

The image shows the KB Home logo on a solid yellow background. The logo consists of the letters 'kb' in a large, bold, lowercase sans-serif font, positioned above the word 'HOME' in a smaller, bold, uppercase sans-serif font. The letters are black and have a clean, modern appearance.

KB Home Introduces New Logo That Reinforces Its Distinctive Customer-Centric Approach

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New logo and “Built on Relationships” tagline emphasizes national homebuilder’s legacy of customer satisfaction and unique Built to Order approach

LOS ANGELES--(BUSINESS WIRE)--Jul. 17, 2018-- KB Home (NYSE: KBH) revealed today the company’s new logo, which is grounded in its customer-focused roots and designed to engage a new generation of homebuyers. In addition to a fresh look, KB Home has adopted a new tagline that promotes the core of its differentiating business model: ***Built on Relationships***.

Partnering with Los Angeles-based creative agency Phenomenon, KB Home leveraged their expertise and ingenuity to craft a strategic platform and narrative. This led to the development of a contemporary brand identity that reflects KB Home’s culture of innovation and customer centricity. This process resulted in a new visual expression of the KB Home homebuying experience that emphasizes choice, personalization and a simple path to building a unique home.

“KB Home has always been built on relationships – with customers, suppliers, trade contractors, land sellers, realtors, and municipalities, as well as between colleagues,” said Jeff Mezger, KB Home’s president, chief executive officer, and chairman of the board. “This evolution of our brand aligns

with our heritage of offering an exceptional customer-first experience to more than 600,000 families. It's a bold and positive new visual identity that captures the essence of who we are for today's and future homebuyers."

"Central to this initiative has been how best to promote KB Home's key value proposition," said Krish Menon, Phenomenon's chairman and chief executive officer. "Time and again, the customers told us that they chose KB Home over other builders because they appreciated the ability to co-create their personalized home. 'Built on Relationships' is not simply the tagline to tell the world about their business. It is also an internal commitment to continually strengthen relationships with the buyers they serve, their wider stakeholders and with themselves."

To learn more about KB Home's new logo and tagline, visit www.kbhome.com/builtonrelationships.

About KB Home

KB Home (NYSE: KBH) is one of the largest homebuilders in the United States, with more than 600,000 homes delivered since our founding in 1957. We operate in 35 markets in seven states, primarily serving first-time and first move-up homebuyers, as well as active adults. We are differentiated in offering customers the ability to personalize what they value most in their home, from choosing their lot, floor plan, and exterior, to selecting design and décor choices in our KB Home Studios. In addition, our industry leadership in sustainability helps to lower the cost of homeownership for our buyers compared to a typical resale home. We take a broad approach to sustainability, encompassing energy efficiency, water conservation, healthier indoor environments, smart home capabilities and waste reduction. KB Home is the first national builder to have earned awards under all of the U.S. EPA's homebuilder programs — ENERGY STAR®, WaterSense® and Indoor airPLUS®. We invite you to learn more about KB Home by visiting www.kbhome.com, calling 888-KB-HOMES, or connecting with us on [Facebook.com/KBHome](https://www.facebook.com/KBHome) or [Twitter.com/KBHome](https://twitter.com/KBHome).

About Phenomenon

Phenomenon is not just an ad agency, not just a strategic consultancy, not just a design firm or a product innovation shop – it is the first agency of its kind. Motivated by one killer truth – familiar is failure, Phenomenon offers consulting, design, products + services and communications. Founded in 2006, independently owned Phenomenon champions invention over convention with an obsession to define unexpected pathways to success. Past and present clients include Intuit, Crate&Barrel, CB2, Wilson Sporting Goods, St. Jane Chicago, DC Entertainment, Warner Bros., KB Home, Pepsi, Procter & Gamble, Disney, American Express, Aetna and Neustar. Find out more at www.phenomenon.com.

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