

# Building Brand Value

*The **NAHB** Brand Identity Guidelines*



# Contents

## **3 Introduction**

About the Refresh

## **4 Logo**

Components

Clear Space

Minimum Size

Colors

Backgrounds

Incorrect Usage

Position

## **11 Logo Extensions**

Groups

Affiliates

Partner & Sponsor

Co-branding

## **16 Color**

Primary Palette

Secondary Palette

Tertiary Palette

Specifications

Pairings

## **23 Typography**

Primary Typeface

Secondary Typeface

Alternate Typefaces

## **27 Imagery**

Photography

Photography Examples

Inappropriate Examples

Background Images

Illustration

## **33 Graphic Elements**

Overview

Arrow

Line

Image Circle

Combining the Elements

Icons

## **43 Stationery**

Business Cards

Letterhead

Envelopes & Labels

## **46 Print Collateral**

Tri-fold Brochures

One-page Flyers

Direct Mail Postcards

Event Signage

Promotional Items

## **52 Digital Collateral**

PowerPoint Presentations

Social Media Profile &

Cover Graphics

Digital Email

Infographics

## **58 Advertising**

Print Advertising

Web Advertising

# Introduction

Our brand is a reflection of who we are and the benefits we deliver to our stakeholders. By consistently applying the NAHB brand across all applications, we create and maintain a powerful brand that reinforces who we are, how we define the personality of our brand and the value we provide to our key audiences.

Visual identity guidelines for the NAHB brand are included within this document. These standards are to be consistently applied to all of our branded communications including stationery, business cards, advertising, print collateral, trade show exhibits, signage and digital media.

Brand discipline is imperative to developing a strong brand identity. Strict adherence to the NAHB Brand Identity Guidelines is critical and shall be enforced in order to maximize the impact of our brand.

## About the Refresh

The previous iteration of the NAHB brand was strong, recognizable, and contained considerable brand equity thanks to the hard work of our organization, members, partners, and stakeholders. By evolving our brand as outlined in this document, we are enhancing that equity and building upon existing best practices in our communication materials.

The vested interest in our refreshed brand by all involved parties signals this refresh as a key opportunity to restructure how we communicate about the organization, while still respecting the work and value inherent in who we are.

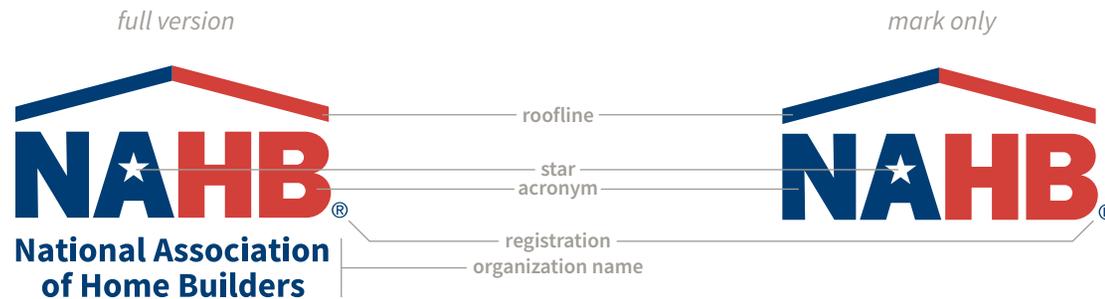
Several elements identified throughout this guide have undergone slight modification – either to adapt to new, modern communication specifications and mediums – or to rework aspects noted in valuable feedback by members, partners, and stakeholders. Our evolved brand represents higher versatility, agile responsiveness, a strong foundation, and a deep commitment to our core principles as we move into an exciting new era.

# Logo

## Components

The NAHB logo 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. The full organization name “National Association of Home Builders” sits centered below the mark.

**The logo with the organization name is the preferred version.** The version without the organization name may be used when communicating with audiences familiar with the organization (members, partners, etc.).



## Clear Space

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

When measuring the right edge, use the roofline and upper bowl of the B for reference (not the lower bowl of the B). The registration symbol is not factored into the clear space measurements.

*full version*



*mark only*



## Minimum Size

To ensure visibility and legibility, the full NAHB logo should never be presented in a size smaller than **0.75 inches (19mm) wide**. When using the mark only logo version, do not reproduce below **0.375 inches (9.5mm) wide**.

To maintain visual integrity, applications using alternative reproduction techniques such as silk screening or embroidery may require presenting the logo at a larger size than the recommendation.

The logos should never be reproduced below **90px** and **46px** respectively for digital applications.

*Shown here at actual  
minimum size*



0.75 inches  
19mm  
90px



0.375 inches  
9.5mm  
46px

## Colors

The logo may be produced using the combined NAHB brand blue and red colors. In situations where the color logo will not be visible on a background, dissonance between other design elements and the logo colors occur, or when multi-color printing is not available, the Stone logo should be used. Limited use of the black logo is permitted when it is the only option available. The reversed (white) logo may be used on dark backgrounds.

**No other colors may be used to reproduce the logo.**

*color*



*Stone*



*reversed (white)*



*black*



## Backgrounds

The logo may be produced using the NAHB brand blue and red colors. In situations where the color logo will not be visible on a background or when multi-color printing is not available the stone logo may be used.

The reversed (white) logo may be used on dark backgrounds.



## Incorrect Usage

Correct and consistent usage 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 logo in any way. Do not add elements to the logo such as words, slogans, events or descriptions.

1. Do not invert or change the color



2. Do not alter or reset the lettering



3. Do not replace NAHB with other names or acronyms



4. Do not add text



5. Do not use the star as a decorative graphic



6. Do not create an outlined version of the mark



7. Do not add a drop shadow or other special effects



8. Do not alter the size or position of the elements



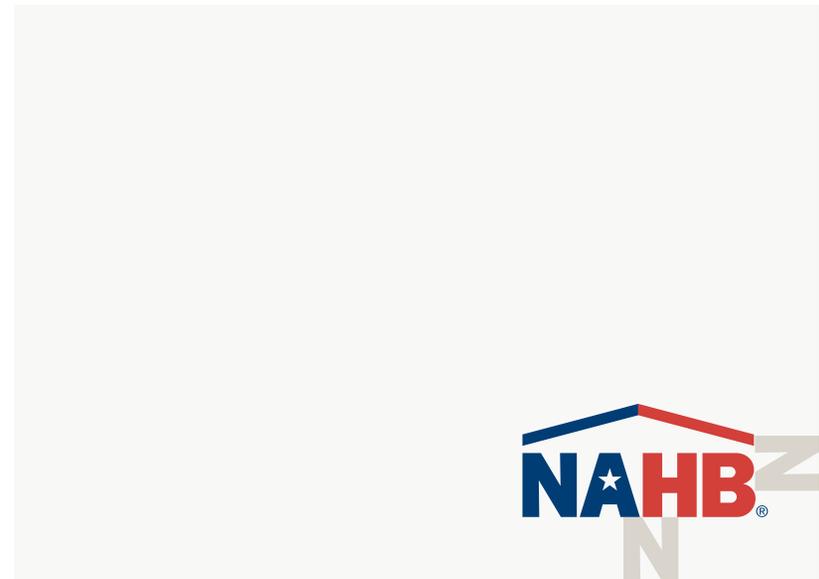
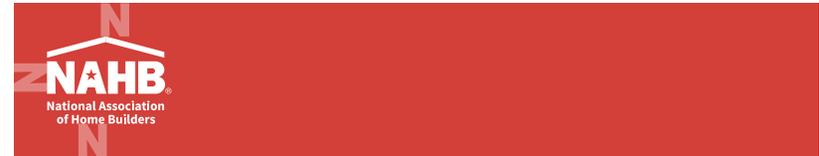
9. Do not skew or rotate



## Position

The NAHB logo is always on the cover of a layout or design, and is **positioned in the lower left or right corner**.

The logo may also appear in other positions within a design (back cover, footer, etc.), but should always be on the cover regardless of other placements. Use the logo clear space rules to determine the exact placement in a corner.



