

IHBC BRANDING AND BRANCH LOGOS

You should use the Branch logo wherever possible. This will reinforce the image of the Institute. Branch correspondence, newsletters, conferences, day schools, visits and events should all feature the IHBC Branch logo prominently. The Institute is happy to consider the adoption of bilingual or other inclusive headings.

Branch logos include the name of the Branch as illustrated and can be used for correspondence or committee documents.



Unless agreed by a relevant part of the national organisation, the Branch logo with the Branch name on it should be used on publications and promotions by the Branch. The use of the main IHBC logo should be reserved for authorised national IHBC events and publications.

The Branch logos can be obtained by emailing admin@ihbc.org.uk

Logo sizes and use

You should ensure that the IHBC logo, is clear and readable. If it gets too small you will lose the impact, which for promotional documents is vital.

Take care not to distort the proportions of the IHBC logo. Do not crop the IHBC logo. The logo should not be placed vertically, on a slant or in a repeated pattern. The logo should have around it an area of isolation which is the equivalent to its height. This will prevent it being crowded out by more elaborate logos.

Do not use the IHBC logo in any way that might have a negative impact on the Institute or its members.

Colour

Your IHBC Branch logo should be used in the purple colour – Pantone 242. No other colour should be used.

Pantone (PMS) 242 Purple

Process Colour 10c 100m 0y 49k

RGB 96r 0g 61b

HTML – Web safe #820052

It is also acceptable to use the grey toned version of the logo.

Legal details

The address of the registered office, charity registration number and Companies House registration number should be included on all publications.

It can be displayed in a smaller print size than the surrounding text but should generally be no smaller than 6 pt.

Registered and Business Office: Jubilee House, High Street, Tisbury, Wiltshire SP3 6HA Registered as a Charity No1061593. Company Limited by Guarantee. Registered in England No 3333780. Registered as a Charity in Scotland: No. SC041945.

Badging of events and initiatives

Any of the following can be used by Branches when organising events:

- The relevant IHBC Branch logo
the name of the Institute coupled with the name of the branch
- the IHBC acronym
- "Organised by the Institute of Historic Building Conservation *North Sea* Branch"
- "An IHBC *North Sea* Branch conference/event"

Date August 2021

Version 1

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