LABC brand guidelines

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These guidelines describe how to use the LABC brand. The proper application of the LABC logo is essential to promoting, maintaining and protecting the LABC brand.

**Why is brand important?**

Brand helps build a unique look and feel for LABC to ensure all our work is recognised and understood by our audiences.

A consistent style and presentation of information across all LABC communications is needed to build the image in audiences’ minds. It builds value that gives confidence in LABC services and increases the profile of LABC. An effective brand helps create a positive impression of our work and ensures that LABC is seen as a professional and efficient organisation. LABC competes with other organisations for investment, attention, people and media coverage. A strong, consistent brand helps us to compete effectively.

**The brand**

It is important that all LABC branded material has a consistent look that helps promote the image of one unified organisation.

LABC is the national brand representing our members and the public should not be confused by different services using different logos. For this reason, services must not develop and use their own logos – only the LABC logo should appear on LABC material. An identity is different to a logo. The logo will always be the LABC logo. An identity is how something looks and appears, which gives it recognisability and distinctiveness. These identities can only be created by the Marketing & PR Manager.

There is only one statement/strapline for LABC, no service should attach any other statement to the logo:

**Delivering building control through local authorities.**

Any use of the LABC logo must be approved by the Marketing & PR Manager before going to print or on the internet.
Using the logo

The logo is an instantly recognisable symbol of LABC. It is the most valuable asset of the brand and it is crucial to use the logo correctly and consistently.

Depending on the audience the logo with or without a strapline may be used. For business audiences where brand recognition is high use the logo without the strapline, for home owners and small builders use the logo with the strapline.

The logo must be used on any item that is a service that LABC provides so people know where their information is coming from.

The LABC logo will nearly always appear on the front cover of communications.

It is not necessary to repeat it on the inside or back of publications.

Wherever possible, the logo must be used in colour.

Alternatively the mono version can be used if cost is an issue or printing in one colour.
Logo don'ts
Below are some examples of how not to use the logo.

Do not stretch out of proportion

Do not use the logo without the strapline without express permission from LABC and never use the icon on its own

Do not change the colour of the logo
Position of logo

The logo must be positioned in a corner.

The minimum space from the edges to the logo is 10mm.

Exclusion zone

A clear space must be placed around the logo where no other type or image should be placed. The width of ‘L’ from the logo defines this clear space.

Size of logo

This is determined by the size of the page you are working on.

The minimum size for the logo is 24 x 24mm.

<table>
<thead>
<tr>
<th>Item</th>
<th>Logo Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>64mm</td>
</tr>
<tr>
<td>A2</td>
<td>54mm</td>
</tr>
<tr>
<td>A3</td>
<td>44mm</td>
</tr>
<tr>
<td>A4</td>
<td>34mm</td>
</tr>
<tr>
<td>A5 and below</td>
<td>24mm</td>
</tr>
</tbody>
</table>
Branded items
When using the LABC logo on branded items the logo with the web address should be used where the LABC logo cannot be used.
‘Give away’ logos

LABC has several national schemes where we give promotional logos to end users to help build the LABC brand and promote the scheme.

These schemes are:
• LABC Registered Details
• LABC Partner Authority Scheme
• LABC Construction Details

These logos are ‘give away’ logos and should only be given to clients if they meet the scheme criteria i.e when a registered detail is approved or when an award nominee becomes a finalist/winner.

LABC Registered Details

Size of logo
This is determined by the size of the page you are working on.
The minimum width for the logo is 29mm.
LABC Building Excellence Awards

The LABC Building Excellence Awards logo should only be given to finalists/winners.

Size of logo
This is determined by the size of the page you are working on. The minimum size for the logo is 120 x 52.5mm.

These logos are given to regional finalists and regional winners to use on their website and email signatures.

LABC Building Excellence Awards

These logos are given to finalists and winners to use on their website and email signatures after the London ‘Finals’.

Contact
LABC and member branding

LABC is the national membership organisation for local authority building control teams. When we are communicating to the outside world we need to use the LABC logo alongside the council logo so that the public understands the relationship between the two.

Both logos should be used side by side.

When we are sending communications out on behalf of our members, we lead with the LABC logo and then have our members’ council logos.
**Partnership branding**

To avoid confusion between LABC and any other LABC companies, the LABC brand will need to be protected.