# Logo Extensions

## Groups

The NAHB logo may be augmented with group names in order to specify the brand in communications from specific groups. The augmentation includes a solid line and the name of the group sitting to the right of the core logo. Group logos may use the full NAHB logo with name or just the NAHB mark.

When using a group logo, the clear space rule for the core logo (height of the “N” in NAHB) should also apply here. When the black or reversed (white) logo is used, the line and text should also be black or white respectively.

The text “NAHB” should not be included in the name of the group. The exception being with specific groups since they are mandated to put NAHB in front of their name. Examples of correct font, Source Sans Pro Regular and color, 90% black are shown below.



## Affiliates & Modifiers

When using the logo as a sign of affiliation, the text “Affiliated of” must appear above the NAHB logo. No other text may appear above the logo. This affiliate text and logo set may also be used in the partner & sponsor co-branding configurations.

The text is set in Source Sans Pro Italic font, in the primary palette stone color.



### Modifiers



## Partner & Sponsor Co-branding

When the NAHB logo is used with other partner or sponsor logos they are separated by a solid line. The relationship between the logos should be carefully considered. The logos should occupy the same amount of space, being roughly the same size despite horizontal or vertical configurations.

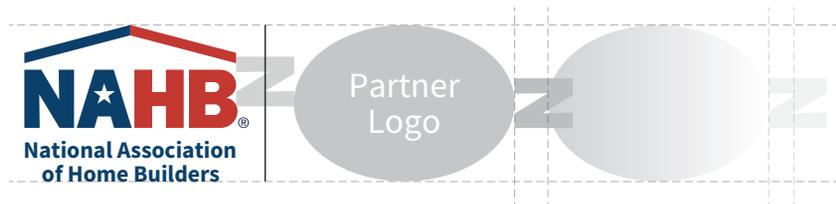
The full color versions of both logos are preferred. If a partner logo only exists in black, the NAHB logo should still appear in full color if color reproduction is available.

Partner co-branding occurs on communication materials where the NAHB brand is prevalent throughout the piece(s), incorporating NAHB colors, typography and graphic elements.

*Single large logo*



*Single horizontal logo*



Examples of co-branding  
with partner/sponsor logos



Sponsored by



## Group, Partner & Sponsor Co-branding

When the NAHB logo is used with a group, partner & sponsor logos they are separated by a solid line. The relationship between the logos should be carefully considered. The logos should occupy the same amount of space, being roughly the same size despite horizontal or vertical configurations.

This solution should be used on materials when a group, partner & sponsor descriptor is required. Available for use for NAHB only and approval must be given prior to usage.



Media Sponsor

**Professional  
Builder**



Sponsored by



**Thermador** ★



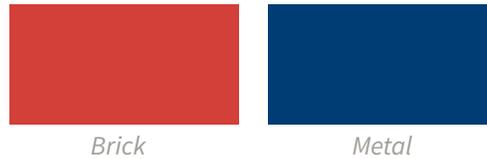
# Color

## The Color Palette

The NAHB palette is organized by familiar materials related to home building: **brick, metal, glass, concrete and stone**. The colors can be further divided into **tints and shades**. Tints are lighter versions of the core colors, and shades are darker versions. These divisions allow for multiple color combinations using 5 primary and secondary colors, allowing for a mix of light and dark tones. Colors should be referred to by their material name. For instance, one may call the lower left block “the brick shade” or “shade of brick.”

## Primary Colors

The primary palette, Brick and Metal, are the identifying colors for NAHB. These signature colors may be used extensively both for large areas of color and as accent colors.



## Secondary Colors

The NAHB secondary color palette was chosen to complement the primary palette of Brick and Metal, providing additional range to the brand experience. These colors respect and complement the traditional red and blue while adding an additional level of range to the palette. The elements that are used on the exterior of a house served as the inspiration for the secondary color palette -- Glass, Stone and Concrete.



*Glass*

The Neutrals (*These colors should never be used together*)



*Stone*



*Concrete*

## Tertiary Colors *the accents*

In addition to the primary palette and its divisions, these accent colors may be used in special circumstances to brighten a layout, highlight a call to action, or to extend the palette when other colors have been exhausted (e.g. 17 tabs each require their own color for easy identification). The tertiary colors work well with the NAHB primary colors, but are not recognizable identifiers for NAHB. Accent colors should never appear without primary palette colors and should never take up more than 10% of a page's area in a layout. **The shades and tints of these colors may not be used.**



# The Core Colors

The primary, secondary and tertiary colors combine to create the NAHB core colors. Specifications are provided for printing with **Pantone** inks (spot-colors), for **4-color process** printing (CMYK) and for **digital/web** (RGB/Hex).

## Primary Colors



Pantone: 180 C  
CMYK: 0/87/77/13  
RGB: 195/58/52  
Hex: #BE3A34



Pantone: 541 C  
CMYK: 100/61/0/43  
RGB: 0/60/113  
Hex: #003C71

## Secondary Colors



Pantone: 299 C  
CMYK: 79/7/0/0  
RGB: 0/163/224  
Hex: #00A3E0



Pantone: 402 C  
CMYK: 34/30/33/8  
RGB: 157/150/141  
Hex: #9D968D



Pantone: 60% Black  
CMYK: 0/0/0/60  
RGB: 123/121/121  
Hex: #7B7979

## Tertiary Colors



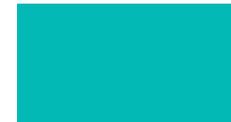
Pantone: 2299 C  
CMYK: 38/0/94/0  
RGB: 164/210/51  
Hex: #A4D233



Pantone: 7405 C  
CMYK: 0/8/100/0  
RGB: 242/205/0  
Hex: #F2CD00



Pantone: 144 C  
CMYK: 0/49/100/0  
RGB: 237/139/0  
Hex: #ED8B00



Pantone: 2398 C  
CMYK: 75/0/34/0  
RGB: 0/186/179  
Hex: #00BAB3

# The Extended Palette

In situations where a wider range of colors are needed, or a more monochromatic palette is called for, the shades and tones of each of the core primary or secondary colors may be used. For full bleed backgrounds, core colors and shades may be used. Tints may be used in small callouts, but not full bleed backgrounds.

## Primary Extended Palette

### Core Color

CMYK: 16/74/73/7 RGB: 196/94/74 Hex: #c45e4a	<i>Brick</i>	CMYK: 27/93/97/26 RGB: 148/44/33 Hex: #942c21
--	--------------	---

CMYK: 61/48/20/13 RGB: 103/114/146 Hex: #667292	<i>Metal</i>	CMYK: 100/85/43/44 RGB: 13/40/72 Hex: #0d2748
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## Secondary Extended Palette

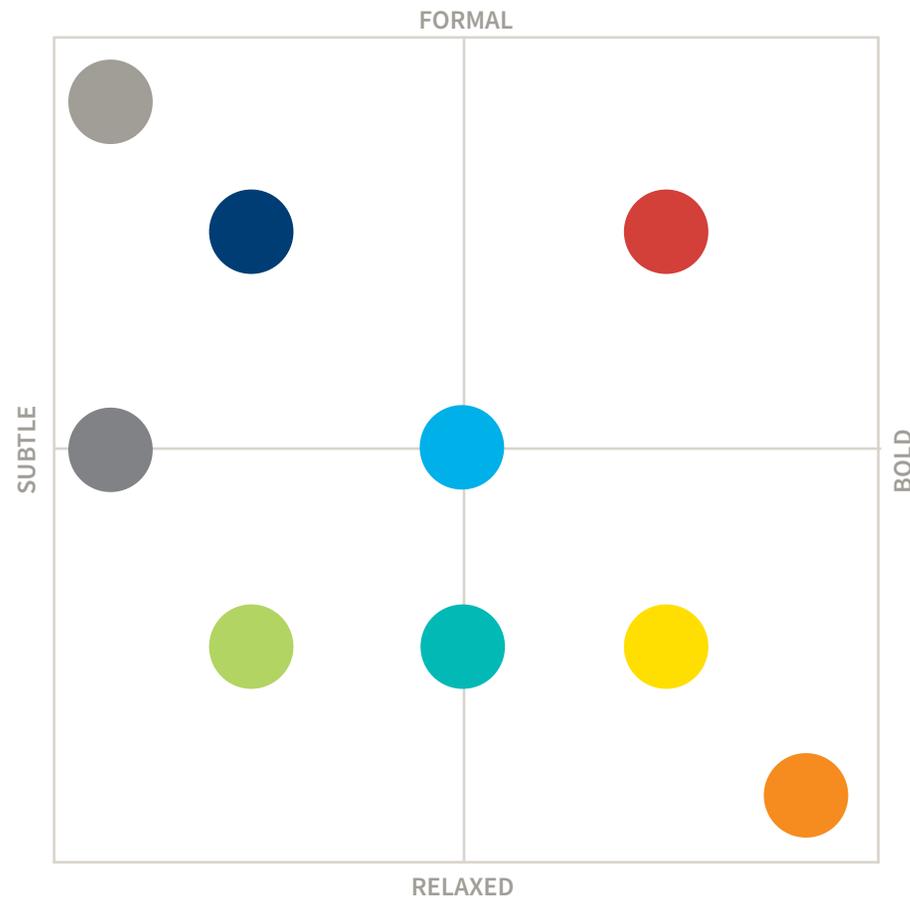
CMYK: 48/9/0/0 RGB: 123/193/235 Hex: #7bc1eb	<i>Glass</i>	CMYK: 84/40/14/0 RGB: 21/130/178 Hex: #1582b2
--	--------------	---

