

BUILDING INDUSTRY ASSOCIATION OF WASHINGTON

STYLE GUIDE 10.26.26

CONTENTS

3 MISSION

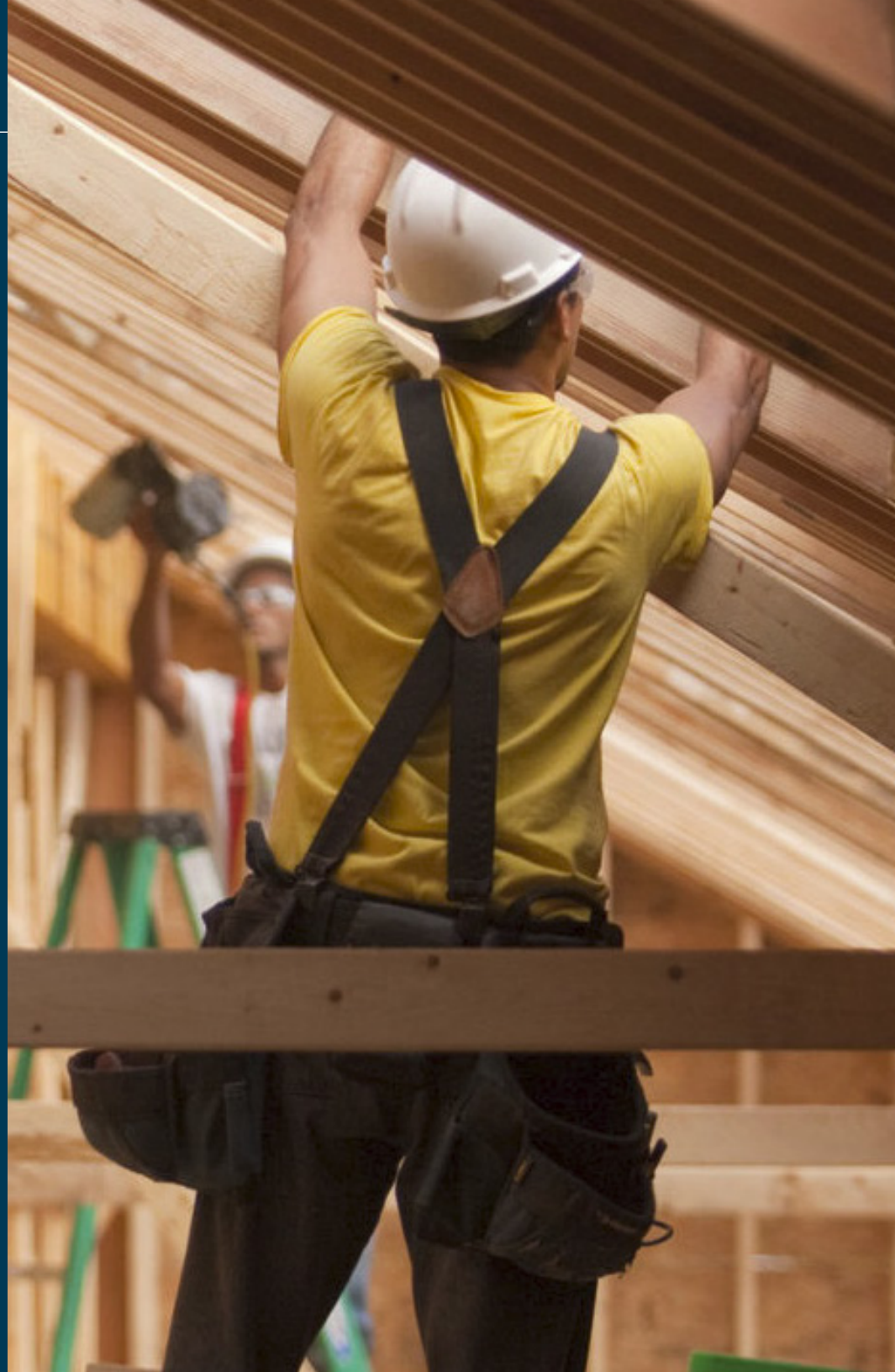
4 PERSONALITY

5 ANTHEM

7 LOGO

10 TYPOGRAPHY

11 COLOR PALETTE



The Building Industry Association of Washington (BIAW) is one of the largest and most influential organizations fighting for the rights of residential builders in Washington State.

The Building Industry Association of Washington (BIAW) is the voice of the housing industry in the state of Washington. The association is dedicated to ensuring and enhancing the vitality of the building industry for the benefit of its members and the housing needs of the citizens.

To accomplish this purpose, the association's primary focus is to educate, influence and affect the legislative, regulatory, judicial and executive agencies of Washington's government. The BIAW will offer its membership those services which can best be provided on a statewide basis and will disseminate information concerning the building industry to all association members and the public.

