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PILLARS OF OUR BRAND

MARKETPLACE

KBIS | NKBA.ORG | KBTALKS PODCAST | INSIDERS | THOUGHT LEADERSHIP

MEMBERSHIP

DESIGN COMPETITION | VOICES FROM THE INDUSTRY | THIRTY UNDER 30 | NKBA.ORG | ONLINE PROFILES | JOBS PORTAL

PROFESSIONAL DEVELOPMENT

DESIGN CERTIFICATION | BADGE PROGRAM | KNOWLEDGE BASE | AFFILIATED SCHOOLS | STUDENTS OF THE INDUSTRY
All segments of the NKBA’s membership enjoy a symbiotic relationship, and all work better, smarter and more profitably when they all work together. The community forged by the Association helps to unite these groups, encouraging them to make business connections, form affiliations and learn from one another. All may take advantage of NKBA’s learning programs, too. And, through member profile pages on nkba.org, consumers find the pros they need to turn their project dreams into reality.
BRAND QUALITIES

Elegant
Bold
Authoritative
Disruptive
Sophisticated
Truthful
Sleek
Smart
Unbiased
BRAND VOICE

The National Kitchen & Bath Association is the world’s leading trade organization and thought leader for all sectors of residential kitchen and bath design and remodeling. The Association strives for excellence and maintaining the highest standards across the industry, in business, design and execution.

NKBA stands for modern elegance, the elevation of design, refined luxury and good taste — at any price point. Sophisticated and savvy in its intelligence-gathering and communication to the industry, the Association seeks to inspire an exchange of ideas, innovative thinking and spirited discourse. Passionate and principled, the NKBA provides an insightful point of view, serves its membership with integrity, creates a valuable community and drives the industry forward.

Designing Your Dream Kitchen

Clean • White • Airy • On-Trend • Discrete Use of Color
High-Quality Imagery of Well-Designed Spaces

To learn more or to see the vast range of ideas, designs and talent members of the NKBA bring, VISIT NKBA.ORG.

FIND YOUR PERFECT PROFILE
Designers can reach more eager homeowners with a robust profile and photos showcasing their best work.

BEST OF ALL, IT'S FREE TO NKBA MEMBERS!
NKBA's enhanced, mobile-first website is a tool for lead generation and a source of free marketing for your business. Members also have the inside track to earning professional certification in kitchen and bath design — letting consumers know their project is in the best hands. Take advantage of these valuable member benefits today!

It’s Dream-Come-True Time — make sure you’ve enlisted the right person for the job so your remodeling project doesn’t turn into a nightmare.

You’ve been thinking about it, planning, saving, gathering photos online and tearing out magazine pages forever, creating that perfect combination of design and function for the way you cook, eat, relax and live. Now it’s time to find the professional with the perfect experience and vision to execute the plan.

Or, your elderly parent is coming to live with you, and you want to ensure the most important rooms in the house — the kitchen and bath — are comfortable and accessible in every way.

NKBA DESIGN COMPETITION WINNERS
You need a pro who knows the way to go. Start with the National Kitchen & Bath Association, the most influential organization dedicated to kitchens and baths. At NKBA.org, peruse thousands of images and profiles of designers and remodelers to find a pro in your area who can help create your ideal space. Search by location, services and styles, read designers’ statements and find the one who speaks to you. Choosing one of NKBA’s certified professionals ensures you're getting the highest level of expertise for whatever the job entails.

Kitchen Design: Sharon L Sherman, CKD
Bathroom Design: Gladys Schanstra, CKBD
Kitchen Design: David McFadden
**BRAND LOOK & FEEL**

Chic  Bold  Sleek  Well-defined  Assertive
Designing Your Dream Kitchen

DO YOU WANT A BATHROOM THAT IS EXACTLY WHAT YOU DREAMED?

Kitchen Trends to Last Through the Ages

A BATH TO SOAK-IN

HEATING UP IN THE KITCHEN

Designing Your Dream Bath

Designing Your Dream Bath

Designing Your Dream Bath
COLOR PALETTE

**PRI** **MA** **RY & ** **SE** **CON** **DIARY COLORS**

**PURPLE**
- CMYK: C:87 M:96 Y:40 K:43
- RGB: R:48 G:27 B:70
- PMS: 2695
- #HEXCODE: 301B46

**GRAY**
- CMYK: C:32 M:29 Y:35 K:0
- RGB: R:178 G:170 B:160
- PMS: 401
- #HEXCODE: B2AAA0

**WHITE**
- CMYK: C:0 M:0 Y:0 K:0
- RGB: R:255 G:255 B:255
- PMS: WHITE
- #HEXCODE: FFFFFFF

**BLACK**
- CMYK: C:40 M:40 Y:40 K:100
- RGB: R:0 G:0 B:0
- PMS: BLACK
- #HEXCODE: 000000

**TERTIARY COLORS**

**WATER BLUE**
- PMS: 310
- CMYK: C:54 M:0 Y:11 K:0
- RGB: R:99 G:207 B:227
- #HEXCODE: 63CFE3
TYPEFACES

Header **Baskerville** (regular)

