building Practitioner's brandmark whenever you communicate with your clients and benefit from the credibility of being acknowledged as a Registered Building Practitioner.

These basic guidelines will help you, your printer or graphic designer to reproduce the brandmark in a consistent and professional way.

Why do I need to use the Registered Building Practitioner's brandmark?

The key benefit in using the Registered Building Practitioner's brandmark on your communications is the credibility associated with registration.

The introduction of a new Registered Building Practitioner's brandmark earmarks the beginning of an intensive campaign to alert consumers to the benefits and value of using a Registered Building Practitioner.

The brandmark will appear on brochures, in the press and on the new Practitioner registration cards. Consumers will be encouraged to look for the brandmark, or ask if you are a Registered Building Practitioner when seeking building-related services.

When do I use the Registered Building Practitioner's brandmark?

You can use the brandmark on a wide range of business stationery and signage and incorporate the brandmark easily with your own business logo. Ask your printer /graphic designer to place the brandmark on such items as;

- Business cards
- Letterhead and quotation stationery
- Newspaper advertisements
- Site and hoarding signage
- Vehicles
- Plaques or signs
- Proof of Registered Building Practitioner site signs

Where do I find the Registered Building Practitioner's brandmark?

The Registered Building Practitioner brandmarks are available from the 'members-only' area of the Building Commission website. Instructions are provided for downloading and saving different versions of the brandmark.

Application Examples



Business Card Example



Site Signage Example



Vehicle Signage Example

Digital files

File formats

The files have been customised for various reproduction needs. The brandmark appears in versions suitable for different printing processes. File names are indicated at the base of the examples.

EPS (PMS & CMYK) - PROFESSIONAL USE

These files are provided for professional printing and will be used by your printer and designers to create final artwork. They are supplied in both Pantone (PMS) and process (CMYK) configurations.

TIFF (CMYK) - OFFICE USE

These files are provided for internally printed documents such as invoices, proposals or purchase orders created in Microsoft Word Documents. The TIFF files are provided in two file sizes; large (LRG) and small (SML).

JPEG (RGB)

These files have been customised for on-screen (RGB) applications such as PowerPoint. The JPEG files are provided in two file sizes; large (LRG) and small (SML).

Colour specifications

Wherever possible, the Registered Building Practitioner's brandmark should appear in **Building Commission dark blue**, or alternatively black.

The positive version of the brandmark is preferred. It is acceptable to reverse the brandmark white out of a dark blue or black background as demonstrated above right. All digital files have been generated in the correct colour configurations. Please do not alter these files.

Minimum size

When using the Registered Building Practitioner's brandmark on print applications, such as newspaper advertising, it should never appear smaller than 25mm in width to ensure legibility. For online applications the brandmark should never appear smaller than 120 pixels in width.

Positive versions



REGISTERED
Building Practitioner

RBP_PMS_POS.EPS / RBP_CMYK_POS.EPS / RBP_POS.TIFF / RBP_POS.JPG



REGISTERED
Building Practitioner

RBP_BW_POS.EPS / RBP_BW_POS.TIFF / RBP_BW_POS.JPG

Reverse versions



REGISTERED
Building Practitioner

RBP_PMS_REV.EPS / RBP_CMYK_REV.EPS / RBP_REV.TIFF / RBP_REV.JPG



REGISTERED
Building Practitioner

RBP_BW_REV.EPS / RBP_BW_REV.TIFF / RBP_BW_REV.JPG

Building Commission dark blue



Pantone 289
Process C=100 M=60 Y=0 K=56
RGB R=0 G=0 B=51
WEB #000033



REGISTERED
Building Practitioner

25mm

Clear space guidelines

To maintain recognition of the Registered Building Practitioner's landmark and to ensure maximum impact wherever it is used, a minimum clear space around the landmark must be adhered to. The minimum clear space is defined by 'H' as demonstrated below. 'H' is the height of the word REGISTERED.



Incorrect use of the landmark

Outlined below are examples illustrating unacceptable uses of the landmark. These should be avoided at all times.

Please do not

- 1 Expand or stretch the landmark
- 2 Use the landmark on any other coloured background other than white, dark blue or black
- 3 Use the landmark against busy photographic backgrounds.
- 4 Recreate the landmark
- 5 Infringe on the clear space boundaries.
- 6 Reproduce the landmark in different colours.

1



2



3



4



5



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For further information

Please contact the
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