



Brand Builder's Handbook

Extended logo Standards for usage

SECTION A

- [Introduction](#)
- [About the Habitat logo](#)
- [Purpose](#)
- [Table of contents](#)
- [1.0 Logo and usage](#)
- [2.0 Logo requirements](#)
- [3.0 Design basics](#)
- [4.0 Applying the logo](#)
- [5.0 Appendices](#)

Introduction

Dear Habitat partner,

I congratulate you on taking the step to consult the Brand Builder's Handbook. This is an invaluable resource for Habitat entities as they communicate Habitat's message and build our brand.

At Habitat for Humanity, as at any organization, our brand is one of our most valuable assets. When people decide to volunteer, donate, advocate and spread the word about Habitat, it is because they believe in what we do and how we do it; they trust Habitat's "brand." It is our responsibility to be good stewards of that trust. Everyone is a brand builder, from the people who answer the phones to the people who assign tasks on the build site. We all contribute to people's perception of Habitat.

Part of building a strong brand means creating a strong, consistent visual identity. This handbook helps us do that. Habitat staff has worked hard to determine guidelines that give voice to our brand. For instance, the colors of blue and green were chosen in part because they reflect the colors of the earth — a choice that communicates both our global ministry and our grassroots nature. Even these subtle details help us to communicate volumes about who we are as an organization.

HFHI has tried to make it as easy as possible for you to follow the brand guidelines by providing you with helpful resources on My.Habitat, including downloadable templates in the Knowledge Center and branded stationery items in the BuildBrand Store. See inside this handbook for information about these great resources.

By adhering to the standards presented in this handbook, you will be doing your part to help tell Habitat's story, build our brand and strengthen Habitat so that we can help families in need for years to come.

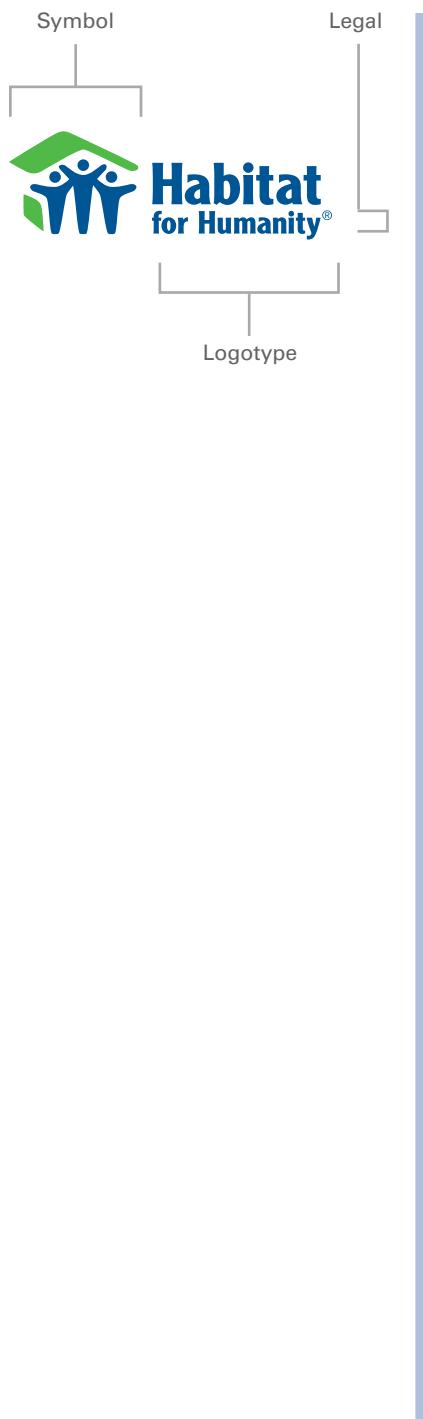
Blessings,



Jonathan Reckford
Chief Executive Officer



About the Habitat logo



Habitat for Humanity uplifts people by building decent, affordable housing in partnership with them. It fosters unity by connecting them through a shared concern: that far too many people endure sleepless nights in deplorable conditions. Following the teachings of Jesus, Habitat aligns itself with equality and compassion, with service, tolerance and love.

Habitat for Humanity's logo incorporates these ideals and reflects the principles that shape the Habitat movement. In it, human forms stand united in common purpose, their uplifted arms simultaneously indicating both the celebration of what we have achieved and the continuation of the work that still needs to be done. The logo's rounded edges suggest a search for harmony, the universality of family, and the gentleness of spirit that springs from the heart of Habitat partners. The roofline represents shelter, to be sure, but also symbolizes the Habitat mission under which people of all races, ages and religious beliefs come together for the common good.

The organization's name itself is prominently featured in the logo, signifying the two components that fuel Habitat's mission. By creating decent habitat, we strengthen humanity, assembling the framework that translates into new lives and new hope, not only for those who will make a home there, but also for those whose labor and love embody the very best in people.

Purpose

This standards guide has been created to help protect and nurture the Habitat for Humanity logo and brand value. It is a structural set of guidelines intended for anyone who is helping to express the Habitat for Humanity global brand. All Habitat-branded entities have agreed to abide by the guidelines in the Brand Builder's Handbook as part of their covenant agreement with HFHI. Without your help, Habitat for Humanity cannot present itself and its efforts in a clear and consistent manner.

We appreciate all the efforts you make to follow these standards and maintain a consistent visual identity, and we look forward to working with you to present a cohesive voice for Habitat for Humanity.

Contact information

If you have questions or comments about this standards guide, contact the appropriate HFHI support staff:

- Africa and the Middle East, contact ame@habitat.org.
- Asia and the Pacific, contact apcomms@habitat.org.
- Europe and Central Asia, contact ecacomms@habitat.org.
- Latin America and the Caribbean, contact comunicacioneslac@habitat.org.
- United States and Canada, contact the Affiliate Support Center at ussupportcenter@habitat.org or 877-434-4435.

