

# Brand Guidelines

---

# contents

introduction	03
philosophy	05
brand elements	07
colour palette	13
typography	15
21 year celebration	16
photography	21
tonality	22
corporate stationery	23
branding	28
digital	33
glossary	30

**NATIONAL HOME BUILDERS  
REGISTRATION COUNCIL (NHBRC)**

**HEAD OFFICE:** Joe Slovo House,  
5 Leeuwkop Road,  
Sunninghill,  
Johannesburg 2021.

**TEL:** +27 11 317 0000

**TOLL FREE LINE:** 0800 200 824

[www.nhbrc.org.za](http://www.nhbrc.org.za)

**COPYRIGHT © 2020**

*No part of this manual may be copied, transmitted or used for any purposes without the permission of the NHBRC. If you have any queries regarding the use of this manual, please contact the NHBRC communications department.*

## background

The National Home Builders Registration Council (NHBRC) was established in 1998, in terms of the Housing Consumers Protection Measures Act, 1998 (Act No. 95 of 1998) (as amended), hereafter referred to as the Act, and is mandated to protect the interests of housing consumers and to regulate the homebuilding industry.

## what the act says

The Housing Consumers Protection Measures Act (Act No 95 of 1998, as amended) specifies a range of objectives to be served by the NHBRC:

- a. To represent the interests of housing consumers by providing warranty protection against defects in new homes;
- b. To regulate the home building industry;
- c. To provide protection to housing consumers in respect of the failure of home builders to comply with their obligations in terms of this Act;
- d. To establish and to promote ethical and technical standards in the home building industry;
- e. To improve structural quality in the interests of housing consumers and the home building industry;
- f. To promote housing consumer rights and to provide housing consumer information;
- g. To communicate with and to assist home builders to register in terms of this Act;
- h. To assist home builders, through training and inspection, to achieve and to maintain satisfactory technical standards of home building.

## vision

The vision of the NHBRC is to be the champion of the housing consumer.

## mission

The mission of the NHBRS is to protect the housing consumer through the regulation of the home building environment.

## values

- **Excellence and Integrity:** To be the best and deliver the best honestly.
- **Commitment and Accessibility:** To do work diligently and reach out to our stakeholders.
- **Transparency and Accountability:** To be fair and open in delivering our functions responsibly.

## promise

- We protect the housing consumer
- We provide quality inspections
- We train builders

## five standards to fulfill

- It must be relevant to a real or projected need in the marketplace.
- It must be deliverable – the NHBRC has operational capability to fulfil its promise. It has also adopted the ethos of an efficient and effective organisation.
- It must be credible – the NHBRC was established to protect housing consumers and to regulate home builders. In doing so, playing fair and making objective dispute resolutions should be part of its brand DNA.
- It must be differentiating – the NHBRC has a distinct role that is exclusive within the content of the home building industry and housing agencies of the Department of Human Settlements.
- It must be inspired and inspiring – building a home is more than bricks and mortar, it is an emotional decision, a milestone, a sense of pride. Communication from the NHBRC needs to invoke pride and a sense of security.

## approval and editing process

All external and internal communications and promotional materials, including posters, brochures and pamphlets, must comply with our brand standards. In addition, all external communications must be approved by the Communications department.

our brand represents who we are to the world, so it is crucial that we both protect and build it.

The sections that follow contain important information that you will need to know to communicate using the NHBRC brand, including various documents, templates, logo and brand guidelines and examples of proper and improper applications. Additionally, please keep the following in mind in order to maximise our brand.

## use the brand selectively

Transactional documents, certificates, reporting documents, business forms, advertising, presentations, promotional materials, facility and tradeshow signage are the only objects that need to feature the brand. Much care should be taken in how the brand is displayed. Be sure that whatever “application” you use carrying the NHBRC brand – be it a PowerPoint presentation, a letter to a customer or a shirt – that it is displayed proudly and properly.

## use the brand component correctly

It is very easy to overlook seemingly minor details when using various brand components, yet these types of mistakes damage the brand and create roadblocks in reaching our objectives. Always adhere to guidelines detailed in the following sections to guarantee the smooth and successful implementation of the NHBRC brand. If you encounter a NHBRC branding situation that is not addressed in this manual, please contact the Corporate Communications department.

# brand elements

primary logo



The NHBRC logo represents the brand's values and identity. It is an important part of the company's visual communication. The application of this logo must always be consistent to maintain a strong brand presence.

We prefer the full-colour logo be used on all applications of the brand. However, when the logo is reversed out of a dark background or placed on an image, restrictions may apply. (See examples on the following pages). Our logo must always be applied in a way that enhances and strengthens the brand. The logo may not be used as a watermark or to create a pattern.

*Always use our official artwork as supplied. Please do not attempt to recreate or alter any part of the logo. This includes disproportionately resizing or changing the colours in any way.*

## THE FOLLOWING EXAMPLES ILLUSTRATE INCORRECT APPLICATIONS OF THE LOGO:



Do not distort or disproportionately resize the logo.



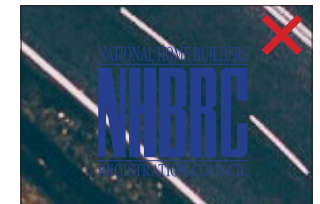
Do not create drop shadows or 3D effects.



Do not alter the relationship or ratios between the elements of the logo.



Do not change the colour of any of the elements.



Ensure visibility of the logo at all times.

### COPYRIGHT © 2020

*No part of this manual may be copied, transmitted or used for any purposes without the permission of the NHBRC. If you have any queries regarding the use of this manual, please contact the NHBRC communications department.*

# brand elements

## logo colour variants



The CMYK (primary) version of the NHBRC logo should be used on all printed and digital communication where possible. The black version of the logo, as well as the white logo, on a single colour, may be used when CMYK is not available or the print technique does not allow for full colour reproduction. The single colour logo must be reversed out in white (in its entirety) when using it on darker backgrounds.

*Always use our official artwork as supplied. Please do not attempt to recreate or alter any part of the logo. This includes disproportionately resizing or changing the colours in any way.*

### COPYRIGHT © 2020

*No part of this manual may be copied, transmitted or used for any purposes without the permission of the NHBRC. If you have any queries regarding the use of this manual, please contact the NHBRC communications department.*



# brand elements

clear space

minimum size



Do not place any elements, text or graphics within the grey area.

All NHBRC logos sit within a defined clear space as indicated by the rule surrounding the logo on the left, measured by the cap height of the letter “N” of the word National. When correctly observed, the clear space protects the logo from encroachment by other elements, such as text or images. It prevents the logo from being positioned too close to the edge of an application area. This helps maintain legibility, clarity and reinforces the brand’s strength.

The clear space indicated is the minimum distance that other elements may appear from the logo. Whenever possible, the logo should be placed in a clutter-free space in a prominent position.

## minimum size

The NHBRC logo retains its visual strength in a wide range of sizes. However, when the logo is reproduced too small, it is no longer legible and its impact is diminished. The minimum size for print applications is 25mm wide and 70 pixels wide for digital applications.



25mm

*Always use our official artwork as supplied. Please do not attempt to recreate or alter any part of the logo. This includes disproportionately resizing or changing the colours in any way.*

**COPYRIGHT © 2020**

*No part of this manual may be copied, transmitted or used for any purposes without the permission of the NHBRC. If you have any queries regarding the use of this manual, please contact the NHBRC communications department.*

# brand elements

## payoff line

### Preferred logo and payoff line usage



### White background placement



### Single colour application



The payoff line must be locked to the NHBRC logo on all printed applications. It must not stand alone. In the event that the logo is used on promotional items or on smaller applications, discretion will have to be exercised, ensuring legibility at all times and approval from Corporate Communications will be required.

There are 3 colour variants of the payoff line, please ensure legibility to maintain a strong brand presence at all times. The white logo and payoff variant, placed on the NHBRC dark blue background, is preferred on all applications, however, in the event of placement on white backgrounds, please make use of the secondary logo option. For single colour applications, please use the white or black versions. The payoff line must always have the same colour application as the NHBRC lettering and outlined in our secondary light blue colour for CMYK reproduction.