Body: **Baskerville** (regular, *semibold*)
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Header **Baskerville** (regular)

Body: **Lato** (light, regular, medium)
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

ALTERNATE TYPEFACES FOR PRESENTATIONS & DIGITAL (GOOGLE FONTS)

**Libre Baskerville** (regular)

Body: **Libre Baskerville** (regular, *semibold*)
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Body: **Lato** (light, regular, medium)
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
TYPEFACES

Header Helvetica Neue
(light, regular, medium, bold)

Body: Helvetica Neue Light (thin, light, regular, medium, bold)
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

BEBAS (Regular)

Body: Avenir Next Condensed (regular, medium, demibold)
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
Starting with the second edition of the NKBA Professional Resource Library, community and subject-matter experts help keep this all-digital, mobile-first resource at the cutting edge of knowledge in our industry.

The only source for authoritative and recognized certification in kitchen and bath design.

A tailor-made micro-credential program that communicates a depth of knowledge in a specific area of the K&B business. Great for all disciplines within the industry.

Starting with the second edition of the NKBA Professional Resource Library, community and subject-matter experts help keep this all-digital, mobile-first resource at the cutting edge of knowledge in our industry.

A spirited podcast hosted by NKBA and focused on a wide range of topics of interest to the K&B community.

The Insiders serve as industry ambassadors representing NKBA with expertise in fields from luxury and design to materials and sustainability, providing insights and commentary to media outlets and at events throughout the year and around the world.

A spirited podcast hosted by NKBA and focused on a wide range of topics of interest to the K&B community.

The premier platform for K&B pros to interact, network and showcase their best work online; to be seen by consumers; post and search for jobs, and find information on all NKBA programs and news. Online profiles: The best way for K&B pros to be seen by consumers and industry influencers.

This free program lets students preparing for careers in the K&B industry start reaping the benefits of membership early and sets them on a path toward success.
THROUGH CREATION OF MARKETPLACES, NETWORKS AND CERTIFICATIONS, NKBA WILL INSPIRE, LEAD AND EMPOWER THE KITCHEN AND BATH INDUSTRY.

MISSION

WE ENVISION A WORLD WHERE EVERYONE ENJOYS SAFE, BEAUTIFUL AND FUNCTIONAL KITCHEN AND BATH SPACES.

VISION

SAFETY • SUSTAINABILITY • DIVERSITY • TRADECRAFT • BEST PRACTICES

VALUES

SAFETY • SUSTAINABILITY • DIVERSITY • TRADECRAFT • BEST PRACTICES

WHY JOIN THE NKBA?

• Resources and Tools
• Access, Networking, and Community
• Professional Development Offerings/Leadership Opportunities
• Special Member Discounts/Member Only Competitions
• Peer Recognition through Special Events

BENEFITS OF THE NKBA COMMUNITY

• THOUGHT LEADERSHIP positioning within the industry
• ACCESS to our network that includes: designers, remodelers, students, consumers, and manufacturers
• COMMUNICATION effectively with our members
• BRAND recognition through our NKBA co-branded content distribution
• MEANINGFUL relationships, both local and national
• CONNECTING with future leaders of the industry

DO NOT change the NKBA logo colors or format.

ALWAYS use the NKBA logo lockup - with National Kitchen & Bath Association- whenever possible.

MISSION/VISIONS/VALUES This is for leadership communication only.
WHY JOIN?

• Full access to the reimagined nkba.org newsfeed and website
• Member-exclusive resources, tools, event discounts, research and other opportunities
• Professional Development opportunities including industry-leading certification and badge specialty designations
• Peer recognition through special events and exclusive competitions
• Leadership opportunities on national, local and regional levels

BENEFITS

• Thought-leadership positioning within the industry
• Access to a community that includes designers, remodelers, manufacturers, retailers, educators, students and consumers
• Effective communication across member channels
• Brand recognition via NKBA co-branded content and distribution
• Instant access and connection to a global network of industry leaders and future leaders.

NKBA GLOBAL CONNECT

The Global Connect initiative comprises a series of programs and events domestically and internationally with the goal of inspiring more discussion and an exchange of ideas, as well as business collaborations on a worldwide level.

At KBIS, features include a show-floor map of NKBA-member companies that are headquartered outside of North America, dubbed the NKBA Global Design Trail, as well as NKBA meet-ups, and conversations with international speakers and discussions located in the KBIS tent. The business is global — and KBIS should be an even greater reflection of the international integration that’s a core component of doing business in the 21st century. NKBA takes a leadership role in uniting the worldwide kitchen and bath industry. Designers, brands, buyers, journalists and influencers from all over the world should be exposed to all the great companies — regardless of origin — that showcase the best and most innovative products and technologies that the industry has to offer.
NKBA sets a standard for sophisticated, high-end events, representing the best in venue, hospitality, entertainment, networking and education. From learning the latest trends and industry research to having a great time with colleagues, the experience is always first-in class.