The goal in creating a brand identity is not just surface consistency, but inner coherence.

—Aubrey Balkind

Table of contents

1.0 Logo and usage	4
1.1 Extended logos for United States and Canada	6
1.2 Extended logos outside North America	7
1.3 Extended logos for campus chapters	8
1.4 Logo formats	9
2.0 Logo requirements	10
2.1 Unacceptable logo usage	10
2.2 Proper color usage	11
2.3 Clear space requirements	12
2.4 Minimum size requirements	13
2.5 Identifiers	14
2.6 Taglines	16
2.7 Type treatments	17
2.8 Secondary design elements	18
3.0 Design basics	19
3.1 Font guidelines	19
3.2 Using color	24
4.0 Applying the logo	29
4.1 Appropriate background for logo	29
4.2 Preferred logo placement on printed marketing materials	29
4.3 Preferred logo placement on signage	30
4.4 Preferred logo placement on wearables	32
4.5 Habitat branded resources	33
5.0 Appendices	34
5.1 Appendix A: Sample contract (letter) for local vendors	34
5.2 Appendix B: Glossary of terms	35

The body is a unit, though it is made up of many parts; and though all its parts are many, they form one body.

— *1 Corinthians 12:12*

As an organization, Habitat for Humanity has been blessed with a clear mission, dedicated partners and a well-established name. A consistent, common logo enhances our brand, which already helps “pave the way” as we communicate who we are and what we do.

— *Chris Clarke, senior vice president,
Marketing and Communications,
Habitat for Humanity International*

1.0 Logo and usage

The following section outlines the framework and proper usage of the Habitat for Humanity logo for all entities within the organization. The consistent use of the elements of communications, including our logo and all trademarks, helps ensure the strength, stability and recognition of the Habitat for Humanity brand worldwide.

The HFH logo, with its colors and stylized figures supporting one another, expresses the spirit of Habitat for

Humanity — striving to provide simple, decent, affordable houses in partnership with those who lack adequate shelter.

Together the elements of the brand convey a sense of the organization's quality and increase public awareness of its mission and achievements.



Extended logo — All Habitat-branded entities are authorized to use extensions of the global logo. These extended logos include possible upper and lower signature lines for customized identification in order to accommodate each Habitat entity's name. The extended version of the trademarked logo is to be used exclusively as the visual identity of a Habitat-branded entity.

The arrangement order of the logo elements and its proportions may never be altered.

Note: Although Habitat-branded entities may use their extended logos at their own discretion (in accordance with the policies and practices outlined by their agreement with HFHI), use of the **global logo** — this is the Habitat logo that does not specify a Habitat entity's name — is reserved for HFHI. The global logo should not be used by Habitat-branded entities without expressed permission from HFHI. Questions about this should be directed to the appropriate HFHI support staff (see page 3).

(**Blue highlighted text** indicates that the term is defined in the glossary.)

Examples of extended logos for affiliates and supporting organizations in the United States and Canada



1.1 Extended logo for United States and Canada — The upper and lower signature lines must follow the format of the affiliate or supporting organization's legally registered name. Affiliates and supporting organizations in the United States and Canada that wish to verify their legally registered name may do so by contacting the Affiliate Support Center at ussupportcenter@habitat.org.

Please note that it might not be necessary to use both the upper and lower signature lines of the extended logo, depending on the format of your affiliate or supporting organization's name.

Note: While "Inc." may be a part of an affiliate or supporting organization's legally registered name, it may be omitted from the logo's signature line.

Examples of extended logos for national organizations and their affiliates



1.2 Extended logos outside North America—National offices should use the extended version of the logo with the country name in the lower signature line. In the case of affiliates that charter through a national organization, it is the preferred practice for the country name to be listed in the lower signature line with the option of including the affiliate office designation in the second lower signature line.

The primary version of the Habitat for Humanity logo is English. Outside of the United States, some authorized translations of the logo may be used. For clarification on

authorized logo translations, please contact the appropriate HFHI support staff (see page 3).

In some regions of the world, there may be a necessary business case for presenting the Habitat name in a local, non-English language. In these cases, it may be appropriate to use the upper signature line to express the national organization's name in the local language. All requests for use of a translated logo must be approved by HFHI's Brand Strategy and Special Initiatives department, in coordination with the appropriate area office communications staff.