CMYK: 14/12/17/0 RGB: 209/204/189 Hex: #d1ccbd	<i>Stone</i>	CMYK: 63/60/64/65 RGB: 63/60/35 Hex: #3d3935
--	--------------	--

CMYK: 0/0/0/25 RGB: 185/229/251 Hex: #b9e5fb	<i>Concrete</i>	CMYK: 0/0/0/85 RGB: 0/182/241 Hex: #00b6f1
--	-----------------	--

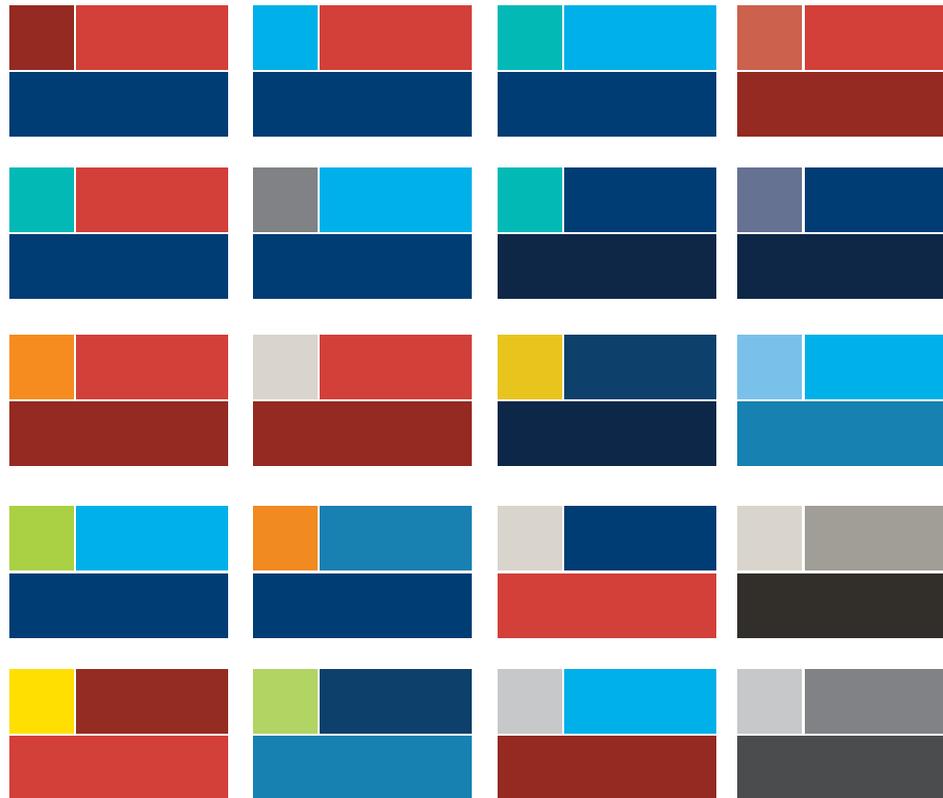
## Pairings

Colors, alone and together, evoke certain emotions. It's important to select colors that are appropriate for the message you are trying to convey. Warm colors (orange, yellows, and reds) create active responses in the brain and elicit feelings of excitement, passion, and sometimes aggression. Cool colors (blues, greens, and purples) are considered calming colors that elicit a sense of trust and comfort. Using the shade (increasing the darkness) of a color increases the formality of the message, while increasing the brightness of a color can increase the playfulness of the message. Refrain from using three or more distinct colors in layouts.



## Pairings

The primary colors are the identifying colors of NAHB. However, the secondary and tertiary colors can be paired with the primary colors to create a diverse range of monotone, duotone, and analogous color pairings that are appropriate for different messages. Below are a few examples of some of the color pairing possibilities.



# Typography

## Primary Typeface

The official NAHB brand typeface is **Source Sans Pro**. This typeface was selected for its legibility, versatility and availability. Source Sans Pro may be used for headlines, subheads, body text, folios and footnotes, as well as for sub-brand logo versions and all other text associated with NAHB.

The typefaces work well in print and digital formats. Source Sans Pro may be downloaded as a [Google Web Font](#), compatible with Macs and PCs.

Headlines should use sentence case, whereas subheads may use all-caps with extra letter spacing. Italics may be used for emphasis as well as for specialized paragraph/character styles. In rare cases, all can be used to create section headers or for visual impact. Please limit the use of all-caps in these situations to 3 or less words.

*Example styles pairings  
using only Source Sans Pro*

## Headline Style

### **SUBHEAD STYLE**

*Another Subhead Style*

Body Text Style

# Source Sans Pro

<i>Ultra Light</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#?\$?
<i>Ultra Light Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#?\$?</i>
<i>Light</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#?\$?
<i>Light Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#?\$?</i>
<i>Regular</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#?\$?
<i>Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#?\$?</i>
<i>Semibold</i>	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#?\$?</b>
<i>Semibold Italic</i>	<b><i>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#?\$?</i></b>
<i>Bold</i>	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#?\$?</b>
<i>Bold Italic</i>	<b><i>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#?\$?</i></b>
<i>Ultra Bold</i>	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#?\$?</b>
<i>Ultra Bold Italic</i>	<b><i>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#?\$?</i></b>

## Secondary Typeface

In cases where layouts will include a heavy amount of text or when text may be produced below 8pt, **Source Serif Pro** may be used. This secondary typeface should always accompany the primary typeface and never appear on its own. Use Source Serif Pro for books or long documents over 10 pages. Source Serif Pro may also be used for folios and footnotes, captions, callout quotes, or other peripheral text. Do not use Source Serif Pro for headlines or subheads.

This secondary typeface works well in print and digital formats. Source Serif Pro may be downloaded as a [Google Web Font](#), compatible with Macs and PCs.

# Source Serif Pro

*Regular* ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#?\$  
*Semibold* ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#?\$  
*Bold* ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#?\$

## Alternate Typefaces

**Calibri** and **Cambria** may be used as replacements for the brand typefaces in rare cases when the Source Sans Pro is not available. The Calibri and Cambria families are available for both PC and Mac platforms and is readily present on all operating systems. Do not use these alternate typefaces if the brand typefaces are available.

### Calibri

*Regular* ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#\$?  
*Italic* ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#\$?  
*Bold* **ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#\$?**  
*Bold Italic* ***ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#\$?***

### Cambria

*Regular* ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#\$?  
*Italic* ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#\$?  
*Bold* **ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#\$?**  
*Bold Italic* ***ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#\$?***

# Imagery

## Photography

In print and digital applications, images attract and hold attention in ways that words seldom can. They provide clarity and added meaning. NAHB imagery helps create a distinctive visual style that conveys specific aspects of brand personality such as openness, authority and expertise. Imagery connects with audiences on a unique and emotional level.

