



**WISCONSIN
BUILDERS
ASSOCIATION**

Protecting the American Dream

Brand Guidelines

Graphic and Brand Standards

Visual Guidelines

Logo

To protect the Wisconsin Builders Association's proprietary rights, the logo may appear only in its approved form, as described in this graphic standard guidelines.

The following constraints help maintain the effectiveness of the WBA logo.

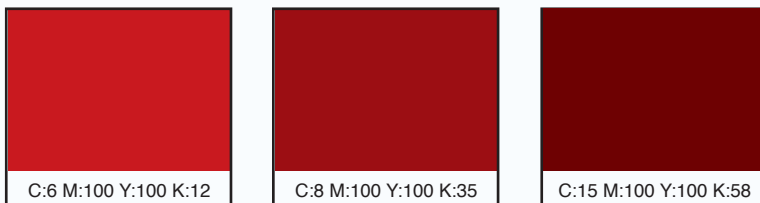
Figure A

The space between the logo and any other graphic element must equal or exceed one-quarter the height of the trademark, as shown on in Figure A. These graphic elements include typography, illustrative material, other symbols or the edge of a working area (such as trim edges of paper and borders).

For example, if the height of the trademark is "x-space," then the empty area surrounding the symbol must be at least one quarter of that measurement.

WBA Color Palette

4-Color Process



Greyscale

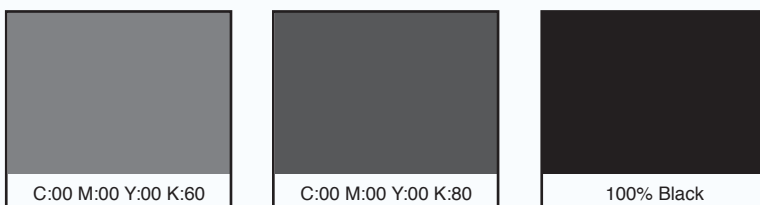


Figure A



Typography

The fonts and typeface shown here, Liberation Sans, can only be used for logotypes, trademark, descriptive lines, product names and signs.

The typeface may also be used for the headlines for brochures, electronic presentations or print media.

Liberation Sans Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ0
123456789.,;:()\$!?

Liberation Sans Italic

*ABCDEFGHIJKLMN
OPQRSTUVWXYZ0
123456789.,;:()\$!?*

Liberation Sans Bold

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ0
123456789.,;:()\$!?**

Liberation Sans Bold Italic

***ABCDEFGHIJKLMN
OPQRSTUVWXYZ0
123456789.,;:()\$!?***

Graphic and Brand Standards

Visual Guidelines

Approved WBA Logo Configurations and Colorizations

Horizontal without tagline

Single-Color Black



Greyscale



4-Color Process



Horizontal with tagline

Single-Color Black



Protecting the American Dream

Greyscale



Protecting the American Dream

4-Color Process



Protecting the American Dream

Graphic and Brand Standards

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Vertical without tagline

Single-Color Black



Greyscale



4-Color Process

C:6 M:100 Y:100 K:12 — C:8 M:100 Y:100 K:35

C:15 M:100 Y:100 K:58



Vertical with tagline

Single-Color Black



Greyscale



4-Color Process

C:6 M:100 Y:100 K:12 — C:8 M:100 Y:100 K:35

C:15 M:100 Y:100 K:58



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Improper Use of Logo

Example A



Example B



Example C



To protect the integrity of WBA's identity, the logo cannot be altered or distorted in any way.

The modifications shown here are common ways in which the WBA logo might be used improperly.

Example A

The logo is stretched and distorted. Do not alter or distort any elements of the logo in any way.

Example B

The background on which the logo is printed is too dark. Do not print over a dark field if it creates too little contrast for the logo. The logo should stand out.

Example C

The textured pattern behind the logo must be removed. Do not introduce any patterns that lessen its impact.

Size Requirements

The horizontal logo must exceed 1/3 inches (8.5 mm) in height from the 'W' stamp.

The vertical logo must exceed 1/2 inches (12.7 mm) in height from the 'W' stamp.