Examples of extended logos for campus chapters



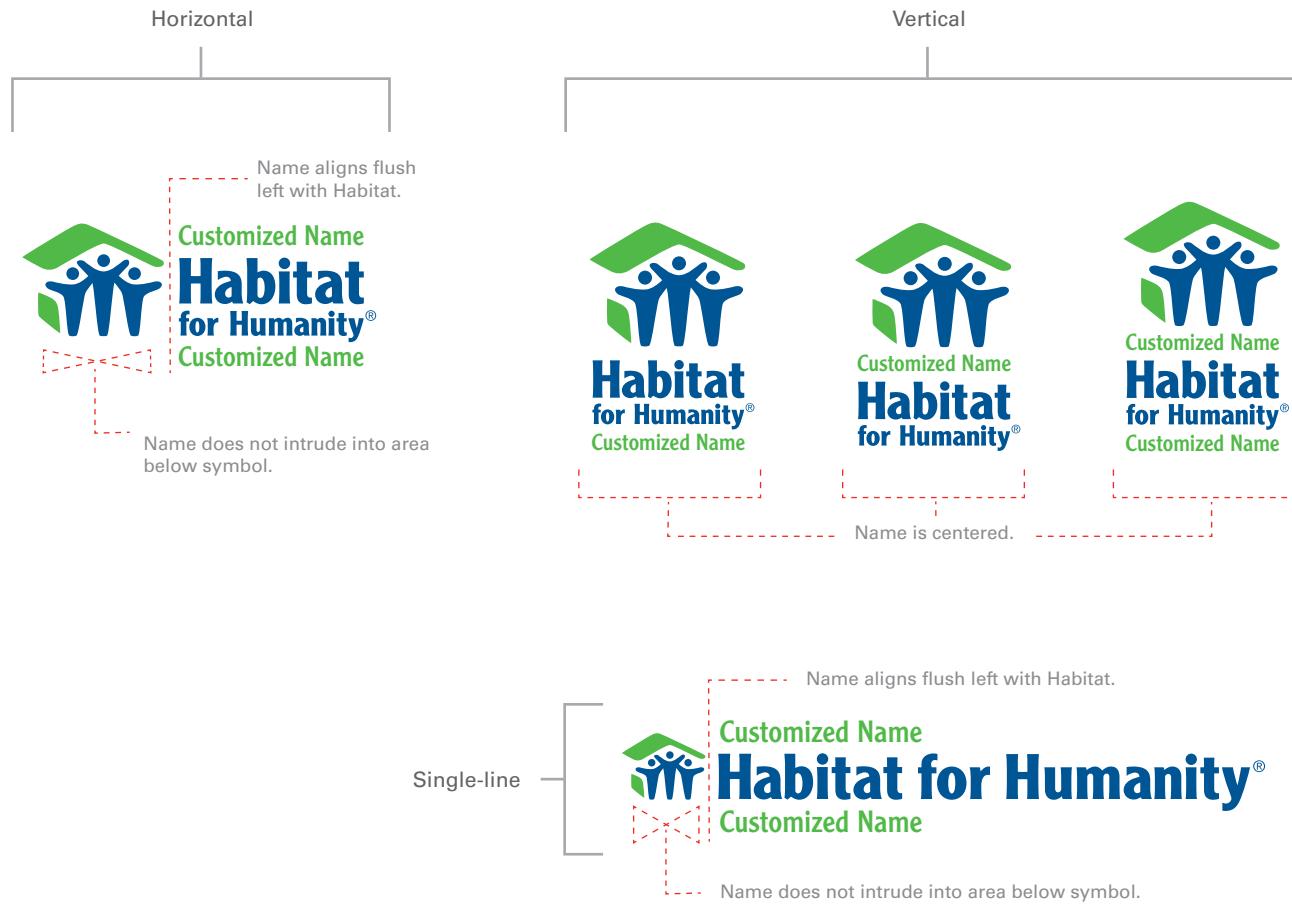
U.S.
campus
chapter
logo



International
campus
chapter
logo

1.3 Extended logos for campus chapters — As Habitat-branded entities with a formal, chartered relationship with HFHI, campus chapters are authorized to use an extension of the Habitat logo. No other student group may create an extended logo. Campus chapters must coordinate with

their school's administration to secure the appropriate permissions to use the school name in the extended logo. For assistance with obtaining and applying their extended logos, campus chapters should contact the appropriate HFHI support staff (see page 3).



1.4 Logo formats

Preferred — The horizontal format is the preferred presentation of the Habitat logo.

Alternate — The two alternate logo formats, vertical and single-line, are intended for use only when the preferred logo format will not work. These are acceptable alternatives on an “as needed” basis only.



Additional elements have been added



Logo has been redrawn



Drop-shadow effect has been applied



Logo is in non-MASTER color



Logo has been stretched



MASTER colors have been flipped



ALL CAPITAL LETTERS used in signature



Tagline used in signature line



Improper font used in logo or signature line



Contact information is listed in signature line



Logo is in grayscale



Mark other than the approved, trademarked Habitat logo has been used

2.0 Logo requirements

2.1 Unacceptable logo usage — The Habitat for Humanity logo may not be modified, altered or corrupted in any manner. Some examples of incorrect usage of the logo are shown above.

Additional examples of incorrect usage of the logo include:

- Screening or tinting it.
- Outlining it.
- Using it as a watermark or background image.
- Placing it on top of a photo, pattern or other busy background.
- Use of any previous, nontrademarked versions of a Habitat for Humanity affiliate logo.
- Use of a logo or graphic identifier other than the current trademarked logo or extensions thereof.

Note: Following global brand best practices, the symbol and the words "Habitat for Humanity" should not be separated in any markets where our logo is not readily recognized and identifiable. Any requests to make this separation should be made to the appropriate HFHI support staff (see page 3).

Two-color presentation



One-color presentation



2.2 Proper color usage

Two colors — When using the Habitat for Humanity logo in two colors, Habitat Blue and Habitat Green must be used (see Chapter 3.2). No other two-color configuration is acceptable.

One color — When using the Habitat logo in one color, it may be used only in one of the three **master colors** (see Chapter 3.2) and configurations shown above. White can be used if the logo appears on a solid color background.