Shown here are examples of the types of images that are recommended for use on NAHB marketing materials. Seven categories of images have been defined, including building-related imagery and images featuring people. Special attention should be given to selecting images with bold compositions and high emotional tone. Use high-quality photography only.

All images should be of the highest quality and relevant to the message being delivered.



*structures and textures*



*tools and craft*



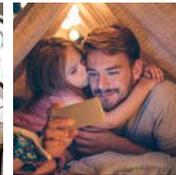
*beautiful homes*



*professionals in action*



*business of building*



*lifestyle*



*thematic*

## Watermarking Awards Photos

When using images from NAHB entries across the Beautiful Homes category, all images should have an NAHB watermark. These photos should be of actual entrants' work vs. stock photography.

The watermark will always live on the bottom left corner of a photo and a minimum area of unobstructed clear space equal to the **height of the letter "N"** in the mark must surround the logo in all situations. The watermark will contain an NAHB logo, as well as, the award title set in Source Sans Pro. The opacity of the watermark should be 85% of white.

Additional watermark content is optional and may include: winner, category name, credit (year, photographer name) entrant name or project name.

*example of watermark spacing*



*example of photo with watermark*



# Photography Examples



## Inappropriate Photography

When selecting photography, it is imperative to choose images that reflect reality instead of images that are overly produced or fantastical in nature. Do not use photography that looks like it was shot in a studio (with actors/models and props). Instead, use photos that appear to be shot “on location,” in real environments, showcasing home building in the best light possible.

Do not use comical, campy, or cliché images of home building. It is recommended to select photos that are light in nature without them being too humorous or tongue-in-cheek.



*comical or cliché stereotypes*



*staged or unrealistic stock*



*non sequitur*

## Background Images

Part of the NAHB brand is to showcase home building in its natural and true beauty. Using full page (full bleed) images helps achieve that goal by letting an image fill a layout entirely. When this happens, content often needs to overlay on top of the image. Using a darkened screen over an image helps with legibility while retaining the full page image effect. **Use a solid screen of 40% to 70% black** (depending on lightness of the photograph) set to multiply over a background image. Alternatively, for darkening a section of a page where content exists, **use a black screen that fades to 0%** over a section or quadrant of an image where content may exist, leaving the rest of the image unaffected.

Text should be placed with care on photos that contain people or a key part of the image. Copy should not be placed over these areas and should only take up 20% of the photo.

*background image with full dark screen*



*background image with partial dark screen*



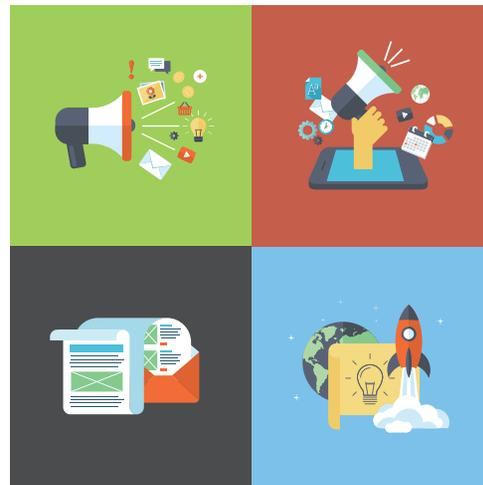
## Illustration

Sometimes it can be difficult to find the perfect photo. Sometimes there are concepts which photography can't express perfectly. When a different visual approach is required, or in order to expand the NAHB image library, illustrations may be used. Illustrations may be most helpful when producing infographic one-pagers that rely on simplifying complex information through visuals.

The NAHB illustration style is **minimalist, flat and colorful**. These kinds of illustrations are easy to find pre-made, and can be easily edited to suit specific needs. This style of illustration works especially well with infographics.

To find these kinds of illustrations, search for keywords including flat, minimal and vector, in addition to the contextual content to be displayed (building, ideas, technology, etc.). The illustrations should be topical, easy to understand, and be converted to the NAHB primary palette colors.

Clip art are simple pictures and symbols made available over the internet or in applications such as Microsoft Office and are not appropriate.



# Graphic Elements

## Overview

The NAHB brand is dependant on more than the logo, colors, typography and photography. The glue that binds these elements together is the set of graphic elements used to create layouts. The graphic elements include **arrows, lines, circles and icons**. When used together with other elements, these graphics produce a cohesive look and feel across all visual communication platforms.

When applied correctly, the secondary graphics developed for NAHB marketing materials add variety and visual interest, allow for differentiation between materials with different marketing needs, provide a “staging area” for the NAHB logo, and provide a structural framework for content organization.

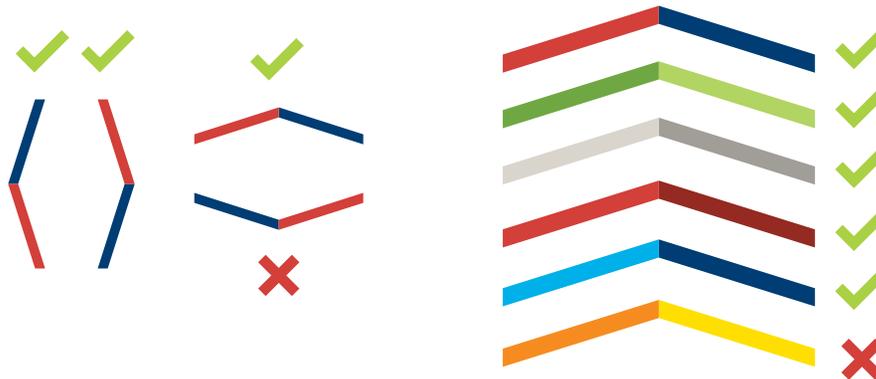


## Arrow

The arrow graphic element is derived from the roof line in the NAHB logo. The proportions, angle and dual color property of the arrow should remain the same as it appears in the logo.



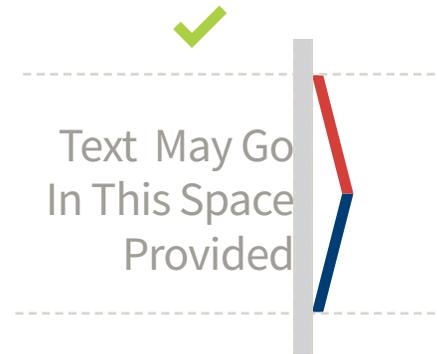
The arrow may point to the left, right, or up – **but never down**. The arrows can be used as brackets, aside from that it's best to use one arrow per page/section. The arrow color should be monotone or analogous color pairs, containing at least one primary or secondary color, from the NAHB brand color palette (they may also use the logo colors of brick and metal).



The arrow is primarily used next to headlines and subheads in order to direct the reader's attention to the next element in the design's visual hierarchy – usually an image or piece of content. The arrow is always at a 90 degree angle to the layout/page. However, the arrow may be used without text for instances where the text may be larger than the space of the arrow.

When accompanying headlines, the arrow is slightly wider (or taller) than the text, and sits close to the top or sides of the text. When the arrow sits to the right of a headline, the text is usually right-justified. Never place the arrow in other positions or touching the text it accompanies.