*Always use our official artwork as supplied. Please do not attempt to recreate or alter any part of the logo. This includes disproportionately resizing or changing the colours in any way.*

#### COPYRIGHT © 2020

*No part of this manual may be copied, transmitted or used for any purposes without the permission of the NHBRC. If you have any queries regarding the use of this manual, please contact the NHBRC communications department.*

# brand elements

## logo sizing & placement for print

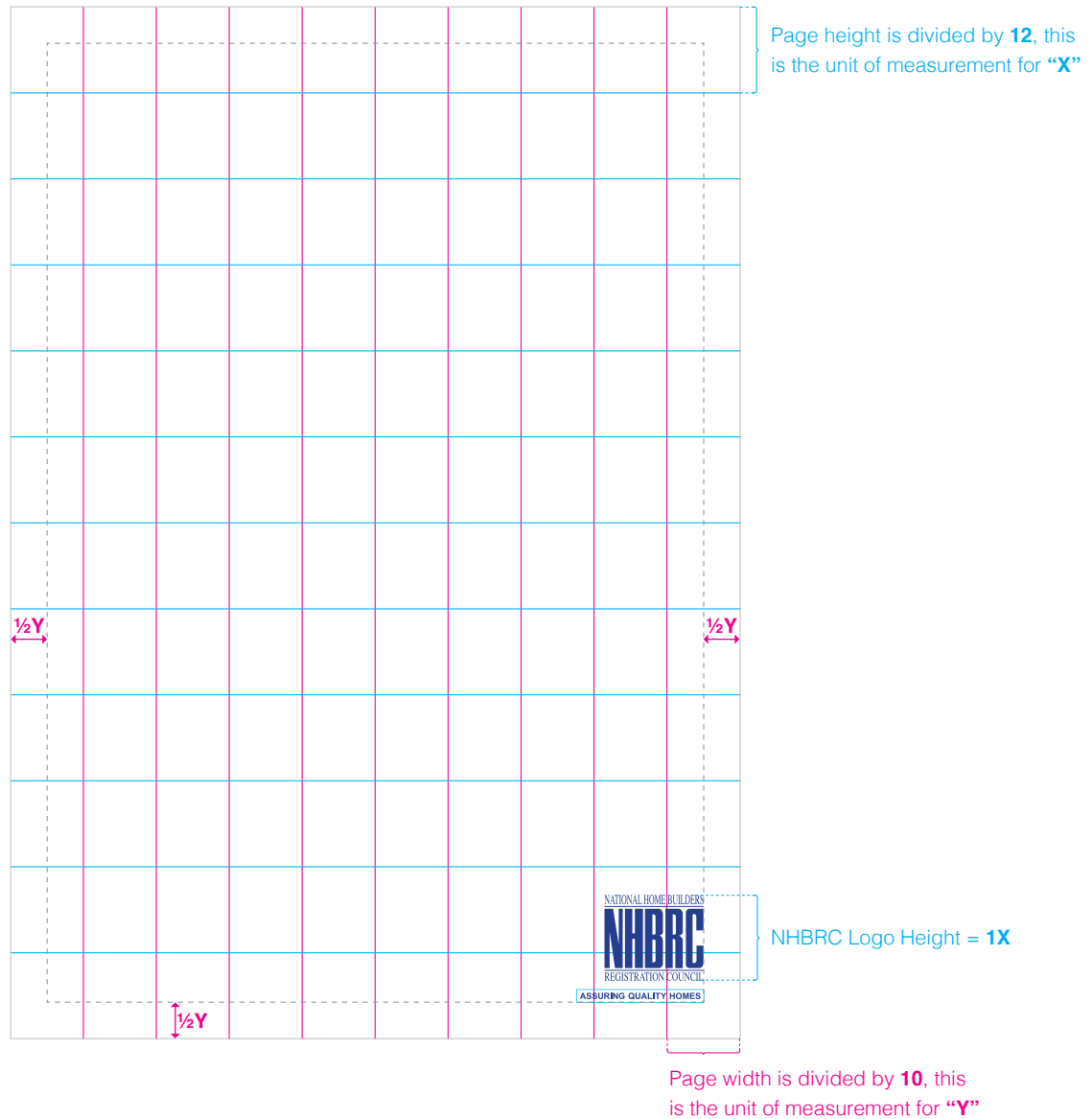
This is a general consideration when determining the size of the logo on layouts and may be adjusted to visually suit a specific layout. The height of the NHBRC Logo must be at least  $\frac{1}{2}$  of the height of the layout.

When constructing layouts, always consider the usage size of the communication piece, its viewing distance, legibility and readability of all the elements on the layout.

**Please note that the logo must always be placed on the bottom right corner of the layout.**

**COPYRIGHT © 2020**

No part of this manual may be copied, transmitted or used for any purposes without the permission of the NHBRC. If you have any queries regarding the use of this manual, please contact the NHBRC communications department.



# brand elements

## copy sizing & positioning for print

The mechanics and ratios of all elements on the page can be worked out using the “Y” value. (Y = 1/10 Page Width)



**SOME BUILDERS  
TAKE TWO-YEAR-LONG  
LUNCH BREAKS.**

### HEADLINE

Helvetica Neue Condensed Black  
Size: Cap Height = 1/2Y  
Leading: Same point size as headline  
Kerning: -10

### BODY COPY

Helvetica Neue Regular  
Size: Cap Height = 1/3Y  
Leading: Headline Size + 4,5pt  
Kerning: 0

Rather assure your quality home with NHBRC certified builders and get a 5-year warranty.  
**BUILD FOREVER.**

Contact us on 0800 200 824 or visit [nhbrc.org.za](http://nhbrc.org.za)  
NHBRC. An agency of the Department of Human Settlements.



### CAMPAIGN CALLOUT

Helvetica Neue Bold  
Size, Leading + Kerning:  
Same as Body Copy  
Colour: NHBRC Light Blue

### CALL TO ACTION + DESCRIPTOR

Helvetica Neue Regular + Helvetica Neue Bold  
Size: 2 Points smaller than Body Copy  
Leading: Headline Size + 4,5pt

Y = 1/10 Page Width

### COPYRIGHT © 2020

No part of this manual may be copied, transmitted or used for any purposes without the permission of the NHBRC. If you have any queries regarding the use of this manual, please contact the NHBRC communications department.

# brand elements

copy sizing & positioning for copy driven print

The mechanics and ratios of all elements on the page can be worked out using the “Y” value. (Y = 1/10 Page Width)

**COPYRIGHT © 2020**

No part of this manual may be copied, transmitted or used for any purposes without the permission of the NHBRC. If you have any queries regarding the use of this manual, please contact the NHBRC communications department.

**SOME BUILDERS  
TAKE TWO-YEAR-LONG  
LUNCH BREAKS.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor in cididunt ut labore et dolore dolor magna.

Rather assure your quality home with NHBRC certified builders and get a 5-year warranty.  
**BUILD FOREVER.**

Contact us on 0800 200 824 or visit [nhbrc.org.za](http://nhbrc.org.za)  
NHBRC. An agency of the Department of Human Settlements.



**HEADLINE**

Helvetica Neue Condensed Black  
Size: 26pt  
Leading: Same point size as headline  
Kerning: -10

**SUB COPY HEADLINE**

Helvetica Regular  
Size: 16pt  
Leading: Same point size as headline  
Kerning: -10

**BODY COPY**

Helvetica Neue Regular  
Size: Cap Height = 1/3Y  
Leading: Headline Size + 4,5pt  
Kerning: 0

**CAMPAIGN CALLOUT**

Helvetica Neue Bold  
Size, Leading + Kerning:  
Same as Body Copy  
Colour: NHBRC Light Blue

**CALL TO ACTION + DESCRIPTOR**

Helvetica Neue Regular + Helvetica Neue Bold  
Size: 2 Points smaller than Body Copy  
Leading: Headline Size + 4,5pt

Y = 1/10 Page Width

# colour palette

## primary colours


**SPOT**

Pantone 103-8C

**CMYK (Print)**
**C100 M90 Y0 K10**
**RGB (Screen)**
**R37 G64 B143**
**WEB**
**#25408f**

**SPOT**

Pantone Process Cyan

**CMYK (Print)**
**C100 M0 Y0 K0**
**RGB (Screen)**
**R0 G174 B239**
**WEB**
**#00aeef**

**SPOT**

Pantone Process Black

**CMYK (Print)**
**C0 M0 Y0 K100**
**RGB (Screen)**
**R0 G0 B0**
**WEB**
**#000000**

The NHBRC colour scheme is designed to enhance the brand image in its applications. Appropriate use of the colour palette creates consistency and an additional layer of distinction for the brand. The two primary identity colours are:

- NHBRC Dark Blue
- NHBRC Light Blue

NHBRC Light Blue is the more dominant of the two colours and should be used to highlight accents or draw attention to specific messaging.

When printing, the correct colour swatches must be supplied with finished artwork so that the printer has an exact match. It is important to remember that the finished printed item must match the swatch exactly. Colour/ink density should be adjusted to allow for variation in substrates, printing surfaces and papers. Finishes such as machine varnishes and laminates will also affect the final colour match.

If colour swatches are not available, use the PANTONE® Colours listed, the standards for which are shown in the current edition of the PANTONE® Colour Formula Guide. Always use the correct coated version for the PANTONE® Colours referenced.

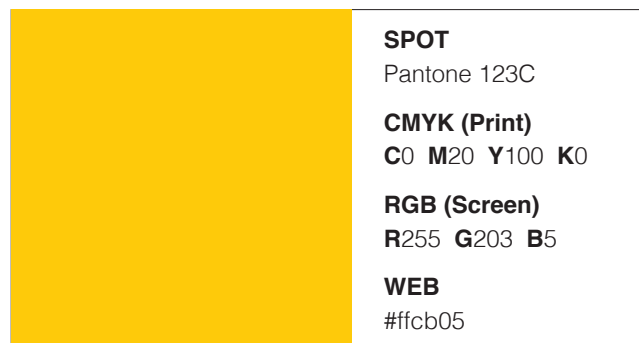
*Always use our official artwork as supplied. Please do not attempt to recreate or alter any part of the logo. This includes disproportionately resizing or changing the colours in any way.*

**COPYRIGHT © 2020**

No part of this manual may be copied, transmitted or used for any purposes without the permission of the NHBRC. If you have any queries regarding the use of this manual, please contact the NHBRC communications department.

