
NHBC Accepts

Logo guidelines - 2022



Introduction

NHBC Accepts is our new, comprehensive review service for innovative systems.

If your system has been reviewed by us and confirmed to meet our stringent standards, we will provide you with a certificate of acceptance and a licence for you to use the NHBC Accepts logo in your marketing materials, subject to the guidelines in this document.

The NHBC Accepts logo provides reassurance that your system has been rigorously assessed and can meet our robust standards, giving confidence to developers, investors, lenders and homeowners. It will also clearly demonstrate that, subject to appropriate design and installation, the system can be used in homes covered by Buildmark.

- You may use the NHBC Accepts Reviewed System logo in conjunction with the accepted system for a period of 12 months only. After that, you will need to apply for a further NHBC Accepts review.
- If, in this period of 12 months, you make any modifications to the accepted system you must let us know and we will confirm if you can continue to use the NHBC Accepts logo.
- You must not reproduce the NHBC Accepts certificate in your marketing materials.



ACCEPTS
REVIEWED
SYSTEM

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- 1 Full RGB colour digital logo**
Full colour digital logo. Our default colour logo should be used on all digital channels.
- 2 Full CMYK colour print logo**
Full colour print logo. Our default colour logo should be used on all print jobs where possible.
- 3 Mono black logo**
Mono black (single colour) where the print process restricts colour output.
- 4 Mono black outline logo**
Mono black outline where the application restricts the use of colour and tints.

Colour breakdown



Landscape logo



ACCEPTS
REVIEWED
SYSTEM

Logo use



Minimum size

Print - Minimum size: 23mm wide
Online - Minimum size: 90px wide

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.

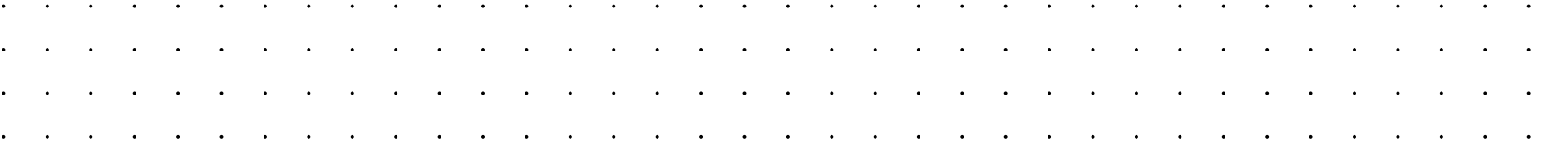
Email signature example

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



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.



Incorrect logo use

To allow for the best quality representation of our logo, the following rules apply.



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



Do not rotate the masterbrand logo.



Do not crop the logo in any way or try to recreate or adjust the master logo.

**Always use original artwork
- do not try to recreate or adjust
the masterbrand logo in any way.**



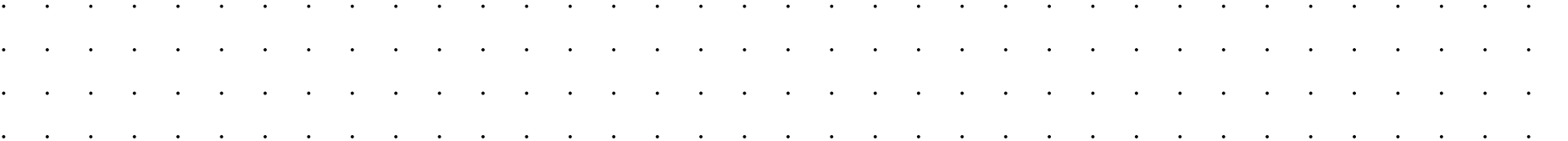
Do not adjust the colour balance of the logo.



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



Do not add any unapproved text to the logo.



How you can use the logo

You can use the NHBC Accepts logo in your marketing materials, online, on your packaging etc. However, please note the following:

- You may use the NHBC Accepts logo in conjunction with the accepted system for a period of 12 months only. After that, you will need to apply for a further NHBC Accepts review.
- If, in this period of 12 months, you make any modifications to the accepted system you must let us know and we will confirm if you can continue to use the NHBC Accepts logo.
- You must not reproduce the NHBC Accepts certificate in your marketing materials.



Product packaging



Stationery



Transportation

Social media

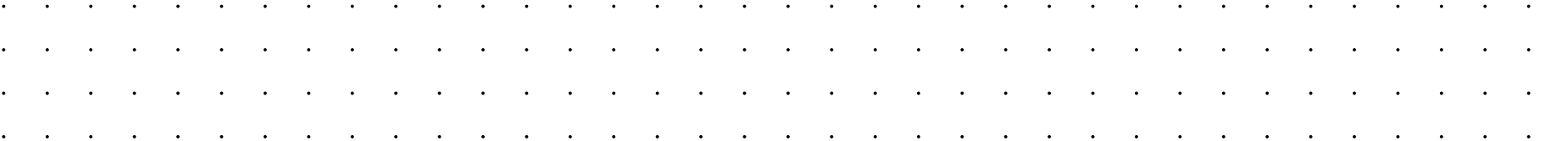
Highlight your system success on social media. Use all your social media channels to share your newly accepted system. Don't forget to tag @NHBC and use the #NHBCACCEPTS hashtag.

Example posts

We're delighted to announce that our [name of system] is now officially on the #NHBCACCEPTS list. This means it is already accepted for use on developments covered by the NHBC Buildmark warranty. Contact us to find out more.

@NHBC now accepts [name of system] for use on new home developments covered by the NHBC Buildmark warranty. [name of system] has been thoroughly reviewed and assessed by #NHBCACCEPTS and is now on the accepted list of systems.

Available artwork for download





Need help?

Email the design and copywriting team at:
designandcopywriting@nhbc.co.uk

