



NCHBA
NC HOME BUILDERS ASSOCIATION

NCHBA Logo Background & Color Usage Guidelines

Primary Logo Colors

- **NCHBA Red:** #CE202F
- **NCHBA Blue:** #17355E

These are the official brand colors.

1. Light Backgrounds (Preferred)

Use the full-color logo on white or light neutral backgrounds. This is the preferred and default presentation of the NCHBA logo. Avoid busy, patterned, or photographic backgrounds. When overlaying on a photo, place the logo in a white or light box for readability.

2. Dark Backgrounds

Use the all-white logo on navy, charcoal, or black backgrounds. Avoid the full-color logo on dark fields—red and blue lose contrast. Tone-on-tone (e.g., blue on blue) may be used only if the mark remains clearly legible via texture or sheen.

3. Single-Color Applications

For embroidery, screen print, or engraving, use a solid white, solid blue, or solid black version based on the background. Do not simulate the two-color logo with outlines or gradients.

4. Tone-on-Tone Guidelines

Subtle tone-on-tone (e.g., blue logo on blue polo) is acceptable when legible at typical viewing distance. When in doubt, use white on dark or blue on light.

5. Embroidery & Apparel

Light apparel (white, khaki, light gray): Full-color logo.

Dark apparel (navy, black, charcoal): White logo.

Mid-tone apparel (heather gray, slate): Test full-color vs. white for best contrast. Avoid seams/pockets or heavy textures under the logo.

6. Clear Space & Minimum Size

Maintain clear space equal to the height of the letter H in the logo. Minimum width: 1.25" for embroidery; 0.75" for print/digital.

7. Unacceptable Uses

Do not stretch, rotate, crop, recolor, add effects, or separate elements. Do not place on complex backgrounds without sufficient contrast.