
Pride in the Job

Logo guidelines - 2021



Introduction

Pride in the Job (PiJ) is the only UK-wide competition dedicated to recognising site managers who achieve the highest standards in house building. It has been instrumental in driving up the quality of new homes for 41 years.

Recognition, reward and reputation

A Pride in the Job award is the highest industry accolade a site manager can receive.

It represents success for the site manager, his or her team and associated trades, as well as providing a reputational boost for the building company. Most importantly, homeowners who buy a Pride in the Job award-winning home benefit from a high quality product.

Who is eligible to use the Pride in the Job logo?

The golden rule is that it is the site manager who wins the award, not the company for which he or she works nor the site he or she works on.

Winning site managers can display the Pride in the Job flags and site boards on the site for which they won the award. They must not display flags or site boards on any other site in the event that they change sites.

Certificates and trophies can be displayed in any location and for any duration.

Both our standard logo and stage logos carry the year. You can display a stage logo after the current Pride in the Job year-end, as they clearly state the winning year.

If you have any questions regarding the use of the Pride in the Job logo, please email the Creative Services team at creativeservices@nhbc.co.uk.

Pride in the Job logo lock-up



Standard logo

Full colour (master version) which can be used on a white background or our core blue.
Mono black (single colour) where the print process restricts colour output.

Stage logo

Colour breakdown



Logo use



Minimum size

Print

Minimum size: 32mm wide

Online

Minimum size: 108px wide



Exclusion zone

The logo can be scaled but it should remain proportionate.

The minimum amount of clear space around the logo is equal to the capital N. Nothing should encroach this area - images, words, numbers. Please give the logo as much space as possible so it can have maximum impact.

The rules of the exclusion zone also applies to all stage logos.

Logo size

The size of our logo should be appropriate for the material it is being used on. It should not be smaller than the minimum stated size.

Given the lack of space online and in emails, the minimum size does not apply in these cases - but always be aware that the smaller the logo is, the less impact it will have. The logos should retain the same aspect ratio at all times.

Where possible the minimum logo size should be applied to the stage logos.



Incorrect logo use



Do not stretch, contract, distort or warp the logo.



Do not rotate the masterbrand logo.



Do not recolour any elements of the logo lock-up.



Do not try to recreate or adjust the masterbrand logo.



Do not use other typefaces in conjunction with the logo.



Do not place the logo over complicated or bright/low contrast backgrounds where it is difficult to read.



Do not crop the logo in any way or move the strapline.



Do not use generic discontinued logos, but you can continue to use previous stage logos.

All incorrect logo use examples shown above apply to the use of stage logos as well.

Logos

Standard

The master logo artwork has been provided as jpeg, png and eps format. You should choose the format that best suits each usage requirement.



Stages

Our stage logos have been developed so that site managers and builders employing winning site managers can celebrate their achievements long after the Pride in the Job year is over.

You can display a stage logo after the current Pride in the Job year-end, as they clearly state the winning year.

Site managers and their employers are only eligible to display the highest winning logo e.g. if the site manager is a Regional Award Winner in 2021 they can only display a Regional Award logo, they cannot also display a Quality Award logo and a Seal of Excellence Award logo.

If you choose to display the Stage logo you must follow the general rules for the standard Pride in the Job in terms of size and where and how they can be used.



SUPREME AWARD



**SUPREME AWARD
RUNNER-UP**



REGIONAL AWARD



**SEAL OF EXCELLENCE
AWARD**



QUALITY AWARD



Promoting your winner

We would encourage you to publicise your success. The fact that your homes have been overseen by a winning site manager is something to shout about and be proud of. Don't forget the golden rule - it is the site manager who wins the award, not the company for which he or she works, the site on which he or she works, or the site team; although everyone benefits by association.

Use all your social media channels to share your success. Don't forget to tag @NHBC and use the #NHBCPIJ hashtag. The supporting social media cards are available for download.

The standard and stage logos are in a format that can easily be used in email signatures.

Creating an on-site display



WE'RE PROUD: [insert site manager's name] has won an NHBC Pride in the Job 2021 Quality Award for the [insert name of development] in [insert regional area]. Thanks NHBC!



Hooray! Our very own [insert site manager name] has been honoured with an NHBC Pride in the Job 2021 Quality Award – he/she is among the best of the best in the #housebuilding industry. **WE'RE PROUD.** Thanks NHBC!

Social media



Email signatures

Your name
Job title

Direct tel: 01234 56789 | Direct fax: 01234 567890
email: name@company.co.uk

Company | Address line 1 | Address line 2 | Address line 3 | Postcode
www.company.co.uk | Tel: 01234 567890 | Fax: 01234 567890

Your logo





Need help?

Email the Creative Services team at:
creativeservices@nhbc.co.uk