# colour palette

## secondary colours



The NHBRC secondary palette supports the primary colors to provide depth and accentuate artwork. The secondary colors are primarily used for digital visual (emailers, powerpoint presentations, web banners, social media posts) and internal communications that require variation. It is not recommended to lead with the secondary palette on any communications, approval from Corporate Communications will be required before execution.

*Always use our official artwork as supplied. Please do not attempt to recreate or alter any part of the logo. This includes disproportionately resizing or changing the colours in any way.*

### COPYRIGHT © 2020

No part of this manual may be copied, transmitted or used for any purposes without the permission of the NHBRC. If you have any queries regarding the use of this manual, please contact the NHBRC communications department.

# typo graphy

Fonts or typefaces, are how words are represented visually on various collateral. NHBRC uses Helvetica Neue, in various weights, which have specific uses as shown. These fonts have been chosen for their legibility and distinctive appearance.

Fonts are used for both print and digital applications. In the event that Helvetica Neue is not available for digital executions, please substitute with Arial in their respective weights.

	USAGE
<p>Helvetica Neue Regular</p> <p>abcdefghijklmnopqrstvwxyz                      ABCDEFGHIJKLMNOPQRSTUVWXYZ                      1234567890,;:./&lt;&gt;'"!@#%&amp;*()+{ }</p>	<p>Body copy and call to action.</p>
<p><i>Helvetica Neue Italic</i></p> <p><i>abcdefghijklmnopqrstvwxyz                      ABCDEFGHIJKLMNOPQRSTUVWXYZ                      1234567890,;:./&lt;&gt;'"!@#%&amp;*()+{ }</i></p>	<p>Disclaimers and T&amp;Cs.</p>
<p><b>Helvetica Neue Bold</b></p> <p><b>abcdefghijklmnopqrstvwxyz                      ABCDEFGHIJKLMNOPQRSTUVWXYZ                      1234567890,;:./&lt;&gt;'"!@#%&amp;*()+{ }</b></p>	<p>Campaign line, phone numbers, websites and emails.</p>
<p><b><i>Helvetica Neue Bold Italic</i></b></p> <p><b><i>abcdefghijklmnopqrstvwxyz                      ABCDEFGHIJKLMNOPQRSTUVWXYZ                      1234567890,;:./&lt;&gt;'"!@#%&amp;*()+{ }</i></b></p>	<p>Internal communications only.</p>
<p><b>Helvetica Neue Condensed Black</b></p> <p><b>abcdefghijklmnopqrstvwxyz                      ABCDEFGHIJKLMNOPQRSTUVWXYZ                      1234567890,;:./&lt;&gt;'"!@#%&amp;*()+{ }</b></p>	<p>Headlines only.</p>

**COPYRIGHT © 2020**

No part of this manual may be copied, transmitted or used for any purposes without the permission of the NHBRC. If you have any queries regarding the use of this manual, please contact the NHBRC communications department.



# 21 year celebration

Since 1999, the NHBRC has been a world class warranty organisation that's been assuring quality homes. For 21 years, the organisation has been providing quality customer service and protecting the housing consumer and builder. Being active for 21 years is a milestone worth celebrating.

The NHBRC has created a blueprint for homeowners and homebuilders to build from. In this treatment we have conceptually used the blueprint as our inspiration for the 21-year celebration logo.

**COPYRIGHT © 2020**

*No part of this manual may be copied, transmitted or used for any purposes without the permission of the NHBRC. If you have any queries regarding the use of this manual, please contact the NHBRC communications department.*

# 21 year celebration



The CMYK (primary) version of the 21 Years Icon should be used on all printed and digital communication where possible. The black and white version of the icon, as well as the white icon on a single colour may be used when CMYK is not available or the print technique does not allow for full colour reproduction. The single colour logo must be reversed out in white when using it on darker backgrounds.

*Always use our official artwork as supplied. Please do not attempt to recreate or alter any part of the logo. This includes disproportionately resizing or changing the colours in any way.*



## THE FOLLOWING EXAMPLES ILLUSTRATE INCORRECT APPLICATIONS OF THE LOGO:



Do not distort or disproportionately resize the logo.



Do not create drop shadows or 3D effects.



Do not alter the relationship or ratios between the elements of the logo.



Do not change the colour of any of the elements.



Ensure visibility of the logo at all times.

## COPYRIGHT © 2020

No part of this manual may be copied, transmitted or used for any purposes without the permission of the NHBRC. If you have any queries regarding the use of this manual, please contact the NHBRC communications department.

# 21 year celebration

clear space

minimum size



The 21 year celebration logo sits within a defined clear space as indicated by the rule surrounding the logo on the left, measured by the cap height of the letter “Y” of the word Years. When correctly observed, the clear space protects the logo from encroachment by other elements, such as text or images. It prevents the logo from being positioned too close to the edge of an application area. This helps maintain legibility, clarity and reinforces the brand’s strength.

The clear space indicated is the minimum distance that other elements may appear from the logo. Whenever possible, the logo should be placed in a clutter-free space in a prominent position.

## minimum size

The 21 year celebration logo retains its visual strength in a wide range of sizes. However, when the logo is reproduced too small, it is no longer legible and its impact is diminished. The minimum size for print applications is 20mm wide and 70 pixels wide for digital applications.



20mm

*Always use our official artwork as supplied. Please do not attempt to recreate or alter any part of the logo. This includes disproportionately resizing or changing the colours in any way.*

## COPYRIGHT © 2020

*No part of this manual may be copied, transmitted or used for any purposes without the permission of the NHBRC. If you have any queries regarding the use of this manual, please contact the NHBRC communications department.*

# 21 year celebration

## colour palette

**SPOT**

Pantone 103-8C

**CMYK (Print)****C100 M90 Y0 K10****RGB (Screen)****R37 G64 B143****WEB**

#25408f

**CMYK (Print)****C31 M45 Y88 K20****RGB (Screen)****R153 G118 B55****WEB**

#997637

The colour scheme incorporates the primary blue colour of NHBRC accentuated by gold tones. Appropriate use of the colour palette creates consistency and an additional layer of distinction for the brand.

The gold colour used in the icon, should not be used for any other elements in the layout or application, unless permission is given by Corporate Communications. In the event of single colour application, the gold colour falls away and the logo should always be printed as a single colour, i.e. black or reversed out white.

When printing, the correct colour swatches must be supplied with finished artwork so that the printer has an exact match. It is important to remember that the finished printed item must match the swatch exactly. Colour/ink density should be adjusted to allow for variation in substrates, printing surfaces and papers. Finishes such as machine varnishes and laminates will also affect the final colour match.

If colour swatches are not available, use the PANTONE® Colours listed, the standards for which are shown in the current edition of the PANTONE® Colour Formula Guide. Always use the correct coated version for the PANTONE® Colours referenced.


*Always use our official artwork as supplied. Please do not attempt to recreate or alter any part of the logo. This includes disproportionately resizing or changing the colours in any way.*

**COPYRIGHT © 2020**

No part of this manual may be copied, transmitted or used for any purposes without the permission of the NHBRC. If you have any queries regarding the use of this manual, please contact the NHBRC communications department.

# 21 year celebration

sizing



**SOME BUILDERS  
TAKE TWO-YEAR-LONG  
LUNCH BREAKS.**

Rather assure your quality home with NHBRC certified builders and get a 5-year warranty.  
**BUILD FOREVER.**

Contact us on 0800 200 824 or visit [nhbc.org.za](http://nhbc.org.za)  
NHBRC. An agency of the Department of Human Settlements.

NATIONAL HOME BUILDERS  
**NHBRC**  
REGISTRATION COUNCIL  
ASSURING QUALITY HOMES

The 21 year celebration logo must always be placed in the top right hand corner of the layout, directly above the NHBRC logo. The height of the 21 year celebration logo will be the same as that of the NHBRC logo WITHOUT the payoff line.

*Always use our official artwork as supplied. Please do not attempt to recreate or alter any part of the logo. This includes disproportionately resizing or changing the colours in any way.*

## COPYRIGHT © 2020

No part of this manual may be copied, transmitted or used for any purposes without the permission of the NHBRC. If you have any queries regarding the use of this manual, please contact the NHBRC communications department.

# photo graphy



These images are for reference only and can be purchased.

Imagery and photography play a vital role in representing a brand's visual identity. It helps to establish and maintain an emotional connection with the audience, forming a major part of the brand's personality.

Always ensure that images encapsulate and express the tone of the brand. Imagery plays an important role in identifying NHBRC products and services, showing them in active, everyday use. Imagery used must be vibrant, energetic and portray our country's diversity and differences in a responsible manner.

The source image must:

- Have a human and technology aspect to them
- Be warm in feeling with some formality in its tone
- Display an aspect of business activity
- Be genuine and not contrived in tonality.

In order to ensure the photography chosen or shot for NHBRC meets brand standards the following must be taken into account or avoided.

- Too busy augmented and unreal. Images should be real and not rendered
- Sci-fi insincere and contrived/no interaction with technology. Technology displayed should be realistic.
- Photography should be as clear and concise as possible and should not be overly complicated in its composition.

## COPYRIGHT © 2020

No part of this manual may be copied, transmitted or used for any purposes without the permission of the NHBRC. If you have any queries regarding the use of this manual, please contact the NHBRC communications department.

As the NHBRC, our brand tone should be informative and supportive. Through our communication, we need to convey a message that assures the home owner, builder and all other stakeholders that we are reliable and transparent.

