C B E

COUNCIL
FOR THE BUILT
ENVIRONMENT

Corporate Identity Manual
Revision: 2021

Brand Architecture

The Logo

The logo is a representation of a full brick tying it together with the Built Environment sector. The dividers in the middle of the letters are representative of a line of building bricks. The logo is simple and easily recognisable. The design is simple enough to be duplicated in any required format, without losing its uniqueness.

The logo is made up of the following elements in Skia font:

* CBE acronym

* Council for the Built Environment descriptor

The Logo in Different Colours

The logo is generally printed in Pantone colours. In certain cases, the logo may have to be converted to a black and white, greyscale or to CMYK-format.

Logo Colours	Pantone Reference	RGB Colour	CMYK Colour	Thread Colour
Dark brown	P464	154/107/55	47/65/100/0	1124
Dark Orange	P152	245/130/32	0/60/100/0	1189

Logo Colours	Pantone Reference	RGB Colour	CMYK Colour	Thread Colour
Black	Black C	0	0/0/0/100	1180

Logo Colours	Pantone Reference	RGB Colour	CMYK Colour	Thread Colour
Dark grey	Black C 80%	89/90/92	64/55/52/27	1124
Light grey	Black C 40%	166/168/171	37/29/28/0	1132

Full Colour

Black and White

Dark Grey

Light Grey