*This example shows .01" of space allowance or 6 points down from the lowest angle (second vertical rule)*

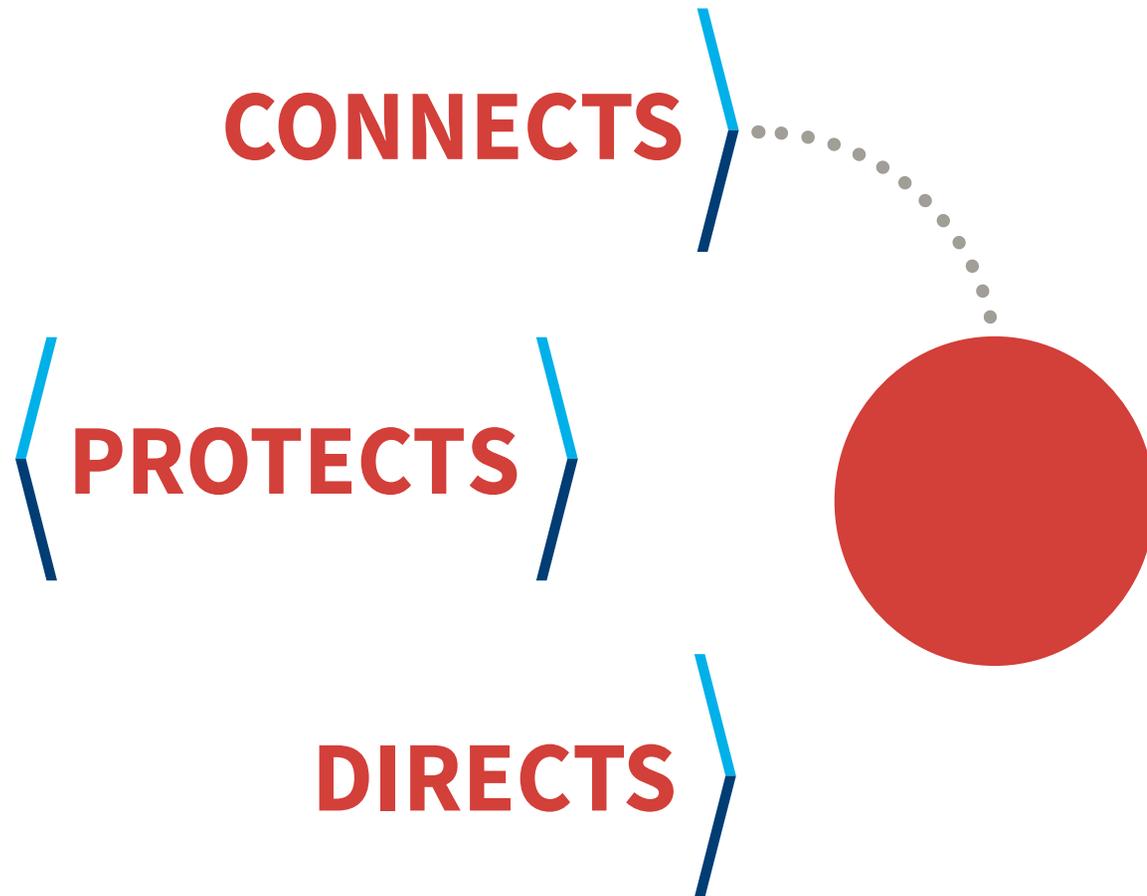


*The bad example here breaks four rules: the arrow points down, it is smaller than the text, it touches the text, and it is not at a 90° angle to the page*



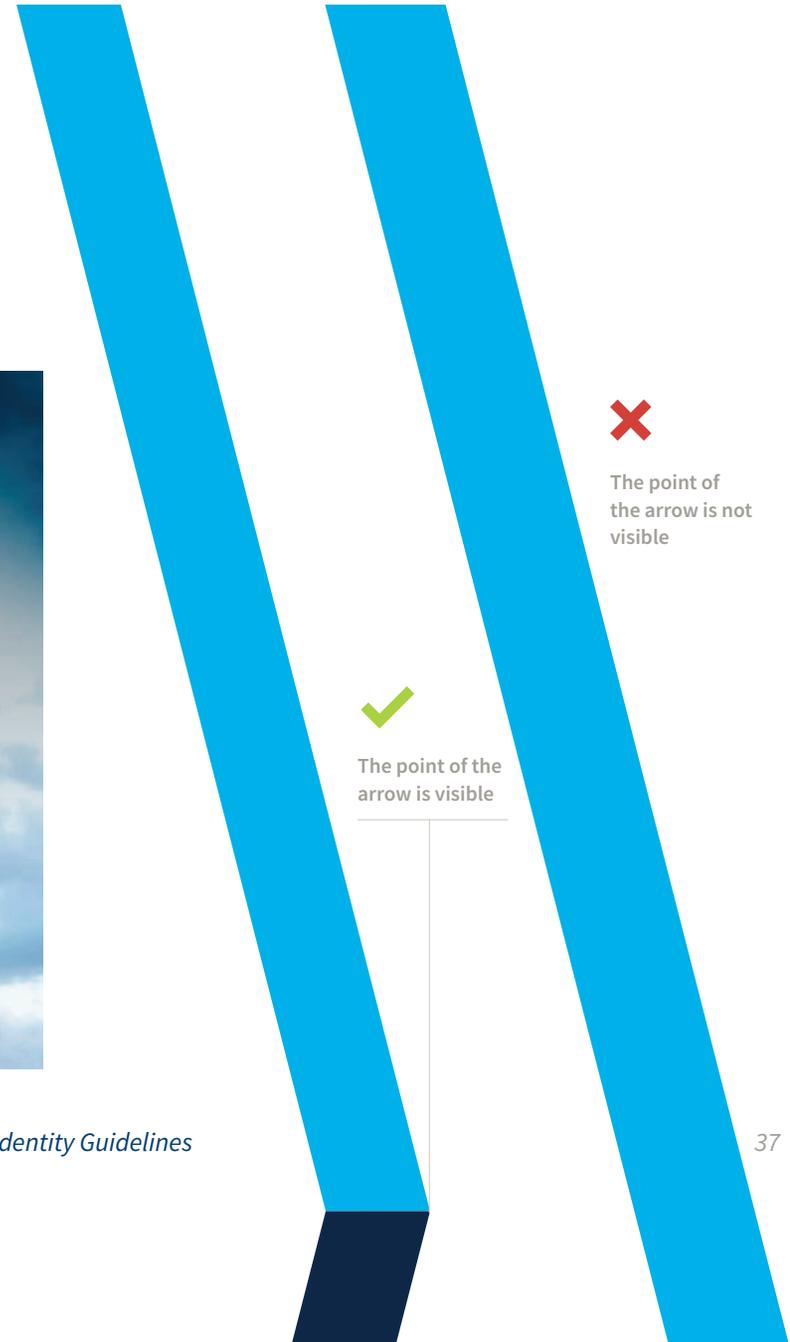
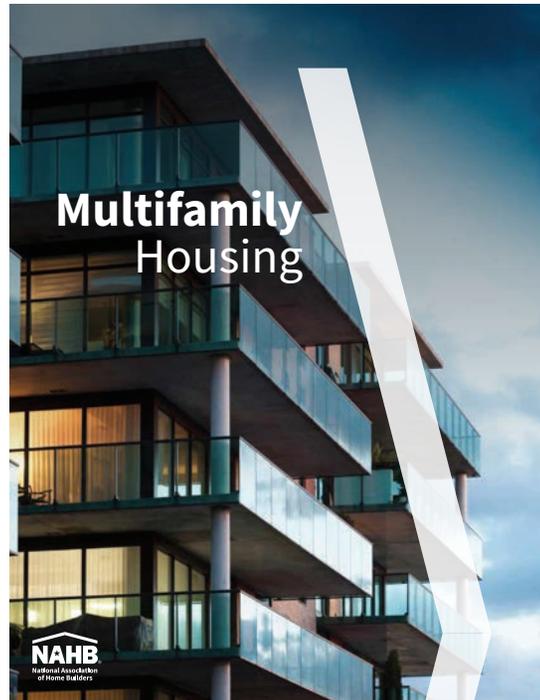
## Arrow Movement

As a general rule, the arrow should be accompanied by a dotted line to "connect" the text to an image when possible. However, the arrows can also contain (or "protect") text by creating brackets or simply "direct" text without using the dotted line to allow greater diversity in layouts.