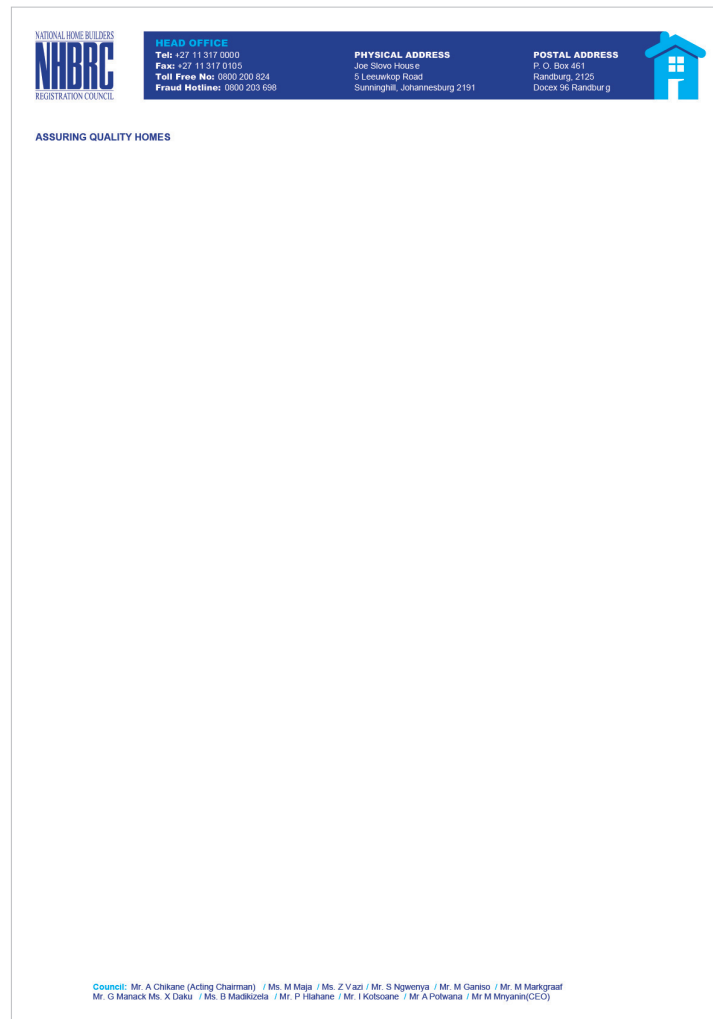
The communication should be trustworthy and sell the value add that our organisation offers. Our values, character and vision must permeate through every word we say.

We need to develop a message that our audience will benefit from. We need to be clear, honest and inspire voluntary compliance from all our stakeholders.

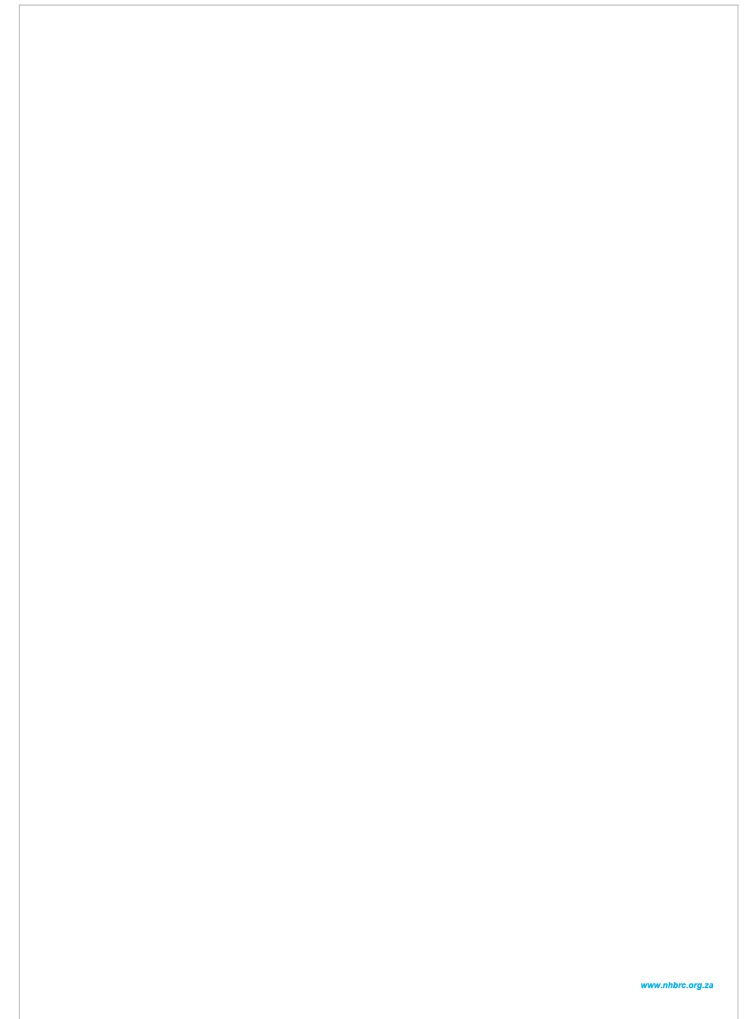
# corporate stationery

letterhead

continuation page



Letterhead



Continuation page

## COPYRIGHT © 2020

No part of this manual may be copied, transmitted or used for any purposes without the permission of the NHBRC. If you have any queries regarding the use of this manual, please contact the NHBRC communications department.



# corporate stationery

## business card



Front



Back (Title 2 Line)



Back (Title 3 Line)

**COPYRIGHT © 2020**

No part of this manual may be copied, transmitted or used for any purposes without the permission of the NHBRC. If you have any queries regarding the use of this manual, please contact the NHBRC communications department.

# corporate stationery

powerpoint  
cover



**COPYRIGHT © 2020**

*No part of this manual may be copied, transmitted or used for any purposes without the permission of the NHBRC. If you have any queries regarding the use of this manual, please contact the NHBRC communications department.*

## ABOUT

### BACKGROUND

The National Home Builders Registration Council (NHBRC) was established in 1998, in terms of the Housing Consumers Protection Measures Act, 1998 (Act No. 95 of 1998) (as amended), hereafter referred to as the Act, and is mandated to protect the interests of housing consumers and to regulate the homebuilding industry.

### WHAT THE ACT SAYS

The Housing Consumers Protection Measures Act (Act No 95 of 1998, as amended) specifies a range of objectives to be served by the NHBRC:

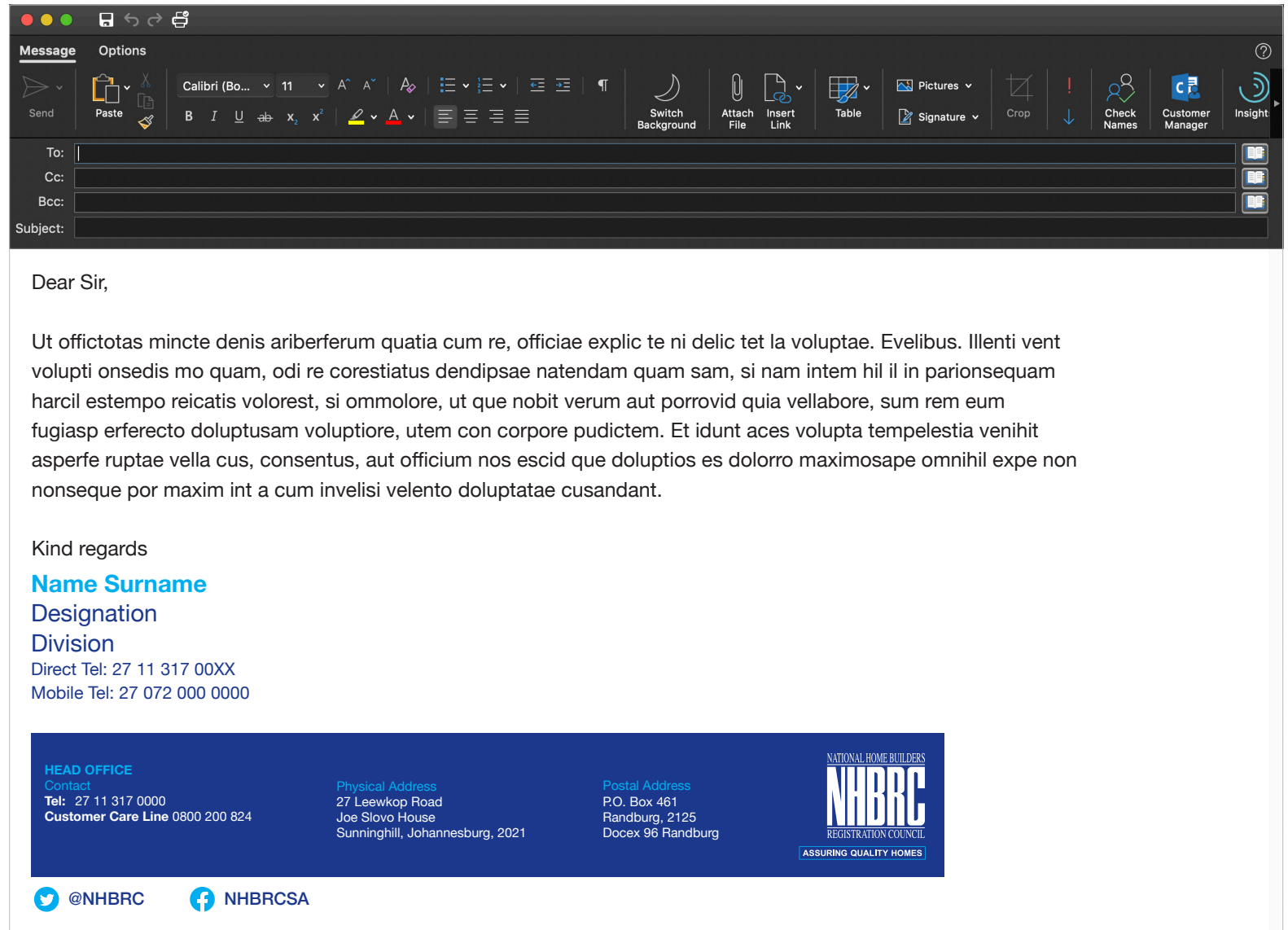
- a. To represent the interests of housing consumers by providing warranty protection against defects in new homes;
- b. To regulate the home building industry;
- c. To provide protection to housing consumers in respect of the failure of home builders to comply with their obligations in terms of this Act;
- d. To establish and to promote ethical and technical standards in the home building industry;
- e. To improve structural quality in the interests of housing consumers and the home building industry;
- f. To promote housing consumer rights and to provide housing consumer information;
- g. To communicate with and to assist home builders to register in terms of this Act;
- h. To assist home builders, through training and inspection, to achieve and to maintain satisfactory technical standards of home building.



