NAHB Brand Portfolio Strategy

In September 2008, the Board of Directors adopted a new NAHB Brand Portfolio Strategy. NAHB moved from a system of under-leveraged and dissociated brand offerings to a strongly master-branded system. This move is meant to build strength in the NAHB brand and, through greater linkage to each of our offerings, make those offerings (both individually and as a group) stronger and better able to serve the Members.

This strategy eliminated most of the various previously-existing logos in favor of one NAHB logomark. However, certain marks did remain. NAHB affiliates and subsidiaries may choose to co-brand with the relevant sub-brand. BuildPAC will remain a stand-alone brand, endorsed by NAHB in its lock-up. HBAs and, of course, Members, may use their own logos (see pages 8-10 and 12-14).
The NAHB logomark consists of a bold typographic rendition of the acronym “NAHB” with a roof above it. The dual red and blue color and star contained within the “A” reinforce our national pride.

Preferred and alternative color versions of the logomark are shown above. The approved arrangement of these elements is fixed and should not be altered in any way.

Always use approved electronic artwork for the NAHB logomark, which is available at www.nahb.org/logos.
Clear Space and Minimum Size

The NAHB logomark is most effective when surrounded by as much open space as possible. Therefore, as shown in the diagram above, when using text and/or graphics around the logo, a minimum area of unobstructed clear space, equal to half the height of the letter “N” in the wordmark, must surround the logomark in all situations.

To ensure visibility and legibility, the NAHB logomark should never be presented in a size smaller than 3/8 inch (9.5mm) wide. To maintain visual integrity, applications using alternative reproduction techniques such as silk screening or embroidery may require presenting the logomark at a larger size than indicated here.
Incorrect Usage

NAHB Logomark

Correct and consistent use of the NAHB logo is an essential part of building brand equity. Each element has been carefully designed and positioned using specific proportions. Do not alter or redraw the logomark in any way, or lock it up with any other words, slogans, events, descriptors, etc.

Always use approved electronic artwork for the NAHB logomark, which is available at www.nahb.org/logos.
Incorrect Usage

Logomark Descriptor

Correct and consistent use of the NAHB logomark descriptor is an essential part of building brand equity. Do not alter or rewrite the logomark descriptor in any way.

Always use approved electronic artwork for the NAHB logomark, which is available at www.nahb.org/logos.
Sub-groups and NAHB Designations

Alternative Placement of Sub-group or NAHB Designation

Examples:

For a limited number of NAHB sub-groups and all NAHB designations, the NAHB Branding Task Force approved development of logomarks combining the new NAHB logomark with the subgroup’s name placed directly underneath the NAHB logo (see examples above).

All sub-groups/major products using a sub-group logo must be pre-approved by the Brand Management Team.

Do not place any text, rules or other graphic elements within the minimum clear space shown on page 4 or alter the logo mark in any way.
Co-branding

State and local HBAs may choose to leverage the NAHB logomark and visual identity system on their marketing materials. Available options are outlined above, with further detail and examples shown on the following pages.

HBAs using their own proprietary look and feel (e.g., color palette, typography and secondary graphics) may use the HBA co-branding lock-up shown in option 1 or the NAHB affiliation descriptor shown in option 2. HBAs wishing to use the NAHB system elements must use option 3.

Do not use proprietary HBA logomarks or identity elements on marketing materials when using the NAHB look and feel.
Co-branding

State and Local HBAs
Option 1

Shown above is the approved graphic treatment for displaying the NAHB co-branding lock-up on state and local print collateral for HBAs preferring to use their own proprietary branding. For affiliation with a NAHB council, local councils can use the “Affiliated With” sub-group logo instead (see third example above). HBAs wishing to use elements of the NAHB visual identity system will use Option 3, shown on page 11.

When used together in the co-branding lock-up, every attempt should be made to present the HBA and NAHB logomarks in the same size visually. If desired, Local HBAs may use a lock-up leveraging both the NAHB logo and the State HBA logo (provided the State HBA has not itself chosen Option 3).

Preferred placement of the co-branding lock-up is at the bottom of print collateral, but this is not required. However, the lock-up should always appear in a clear space apart from other design elements. Always be sure to maintain the proper minimum clear space around the NAHB logomark (see page 4), and adhere to all other basic logomark usage guidelines outlined in this document. Minimum size for the NAHB logomark is 3/8 inch.
Co-branding

State and Local HBAs
Option 2

Shown above is the approved graphic treatment for displaying the NAHB affiliation descriptor on state and local print collateral for HBAs preferring to use their own proprietary branding. HBAs wishing to use elements of the NAHB visual identity system will use Option 3, shown on page 11.

