



## *The “Small” Symbol with the “Big” Message*

The WRHBA member logo communicates clearly that you are a professional, committed to your business and proud to be part of the industry and the Association.

Using the member logo can help you build credibility with customers and increase their confidence in your company. It also tells your industry network that you are committed to fair and effective business relationships.

The WRHBA member logo is a “silent ambassador” for Association members, at work 24 hours a day, seven days a week. Put the logo to work for your company - make it a part of your company’s identity!

### **Making It Work for You**

Promote your membership in the Association, always and everywhere. Use the WRHBA member logo whenever possible. However we would ask that you do not use the logo to potentially indicate an endorsement of a product or service that you may be offering, but rather to indicate that you are a Member of WRHBA.

### **Printed Materials**

- All corporate materials (e.g. business cards, letterhead and envelopes, invoices, fax cover sheets)
- Consumer materials (e.g. brochures, pamphlets, sell sheets, homeowner manual)
- Advertising (e.g. print ads, flyers, posters, billboards)
- Company vehicles and apparel (e.g. shirts, jackets, caps)
- Promotional give-aways (e.g. mugs, key chains, caps)

The WRHBA member logo is a value-added element that can be used in many different ways. It is often added as a smaller, separate element at the bottom of an ad or on the back of a business card or brochure, for instance, but don’t limit yourself. Always look for the best and most effective ways of integrating the WRHBA member logo into the overall design. If you are working with professional designers, they will be able to make creative suggestions.

### **Website**

The majority of consumers do research on the Internet before making a major purchase, including new homes and renovation services. Your website offers a great opportunity to promote your membership with WRHBA.

- Be sure to add the WRHBA member logo to your site to let potential customers know that you belong to the Association.
- Add links to the WRHBA, OHBA and CHBA websites.

These sites have the most comprehensive information on new home buying and home renovation in the country; the media often call it a “must” for anyone in the market for a new home.

Please contact Marie Schroeder, Executive Officer with concerns or questions at **519.884.7590**.

### *“Call A Member First”*

Waterloo Region Home Builders' Association  
725 Bridge Street West, Suite 1 Waterloo, ON N2V 2H1  
[www.wrhiba.com](http://www.wrhiba.com)

# Logo Usage

Waterloo Region  
Home Builders'  
Association



## 1. Purpose

WRHBA grants to its Member's the opportunity, to use the Logo, exactly as it appears at Schedule "A" and in no other way, for the purpose of identifying it as a WRHBA Member who has agreed to abide by WRHBA Code of Ethics terms reproduced at Schedule "B" hereof. The opportunity to use the logo may be withdrawn by the Association for any reason as it chooses without prior notice.

## 2. Eligibility Member

The WRHBA member covenants and agrees to abide by the Code of Ethics at all times.

## 3. Appearance

Notwithstanding the appearance of the Logo as it presently appears at Schedule "A", the WRHBA Member acknowledges and agrees to abide by WRHBA's right to issue instructions, standards of quality and specifications from time to time.

## 4. Exclusivity

The opportunity granted to the WRHBA Member by WRHBA is non-exclusive

## 5. Conditions

WRHBA grants the above opportunity to the WRHBA member on the following conditions:

### a. Non-Transfer

The opportunity is non-transferable.

### b. Focus

WRHBA member shall use the Logo only for the purpose set out at paragraph 1 above.

### c. WRHBA Members Only

WRHBA member shall use the Logo only so long as it is a fully paid-up Member in good standing of the WRHBA.

### d. Licenses Respected

WRHBA member shall undertake not to use the logo in any way that is likely to prejudice the rights of WRHBA, as determined by WRHBA in their sole discretion.

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## Schedule A

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**Appearance** - WRHBA's member logo must be reproduced exactly as it appears here



**Size** - The size of the Mark may be scaled up or down as long as all proportions remain identical. However, the Logo shall not exceed fifty percent (50%) of the size of the Member's corporate logo, nor one eighth (1/8) of the longest side of the document or sign on which it is used.

**Colour** - The Logo may be used in black-and-white, or colour.

## Schedule "B": WRHBA Code of Ethics

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Members shall agree to hold the Association, its' officers, members and staff harmless with respect to any actions of discipline which may be imposed on them as a member.

Members shall comply with applicable building codes of Canada as a minimum standard for construction and shall work towards its improvement in the interests of structural sufficiency, safety and health.

Members shall plan their sites and homes to conform to the principles of good community planning and support for the environment.

Members shall deal justly with their employees, subcontractors, and suppliers of all goods and services.

Members shall deal honestly and fairly with their customers and stand behind the quality of their work and service commitments.

Members shall exchange information and experience and encourage research on materials, technical advancements and building techniques in order to provide the best value for their customers.

Members shall avoid conduct or practice detrimental to the house building industry, to the Association, to the good name or reputation of any of its members, or to its customers.

Members shall commit to continuing learning through human resource policies and practices, including employment practices, which treat employees as assets.

Members shall actively promote health and safety principles.

Members shall treat their competitors, including their property and ideas, with respect.

*"Call A Member First"*