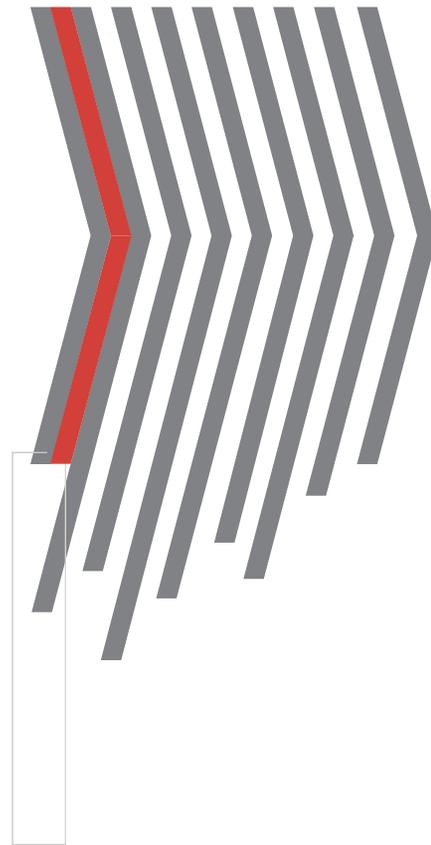
## Oversized Arrow

Arrows can be used in groups or alone. When used alone, the arrow may bleed off the page. When a portion of the arrow bleeds off a page, the point of the arrow must be present. The arrow can be used as a solid color or a screen.



## Arrow Groups

Arrows can be used in groups or alone with a one-to-one ratio on arrow spacing. This combination can be centered on a page or bleed off the top or bottom of a page.

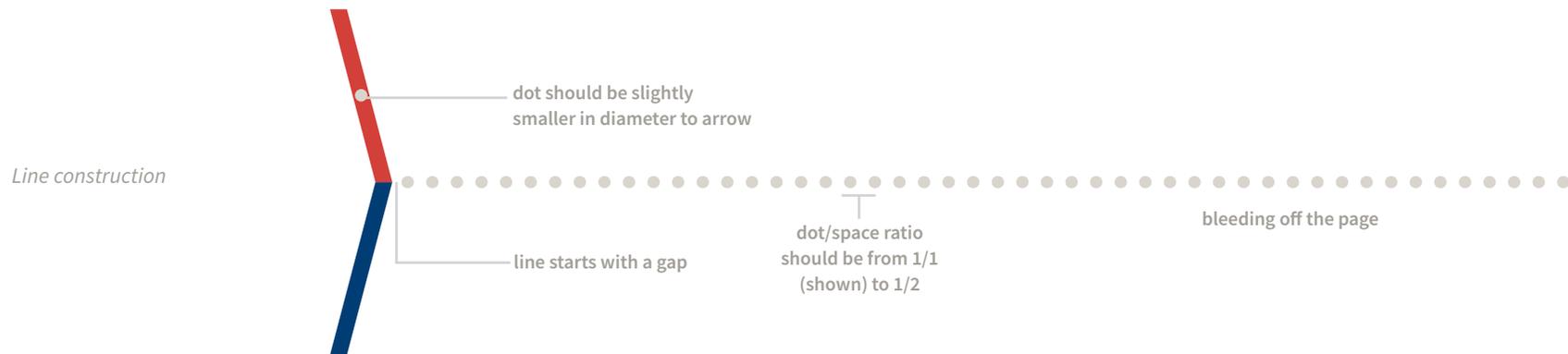


✓ one width of an arrow space between arrows

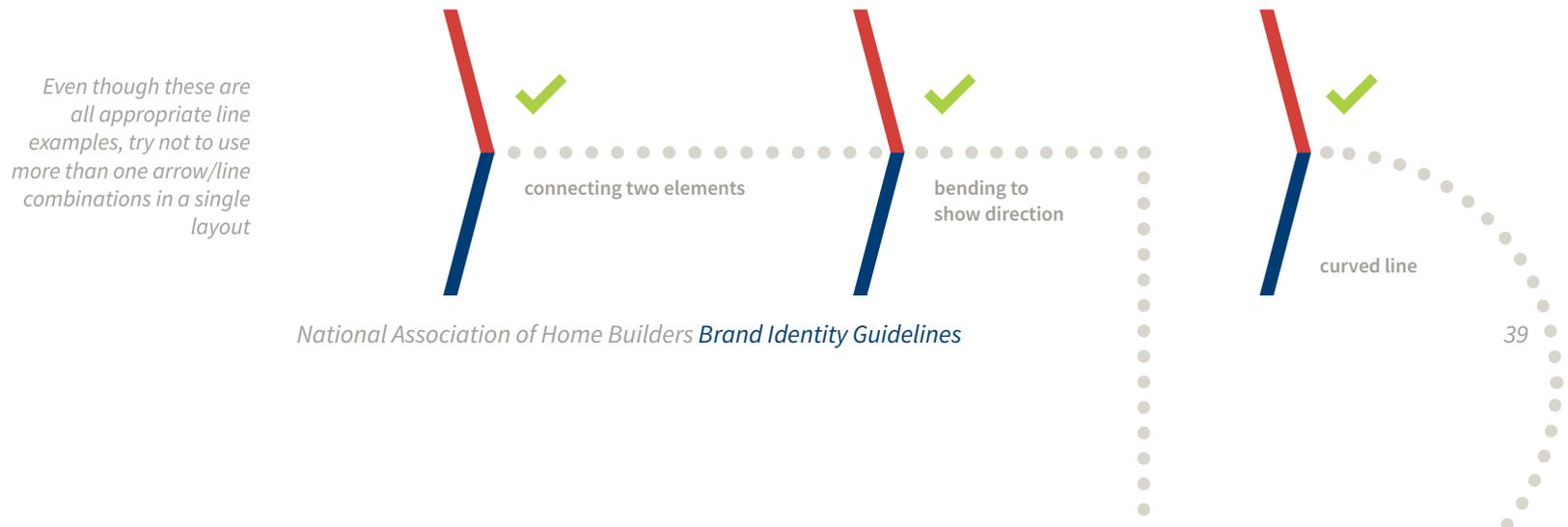


## Line

The line represents connectedness, flow, and is used to create directional eye movement, leading a viewer to content. The line graphic element is used to connect the arrow to another graphic element or piece of content. The line may also be used to lead a reader to another page or layout, by bleeding off of the page. The line consists of evenly spaced circular dots in a straight path. The preferred color of the line is Stone or Concrete, however when it's placed on a color field, the line should be the tint of that color.



The line may curve or bend at an angle. The line usually appears in stone or water brand colors, but may also appear in white on dark backgrounds or in other brand colors as long as they are analogous to the arrow colors. The line should always start/end on at least one other graphic element, the other end may bleed off the page or must connect to another element, never leave an end hanging.



## Image Circle

There are two ways to display images in NAHB layouts. One way is to make the image full-bleed, spanning the entire page or area. This highlights the beauty of the image and increases visibility and impact, but can be difficult if more content is required in the layout. When showing images smaller than full page, the image circle may be used.

Image circles should bleed off at least one side of a page or layout. They should contain any type of brand-appropriate photography and more than one image circle may appear on a page or layout. Limit use of text within the image circle to headlines only, taking up no more than 25% of the circle. **Body copy cannot be placed within the image circle.**

Image circles may be used on white or colors from the primary, primary extended or secondary palette. For covers, the combined area of the circles should be more than 30% of a page or layout. To create visual interest, a portion of an image can extend beyond the circle.

*Examples of image circles in layouts*

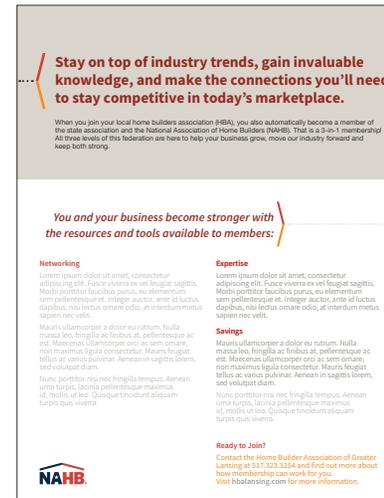


## Combining the Elements

When the arrow, line, and circle come together, they create the complete visual graphic set for NAHB that can be used in any kind of layout or design. The set of elements is designed to be as versatile as possible, accommodating any layout, size or amount of content. At least one element must be present on all print and digital collateral. If a full page image is used, the arrow must be used.

By using the graphics correctly and consistently, our advertising, print materials, and other communication applications will have a visually distinctive and compelling appearance that continually reinforces the NAHB brand.