Think of all events as an experience for the audience. Try to hit all senses. The little details DO matter.

Brand all structures/areas/spaces/collateral as much as possible.

**Music:** One of the more important pieces of our events/presentations, etc. This is the essence of our brand- in pursuit to keeping the association relevant and exciting - we are trying to always convey that through our music selection. Only approved music is to be played at our events. These selections are made by our in-house team.

**Event Collateral:** Clean, knowledgeable takeaways with the data and industry intelligence that helps professionals make informed decisions, and offer a clear call to action.

**Booth/Structure:** Clean, knowledgeable takeaways with the data and industry intelligence that helps professionals make informed decisions, and offer a clear call to action. Always opt for the highest level of structural integrity. For example, use a solid structure vs a pull-up banner style.

**Entertainment:** Exciting. Relevant. Inviting. Spectacular. Well thought-out. Live music or DJ when possible.

**Graphics:** Adhere to all approved fonts and color palletes.

**Give-Aways:** Branded, higher-end, professional looking, and nothing that would be easily ‘thrown out’.
• Clean, don’t be afraid of negative space. • Adhere to font and color rules. • White boarders and boxes over imagery are okay. Black and white imagery works as well as color. • Make the NKBA logo prominent. • Always have a call-to-action (CTA) on ads.
PRESENTATIONS

Presentation Guidelines

- Clean, concise, clear. Less is more on a page.
- Always start with the NKBA logo and title, then follow with the why, and if possible, the how.
- Adhere to brand color pallete.
- White boxes or opaque white boxes under copy okay.
- Offer key findings and methodology where appropriate.
- Keep pages clean with a single focus: uncluttered, easy to digest, easy to grasp the single idea from each page or slide.
- Visuals should have plenty of open space and beautiful imagery interspersed among the information or data-driven slides to keep the audience engaged (“eye-candy”).
- When possible, put presentation on monitor and review from across the room to make sure it is legible for everyone.

APPROVED FONTS:

**Title Copy:**
- Helvetica Neue (regular)
- BEBAS (regular)
- Libre Baskerville (regular)

**Body Copy:**
- Body: Helvetica Neue (regular, medium, bold)
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna
- Body: Lato (light, regular, medium)
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore
- Body: Open Sans Condensed (light, bold)
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- Body: Libre Baskerville (regular, semibold)
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et
THE NKBA 365 NEWSFEED & NEWSLETTER

NKBA's daily blog/newsfeed offers great content on design, trends, industry and association news, member profiles, nuggets for designers and design lovers alike, through an array of original and aggregated content. Tight on time? NKBA's weekly newsletter curates the most significant stories of the week, to help readers stay on top of the news they need to know — no fear of missing out here!

WRITERS’ GUIDELINES:

- MAINTAIN EDITORIAL INTEGRITY
- ARTICLES ARE NOT TO BE “ADVERTISEMENTS” FOR SPECIFIC PRODUCTS OR SERVICES, RATHER, THEY SHOULD BE SOMETHING THAT’S OF SERVICE TO OUR READERS.
- TOPICS FOR GUEST SUBMISSIONS MUST BE APPROVED IN ADVANCE AND SHOULD RELATE AS MUCH AS POSSIBLE TO KITCHEN AND BATH (NOT JUST GENERAL CONTRACTING/REMODELING OR INTERIOR DESIGN), OR IT CAN BE A GENERAL BUSINESS ARTICLE, AS IN HIRING STRATEGIES FOR A SMALL BUSINESS. SUGGESTED LENGTH: 500-700 WORDS.
- ARTICLES MAY BE EDITED TO CONFORM TO NKBA STYLE.
- AVOID WRITING IN THE 2ND PERSON; AVOID CLICHÉS
- USE UNDERSTATED, ELEGANT LANGUAGE
- ADD A CALL-TO-ACTION WHERE APPROPRIATE
SOCIAL MEDIA

A clean, consistent, energizing social media play. Use of white type on a beautiful single image when possible.

POSTS: Look and feel to left. Always have a call-to-action (CTA). When linking to an event posted by another brand, make sure the NKBA is represented in the linked image.

IMAGERY: Free to use all approved NKBA imagery (via Image Relay), from KBIS photography, already announced winning imagery from Design Competition, and any approved imagery from NKBA members. Always tag designers and photographers when necessary, in the copy of the social post.

FONTS:

In black or white.

Header: Helvetica Neue
Body: Helvetica Neue
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Header: Baskerville
Body: Lato
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.