



HIA AWARDS



LOGO STYLE GUIDE
for Housing Award Winners and Finalists

ADVERTISING STANDARDS

While HIA encourages winners and finalists to promote their excellence as recognised by their Awards, HIA is committed to ensuring that all members, in their advertising and promotion of HIA Awards, comply with all requirements of the Australian Consumer Law and the HIA Code of Ethics.

HIA considers that potential exists for clients and prospective clients to be misled, contrary to law, if Award-winning members do not make entirely clear the nature of their Award and any relevant circumstances. HIA notes that the ACCC, State consumer affairs authorities, and consumers themselves, all have rights to take action in respect of misleading or deceptive conduct in trade or commerce against the advertiser and HIA as the conferrer.

HIA requires the following rules to be followed in all advertising and promotions of HIA Awards:

- 1 In any promotion or advertising material that mentions an HIA Award, the form of the Award logo approved by HIA must be used unmodified. It is a condition of use that the logos provided by HIA are not altered in any way with the exception of resizing of the entire logo which is permitted for specific applications in print or electronic media.
- 2 When promoting the Award, the year in which the Award was won, and the HIA region to which it relates, must be stated at least as prominently as the information presented about the Award itself. See example: Disassociating the year and/or Region that the Award was won by the use of smaller print or placement in another location is not permitted even if linked by asterisk, footnote or similar reference note.
- 3 Claims such as 'Top Builder', 'Builder of the Year', or 'Best Builder' should not be used on the basis of being the winner of an HIA Award for Home of the Year, since that Award does not confer such status. While some advertising may be a self-evident exaggeration, the ACCC requires advertisers claiming a quantifiable status (such as 'Awarded Builder of the Year') to substantiate their claims.
- 4 The nature of the Award should not be stated in a way that could be misleading to the average consumer who may not be aware of the fact that entry into the relevant Award category was restricted. For example, 'Best Renovator in Queensland' is likely to be misleading when the advertiser had been awarded the 2024 HIA Qld Region Renovations and Additions, since the category excludes all non-HIA members, as well as every builder in the HIA North Queensland Region.



MARKETING YOURSELF AS A HIA AWARDS WINNER OR FINALIST

Marketing your success as a HIA Housing Award winner or finalist can be simple and rewarding. Today, there are many options available to you that can result in new clients and new projects.

Below is a short list of options to get started.

TRADITIONAL MARKETING

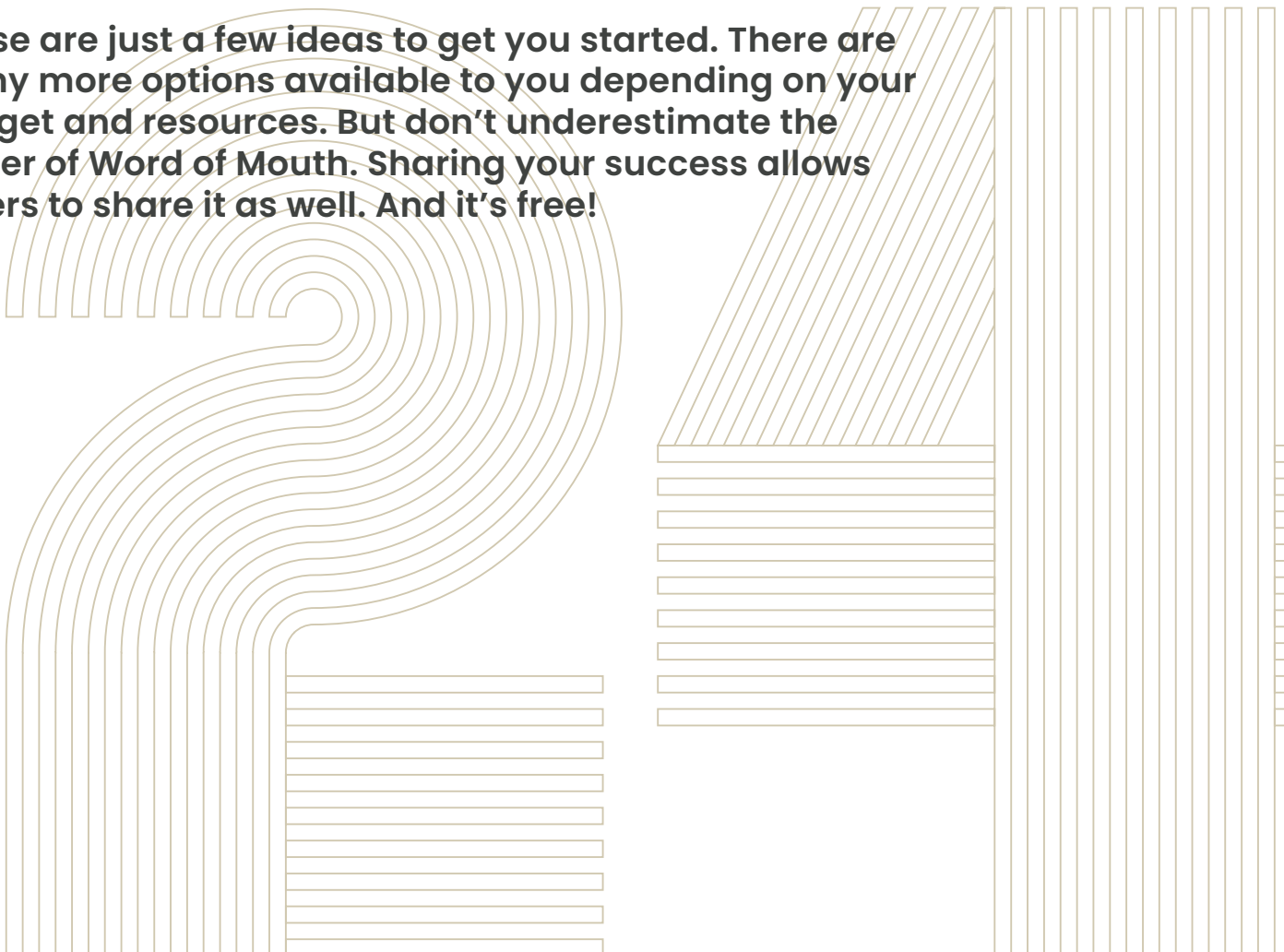
- Use your business offices and job sites to display your awards – Have your award very visible within your business, in a high traffic area, where clients can see it. It highlights your success and also the respect the industry has for your work.
- Share your achievement with your community and local newspapers – Submit a press release or call the editor yourself to tell about your achievement. Look for magazines like trade publications and local HOME magazines. Your award category is your unique selling point; it highlights what you are good at i.e. energy rating, design, workmanship.
- Include a copy of your media release in your information pack for new and potential client as a success story.
- Send a copy of your media release to your existing clients with a personal note saying thank you for the continued support.
- Contact the home owner or project owner and ensure they are aware of the achievement. Provide them with all the details, including photos and media release to allow them to market their home to it's greatest potential.
- Place an advertisement in your local newspapers, highlighting your award and your business.
- Develop a short radio advertisement announcing your award and your business.



