



HOME BUILDERS ASSOCIATION OF
BUCKS/MONTGOMERY COUNTIES

Building the American Dream

HBA Bucks/Montgomery Name and Logo Usage Policy

The Home Builders Association of Bucks and Montgomery Counties Name and Logo Usage Policy is designed to protect the association's brand value and discourage misrepresentation of relationships with HBA Bucks/Montgomery on behalf of its members. This policy governs all public representations of membership in the HBA Bucks/Montgomery. Such representations may include, but are not limited to, an organization's website, brochures, promotional materials, publications and other related materials.

HBA Bucks/Montgomery reserves the right to determine if HBA membership is misrepresented, and to take action as deemed appropriate. Furthermore, members are encouraged to notify HBA Bucks/Montgomery of any perceived misuse of the HBA name or logo. Questions regarding appropriate representation of membership should be addressed to info@hbahomes.com.

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Copies of this publication are available on the HBA Bucks/Montgomery website: www.hbahomes.com.



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I. Definitions

- a. Association Logo – The Home Builders Association of Bucks and Montgomery Counties’ association logo (shown below) is the property of HBA Bucks/Montgomery and may be used in marketing materials by members in good standing with the association. For questions regarding your company’s current membership status, contact info@hbahomes.com.



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II. Usage Guidelines

a. Promoting Membership

- i. HBA members in good standing should use the following statement on their website/marketing materials: “{Organization} is a proud member of the Home Builders Association of Bucks and Montgomery Counties.”
- ii. HBA members are encouraged to include the following link/membership statement in their email signatures: “{Organization} is a proud member of the [Home Builders Association of Bucks and Montgomery Counties.](#)”
- iii. A company that is not a member of the association should not state HBA membership affiliation on any marketing materials or websites. Companies with expired memberships are prohibited from using the HBA logo or stating membership affiliation.

b. Use of the HBA Logo

- i. The HBA logo is available for use by companies that are current members in good standing in the association.
- ii. The HBA logo may be used, with permission of the Executive Vice President, by a non-member company or organization for promotion of collaborative efforts, joint events or other reasons at the discretion of the EVP.
- iii. Various file formats of the logo and usage recommendations are available at www.hbahomes.com.
- iv. The HBA logo may not be used to imply endorsement by HBA of specific programs, products or activities.
- v. Questions regarding appropriate usage of or modification to the HBA logo should be directed to info@hbahomes.com.

c. Violations

- i. If any company (member or not) is found to be in violation of these guidelines, any or all of the following may apply:
 1. A warning from HBA and requirement of amendments to any erroneous information; and/or
 2. Referral to HBA executive leadership for appropriate action.