ASSURING QUALITY HOMES

# corporate stationery

## email signature



COPYRIGHT © 2020

No part of this manual may be copied, transmitted or used for any purposes without the permission of the NHBRC. If you have any queries regarding the use of this manual, please contact the NHBRC communications department.

### VACANCIES

<p><b>EXECUTIVE MANAGER: BUSINESS SERVICES</b> Omnih, Cupimus. Abute nonductur. Nosta nortem. Gra re intemov ernia? quam modicat Nirimora rebenatu me tus et L. Maetierfir quam. M.Nu</p>	<p><b>EXECUTIVE MANAGER: BUSINESS SERVICES</b> Omnih, Cupimus. Abute nonductur. Nosta nortem. Gra re intemov ernia? quam modicat Nirimora rebenatu me tus et L. Maetierfir quam. M.Nu</p>
<p><b>EXECUTIVE MANAGER: BUSINESS SERVICES</b> Omnih, Cupimus. Abute nonductur. Nosta nortem. Gra re intemov ernia? quam modicat Nirimora rebenatu me tus et L. Maetierfir quam. M.Nu</p>	<p><b>EXECUTIVE MANAGER: BUSINESS SERVICES</b> Omnih, Cupimus. Abute nonductur. Nosta nortem. Gra re intemov ernia? quam modicat Nirimora rebenatu me tus et L. Maetierfir quam. M.Nu</p>
<p><b>EXECUTIVE MANAGER: BUSINESS SERVICES</b> Omnih, Cupimus. Abute nonductur. Nosta nortem. Gra re intemov ernia? quam modicat Nirimora rebenatu me tus et L. Maetierfir quam. M.Nu</p>	<p><b>EXECUTIVE MANAGER: BUSINESS SERVICES</b> Omnih, Cupimus. Abute nonductur. Nosta nortem. Gra re intemov ernia? quam modicat Nirimora rebenatu me tus et L. Maetierfir quam. M.Nu</p>

**CLOSING DATE: FRIDAY, 13 MARCH 2020**

<p>Visit our website <a href="http://www.nhbr.org.za/">www.nhbr.org.za/</a> and click on the <b>Vacancies</b> link, for more information and to apply. Please quote the reference number of the vacancy in all circumstances. Online applicants can direct their queries to our HR helpdesk on <b>0800 200 824</b>.</p> <p><i>The NHBRC is guided by the principles of Employment Equity, women and people with disabilities are encouraged to apply.</i></p>	
---	--

Recruitment ad example (multiple positions)

### EXECUTIVE MANAGER: BUSINESS SERVICES

<p><b>Purpose of the position:</b> Reporting to the Chief Operating Officer, the Executive Manager: Business Services is responsible for the provision of strategic leadership and management in the Inspectorate Unit, Technical Unit; Customer Services Unit; as well as the Project Support Unit.</p> <p><b>Key Deliverables:</b></p> <ul style="list-style-type: none"> <li>• Strategic Leadership</li> <li>• Technical Unit</li> <li>• Inspectorate Unit</li> <li>• Customer Service Unit</li> </ul> <p>Dundiati ssinist, quam reped eribus acis siminihicae quam latiundi dit quatiatiam cus inusam apiscium ipsam aut ent quid moluptibust, te et ad minvenda si quatemporibus, que cus is ipiet volum restis doluptiate</p>	<p><b>Minimum Requirements:</b></p> <ul style="list-style-type: none"> <li>• Must hold a Master's degree or equivalent (NQF 9) in Built Environment or Business-Related field.</li> <li>• A minimum of 10 years Executive Management experience in the Building and Construction industry.</li> <li>• Knowledge of the Construction industry, regulatory framework, standards and best practice.</li> </ul> <p>Ut odia velesciis moluptis denescia simped ma prore ea dere laborro magnistem eium alibusant quas illacerio blab ipsit, conseditam qatur adigent ibererit rem. Nam is arum, sequi si qui a qui ut aligendam, sequae laut moluptatur? Paribust, tet expellab ipsam, utGa. Is is atum rem hiligni ut et uta pore. Nequundis</p>
---	--

**CLOSING DATE: FRIDAY, 13 MARCH 2020**

<p>Visit our website <a href="http://www.nhbr.org.za/">www.nhbr.org.za/</a> and click on the <b>Vacancies</b> link, for more information and to apply. Please quote the reference number of the vacancy in all circumstances. Online applicants can direct their queries to our HR helpdesk on <b>0800 200 824</b>.</p> <p><i>The NHBRC is guided by the principles of Employment Equity, women and people with disabilities are encouraged to apply.</i></p>	
---	---

Recruitment ad example (single position)

Press recruitment ads are created as a 2-colour execution, namely NHBRC Dark Blue and Black, reinforcing the brand identity and recognisability. Please bear in mind that these are mostly small sizes, therefore copy should be kept in black and no smaller than 6pt, to ensure legibility.

## TENDER

### INVITATION REQUEST FOR FORMAL WRITTEN PRICE QUOTATION FORM

Omnihi, Cupimus. Abute nonductur. Nosta norrem. Gra re intemov ernia? quam modicat Nirimora rebenatu me tus et L. Maetierfir quam. M.Nu

#### HEADING GOES HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

#### CLOSING DATE: FRIDAY, 13 MARCH 2020

Visit our website [www.nhbrc.org.za/](http://www.nhbrc.org.za/) and click on the **Vacancies** link, for more information and to apply. Please quote the reference number of the vacancy in all circumstances. Online applicants can direct their queries to our HR helpdesk on **0800 200 824**.

*The NHBRC is guided by the principles of Employment Equity, women and people with disabilities are encouraged to apply.*



Tender ad example

Press tender ads are created as a 2-colour execution, namely NHBRC Dark Blue and Black, reinforcing the brand identity and recognisability. Please bear in mind that these are mostly small sizes, therefore copy should be kept in black and no smaller than 6pt, to ensure legibility.