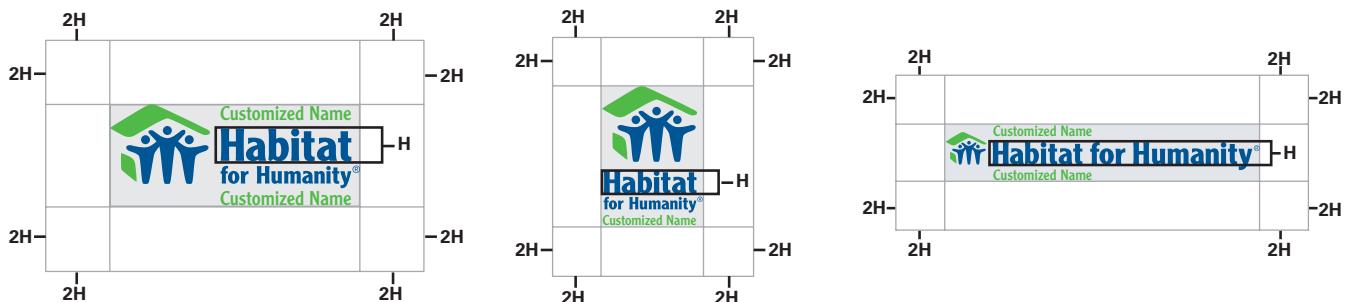
Habitat Green is also an acceptable one-color treatment but should be used sparingly, as the light green loses visual impact and readability.

Note: When printing in black and white, the all-black logo should be used, to avoid printing in grayscale.

Minimum clear space



Ideal clear space



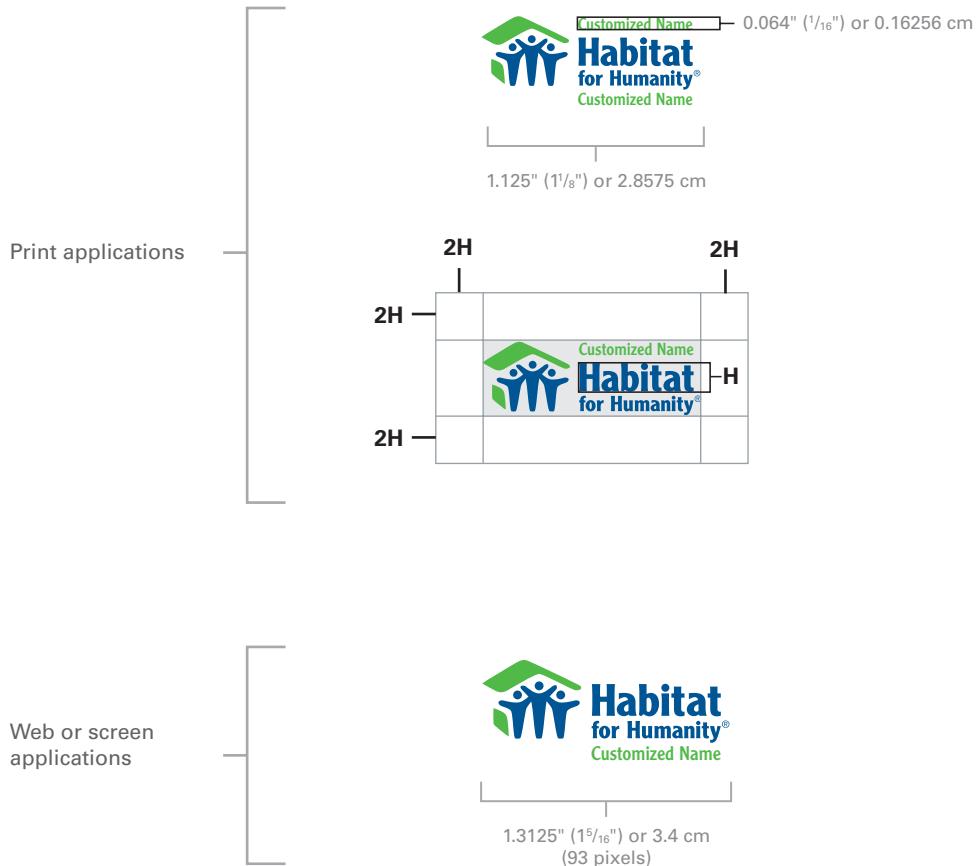
2.3 Clear space requirements—To maintain the logo's visual integrity, the area around the entire logo, including the Habitat-branded entity's name, should be clear of elements such as type, photographs and other symbols.

Minimum clear space requirements—The minimum **clear space** required is equal to the height of the "H" in "Habitat." The entire logo should be surrounded by clear space as indicated in the diagrams above.

Ideal clear space requirements—The ideal situation for the area surrounding the logo is equal to **2H**, or a space equal to twice the height of the "H" in "Habitat."

The same clear space requirements apply to the alternate logo formats.

See Chapter 4 for examples of preferred logo applications.



2.4 Minimum size requirements—For extended logos, the capital letter in the signature line must measure a minimum of 0.064 inch ($\frac{1}{16}$ inch) or 0.16256 centimeters in print applications. The minimum size of the logo for online usage is 1.3125 inch ($\frac{15}{16}$ inch) or 3.4 centimeters wide (93 pixels).

These size requirements should always be followed, regardless of how the logo is printed.

When using the logo at minimum size, a minimum of 2H area around the logo must be observed.



Extended program identifiers



2.5 Identifiers — Habitat for Humanity has only one logo. When a program has a graphic element that is used to represent it, this is referred to as a **program identifier**.

Identifiers are always presented in a **logo lockup** format with the Habitat logo. This reinforces that these are Habitat programs and events. HFHI program identifiers may not be translated into other languages.

Color standards for identifiers and lockups are identical to those for the Habitat logo (see Chapter 2.2), with one exception: They may not appear in all Habitat Green.

Some program identifiers may be locked up with extended logos. To obtain these customized program identifiers please contact logos@habitat.org.

Note: A version of the Women Build identifier without the Lowe's logo is available for use outside of the United States. This logo may be used only with the expressed written permission of the Women Build team. Contact womenbuild@habitat.org for more information.

Two-color presentation

Preferred



Alternate



One-color presentation



Box is not part of the logo.



Box is not part of the logo.