ONLINE MARKETING

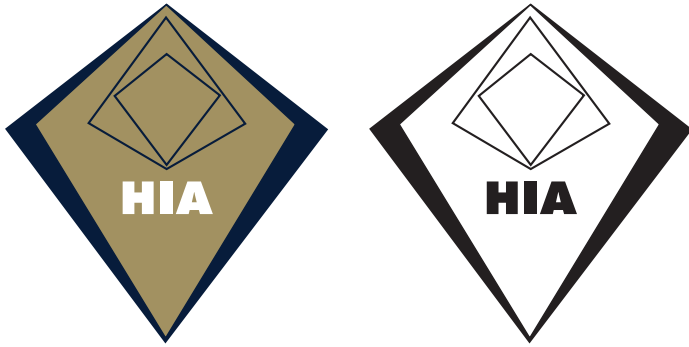
- If you have a company website, use it. Highlight your achievement on the home page or in your awards section. Make sure it is highly visible with high quality images. It would be good idea to have a personal quote from someone like the designer or the home owner on the site to add a nice touch.
- Share your story with online publications like HOME magazines and local newspapers.
- Send emails to your clients showcasing your award and a “special announcement”.
- Use social media: If you host a Facebook page, post a link to your website’s award page on it to direct people back to your website. Create a discussion about the photos, asking members of your group to “pick their best feature”.
- Use your e-newsletter to promote your win.

These are just a few ideas to get you started. There are many more options available to you depending on your budget and resources. But don't underestimate the power of Word of Mouth. Sharing your success allows others to share it as well. And it's free!





LOGO STYLE GUIDE



Logo is supplied to winners and finalists in PNG version for professional and in-house printing, respectively. Can be printed in four colour process or spot colour.

COLOUR & MONO LOGOS

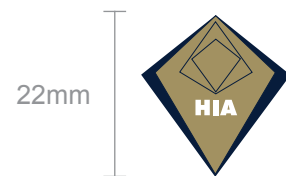
The full colour version is HIA's preferred logo. This logo should be used wherever possible.

The mono (black and white) version should only be used in cases where full colour is not available, e.g. a black and white newspaper ad. Please do not use the mono version when your communication is in full colour.

MINIMUM SIZE

The minimum height of the Housing Awards diamond is 22mm.

LOGO COLOUR SPECS



PMS 296 C
C100M87Y45K53



PMS 871 C
C20M25Y60K25

CONDITIONS OF USE

The Housing Awards logo is provided in various formats for use exclusively by HIA Housing Award winners and finalists in promoting their businesses.

Some examples of use of the Awards logo include:

- Electronic banners for email signatures and business websites
- Use in promotional advertising in various printed media such as newspapers, magazines, yellow pages and business directories
- Printing on letterhead and other stationery, business cards, plans and specifications, contracts, signage, site signs etc.

It is a condition of use that the logos provided are not altered in any way with the exception of resizing which is permitted for specific applications in print or electronic media.

If you require any assistance or have questions, please contact our team on 1300 650 620.

