# ABC Logo Guidelines

## Primary Logo

Below is the primary logo for ABC with a white background.

A blue and black logo

Description automatically generated

Alternative for ABC logo for a black background.

A blue and white logo

Description automatically generated

Alternative ABC logo for a transparent background

A blue and black logo

Description automatically generated

Below is the primary logo for ABCTech.

A blue and black logo

Description automatically generated

The ABC Blue is #0070CD.

## MEMBER LOGO GUIDELINES

* The logo is the absolute property of Association of Building Compliance and may not be used by any organisation or person other than in accordance with these guidelines.
* Financial Members may use the ABC primary logo.
* The emblem shall be reproduced in full without any alteration but may be scaled as long as the text is legible.
* The colour scheme must be adhered to.
* Approval to use the logo cannot be transferred to any other party without the written permission of the Chief Executive Officer ABC.
* The logo must not be used where it could be seen as endorsing a product. It shall not be used in situations where it might be seen as an endorsement to findings or opinions in a report, letter, or memorandum, irrespective of the content.
* The logo shall not be used on certificates in any circumstances without written permission of the Chief Executive Officer and/or ABC Committee.
* The logo shall be removed in all its forms from all media or property when membership is terminated either voluntarily or by ABC.

## EXAMPLES OF LOGO USE

* In a supporting or signature role, but not as a dominant feature
* To promote an ABC financial member
* On advertisements, but not as product endorsement
* Exhibitors promoting their company in advertising at ABC Annual Conference
* On an ABC member's website.