ReStore identifiers — Another identifier used by Habitat is the ReStore identifier. The ReStore identifier is always presented in the **logo lockup** format with the Habitat logo. This reinforces that ReStore is an extension of the Habitat brand. Neither the ReStore element nor the “o” icon may be used separately.

For more details on proper usage of this identifier, refer to the ReStore identifier usage standards, available on My.Habitat. For further assistance in obtaining and applying the ReStore identifier, contact restore@habitat.org.

Extended logo showing tagline placement



Sample letterhead with placement of a tagline apart from the logo



Sample public service ad with placement of "What will you build?" campaign tagline apart from the logo.



2.6 Taglines—As a general rule, taglines are not used in conjunction with the Habitat global logo, but Habitat-branded entities may choose to use a **tagline** with their extended logo. HFHI's Brand Strategy and Special Initiatives team reserves the right to review any tagline used by a Habitat entity.

The standard placement of a tagline is below the logo in a preferred or alternate serif italic font (see Chapter 3.1). The tagline is placed outside of the **clear space**. Maintain

the minimum clear space requirement when placing the tagline (see Chapter 2.3). The preferred color for the tagline is Habitat Blue.

Taglines may be translated. In order to ensure consistency in messaging and translation, use of taglines by national organizations and their affiliates should be approved by HFHI's Brand Strategy and Special Initiatives department, in coordination with the appropriate area office communications staff (see page 3).

Examples of global type treatments

Standard global type treatments

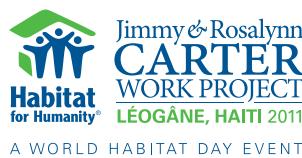
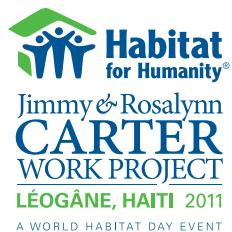


Cars for Homes

Hope Journeys

Home Builder's Blitz 2012

Nonstandard global type treatment*



The registered trademark symbol, designated by ® (the circled "R") should be used only when a program has been registered for a trademark, and only in countries where the trademark applies. For clarification on this, please contact the HFHI Legal team.

2.7 Type treatments — Special events and certain national and international fundraising, volunteer or advocacy initiatives provide excellent opportunities to raise awareness of Habitat. In order to ensure the primacy and integrity of the Habitat logo, HFHI recommends against the creation of graphic identifiers for specific programs and events. Instead, a **type treatment** can be used.

Type treatments are presented in a **logo lockup** format with the Habitat logo. This reinforces that these are Habitat events or initiatives. Type treatments should always appear along with the Habitat for Humanity logo, as shown above.

Guidelines of **clear space** (see Chapter 2.3) and all other guidelines should be followed. Type treatments must use only **master colors** (See Chapter 3.2) and approved

Examples of extended type treatments

Standard extended type treatments



A Brush with Kindness



Youth United

Nonstandard extended type treatment*



* This longstanding nonstandard type treatment is an exception and not recommended as a model. For clarification on this, please contact the appropriate HFHI support staff (see page 3).

Not all type treatments have been approved for customization with extended logos. For more information on this, contact the appropriate HFHI support staff (see p.3).

fonts (See Chapter 3.1). Minion is the primary font, and Univers is the subordinate font.

National organizations may translate the name of a program in type treatments if granted approval from HFHI through the area office communications staff.

Please contact the appropriate HFHI support staff (see page 3) to discuss whether a type treatment is appropriate for your Habitat event or initiative.

For projects that fall under the Neighborhood Revitalization Initiative, please refer to the [NRI Branding Guidelines](#), available on My.Habitat.

Graphics-based secondary design elements



Registration booth design includes type- and graphics-based secondary design elements for a national training conference.



House banner has an event type treatment in top left and event graphics below that do not intrude into the clear space area of the type treatment.

Type-based secondary design elements

General campaign

What will you build?

Global campaign

A W O R L D O F
HOPE
I T S T A R T S A T H O M E
A campaign for Habitat for Humanity

2.8 Secondary design elements — In some cases, secondary design elements are used to communicate the look and feel of an event. These are designs that appear on apparel, marketing materials or other items that are connected with a specific event, initiative or campaign.

These graphics should never be added to the logo. However, the Habitat logo must be present within any design using a secondary design element, and in a primary placement within the design.

Guidelines of **clear space** (see Chapter 2.3) and all other guidelines should be followed. All type-based secondary design elements should use approved fonts and colors (See Chapter 3.0). **Master colors** are preferred.



3.0 Design basics

3.1 Font guidelines — Typography is an integral part of our visual identity. To ensure that the brand grows and reaches its full potential, it is essential that all communications have a consistent look and appearance; this includes font choice.

The fonts listed in this handbook were chosen to complement the logo and communicate attributes of Habitat for Humanity. The **serif font**, in its grace and warmth, communicates the human side of Habitat; the **sans serif font** shows the practical side of our work.

When choosing these fonts, we also took into consideration universal usability and compatibility with both Macintosh and Windows operating systems.

Note: *The font used in the Habitat logo is not included in this handbook. To preserve the logo's distinct visual identity and prominence in design, this font is reserved exclusively for use in the Habitat logo and should not be used in any other application.*

Minion Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;?!

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Minion Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;?!

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Minion Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;?!

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Minion Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;?!

ABCDEFGHIJKLMNOPQRSTUVWXYZ

As an alternative to underscoring, use Minion Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;?!

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Alternate font—Palatino

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;?!

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Alternate font—Times

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;?!

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Preferred body copy font — Minion, a **serif font**, was chosen for use as the dominant font in Habitat for Humanity communications. It effectively communicates the compelling qualities of Habitat for Humanity: concern, warmth, harmony, gentleness of spirit and compassion. Its powerful presence is based on graceful forms and well-balanced proportions.