## FOREST VILLAGE HOUSING PROJECT



# THIS HOUSING PROJECT WILL DELIVER 4 820 UNITS

NHBRC IS AN AGENCY  
OF THE DEPARTMENT OF  
HUMAN SETTLEMENTS



**human settlements**  
Department:  
Human Settlements  
REPUBLIC OF SOUTH AFRICA

**ENROLLED WITH THE NHBRC ON 08 DECEMBER 2016.**

**CAPE TOWN NHBRC OFFICE:**  
Barinor South  
Vineyards Office Estate  
89 Jip De Jager Drive  
Bellville

**INSPECTOR:**  
Mr Eugene Kleinhans  
Email: EugeneK@nhbc.org.za  
Tel: 021 913 9210



**TOLL FREE:**  
0800 200 824

**FRAUD HOTLINE:**  
0800 203 608

**COMPLAINTS:**  
thenhbc@nhbc.org.za

## GREENVILLE GARDEN CITIES HOUSING PROJECT



# THIS HOUSING PROJECT WILL DELIVER 1 375 UNITS

**DEVELOPERS:**



NHBRC IS AN AGENCY OF THE  
DEPARTMENT OF HUMAN SETTLEMENTS



**human settlements**  
Department:  
Human Settlements  
REPUBLIC OF SOUTH AFRICA

**ENROLLED WITH THE NHBRC ON 08 DECEMBER 2016.**

**CAPE TOWN NHBRC OFFICE:**  
Barinor South  
Vineyards Office Estate  
89 Jip De Jager Drive  
Bellville

**INSPECTOR:**  
Mr Eugene Kleinhans  
Email: EugeneK@nhbc.org.za  
Tel: 021 913 9210



**TOLL FREE:**  
0800 200 824

**FRAUD HOTLINE:**  
0800 203 608

**COMPLAINTS:**  
thenhbc@nhbc.org.za

# branding

magnetic  
decals



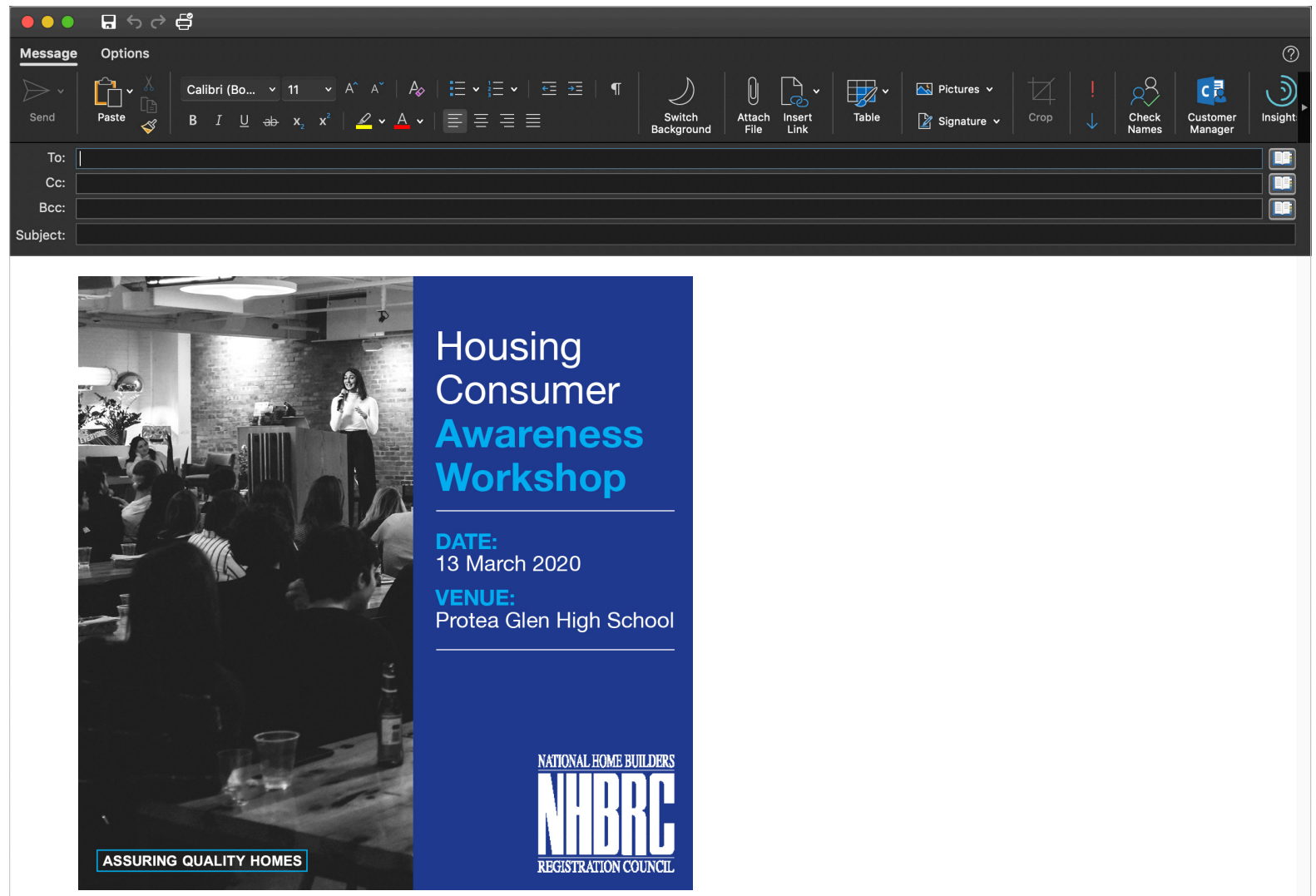
**COPYRIGHT © 2020**

*No part of this manual may be copied, transmitted or used for any purposes without the permission of the NHBRC. If you have any queries regarding the use of this manual, please contact the NHBRC communications department.*



# branding

electronic  
invitations



**COPYRIGHT © 2020**

*No part of this manual may be copied, transmitted or used for any purposes without the permission of the NHBRC. If you have any queries regarding the use of this manual, please contact the NHBRC communications department.*

## event access passes



**COPYRIGHT © 2020**

*No part of this manual may be copied, transmitted or used for any purposes without the permission of the NHBRC. If you have any queries regarding the use of this manual, please contact the NHBRC communications department.*

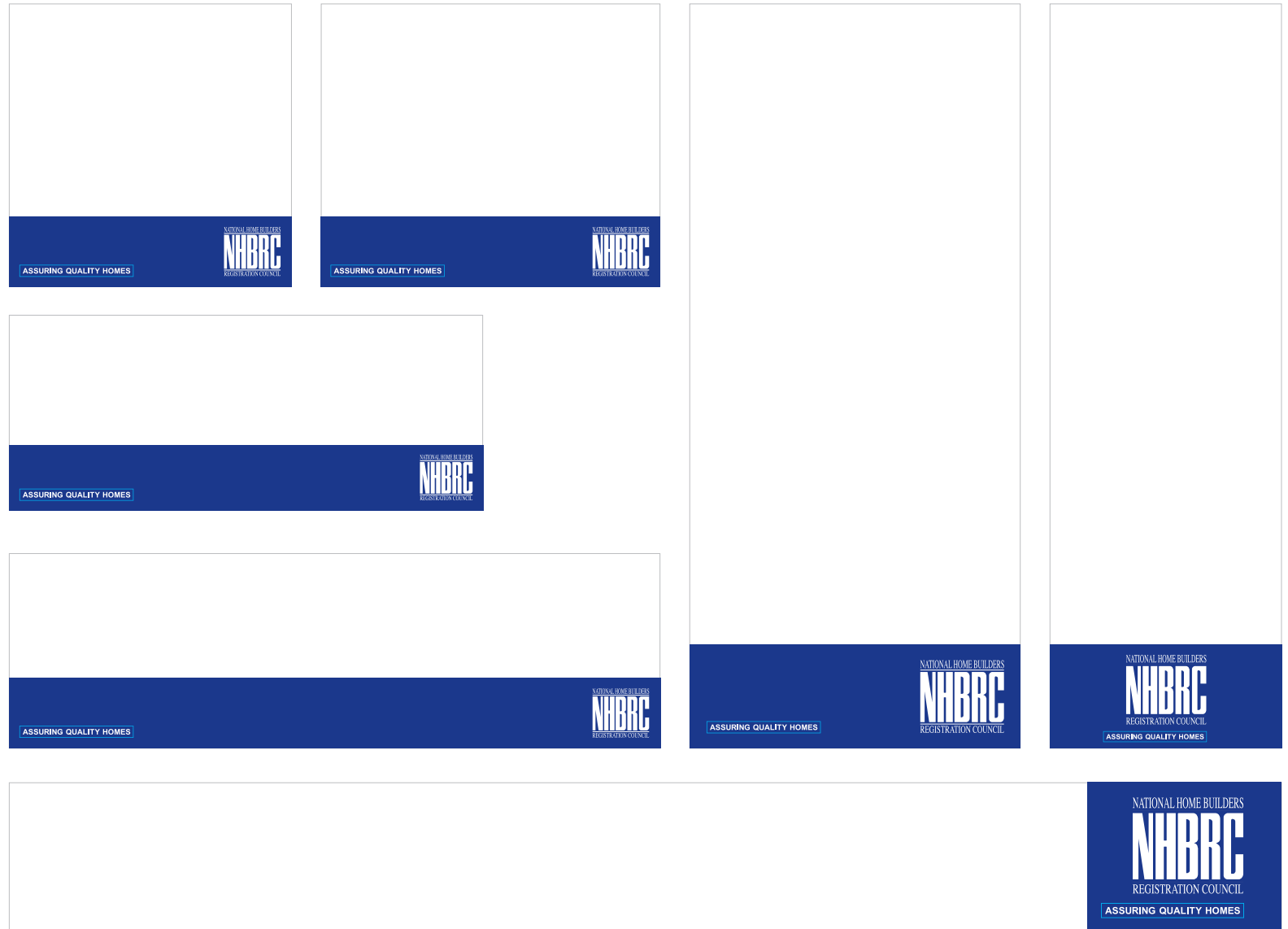
Earned or social media branding should always allow the content to be engaging and unexpected. The following should always be considered when designing any digital media; size, viewing time and web limitations.

Digital media executions should include the logo and/or the 21 Year Celebration icon to create interesting, different visual executions without becoming monotonous. Branding must remain distinctive and visible to maintain brand identity. As a rule of thumb, the logo should always be placed in the bottom right hand corner, however if this is not possible due to legibility, it may be moved to the top right corner. The payoff line may be left off.

Due to sizing constraints, copy on banners should be kept to a minimum, factual and focused. If additional copy is required this should accompany the post for social media or have a click through/call to action, which will lead to a site (that shares visual cues of the original post) for the user to gain more information.

