

# MBAKS MEMBER BRAND GUIDELINES



**MASTER BUILDERS  
ASSOCIATION**  
*of King and Snohomish Counties*

# INTRODUCTION

The Master Builders Association of King and Snohomish Counties (MBAKS) logo exists to announce both the Association and its member companies as trusted and respected leaders of the industry.

It is vital you use the most current version of the MBAKS logo where it exists on all your external collateral, including any web sites, project yard signage, vehicles, media alerts, etc. A strong, consistent visual identity strengthens public recognition and solidifies an immediate impression of confidence, top-tier talent, and service of the highest quality.

The MBAKS logo embodies these traits and more. It is a declaration of excellence built to stand among the largest, most respected, and successful brands in the Northwest and beyond. The logo's presence also communicates, educates, and emphasizes our advocacy work on the local, state, and national levels, as well as our philanthropic endeavors within the communities we live and work.

By implementing the MBAKS logo on your marketing collateral, you are identifying yourself as part of the number one trusted and respected source for housing.

## VISION

**The Master Builders Association is the #1 trusted and respected source for housing.**

## MISSION

**The Master Builders Association strives to keep the Puget Sound region among the best places in the world to live.**

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**We commit to ensure that all people can attain housing. We pledge to make positive impacts through our advocacy, community, and philanthropic outreach efforts. We will remain the regional leader in residential and green building advancements. Our duty is to make certain everyone has access to a healthy and productive place to call home.**

# MBAKS MEMBER LOGO



Master Builders Association  
of King and Snohomish Counties

## Member Logo

The member logo is provided only for usage by Master Builders Association of King and Snohomish Counties members to identify themselves with our Association in any print and/or digital communications materials. Members are expected to follow the guidelines established in this guide whenever applying the logo.

*When accompanied by the member logo, MBAKS may be referred to as the Master Builders Association in written form.*

*When referencing MBAKS without using the logo, the full association name, Master Builders Association of King and Snohomish Counties, is to be used.*

*To maintain the integrity of MBAKS, no part(s) of the Association name should be abbreviated (i.e., Master Builders Assoc of King and SnoCo, Master Builders Assoc of King and Sno Counties, King & Snohomish Counties).*

# MBAKS CORPORATE LOGO



## Preferred logo

Please primarily use the dark navy blue logo. Dark navy is the corporate brand color. In cases where the blue is not legible, we have provided a white option.



## Secondary logo

This is provided as an alternative for use when a horizontal format represents a better fit for the legibility of the logo.

# MBAKS LOGO GUIDELINES

## Minimum logo size

If the logo is reproduced smaller than the sizes shown, the smallest type may not be readable.



0.72 Inches

The recommended minimum size for the member logo.



0.75 Inches

The recommended minimum size for the primary logo.



1.15 inches

The recommended minimum size for the secondary logo.



## Logo clear space

Adequate negative space should always be allowed around the mark or symbol so that no other visual elements intrude on its recognition or readability. Minimum horizontal and vertical intervals can be measured using the height of the M and line underneath. Note that the top safety measurement is made from the base (not the peak) of the roof.



# MBAKS LOGO GUIDELINES



Master Builders Association  
of King and Snohomish Counties

DO NOT change the color  
of any part of the logo.



Master Builders Association  
of King and Snohomish Counties

DO NOT alter proportions  
of any part of the logo.



Master Builders Association  
of King and Snohomish Counties

DO NOT add elements  
of any kind to the logo.



Master Builders  
Association  
*of King and Snohomish Counties*

DO NOT apply new typefaces  
to any part of the logo.



MASTER BUILDERS  
ASSOCIATION  
*of King and Snohomish Counties*

DO NOT skew or distort  
any or all of the logo.



DO NOT remove any  
part of the logo.

## Unacceptable use

No re-proportioning, distortion,  
colorization or typography  
modification is permitted.

# COLOR



Master Builders Association  
of King and Snohomish Counties



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## MBAKS Blue

The primary navy blue is a long-established brand color.

**Pantone 288 Dark Navy Blue**

**CMYK**  
90/70/00/44

**RGB**  
00/45/115

**HEX**  
002D73

## White reverse treatment

Our logo may be rendered in reverse against any colored background as demonstrated below. It must be entirely reversed, with no allowances for introducing color into any portion of the logo. Therefore, for jobs printing in one-color, or other limited combinations of spot colors, reversing the logo is an appropriate application for representing our brand.



When our logo appears in its positive form, it may be rendered in black only when restrictions of one-color printing are present. If a print job does not use a color process and does not include the possibility of running our logo in the prescribed proprietary navy, it is then acceptable to run the logo in black.

# Contact

## Master Builders Association of King and Snohomish Counties

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