Prominent headlines are set in oversized Minion Regular with tight letter spacing, creating visual tension to suggest the energy in Habitat's work.

Minion Regular is the preferred **body copy font** for printed pieces. Additionally, it may be used for quotations. Letter spacing is normal for all text other than headlines. Body copy font size is 10 points on 13-point linespacing.

Minion Bold is used for emphasis within text, as opposed to underlining, and as an **in-line subhead**.

Alternate body copy font — If Minion is not readily available, approved alternate fonts may be used. The Palatino font family is the substitute for Minion.

If Palatino is not available, Times Roman can be the substitute.

Univers Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;?!

Univers Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;?!

Univers Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;?!

Univers Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;?!

Univers Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;?!

Univers Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;?!

Univers Condensed Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;?!

Univers Bold Condensed Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;?!

Preferred subheading font — Univers Bold, a **sans serif font**, can be used for subheadings, **pull quotes** or other items of subordinate emphasis.

Univers Roman can be used for **sidebar copy**, photo captions, photo credits, footnotes or other alternative body copy. The font size for alternate body copy in Univers Roman is 8.75 points (9 points if fractional size is not possible) on 13-point linespacing.

Noncondensed versions of the fonts are preferred, thus **condensed fonts** should be used only when the normal is not suited to the requirements of the communication piece, such as in a form.

Use bold or condensed bold Univers in headings only when it best conveys the subject matter, such as for a disaster response appeal or one focused on advocacy to end substandard housing.

Note: HFHI is not able to provide Habitat-branded entities with the fonts listed in the Brand Builder's Handbook. Habitat entities who wish to secure these fonts may do so at their own expense. Otherwise, the listed alternative fonts can be used.

Alternate font—Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:?!

Alternate font—Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:?!

Legault Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:?!

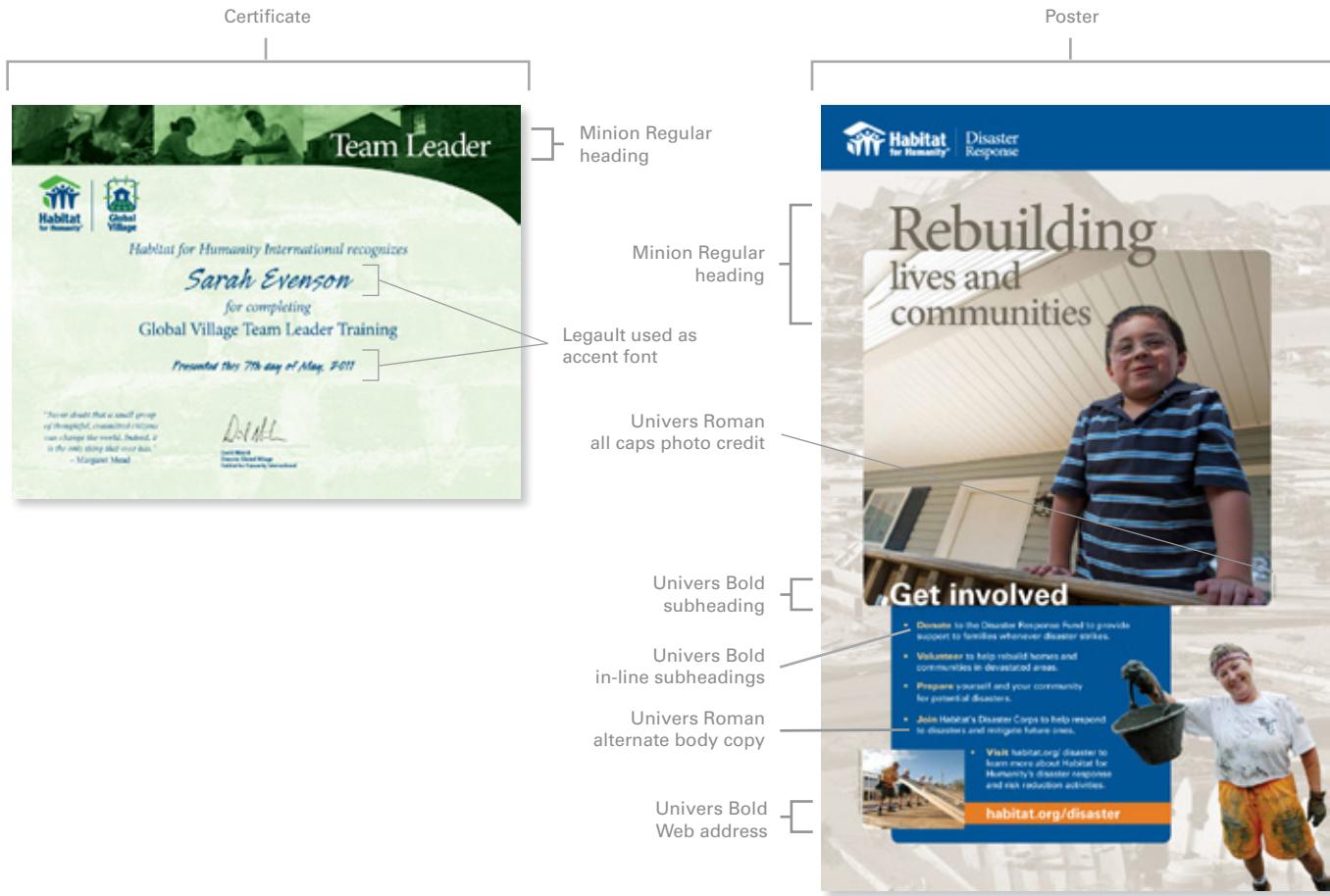
Alternate subheadings — If Univers is not readily available, a substitute may be used. The Helvetica font family is the substitute for Univers.