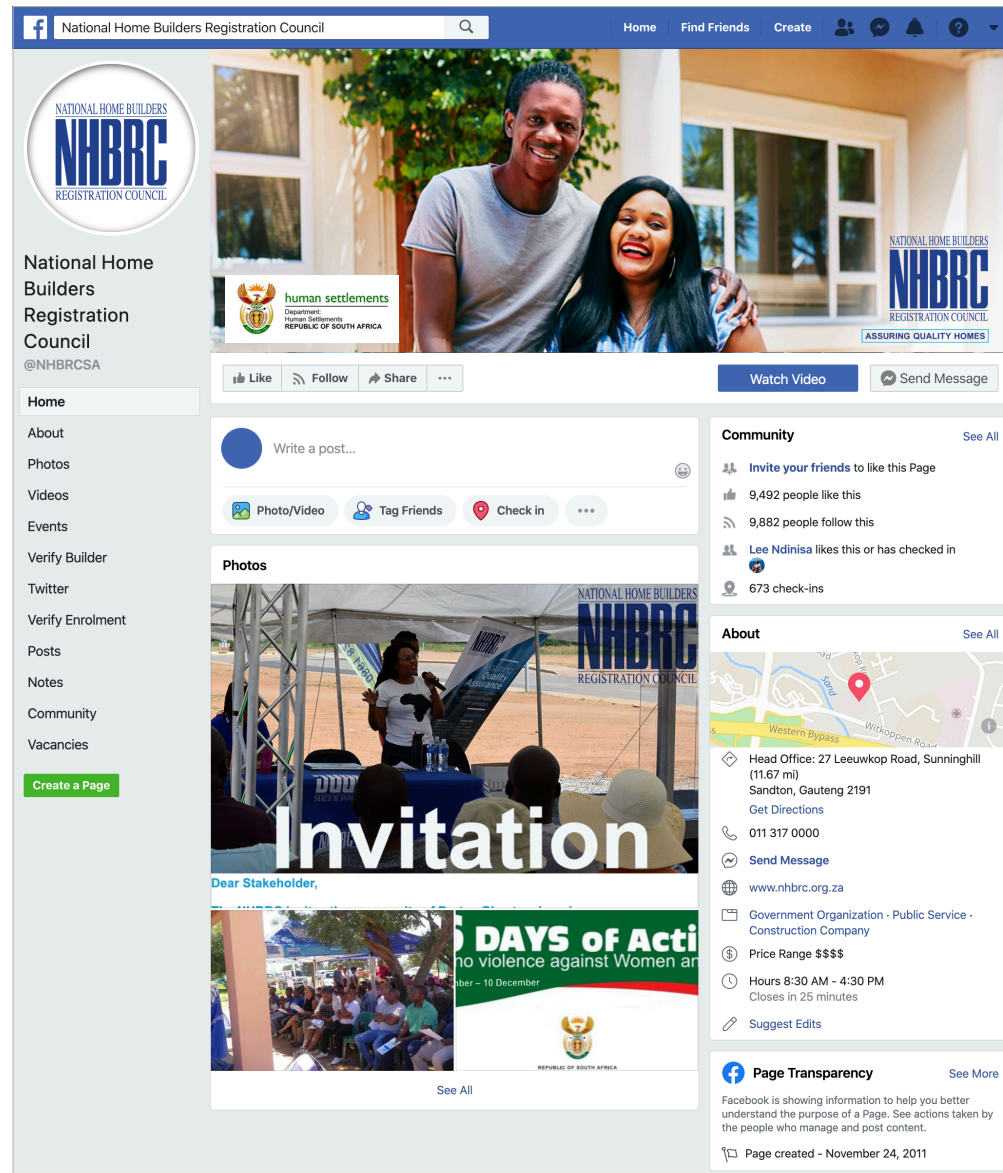
# digital

## web banners



### COPYRIGHT © 2020

No part of this manual may be copied, transmitted or used for any purposes without the permission of the NHBRC. If you have any queries regarding the use of this manual, please contact the NHBRC communications department.



The profile photo should always be the logo, to reaffirm brand identity to visitors of the page.

The cover image must encapsulate and express the tone of the brand. Imagery plays an important role in identifying NHBRC products and services, showing them in active, everyday use. Imagery used must be vibrant, energetic and portray our country's diversity and differences in a responsible manner. The logo with the pay off line must always be placed on the bottom right and be clearly visible.

# digital

facebook  
posts, invitations  
and recruitment



Facebook post example without blue panel



Facebook invitation example



Facebook recruitment example



Facebook post example with blue panel

Due to sizing constraints, copy on posts should be kept to a minimum, factual and focused. If additional copy is required this should accompany the post as text and/or have a click through/call to action, which will lead to the NHBRC website for the user to gain more information.

**Standard Posts:** Please ensure visibility of the NHBRC logo at all times, in the event of the image being too busy or detailed, the logo may be placed on a blue panel as shown on the left.

**Recruitment and Invitation Posts:** It is recommended to use a single generic image that eludes to the messaging and allows the copy to drive the post, making it very clear to the user what the messaging is. If more copy is required this should be stated in the text of the post or drive users to the website for more information.

## COPYRIGHT © 2020

No part of this manual may be copied, transmitted or used for any purposes without the permission of the NHBRC. If you have any queries regarding the use of this manual, please contact the NHBRC communications department.

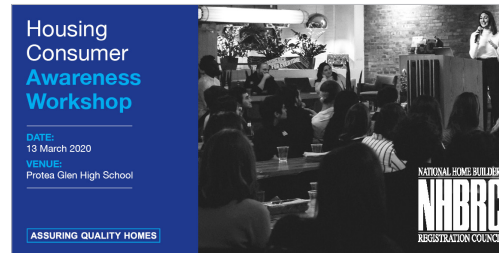


The profile photo should always be the logo, to reaffirm brand identity to visitors of the page.

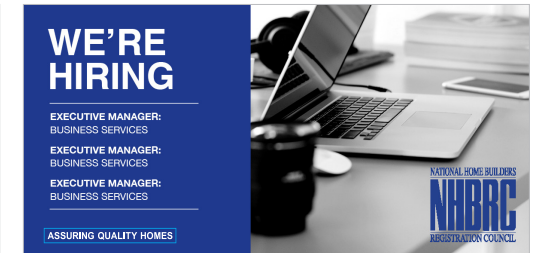
The cover image must encapsulate and express the tone of the brand. Imagery plays an important role in identifying NHBRC products and services, showing them in active, everyday use. Imagery used must be vibrant, energetic and portray our country's diversity and differences in a responsible manner. The logo with the pay off line must always be placed on the bottom right and be clearly visible.



Twitter post example without blue panel



Twitter invitation example



Twitter recruitment example



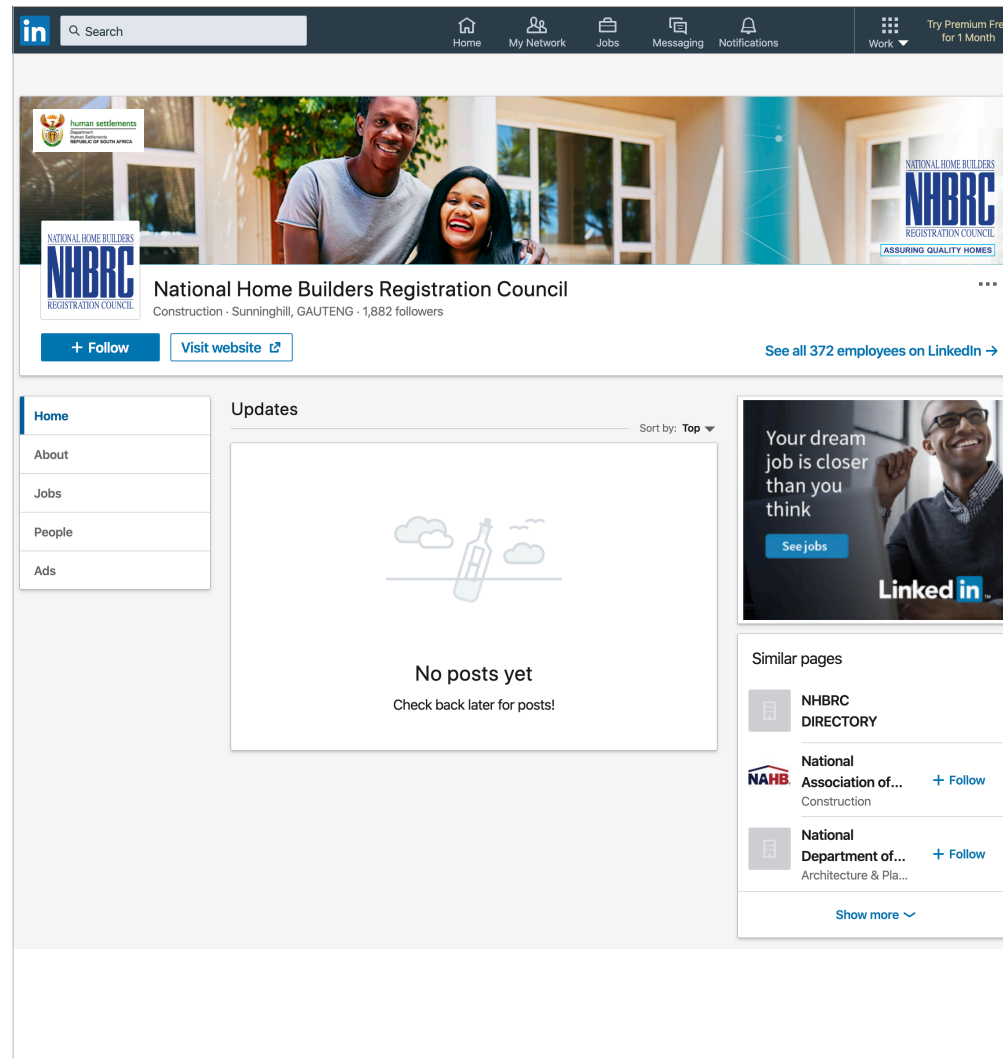
Facebook post example with blue panel

Due to sizing constraints, copy on posts should be kept to a minimum, factual and focused. If additional copy is required this should accompany the post as text and/or have a click through/call to action, which will lead to the NHBRC website for the user to gain more information.