Examples of all elements together in layouts



## Icons

The NAHB brand rests on 5 value pillars. These pillars represent our values and our offerings to members, partners and the nation at large. Icons may be used on the interior or back panel of print pieces, and on digital pieces where they are not the main focus of attention. They are meant to signify the type of benefit or offering being discussed in a piece, layout, or section by visually identifying with a simple symbol, but not by overpowering the design or confusing the viewer (who may not be familiar with them upon first encounter).

The icons may be set in any NAHB primary or secondary palette color, or white, but do not permanently assign one color with an icon, vary the colors used so as to not associate colors to values. The text should not be separated from their corresponding icons. Icons and their corresponding text should be placed in a corner, preferably across from the NAHB logo.

*NAHB 5 pillar icons*



*An icon used in a layout on the back of a piece or within a circle*



# Stationery

## Business Cards

Our business cards incorporate the elements of the NAHB visual identity system, including the NAHB logo and descriptor, color palette, typography and secondary graphics. Shown here are the front and back layouts. Do not create unauthorized versions incorporating sub-brands, additional logos or alternate colors.

*Layout with example  
information*

*front*



*back*



## Letterhead

The NAHB letterhead uses the logo and primary palette colors to create a clean, adaptable template. Use only approved stationery ordered; do not create unauthorized versions for sub-brands or other groups. Do not alter the logo, placement of the logo, descriptor, contact information, spacing or formatting in any way. The body copy font size should be a minimum of 9 points and a maximum of 10 points.

The letterhead comes in two color varieties: full color and black. If color printing is available the full color version is preferred over the black. The letterhead is designed to be used on any size paper (e.g. 8.5x11 or A4), using a logo set at 1.25” wide as the main guide. Information in the personal header may vary.

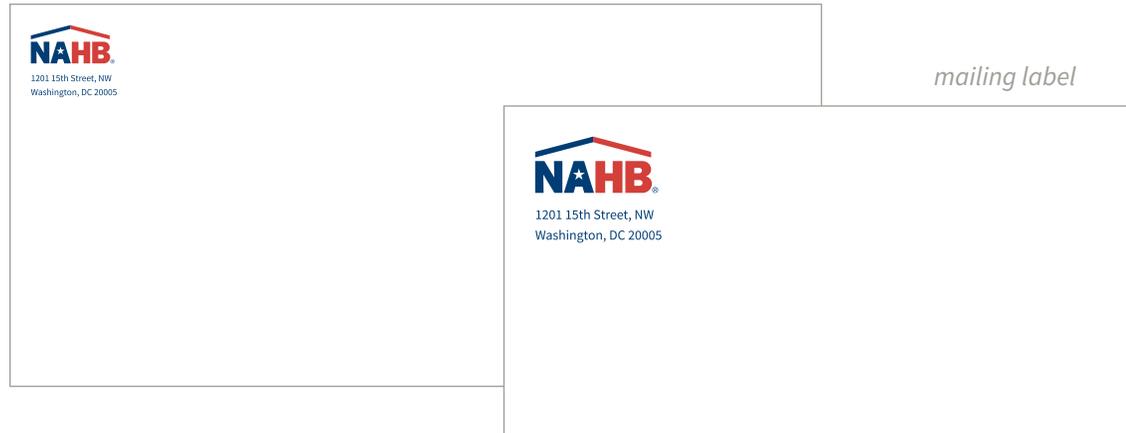
*Example letterhead and construction guidelines (not shown at actual size)*



## Envelopes & Labels

The NAHB mailing system designs use the logo and primary typeface to create a simple, clean return address area for any type of mailing materials including: envelopes, postcards and other mailed items. The return address design comes in two color varieties: full color and black. If color printing is available the full color version is preferred over the black. The return address is designed to be used on any sized envelope or label, using a logo set at 0.857" wide as the main guide for other measurements.

*Example envelope and label  
(not shown actual size)*



*Construction guidelines  
(not shown actual size)*



# Print Collateral

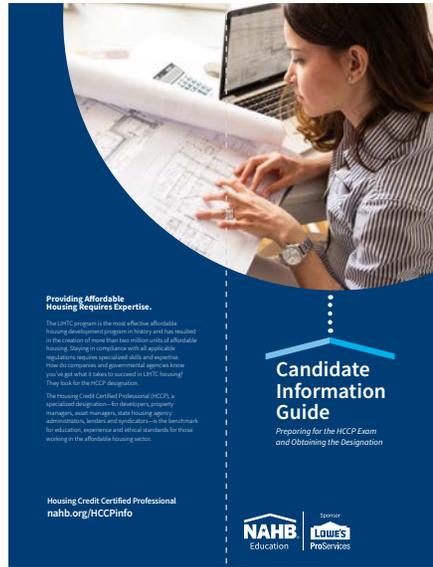
## Tri-fold Brochures

Brochures are an excellent medium to collect and communicate information in an easily digestible, physical manner. Brochures incorporate all the elements of the NAHB visual identity system, including the logo, color palette, typography, graphic elements, and photography. Creative flexibility has been built into the system, allowing for a variety of design options to meet specific needs. Coated paper should be used when possible.

Example brochure covers



Example brochure front/back covers



Cover photos may continue onto the back of the brochure

Example brochure internal spread



A mix of arrows, lines, and image circles is recommended in content-heavy layouts

## One-page Flyers

Flyers can be used to communicate timely information in an efficient manner due to their ability to be printed quickly and in large quantities. Flyers may be organized into sets to be distributed easily. They are handy devices for meetings, events or for general information.

NAHB flyer designs should follow all brand guidelines and should include as many brand elements as possible. Coated paper should be used when possible.

*Although only one flyer design idea is shown here, there are a myriad of design possibilities using the NAHB brand elements*

front



back



## Direct Mail Postcards

Direct mail is an efficient and powerful way to communicate with members, affiliates and the general public. When designing direct mail communication pieces, use as many of the NAHB brand elements as possible — including the logo, colors, typography and image circles. Keep headline text large and legible, messages should be short and to the point. Only use visual metaphors when cliché graphics are avoidable. Coated paper should be used when possible.

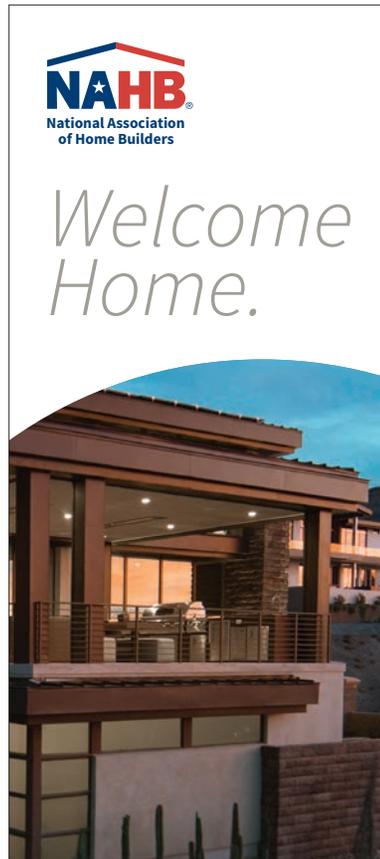
*Example direct mail postcard using a color background with white text/logo, an arrow/line/circle combination, and a well-chosen stock image*



## Event Signage

Events are an excellent opportunity to use minimized, distilled sets of NAHB brand elements. Be bold and straightforward when designing signage intended for large display. Use the power of emotional images and bright colors to draw viewers into a physical area. Note that the NAHB logo may be placed in the upper section of a layout (not recommended in other applications) to avoid being covered by people or other event signage. In these special cases be sure to follow all clear space and background color rules.

*Example vertical and horizontal event signage*



The arrow and line brand elements are missing in these examples to show examples of layouts which may rely on some (not all) brand elements. They may be reincorporated in other signage designs where appropriate.

## Promotional Items

When creating merchandise, apparel and other premium items for NAHB, always follow the brand guidelines, making sure to always use quality materials. Try to use the full version of the logo (with text) wherever possible or where printing small type is allowed.

Do not create logos for events or “mock up” event names or taglines with the NAHB logo. Event graphics should appear separately from the logo (such as on the back of a shirt) and always outside the minimum required clear space.