If Helvetica is not available, Arial can be the substitute.

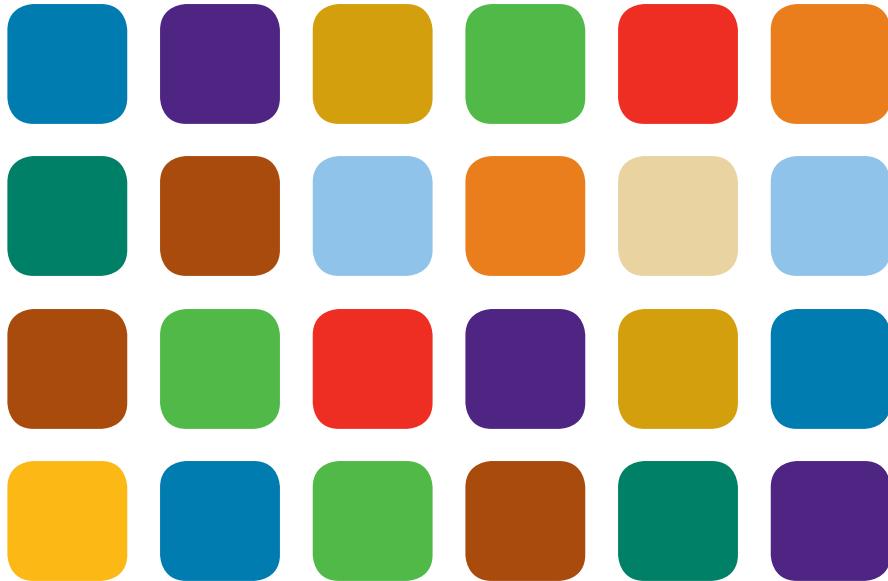
Noncondensed versions of the fonts are preferred, thus **condensed fonts** should be used only when the normal is not suited to the requirements of the communication piece, such as in a form.

Accent font — Legault Regular may be used for quotations and **sign-offs**.

Legault should be used in minimal instances; this can include a heading on a certificate or a short phrase on a T-shirt design. It should never be used for body copy.



Examples— Above are examples of print material following the font guidelines.



3.2 Using color—Color is a powerful way to communicate a message and serves as an integral part of our visual identity. The colors on the following pages have been selected because they represent the energy and excitement of Habitat for Humanity's ministry.

The palette includes bright, pleasing and subdued colors for a variety of communication needs. It also provides for cultural differences that are inherent in our global work.

All Habitat entities are encouraged to draw from this color palette when designing communications pieces, as use of the palette will create the proper mood and a consistent tone across our publications.

Each of the colors in the color palette is labeled with its color code, including **PANTONE®**, **CMYK**, **RGB** and **Hex**.

Habitat for Humanity MASTER Colors



Habitat Blue
(or PANTONE® 294)
C-100 M-58 Y-0 K-21
R-49 G-77 B-137
Hex#005596

Habitat Green
(or PANTONE® 361)
C-69 M-0 Y-100 K-0
R-84 G-185 B-72
Hex#54B948

Black
C-0 M-0 Y-0 K-100
R-0 G-0 B-0
Hex#000000

Habitat for Humanity PRIMARY Colors



PANTONE® 485
C-0 M-95 Y-100 K-0
R-192 G-36 B-39
Hex#DC241F

PANTONE® 130
C-0 M-30 Y-100 K-0
R-230 G-192 B-31
Hex#F1AB00

PANTONE® 174
C-0 M-70 Y-100 K-36
R-145 G-79 B-27
Hex#9A3416

PANTONE® 268
C-82 M-100 Y-0 K-12
R-70 G-18 B-109
Hex#4A207E

The colors shown here and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE® Color Standards. Consult current PANTONE® Color Publications for accurate color. PANTONE® is the property of Pantone, Inc.

Color palette — The Habitat for Humanity palette is composed of different levels of color. The MASTER color palette is used for our logo and is the central expression of the Habitat brand.

The MASTER color palette includes the logo colors: Habitat Blue and Habitat Green. These colors were selected because they reflect the colors of the earth, which communicates both our global identity and our grassroots nature. These

specific shades of blue and green have been trademarked by Habitat for Humanity for use in our logo; it is important that Habitat-branded entities use these exact shades.

The PRIMARY color palette supports our MASTER color palette while expanding the look of our brand and adding the possibilities for more diverse and dynamic communication.

Habitat for Humanity SECONDARY colors



PANTONE® 7468
C-97 M-44 Y-23 K-2
R-0 G-117 B-159
Hex#00759F



PANTONE® 335
C-100 M-26 Y-71 K-12
R-0 G-123 B-99
Hex#007B63



PANTONE® 1245
C-23 M-42 Y-100 K-3
R-198 G-146 B-0
Hex#C69200



PANTONE® 1595
C-10 M-77 Y-100 K-2
R-218 G-92 B-5
Hex#DA5C05

Habitat for Humanity TERTIARY colors



PANTONE® 543
C-41 M-17 Y-3 K-0
R-147 G-185 B-220
Hex#93B9DC



PANTONE® 404
C-51 M-47 Y-55 K-15
R-124 G-115 B-105
Hex#7C7369



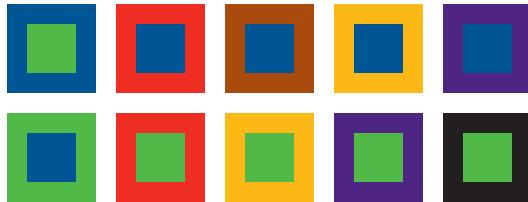
PANTONE® 7502
C-18 M-22 Y-44 K-0
R-211 G-190 B-150
Hex#D3BE96

The SECONDARY color palette supports the PRIMARY color palette. It extends the overall field and provides opportunity for accent and variety.

