



# New Brand Adoption Roll Out Plans

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# Motivation for Change

**Recommendation to revitalize logo and establish tagline was determined on the following:**

**NARI's Strategic Renewal Plan, with goals for:**

- Membership growth
- New market penetration
- Increased member value, and
- A clear statement of NARI's position in the marketplace for the industry and current and prospective members

**Surveys conducted to gather feedback and input:**

- 2015 Chapter Marketing Communications Review (August 2015)
- Manufacturer Awareness and Perception Research (October 2015)
- Member Satisfaction Survey (February 2016)



NARI's Identity for the 21<sup>st</sup> Century

# NEW IDENTITY







## Strategic Rationale:

- Nod to the old logo, vision for future
- Gray arrow is “industry connector” connecting “A”ssociation and chapters with “R”emodeling, more subtle
- The gables represent community (3 not 1 roofline)
- New colors, gradient for “hero” effect
- NARI become the walls, the remodel process, the product inside the house
- Bold use of type, talks to utility
- Brand Attributes:
  - Professional
  - Leadership
  - Consumer-Driven

**A system of identification that builds visual memory marks and trust – objective: loyalty and advocacy**





# TAGLINE PARAMETERS

## Our Promise to Members and the Marketplace

- Supports the Brand Attributes
- Has B.U.M.P.  
*Believable, Unique, Memorable, Proprietary*
- Is short, catchy, and quick on the tongue
- Telegraphs the brand internally & externally



