

**DESIGN GUIDANCE
ON USING THE IHBC LOGO
AND DESIGNATIONS**



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BUILDING · CONSERVATION

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An improved image and website

The Institute of Historic Building Conservation (The IHBC) is a growing professional organisation with a rising profile amongst government, the professions and the general public. IHBC Council has agreed that we need to up-date our image to reflect these facts. The IHBC logo, straplines, written communication formats and the website have all been modernised in ways that build on the established positive image of the IHBC.

This Design Guidance will show you how you can use these images to advertise your professionalism, reinforce the message of the IHBC, and grow your business.

Why use the IHBC in your marketing?

The Institute designation (the letters after your name) and the IHBC logo will underline your status as a qualified conservation professional, who is governed by IHBC values and who's work will meet the highest standards of competence.

Association with the IHBC will promote trust and confidence in your work.

This will sharpen you and your companies' competitive edge. The more you use the IHBC logo the greater will be your earning power.

This Guidance will help you use to the best advantage the new, improved IHBC logo

Who can use the IHBC designation and logo?

If you are a current **Full** member of the IHBC you can use the IHBC designation after your name and the IHBC logo on any personal stationery and business cards.

Variations on the designation (for example IoHBC) are not allowed.

Associate, affiliate and other non-full members may not use the IHBC designation

Companies may not use the IHBC designation or logo.

Only individuals may use the IHBC designation and logo.

- If you are practising as a sole trader, you may use the IHBC designation and logo on your stationery, advertising, name boards and business cards.
- If you work for others, you may use the IHBC designation and logo on your business card, provided it is clear that they relate to you and not your company.

Where to use the logo

IHBC branches, committees and other official IHBC bodies

You should use the logo wherever possible. This will reinforce the image of the Institute.

Branch correspondence, newsletters, conferences, day schools, visits and events should all feature the logo prominently.

To help you raise the profile of the IHBC through your correspondence, pre-printed letterheads and templates are available.

There are two types available:

- One has the strapline "The home of the conservation professional" and should be used in correspondence with individual members of the IHBC and also other professionals, who may be potential members.
- The other has the strapline "Making Heritage Work" and should be used for correspondence with the public, politicians and the media.

Some branches and committees have developed their own logos. The use of these logos should be avoided. If they do not incorporate the main IHBC logo in their design they should not be used on letterheads or alongside the logo. The Welsh Branch may use headings translated into Welsh where appropriate. The Institute is happy to consider the adoption of bilingual or other inclusive headings.

The use of the IHBC logo with limited additional information may be acceptable but should be approved by IHBC Council before use.

Sole practitioners

Use the IHBC logo on your stationery and brochures. These are often your client's first point of contact with you. Seeing the IHBC logo will reinforce your professional status and give your clients increased confidence in you and your work.

The IHBC logo should be used for all your publicity material, advertising, business and telephone directories and again, it will send the right message.

Add the IHBC logo to your website.

If you use site boards for your projects, adding the IHBC logo will let people know that the project is in the hands of a capable conservation professional.

Where to get the IHBC logo

Branches, committee chairs, other officials and staff have been issued with the IHBC logo already.

Individual members should e-mail their request to admin@ihbc.org.uk, giving their membership number. The following formats are available:

- EPS files are for off-line print use.
- GIF files are for on-line use.
- Pdfs for printing your own stationery in-house.

The different IHBC logo options

There are six variations on the IHBC logo and two options for the strapline.

With the full title

1. Purple



This is the default IHBC logo and should be the option you choose first

2. Reversed



This option is for where the IHBC logo is to appear superimposed on a photograph or a strongly coloured background that would clash with the purple colour. You will see it is the same design as option 1, but reversed.

Without the full title

You can use the IHBC logo with or without the full title of the Institute. However, consider carefully whether your intended audience will know what the picture logo means. If in doubt use the full logo including the title. It cannot harm to reinforce who we are on every occasion. If however you want to use the logo without the title then you can use options 3 and 4 below.

3. Purple



This option is particularly useful where the logo is reduced in size (see note below) and the full title of the Institute would be fussy or difficult to read. Use this option before considering option 4, as it employs the corporate colour.

4. Reversed



This option is the same as 3, but reversed. It should be used only where option 3 leads to a poor or confusing design for your document.