**LABC and LABC Warranty**

The following has been agreed between LABC and LABC Warranty:

**Publications**

- Where the publication belongs to LABC, the LABC Warranty logo will not appear on the publication or in the content. The branding will be LABC
- Where the publication belongs to LABC Warranty, the LABC logo will not appear on the publication or in the content. The branding will be LABC Warranty

If it is a dual-branded publication, both logos will appear.

This is to avoid any confusion in the market place between the two brands.

Please see LABC Warranty brand guidelines here.

**LABC and LABC Publishing**

To ensure transparency, it has been agreed that when demonstrating the relationship between Ten Alps and LABC the LABC logo and the Ten Alps logo will be used in all communication to avoid confusion and reinforce both brands.

**LABC and LABC Acoustic – to be added**
Fonts
Helvatica Neue has been selected for LABC because it is highly legible in all sizes and weights, is space-efficient, flexible and contemporary, so complies with RNIB guidelines for accessibility.

Printed Publications
Helvetica Neue font is LABC’s principle font and has been selected for all printed publications.

Internal and Email
Calibri font has been selected for all internal and email communications.

Helvetica Neue
Helvetica Neue Thin
Helvetica Neue Roman
Helvetica Neue Bold

Calibri
Calibri Regular
Calibri Bold

Because of legibility reasons italics should not be used within the main body of text as it can make it difficult for some people to read. Italic text can be used where the wording is not essential to the main information, for example pull out quotes and for design uses.
**Colour palette**

These colours are the corporate colours of LABC and must not change.

### Primary colours

![Primary colours](image)

- C: 0
- M: 69
- Y: 100
- K: 6

### Secondary Palette

![Secondary Palette](image)

- C: 0
- M: 22
- Y: 100
- K: 0

Tints of these colours may be used when lighter colours are needed.

![Colour tints](image)

- 90%
- 80%
- 70%
- 60%
- 50%
- 40%
- 30%
- 20%
- 10%

Consideration must be taken to ensure text remains legible at all times.
Templates

Templates are available for letters, compliment slips and reports. These templates must be used for correspondence at all times.

All printed letters and reports should be typed in 11pt Calibri.

No other typefaces should be used. The point size has been chosen to ensure documents are legible for everyone, including people with impaired sight, to ensure they meet RNIB’s recommendations.
Photography

A good image is worth a thousand words. The images we use should not require captioning to be understood and should present LABC and our members as professional, friendly, approachable and above all trusted.

Photography is essential to the LABC brand as it has potential to influence emotion and offers one of the best opportunities to paint a friendly and trustworthy picture of LABC and its members that is both engaging and dependable. Good, people-led images tell a story and can showcase the variety and depth LABC has to offer.

Guidelines

• Images should be relevant to the subject area and should always be unique, positive, stimulating and interesting.
• Unless otherwise stated, the images chosen should always be in colour.
• Clip art is generally poor quality, clichéd and irrelevant and must therefore be avoided at all times.
• Print images must be of a high quality and have a minimum of 300dpi at the size of print.
• Always consider the brand colours and try to use imagery which complements the colours in the design
• Consent and permissions must always be sought when taking photographs of people and a signed copy must be kept on file. Consent forms are available from the marketing team.
• Photographs, illustrations and logos must not be taken directly from the internet as we are unlikely to have consent or copyright to use them.
The right image should be:

**People led** - While images of construction sites can be spectacular, many tend to come across as soulless - so try to feature people going about their work.

**Natural** - Ensure subjects do not pose for the image and appear as natural as possible as this has potential to come across as awkward or cheesy.

**Well composed** - A clear focal point will draw in the viewer. However, always consider the positioning and what appears in the background, as you could have a great focal point which could be ruined by someone in the background watching the photographer or subject in the foreground.

**Sharp** - There should be at least one important point in focus, unless intentionally stylised otherwise.
Contact us

For further help please contact the Marketing Team:

Nalini Ramanah ACIM
Marketing & PR Manager LABC
DD: 020 7091 6874
M: 07718 185 433
T: 020 7091 6860
F: 020 7091 6879
E: nalini.ramanah@labc.uk.com

Robert Adungo
Marketing and Communications Executive
DD: 020 7091 6861
T: 020 7091 6860
F: 020 7091 6879
E: robert.adungo@labc.uk.com

LABC
3rd Floor, 66 South Lambeth Road
London, SW8 1RL
T: 020 7091 6860
E: info@labc.co.uk
www.labc.uk.com

LABC represents all local authority building control teams in England and Wales who work with industry and building professionals to ensure compliance with the Building Regulations. There are 3,000 surveyors working in LABC providing a consistent national service that is delivered at a local level.