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## ***Master Builders Association of Pierce County Reveals New Brand Identity***

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The Master Builders Association of Pierce County is pleased to announce the launch of its new brand identity, that includes a redesigned logo, website, and the creation of badges to certify and easily identify projects that meet the standards of a Master Builder. The Master Builders Association of Pierce County is a trade association representing more than 800 builders, remodelers, and industry professionals whose businesses employ more than 10,000 people in Pierce County.

While the organization is still named the Master Builders Association, the Association is using the brand launch as an opportunity to better define themselves and are therefore completely moving away from the MBA acronym and will now be known as the Master Builders.

“Our new identity has been a year in the making,” said long-time Master Builders board member and 2021 President Corey Watson of JK Monarch. “No different than remodeling a home, it was time for our organization to adapt to the changes in the industry with an update to our visual identity that reinforces the foundation and values we are built on.”

The mission of the Master Builders is to provide leadership and resources for the housing industry while supporting the efforts for responsible growth. In a nod to their mission, the design of the new mark is a three-dimensional symbol of a home with an open doorway conveying the Association as a gateway for resources and support.

The varying dimensions and colors suggest a multi-faceted nature – connecting and unifying all the industries related to housing. It was a bold choice to move away from the original Master Builders green color palette, but the shades of blue in the new logo better represent this new chapter for the Association. And of course, the “M” within the mark is intended to give universal recognition to the Master Builders brand.

“It feels like a complete revitalization of the organization,” said associate member Chris Lockhart of AAA KARTAK Glass & Closet. “The new brand has created energy behind the mission of the organization and I’m excited to see what the future holds. I’m especially excited to use the badge to better convey to my customers and the community my involvement in the organization.”

For the last 75 years, the Master Builders have been an active trade association supporting housing and residential construction in Pierce County. Working closely with their members, the Association pursues partnerships in support of efforts that directly impact the current housing crisis. Acting as a central hub

for everything related to the industry, the Association prides themselves on their ability to bring together individuals with common interests while providing safe, quality, and attainable housing for the community. Members of the Master Builders can benefit from continuing education and certification courses, while the community is impacted by their advocacy efforts for attainable housing. To get involved in any of their various programs or to inquire about membership, please visit [www.masterbuilderspierce.com](http://www.masterbuilderspierce.com) or call 253-272-2112.

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