With the full title to the side

5. Purple



This option is particularly useful where the logo is reduced in size but it is still desirable to have the full title (e.g. where the reader wouldn't necessarily know what IHBC stands for). The logo should be to the left of the title as it reads across more logically.

6. Reversed



This option is the same as 5, but reversed. It should be used only where option 5 leads to a poor or confusing design for your document.

7. With straplines



The home of the conservation professional

You can use the logo with or without either of the two straplines. The pre-printed letterheaded paper is available in both options (see note above for uses). You can use the logo and a strapline together (as illustrated) or you can use the logo and the straplines independent of each other on the page (e.g. logo at the top and strapline at the bottom of the page).

8. With branch name



Branches can use their full logo and title with their branch name (as illustrated) for correspondence or committee documents. Pre-printed headed paper for each branch is available from the national office.

Logo sizes and use

You should ensure that the IHBC logo, with or without the full title or the straplines, is clear and readable. If it gets too small you will lose the impact, which for promotional documents is vital. Always proof any design carefully before printing to ensure letters haven't 'filled in' and your document is crisp and professional looking.

Where the full IHBC logo has been chosen (option 1 or 2 above) the minimum size should be 41 mm wide. This will ensure that the title of the Institute beneath does not go below 8 pt.



Take care not to distort the proportions of the IHBC logo.

Do not crop the IHBC logo.

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

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.

Colour

1. The IHBC 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

If you are photocopying for distribution a news sheet, agenda or similar information sheet and would normally not do colour copying or printing it is acceptable to use the grey toned version of the IHBC logo.

2. Grey tone (50% black)



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Use of the IHBC logo by other organisations

The logo may be used on printed material produced by another organisation with the agreement of IHBC Council. Requests should be sent to the Director in the first instance.

Badging of events and initiatives

It is important that the IHBC brand is used correctly and only where appropriate. The following guidelines indicate when and how it can be used.

1 Events or projects organised by IHBC Council or one of the five national committees

Any of the following can be used as laid out in the design guide without the prior approval of Council or an authorised officer or employee of the IHBC

- the IHBC logo
- the name of the Institute
- the IHBC acronym
- “Organised by the Institute of Historic Building Conservation”
- “An IHBC conference/event”
- “This project is being undertaken by the Institute of Historic Building Conservation”

2 Events or projects organised by one of the IHBC branches

Any of the following can be used as laid out in this design guide without the prior approval of Council or an authorised officer or employee of the IHBC

- the IHBC 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”

- “This project is being undertaken by the Institute of Historic Building Conservation North Sea Branch”.

NB For categories 3, 4 and 5 below, prior approval from Council or an authorised officer or employee must be obtained.

3 Events or projects run jointly by IHBC and a partner organisation

Subject to the above prior approval, any of the following can be used as laid out in this design guide

- the IHBC logo and the name of the Institute
- the IHBC acronym
- “Organised by the Institute of Historic Building Conservation in partnership with...”
- “An IHBC conference/event in partnership with...”
- “An...(partners name) conference/event in partnership with the Institute of Historic Building Conservation.”
- “This project is being undertaken by the Institute of Historic Building Conservation in partnership with...”
- “This project is being undertaken by the (partners name) in partnership with the Institute of Historic Building Conservation

4 Events and projects run by a partner organisation with which the IHBC has an ongoing relationship but without IHBC input

Subject to the above prior approval, any of the following can be used as laid out in this design guide

- the IHBC logo and the name of the Institute.
- “This project is being undertaken by the (partners name) with the support of the Institute of Historic Building Conservation”

5 Events and projects run by an outside organisation requiring use of the IHBC logo and no IHBC input.

Subject to the above prior approval, the following can be used as laid out in this design guide

- the IHBC logo and the name of the Institute.