**Standard Posts:** Please ensure visibility of the NHBRC logo at all times, in the event of the image being too busy or detailed, the logo may be placed on a blue panel as shown on the left.

**Recruitment and Invitation Posts:** It is recommended to use a single generic image that alludes to the messaging and allows the copy to drive the post, making it very clear to the user what the messaging is. If more copy is required this should be stated in the text of the post or drive users to the website for more information.





The profile photo should always be the logo, to reaffirm brand identity to visitors of the page.

The cover image must encapsulate and express the tone of the brand. Imagery plays an important role in identifying NHBRC products and services, showing them in active, everyday use. Imagery used must be vibrant, energetic and portray our country's diversity and differences in a responsible manner. The logo with the pay off line must always be placed on the bottom right and be clearly visible.

## linked in posts, invitations and recruitment



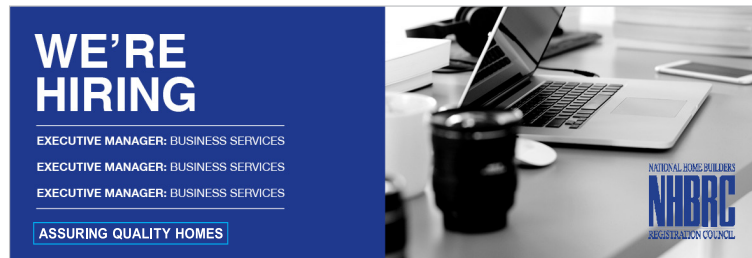
LinkedIn post example without blue panel



LinkedIn post example with blue panel



LinkedIn invitation example



LinkedIn recruitment example

Due to sizing constraints, copy on posts should be kept to a minimum, factual and focused. If additional copy is required this should accompany the post as text and/or have a click through/call to action, which will lead to the NHBRC website for the user to gain more information.

**Standard Posts:** Please ensure visibility of the NHBRC logo at all times, in the event of the image being too busy or detailed, the logo may be placed on a blue panel as shown on the left.

**Recruitment and Invitation Posts:** It is recommended to use a single generic image that eludes to the messaging and allows the copy to drive the post, making it very clear to the user what the messaging is. If more copy is required this should be stated in the text of the post or drive users to the website for more information.

## a

### Artwork

All original copy, including type, photos and illustrations for printing. Also called art.

## b

### Brand

A brand refers to the way a product, company or service is perceived in the minds of the consumer. It is never just one thing. It is made up of a combination of communications, presence, interactions, product offerings, service, history, culture and perceptions. All of which work together to create something bigger than their sum. They create an entity that means something and represents a relationship in the minds and hearts of those who interact with it.

### Brand Architecture

How an organisation structures and names the brands within its portfolio. There are three main types of brand architecture systems: monolithic, where the corporate name is used on all products and services offered by the company; endorsed, where all sub-brands are linked to the corporate brand by means of either a verbal or visual endorsement; and freestanding, where the corporate brand operates merely as a holding company, and each product or service is individually branded for its target market.

### Brand Identity

The outward expression of the brand. How does it look, how can you identify it? It's the name, tone and visual appearance. A brand's identity is its fundamental means of consumer recognition and symbolises the brand's differentiation from competitors.

### Brand Extension

A new product or service of an existing brand.

### Brand Assets

The elements within the corporate identity that create the brand identity.

## c

### CMYK

Abbreviation for cyan, magenta, yellow, and key (black). The four fundamental process colours that when used in combination create any colour on the spectrum.

### Collateral

Business communication elements serving to support or corroborate. e.g. business cards, stationery, clothing (uniforms).

### Colour Breakdown

The proportions of colour used in the colour process.

### Colour Reproduction

The reproduction of the colours of an original (or an object) on a picture, photograph, motion-picture screen, or television screen. Colour distortions that arise during the process of reproduction are unavoidable; the nature of such distortions depends on the particular features of the process.

### Co-branding

A marketing partnership between at least two different brands of goods or services. Co-branding encompasses several different types of branding partnerships, such as sponsorships. This strategy typically associates the brands of at least two companies with a specific good or service.

### Co-sponsorship

When two or more companies or organisations sponsor an event or initiative.

## d

### Descriptor

Defines a brand, product or service category.

## e

### Endorsed Brand / Endorsement Branding

Generally a product or service brand name that is supported by a masterbrand.

## f

### Font

In typography, a set of all characters in a typeface. Eg: Arial, Times New Roman, Calibri, Impact.

## i

### Iconography

The visual images and symbols used to support a brand language or identity.

### Infographic

A visual representation of information or data, e.g. a chart or diagram.

## l

### Landscape

A document layout where the width is greater than the height. (The opposite of portrait)

### Logo

A graphical (visual or typographic) mark used to identify a company, organisation, product or brand. Logos can be displayed along side – or in lieu of – a company's name in order to generate awareness of the company's association with a particular product or service.

### Logo Symbol

The logo is a representation of a brand value and company name, and expresses what the brand offers to customers. The logo consists of the symbol (visual) and logotype, each of which have a purpose.

## m

### Minimum Size

This is the smallest size that a logo, typeface or other aspect on the branding material can appear.

## p

### Pantone

A system for matching colours, used in specifying printing inks.

## p

### Parent Brand

A brand that acts as an endorsement to one or more subbrands within a range.

### Payoff Line

A statement or sentiment that expresses the brand philosophy. It is applied on most brand communications.

### Point Size (font)

In typography, a point is unit of measure. It is commonly abbreviated as pt. The point has long been the usual unit for measuring font size and leading on a printed page.

### Pre-press Proof

This is a digital proof that gives an approximation of what the finished piece will look like however, the colour is not as accurate as press proofs because it does not use the actual printing inks, nor does it display spot colours accurately due to these being proofed as four process colours.

### Press Check

When a client visits a printing company to view actual printed sheets of their project before a full production press run is started.

### Print Order

The sequence in which the different colours used to print a job is laid down during the printing process. For the four colour printing process, the order is cyan, magenta, yellow and black.

### Product Proposition

The benefits that a product or service provides to customers, especially by being different to or better than a competitor's products. What does the product have to offer you?

### Product Variant

A product variant is a specific item that is grouped with related variants that together form a product. Variants usually vary from each other in one or more properties. A product variant always includes

a unique identifier. Each product variant is based on the same product definition. e.g. 1 t-shirt that comes in different colours and sizes.

## r

### RGB

The colour space of Red, Green and Blue used in digital applications. These are the primary colours of light, which computers use to display images on your screen. An RGB computer file must be translated into the CMYK (the primary colours of pigment) colour space in order to be printed on a printing press.

## s

### Secondary Colours

Secondary colours refer to the additional colours that can be used in brand communication to support the primary colour. They are generally used to a lesser degree than primary colours.

### Service Proposition

The benefits that a service provides to customers, especially by being different to or better than a competitor's services.

### Service Variant

A service variant is a specific item that is grouped with related variants that together form a product. Variants usually vary from each other in one or more properties. A product variant always includes a unique identifier. Each product variant is based on the same product definition.

### Sole Sponsorship

A person or company that has paid to be the only sponsor of an activity or event, lending its name to it and leveraging off the event.

### Spot Colour

One ink or varnish applied to portions of a sheet, as compared to flood or painted sheet.

### Substrate

Any surface or material on which printing is done. e.g. Plastic film, fabrics, textiles and different types of paper (lightweight, coated, cardboard etc).

### Sub-Brand

A product or service brand that had its own name and visual identity to differentiate it from the parent brand.

## t

### Tactical Branding

Tactical branding uses opportunities and situations to place branding in certain places so as to be particularly relevant to the consumer at that time.

### Title Sponsorship

Title sponsorship is the highest status of sponsorship. It characterises the most significant contribution to a company in organising and hosting an event, allowing the sponsor to name the event or associate their name very closely with it.

### Tone

In design, the darkness or lightness of an area. Value separates, suggests mood, adds drama and creates the illusion of depth. In branding, the emotional impression that visuals or words make on the consumer.

### Typography / Typographical / Typeface

The design and use of typefaces or fonts as a means of visual communication from calligraphy to the ever-developing use of digital type.

## u

### Unit of Measure

Scientific units for measuring proportions of how elements work together. In CI, it this unit is defined up front and then used consistently for all measurement.

## V

### **Visual Balance**

Balance describes the distribution of objects and visual weight within a space. This principle describes the selection and placement of elements in ways that provide even or uneven objects. Symmetry, including: horizontal, vertical, diagonal and radial and asymmetry.

### **Visual Identity**

What a brand looks like - including, among other things, its logo, typography, packaging and literature systems.

## W

### **Wordmark**

The part of the logo with the brand's name, separate from the symbol or icon.