Preferred placement of the NAHB affiliation descriptor is in the lower right corner of the layout.

This option is ideal for use on marketing applications where the HBA proprietary logomark is to be featured at a large size within a layout. HBAs may alternate between Options 1 and 2 as they see fit.
Co-branding

State and Local HBAs
Option 3

Shown above is the approved graphic treatment for displaying the NAHB affiliation logomark on state and local print collateral for HBAs wishing to use the NAHB system elements. HBAs who choose to use this option may use all the other elements of the NAHB visual identity system, including the color palette, typography, secondary graphics and imagery.

Preferred placement of the NAHB affiliation logomark is in the lower portion of the layout. The HBA descriptor is typeset in Helvetica Neue Heavy in title case, and placed in the upper left corner of the layout. Always be sure to maintain the proper minimum clear space around the NAHB logomark (see page 4), and adhere to all other basic logomark usage guidelines outlined in this document.

This option requires the HBA to work closely with NAHB staff, and entails compliance/ adoption of all NAHB system elements as outlined in the NAHB Brand Identity Guidelines, which are available by contacting a member of the NAHB Brand Management Team. Do not use proprietary HBA logomarks or identity elements on marketing materials utilizing the NAHB look and feel.
Shown above is the approved graphic treatment for displaying the NAHB member logomark on member-branded marketing materials. Members may not use the elements of the NAHB visual identity system. Always be sure to maintain the proper minimum clear space around the NAHB logomark (see page 4), and adhere to all other basic logomark usage guidelines outlined in this document.

Use of the NAHB descriptor – the full, written-out name “National Association of Home Builders” – is optional. And, do not use more than one NAHB logo (i.e. NAHB Member, NAHB Sub-group Member, NAHB Designation Holder) on your marketing piece at a time. NAHB and HBA memberships and designations may be listed in text alongside the descriptor, together in logical groupings as shown above (see page 14 for the approved graphic treatment for displaying the NAHB sub-group or designation logomark). As illustrated above, third party logos, other non-NAHB affiliations, and the logos of HBAs not choosing Option 3 on page 11 should be placed apart from the NAHB grouping, not interspersed. When needed, additional rows may be used.

Use only the NAHB approved logomark, which is available at www.nahb.org/logos. Do not use old NAHB logos that were eliminated when the NAHB Brand Portfolio Strategy was approved by the Board of Directors in September 2008 (for more information see page 2).
Co-branding

NAHB Members (continued)

When space or production constraints require, members have the option of using the NAHB member descriptor instead of the member logomark shown on page 12. Layout examples are shown above.

Memberships, designations and other affiliations should not be locked up with this descriptor, but may be included elsewhere on the piece. Do not use old NAHB logos that were eliminated when the NAHB Brand Portfolio Strategy was approved by the Board of Directors in September 2008 (for more information see page 2).
Shown above are the approved graphic treatments for displaying the NAHB sub-group member or NAHB designation holder logomark on member-branded marketing materials. Members may not use the elements of the NAHB visual identity system. Always be sure to maintain the proper minimum clear space around the NAHB logomark (see page 4), and adhere to all other basic logomark usage guidelines outlined in this document.

Do not use the NAHB descriptor – the full, written-out name “National Association of Home Builders” when using an NAHB sub-group or designation logo. And, do not use more than one NAHB logo (i.e. NAHB Member, NAHB Sub-group Member, NAHB Designation Holder) on your marketing piece at a time. If you have both a council affiliation and a designation, choose the most important affiliation and use that. If you then want to add the other affiliation, it may be listed in text to the right of the NAHB sub-group or designation logo, as shown above and on page 12, using the appropriate minimum clear space around the logo. As illustrated above, third party logos, other non-NAHB affiliations, and the logos of HBAs not choosing Option 3 on page 11 should be placed apart from the NAHB grouping, not interspersed. When needed, additional rows may be used.

**Use only the NAHB approved logomark, which is available at www.nahb.org/logos.** Do not use old NAHB Council or Designation logos that were eliminated when the NAHB Brand Portfolio Strategy was approved by the Board of Directors in September 2008 (for more information see page 2).
Creating and maintaining a strong brand identity involves consistently applying a system that reinforces who we are, how we define ourselves and what our core values are.

If you have questions or need further information about the NAHB Brand Identity Guidelines for NAHB Members and Affiliated State and Local Associations, please contact NAHB at (800) 368-5242 or info@nahb.org.