



## **CABA Launches New Brand Identity**

December 21, 2015

The Continental Automated Buildings Association (CABA) today has unveiled a new brand identity, including the introduction of a new logo and descriptive tagline on the association's new Web site. This change is a reflection of the development and transformation that CABA has undergone since inception nearly 28 years ago.

"After undergoing a strategic planning process, the Board expressed a need to re-examine our identity as an organization. The result of many hours of research and hard work has led us in this exciting new direction," said Ronald J. Zimmer, CABA President & CEO. "There are a number of important concepts in the new logo, including data, growth, strengthen residential and commercial building structures along with technology, and building bridges between people and organizations."



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Along with the new logo comes a tagline to be used along with the logo, where appropriate. This tagline:

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is a concise statement that conveys the mission and vision of CABA while encapsulating what CABA strives to be on a daily basis for members.

“Our recently revised mission is to enable organizations and individuals to make informed decisions about the integration of technology, ecosystems and connected lifestyles in homes and buildings,” said Zimmer. “CABA's new elegant brand makes it possible for us to communicate the value of our industry in general, and our organization in particular, by enabling individuals, organizations, and businesses the opportunity to connect with us and take advantage of the world-class market research and networking opportunities that CABA provides.”

“Just like our member companies who have outstanding branding representation, CABA needed to do the same. Through this rebranding process, we have clearly identified exactly who we are for those who may not be familiar with the breadth of resources CABA offers.”

The new brand identity has already been rolled out across CABA's electronic platforms including its Web site, social media and electronic communications. Printed materials are in development and the new brand will be fully implemented across all CABA platforms within the next three months.

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## About CABA

The Continental Automated Buildings Association (CABA) is a leading industry association that promotes advanced technologies in homes and buildings in North America. More information is available at [www.caba.org](http://www.caba.org).

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