Due to the technical limitations of silkscreen, embroidery, and other reproduction methods used to create promotional items, pay special attention to ensure high-quality, accurate representation of the NAHB logo. Do not use the star motif within the logo as a secondary graphic.

**Before ordering any promotional items, talk to Patricia Potts (xt. 8224) or Joe Rudden (xt. 8696) in the Print Marketing Department** to ensure you are getting the best price and using an appropriate vendor for the piece.



# Digital Collateral

## PowerPoint Presentations

When designing PowerPoint slide decks, it is important to keep these things in mind:

- Do not overstuff a slide with content, consider breaking up dense slides into a few lighter slides
- Use large text to prompt discussion, instead of risking your audience reading ahead while you speak
- Keep visual metaphors and clichés to a minimum, use powerful and real images

Try to incorporate a healthy mix of colors, typography and brand elements. It's okay if slides look different from one another as long as they all follow the NAHB brand guidelines. Alternate between dark and light backgrounds, and use photos and illustrations when they help communicate a message. Try to avoid using more than one message per slide. NAHB slide decks are usually designed to a 16:9 ratio, and rarely, if ever, use a 4:3 ratio. More PowerPoint templates will be available in PowerPoint, under the “shared” tab.

*Example cover slide*



Example divider and end slides



Example interior slides

**This is a page title.**

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- This is a bullet style
- Another bullet here



**This is a page title.**  
*This is a subhead here*

Item	Item	Item	Item	Item	Item
14	20	14	20	14	20



**This is a page title**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum ac ante feugiat, maximus erat et, accumsan neque. Nulla lacinia purus a lorem tincidunt consequat. Sed posuere cursus ligula in porta. Ut quis ex eget ligula ultricies pulvinar eget mollis tellus.

- Bullet number one
- Bullet number two



*We Build Communities*

**Importance of Connectivity**



## Social Media Profile & Cover Graphics

The NAHB Facebook, Twitter and other branded properties allow us to communicate directly with members, partners and the public in an intimate and effective way. The graphics used on these platforms must match NAHB brand standards and carry through elements used in other mediums.

A profile picture should always contain the NAHB logo as large as can be comfortable, so that it shows up in feeds and thumbnails well. In this specific instance it is okay to break the clear space rule on page 5 and drop the descriptor text.

Cover graphics may change designs over time, but should always carry through design elements from the brand. Consider keeping text in the cover graphics to a minimum, as responsive sizing (mobile devices) hinders placed text and content in these graphics.

Check the social media platforms' websites to determine the exact dimensions for each cover photo.

*Example profile pictures*



It is important to note that space for the profile picture must be accounted for when designing most cover photos. Leave room for borders, cropping, inset photos or responsive considerations when laying out an image. The best option is usually a simple, single theme/image design.

*Example Facebook cover  
(851px x 315px)*



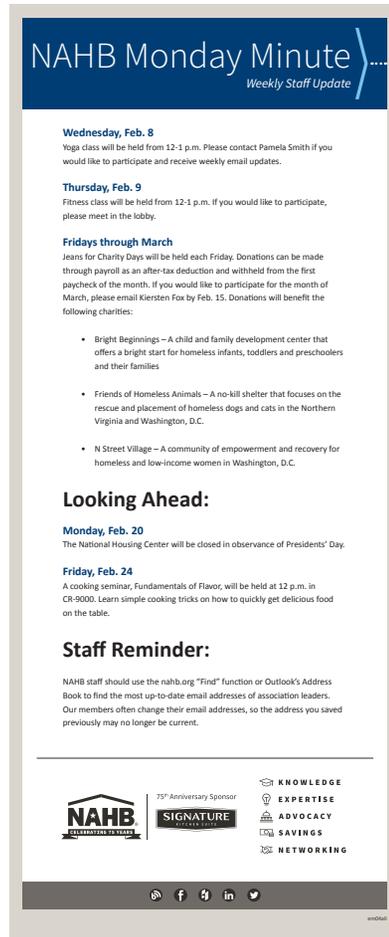
*Example Twitter cover  
(1500px x 500px)*



## Digital Email

Digital emails should use the brand elements to embody the NAHB brand while still allowing for optimal white space and visual aesthetic. Imagery style should be used for a hero image in the header that is strong and resonates with the message, and arrows and lines can be used throughout the body. New email templates will be available soon.

Example of Digital Emails



# Infographics

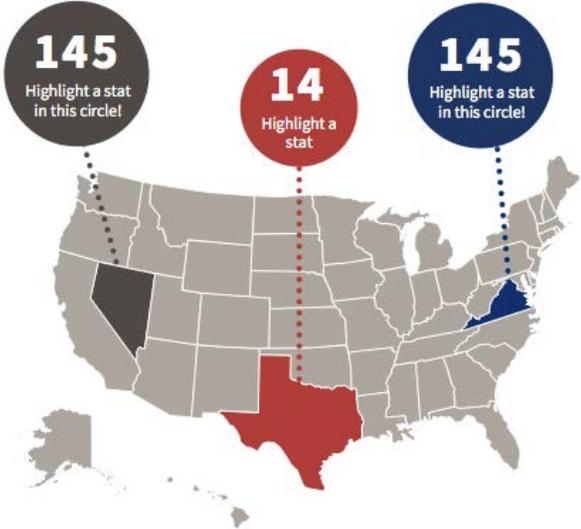
When creating infographics, consider the size and orientation of the information. When possible, use a simple graphic to replace words and no more than three colors within one layout. Information can be displayed within circles and information flow can be illustrated through the dotted line. Headlines and sections can be broken up with a combination of the arrow and dotted line. Contact Brand Marketing for the latest templates.

## HEADLINE HERE

Here's the perfect infographic template for highlighting data!  
Double-click on the charts and graphs below to edit the style.  
Right click and choose "Edit Data" to update the values.



Use State Map to highlight data and compare state by state stats



# Advertising

## Print Advertising

When creating print advertisements, use as many NAHB brand elements as possible, being careful to follow all rules set forth in this guide. Creative flexibility has been built into the system, allowing for a variety of design options to meet specific marketing needs. Keep messages to one key focus, maintaining simplicity and efficient communication of values and benefits above all else.

*Examples of full page print advertisements*



Examples of half and quarter page print advertisements

**Congress just made it \$7,500 easier to buy a home.**

A new Federal Home Buyer Tax Credit provides \$7,500 to help qualified first-time home buyers get into the home of their dreams. Don't miss the opportunity of a lifetime.

Learn more at [federalhousingtaxcredit.com](http://federalhousingtaxcredit.com)



**Congress just made it easier to buy a home.**

A new Federal Home Buyer Tax Credit provides \$7,500 to help qualified first-time home buyers get into the home of their dreams. Don't miss the opportunity of a lifetime.

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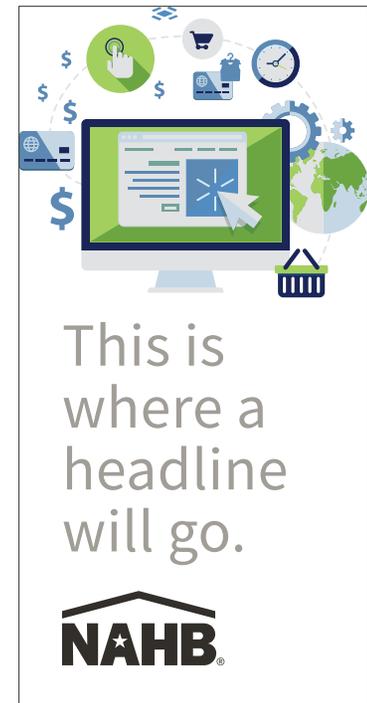


## Web Advertising

When creating digital advertisements for online placement, consider the size and orientation of the ad. Smaller ads require less text and images, while even medium and large online ads may need streamlined content. Try to use only one headline, image, graphic element and call-to-action per ad.

For these purposes, the NAHB logo does not have to adhere to the clear space rule noted on page 5.

*Example web ads in various sizes and configurations*



Please contact Brand Marketing if you have any questions  
or need assistance on branding guidelines.