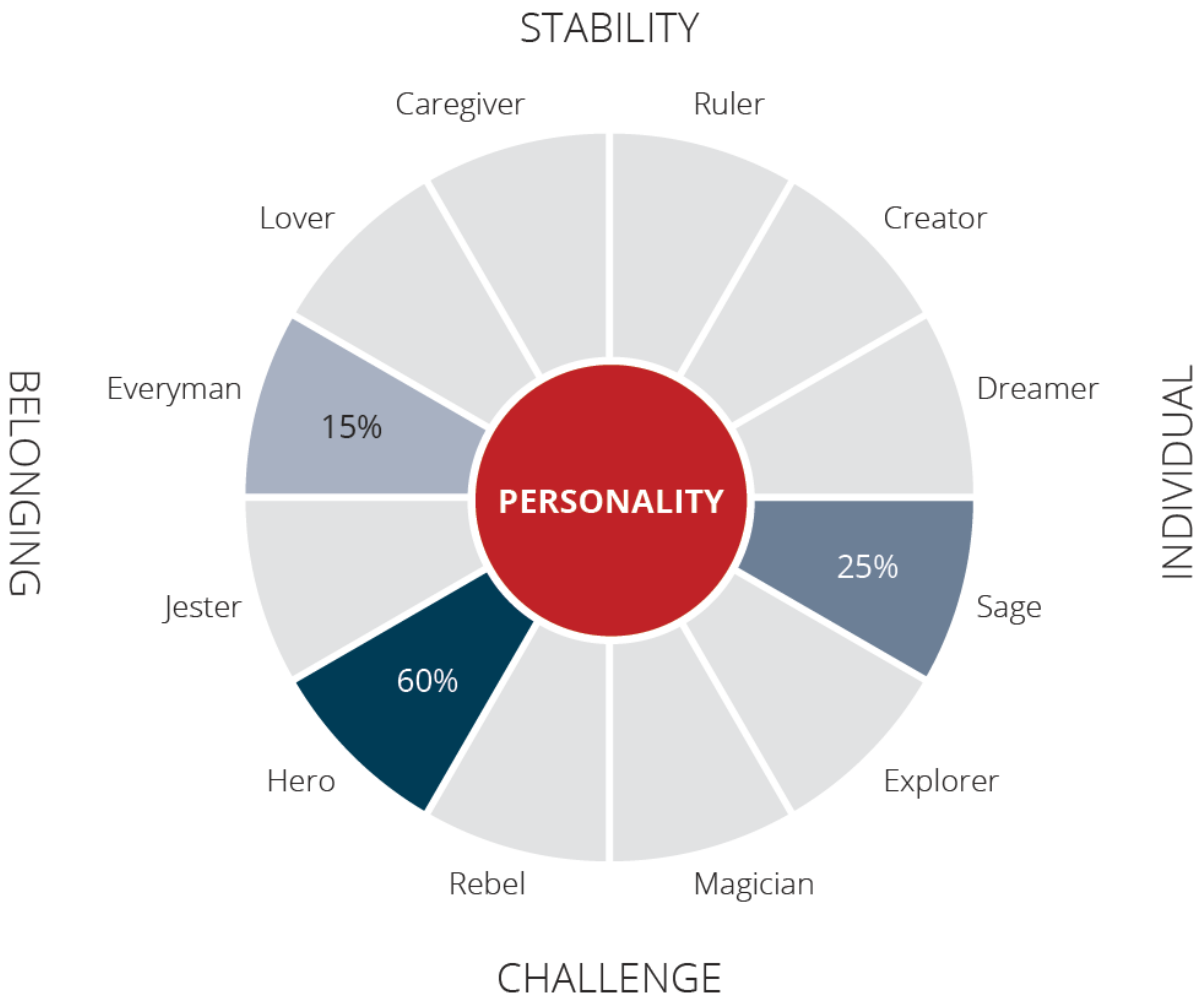




BIAW's main brand personality is that of a "Hero" who advocates for members, businesses, the industry, and communities. Heroes are **reliable**, **effective**, **strong**, and **principled**.

BIAW's personality mix also includes "Sage," a trait that represents its role as a **trusted educator.**

Finally, BIAW also appeals to and represents the "Everyman," suggesting that this organization should speak with a **straightforward, common sense tone**.



BIAW. Homes start here.

We are the people who build, remodel and maintain homes. We create jobs, economic opportunity and strong communities.

As one of the largest home building associations in America, BIAW champions the rights of our members and fights for affordable homeownership at all levels of government.

We provide award-winning education that builds and supports a strong workforce in the trades. Our relationships with community leaders foster housing opportunities for everyone. We strengthen our members by offering employee health care plans and the state's largest, longest-operating Retro (Retrospective Rating) safety incentive program (ROII).

We give a voice to thousands of builders, remodelers, skilled trades professionals and their associates who help Washington families enjoy the American dream of owning a home.



Homes start here.

The tagline (motto for our association) has been updated to ‘Homes Start Here’ which encompasses all member types. It was also short, precise and was a rule of three. Many of the most memorable marketing slogans are three words such as ‘Just do it’ and ‘I’m lovin’ it.’ We decided on the ‘Homes Start Here’ tagline because it was pertinent that bankers, insurance agencies, remodelers and builders were all represented and felt valued.

BIAW
Homes start here.

As well-recognized brands move to modernize their logos, BIAW is simple, modern and clean.

The new logo captures our brand persona of hero and sage as well as every person. Strong and relatable.



House symbolizes our industry.



Three stars symbolize the three levels of membership when you join: Local, state and national.



Red and blue are strong patriotic colors.

Homes start here.

"Homes start here" captures the foundational nature of our association and its members. Whether you're building, remodeling or designing or lending, selling or insuring or any other type of member, homes start here.

Logo with tagline



Logo without tagline



Icon Mark













NO

Do not use the old version of the logo.



NO

Do not distort the logo.



NO

Do not change the color of the logo.



NO

Do not rearrange logo components.



NO

Do not use the word mark without the icon.



NO

Do not change the typeface of the logo.

Headings

Aa

MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789-(.,:?+!#)

Body Copy

Aa

LATO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789-(.,:?+!#)

PRIMARY



BIAW BLUE
RGB 0 57 85
CMYK 100 60 30 50
HEX #003955
PMS 539C



BIAW RED
RGB 200 32 38
CMYK 14 100 100 5
HEX #C82026
PMS 200C

SECONDARY



ROII ORANGE
RGB 238 167 61
CMYK 0 30 74 7
HEX #EEA73D

GRAY
RGB 237 237 237
CMYK 0 0 0 7
HEX #EDEDED