How to improve written communications

To underline the new image, it is important that written communications from IHBC Council, committees and branches are clear, consistent and compatible with the visual imagery. The use of Verdana as the font for all letters, newsletters and leaflets has a number of advantages:

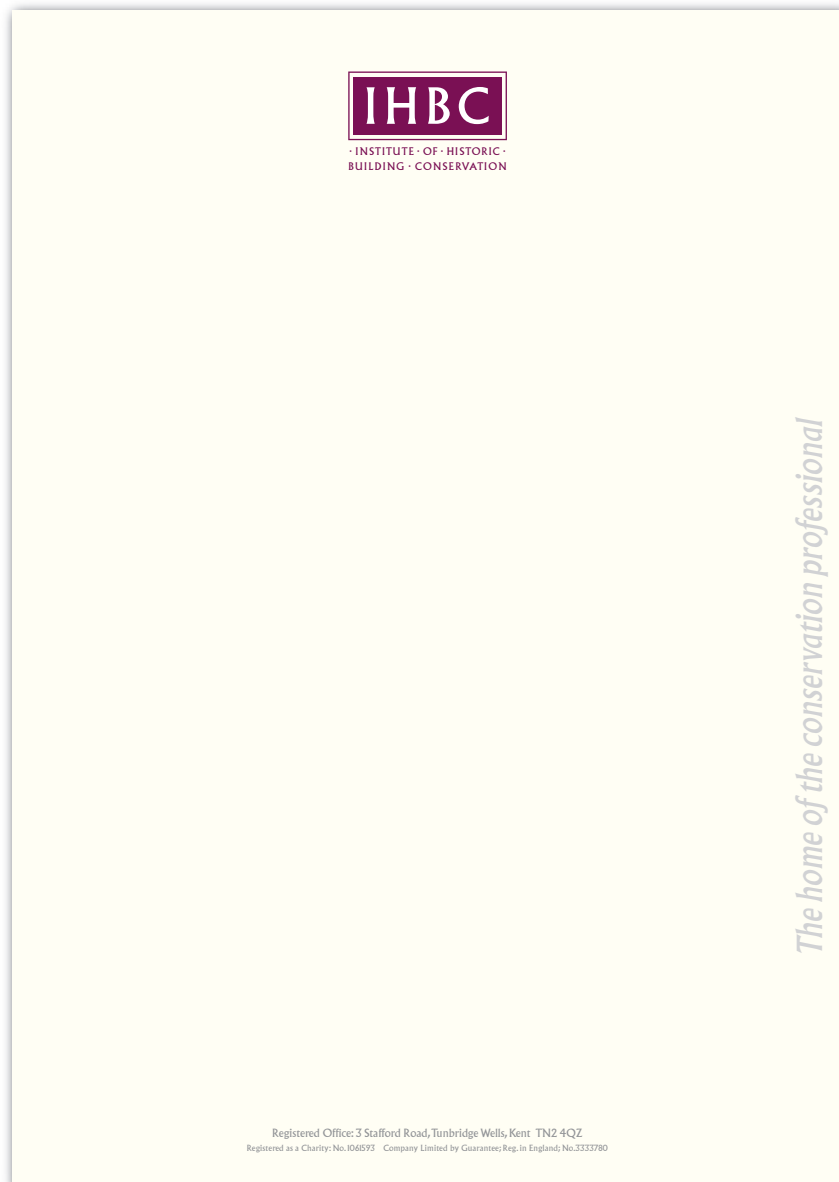
- It is an attractive, clear font that doesn’t get in the way of the message.
- It is an easily read font that helps the partially sighted.
- It is already installed on the vast majority of computers (Windows and Mac) so everyone can use it.
- As a readily available font, the design of the IHBC Website will be displayed on peoples’ computers as intended.

To remain readable Verdana should not be used below 9 pt.

This Design Guide is in Verdana 9 pt so you can see how successful it is.

The IHBC would encourage all members, including sole practitioners, to use Verdana wherever possible for their written communications.

Example of letter headed paper and business card



Further help

This Guidance is designed to help you get the best out of the IHBC's logo and straplines and to help send a clear and professional image to the world of who we are and what we do. It will feature on all the Institute's correspondence and documentation at national and local levels and will be seen by politicians, heritage organisations, fellow professionals, readers of Context, the general public – indeed anyone with an interest in the historic built environment.

For individual members, particularly those in private practice, it can reinforce your image as someone of the highest calibre in the historic environment field who your clients can trust and rely on to give the best possible advice on their asset.

If you need further help or guidance on how to use the IHBC logo or any other issues relating to how we communicate our image, please e-mail communications@ihbc.org.uk.

The Institute of Historic Building Conservation

Registered Office: 3 Stafford Road, Tunbridge Wells, Kent TN2 4QZ

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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.
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