# Sub-Brand Taglines

**A tagline system that communicates NARI's promise to members, the industry and consumers.**

NARI. Education Done Right.®

NARI. Certifications Done Right.®

NARI. Professionalism Done Right.®

NARI. Member Recruitment Done Right.®

NARI. Chapter Marketing Tools Done Right.®

NARI. Membership Done Right.®

NARI. Advocacy Done Right.®

NARI. CotY Awards Done Right.®

NARI. Chapter Excellence Done Right.®

NARI. Code of Ethics Done Right.®



# NARI Repositioned for the 21<sup>st</sup> Century





Activities & Timing

# ROLLOUT TACTICS

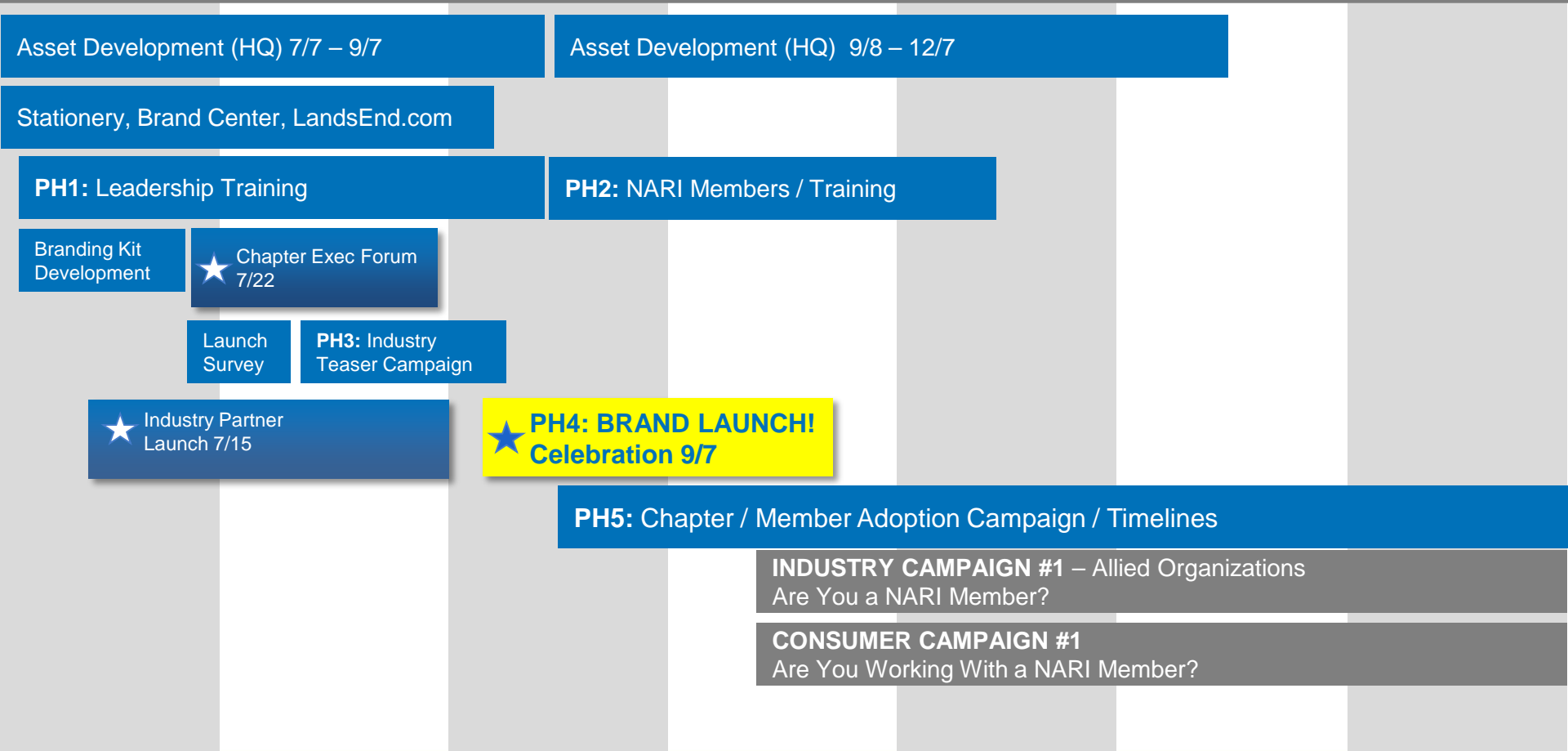
# AUDIENCE





# TIMELINE JUL '16 - JAN '17

JUL                      AUG                      SEPT                      OCT                      NOV                      DEC                      JAN





# Tradeshows & Events

JUL                      AUG                      SEPT                      OCT                      NOV                      DEC                      JAN

**Remodeling Show  
& Deck EXPO  
10/6 and 10/7  
Baltimore, MD**

**KBIS Platinum Sponsor  
Design & Construction  
Week January 8 -12  
Orlando, FL**





Home > Pro Resources > Marketing Tools > NARI Logos

**PRO RESOURCES**

- NARI Blog
- Marketing Tools
- NARI Logos
- NARI Infographics
- Tipboards
- PowerPoint Presentations
- Downloadable Letters/Flyers
- Chapter Brand Center
- Press Releases/Media Lists
- Social Media How-to's
- NARI Banners
- Business Tools
- General NARI Resources
- NARI Social Media Community
- Photo Galleries

**NARI LOGOS**

JPGs are best used for websites. For print materials, an eps is the preferred file. To view an eps file, you must have Adobe Illustrator, Photoshop or a comparable graphics program. NARI logos cannot be altered in any way.

**NARI Logos**

|   |   |   |   |   |   |
|---|---|---|---|---|---|
|  |  |  |  |  |  |
| color   | color - full  | black/gray  | black/gray - full   | white   | white - full  |

[JPG Format \(ZIP\) - color, black/gray, full](#)

[PNG Format \(ZIP\) - color, black/gray, white, full](#)

[EPS Format \(ZIP\) - color, black/gray, white, full](#)

**NARI Member Logos**

|   |   |   |   |   |   |
|---|---|---|---|---|---|
|  |  |  |  |  |  |
| color   | color - full  | black/gray  | black/gray - full   | white   | white - full  |

[JPG Format \(ZIP\) - color, black/gray, full](#)

[PNG Format \(ZIP\) - color, black/gray, white, full](#)

[EPS Formatted \(ZIP\) - color, black/gray, white, full](#)

- Member Logos
  - All new logos are posted on the NARI.org website
  - Download from the Pro Resources / Marketing Tools section of the website
  - All versions of the logo have been provided