



**THE TEAM BEHIND
YOUR DREAM**

**BRANDING GUIDELINES FOR
Central Washington
Home Builders Association
LOGO USAGE**

ABOUT THE CWHBA LOGO USAGE GUIDE

Since its inception in 1955, the number one priority of the Central Washington Home Builders Association has been to enable our members to succeed. To that end, we have created the CWHBA logo guide to help you fully leverage your membership.

Maximize the power of CWHBA for your business

This guide demonstrates how fast and easy it is to display the CWHBA logo with your business logo. Visually displaying the CWHBA logo in your business signage, stationary and online marketing is a fantastic way to add the power, longevity and goodwill of the CWHBA reputation to your business.

Actively marketing your business affiliation with CWHBA benefits your business:

- Demonstrates your pride in membership
- Helps to build instant credibility
- Enhances your business reputation
- Reinforces your commitment to the industry
- Acts as an unofficial seal of approval for your business

Should you have any questions about the CWHBA logo usage guidelines, please contact:

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THE TEAM BEHIND YOUR DREAM

THE NEW CWHBA LOGO

The CWHBA logo served us well for over 50 years, but it was stylistically dated and due for a makeover. Our new logo uses a more distinctive and modern identity while providing a single unified look across all media, where print or online.

Our new logo was no small task and we owe a great deal of gratitude to our committee of members who helped in the creative process:

Jon Kinloch, Apple Tree Construction
Chris Duren, Invisible Ink
Kelly Gasseling, Radio Yakima
Becca Pressly, Solarity Credit Union
Matt Wyman, Western Materials

The new CWHBA tagline, The Team Behind Your Dream is a powerful and inarguable promise that we fulfill every day. It encapsulates our core values, expresses what motivates us to persevere, and communicates that we're here to stay and serve our valued members.



THE TEAM BEHIND YOUR DREAM

PRIMARY/ STANDARD CWHBA LOGO USE

The Central Washington Home Builders Association (CWHBA) stamp must always appear with **The Team Behind Your Dream** the tagline, except in the limited circumstances set forth in this guide.

The grouping of these elements creates the CWHBA standard and knockout logo lock-up respectively show in figures 2a and 2b. These lock-ups may not be altered in any way, except as set forth in this guide.

The standard logo lock-up and knockout logo lock-up should appear in the primary **Petal**, except in limited circumstances set forth in this guide. More information on CWHBA's color palette can be found on page 6.



2a Standard Logo Lock-up



2b Knockout Logo Lock-up

SPECIAL CASE CWHBA LOGO USAGE

CWHBA members should use the standard and knockout logo lock-ups for the majority of brand materials.

In the following circumstances, you may use the following modified versions of the logo:

- The stamp logo mark may be used alone for marketing materials and retail/promotional items, as showed in figures 3a and 3b.
- The alternate color logo lock-ups may be used for retail items and special marketing applications. See figure 3c.
- For office signage with limited space, the wordmark and the logomark can be used with or without the tagline. See figure 3d. However, when space permits, the CWHBA standard or knockout logo lock-ups should be used.



3a Standard Logomark



3b Knockout Logomark



3c Alternate Color Logo Lock-up



**THE TEAM BEHIND
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3d Alternate Logo Lock-up for signage

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2a Standard Logo Lock-up



2b Knockout Logo Lock-up

IMPROPER CWHBA LOGO USAGE

Don't:

Use any of the lock-up elements on their own, other than in the cases specified on page 3. See figure 4a.

• Manipulate, alter, or change the lock-up or the lock-up elements in any way. See figure 4b and 4c.

• Obscure the logo lock-up in any way. See figure 4e.

• Use any other color than primary petal, black, or white for the standard logo lock-up. See figure 4f.

• Use outline form. See figure 4g.

• Have a pattern running through the letters of the wordmark or background of the knockout logo lock-up. See figure 4h.



4a



4b



4c



4d



4e



4f



4g



4h

COLOR PALETTE FOR CWHHBA









Color is an important factor in people's brand perception. The CWHHBA color palette helps us make sure we are projecting a unified and consistent brand across all materials.

Member organizations must provide this color information to their print, retail, and digital materials vendors. See figure 5a.

Do:

- Only use primary petal, white, or black for the CWHHBA standard logo lock-up
- Only use one of the primary or secondary colors as the background in the ~~knock~~ logo lock-up.

(5a) CWHHBA Color Palette

	Petal	R=101	G=47	B=83
	Black	R=0	G=0	B=0
	White	R=255	G=255	B=25
	Thrive	R=176	G=192	B=93
	Nourish	R=140	G=77	B=53
	Sunflower	R=83	G=69	B=60
	Sunflower	R=213	G=167	B=73
	Pacific Blue	R=0	G=81	B=119