

HOME BUILDERS  
ASSOCIATION of  
**COLUMBIA**

The Columbia HBA is the top advocate  
for home builders in central Missouri,  
and the voice of our local home  
building industry.



[www.columbiahba.com/](http://www.columbiahba.com/)

## HBA Columbia **Style Guide**



# About

The Columbia HBA is the foremost advocate for home builders in central Missouri and serves as the official voice of the local home building industry. With a strong commitment to promoting the interests of its members and advancing the growth of the industry, the organization is highly respected and influential.

Comprised of dedicated professionals who are passionate about advancing the cause of home building in central Missouri, the Columbia HBA represents a diverse range of businesses, including builders, developers, suppliers, and subcontractors.



## Writing it out

When writing out the company name, remember to capitalize each word except for 'of'. The official company name is Home Builders Association of Columbia, or can be shortened to HBA of Columbia. Do not refer to the company as Columbia HBA or Columbia Home Builders Association.

Finally the acronym HBAC can be used in longer documents after the acronym is identified clearly.

Example: Home Builders Association of Columbia (HBAC)



The home logo of the Columbia HBA represents the organization's commitment to promoting the growth of the local home building industry in central Missouri.

HOME BUILDERS  
ASSOCIATION of

Reflects the organization's commitment to advocating for the interests of their members and advancing the growth of the local home building industry in central Missouri.

**COLUMBIA**

The bold and capitalized text "COLUMBIA" in the home logo of the Columbia HBA represents the organization's strong ties to the central Missouri region.

HOME BUILDERS  
ASSOCIATION of



Font face: Gotham Book

**COLUMBIA**



Font face: Gotham Black

The primary typeface for all marketing, advertising, and communication pieces is Merriweather Sans.

These five weights of Merriweather Sans presented are approved for use.

## **Merriweather Sans Extra Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$(\*&?.,:)

## **Merriweather Sans Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$(\*&?.,:)

## *Merriweather Sans Regular Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$(\*&?.,:)

## **Merriweather Sans Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$(\*&?.,:)

## Merriweather Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$(\*&?.,:)

The secondary typeface for all marketing, advertising, and communication pieces is Merriweather.

This typeface should be used as an accent font for headlines and call-outs.  
It should not be used for text.

## **Merriweather Black**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$(\*&?.,:)

## ***Merriweather Bold Italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$(\*&?.,:)

## **Merriweather Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$(\*&?.,:)

When using the HBA of Columbia Logo, only use approved files.  
Do not alter the logo in any way.



Minimum digital size: 45 pixels wide  
Minimum print size: 1 inches wide





When using the HBA of Columbia Logo, only use approved files.  
Do not alter the logo in any way.





**Digital**  
#F1B82D  
R=241 G=184 B=45

**Print**  
Coated: PMS 124  
C=0 M=31 Y=98 K=0  
Uncoated: PMS 7406U  
C=0 M=19 Y=100 K=0



**Digital**  
#000000  
R=0 G=0 B=0

**Print**  
C=35 M=24 Y=24 K=100



When using the HBA of Columbia Parade of Homes Logo, only use approved files.  
Do not alter the logo in any way.



Minimum digital size: 45 pixels wide  
Minimum print size: 1 inches wide



When using the HBA of Columbia Parade of Homes Logo, only use approved files.  
Do not alter the logo in any way.





**Digital**  
#F1B82D  
R=241 G=184 B=45

**Print**  
Coated: PMS 124  
C=0 M=31 Y=98 K=0  
Uncoated: PMS 7406U  
C=0 M=19 Y=100 K=0



**Digital**  
#000000  
R=0 G=0 B=0

**Print**  
C=35 M=24 Y=24 K=100



When using the HBA of Columbia Home Show logo, only use approved files.  
Do not alter the logo in any way.



Minimum digital size: 45 pixels wide  
Minimum print size: 1 inches wide



When using the HBA of Columbia Home Show Logo, only use approved files.  
Do not alter the logo in any way.





**Digital**

#F1B82D

R=241 G=184 B=45

**Print**

Coated: PMS 124

C=0 M=31 Y=98 K=0

Uncoated: PMS 7406U

C=0 M=19 Y=100 K=0



**Digital**

#000000

R=0 G=0 B=0

**Print**

C=35 M=24 Y=24 K=100





Don't place it on a background that doesn't provide enough contrast or interferes with legibility.

