

# press release

## NFB complete brand refresh and launch a new look

The National Federation of Builders (NFB) has today unveiled a refreshed family of logos, colours and websites to support its forward looking stance, with a contemporary and modern look. In line with the subtle logo changes, new colour palettes have been introduced to assist communication with current, as well as prospective members and industry stakeholders.

The refreshed brand identity reflects the NFB's commitment to 'building people, building companies, building futures' and reflects its core values and future strategy. The refreshed brand has been applied to all communications materials and websites including [www.builders.org.uk](http://www.builders.org.uk) and [www.nfbtraining.co.uk](http://www.nfbtraining.co.uk)

After a competitive pitch process, designhousemedia of Bognor Regis, West Sussex, were chosen to work alongside the NFB's marketing team and lead on creative concepts. The NFB's existing web design specialists Eversite were on hand to assist with the re-launch of the websites. Going forward the NFB will launch a revised website to offer an integrated, user friendly navigation incorporating discussion forums and RSS feeds to build on the online services already offered.

Commenting on the NFB's brand refresh, External Affairs Director, Sameena Thompson said:

"The NFB is rightly proud of its 150 year heritage, but many members tell us that it must, in addition, appear modern and relevant to today's challenges and fast moving political and business environments. The new family of logos and colour palettes helps us to do this whilst reflecting our forward looking stance.

"This is an exciting time for the NFB and the brand refresh is only the first phase as we plan to launch a new website to reflect our ambitions for the future. Building on the foundations previously laid, this brand refresh provides the solid building blocks needed to support the federation's core values and future strategy."

For further information on the NFB's brand refresh please contact the press office on 01293 586664 or email [marketing@builders.org.uk](mailto:marketing@builders.org.uk).