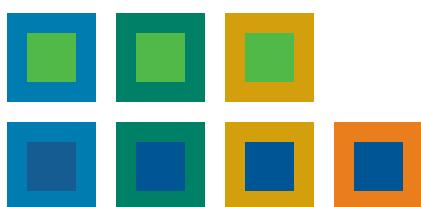
The TERTIARY color palette should be used only for background treatments behind text or graphics. These colors are best used in a CMYK process in order to achieve the best application of the color.

The colors from the PRIMARY, SECONDARY and TERTIARY color palettes should never be used when reproducing the logo.

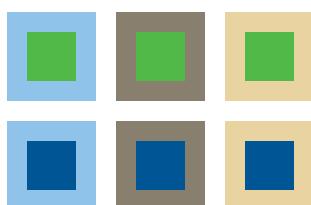
Primary two-color combinations



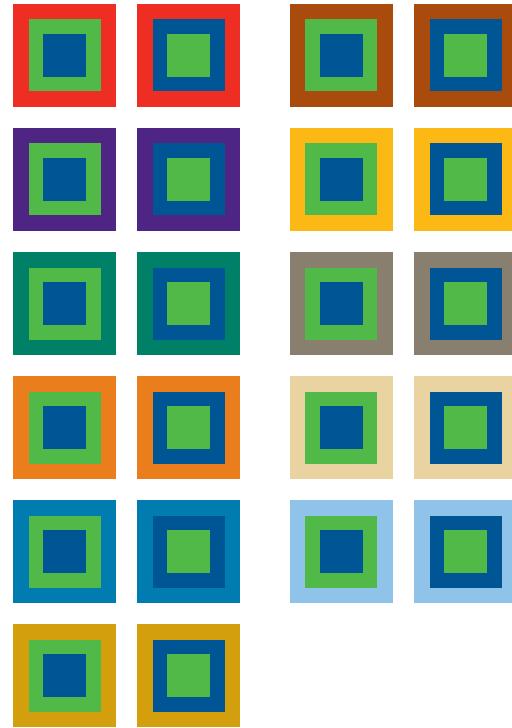
Secondary two-color combinations



Tertiary two-color combinations

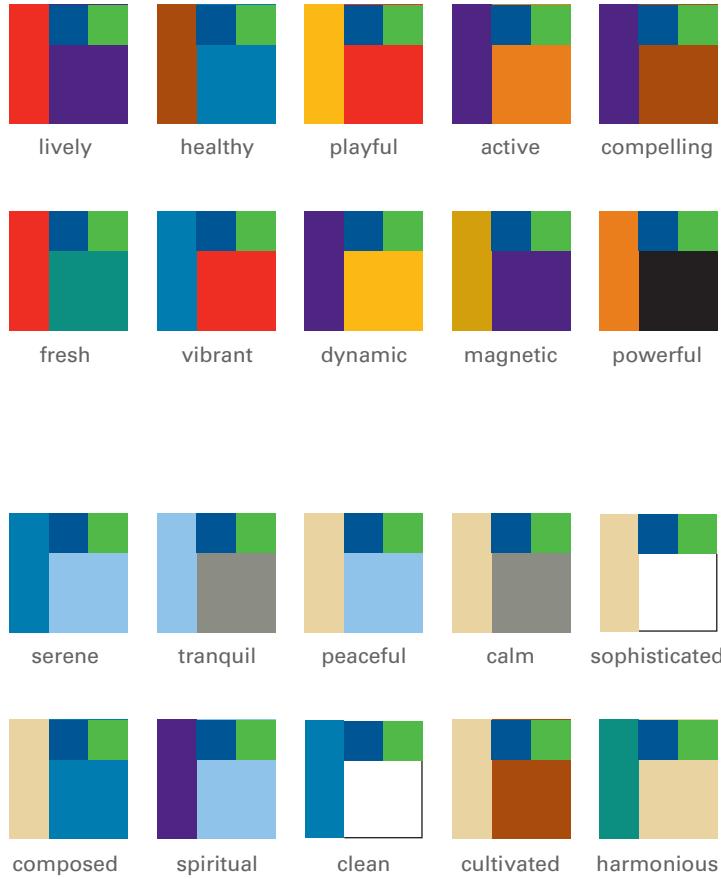


Three-color combinations



Two-color combinations—Two-color combinations are based on one MASTER color and one other color in the Habitat for Humanity palette. Suggested combinations are shown above.

Three-color combinations—Three-color combinations are based on one MASTER color and any two other colors in the Habitat for Humanity palette. Suggested combinations are shown above.



Sample color combinations— Above are possible color combinations for various communication pieces and media. They are arranged in categories according to the mood they convey.

These are only suggested combinations. Have fun making your own color combinations using the supplied color palette.



4.0 Applying the logo

4.1 Appropriate background for logo — The Habitat logo should always be placed on a **high-contrast** background to ensure its prominence. The logo should be placed on a white background whenever possible. In the case of the all-white logo, this should be placed on a dark, solid-colored background

4.2 Preferred logo placement on printed marketing materials — Correct use of the Habitat logo within printed marketing materials is essential for strong brand identity. The examples above show the preferred logo placement for fact sheets, brochures and covers.

The preferred placement is the upper left corner. The dotted lines refer to the ideal **clear space** (see Chapter 2.3 for more details on the clear space requirements).

General signage



36" x 54" exterior sign



18" x 24" yard sign



9" x 12" hours sign



9" x 12" exterior sign



24" x 42" house sign



1:5 ratio facility sign

4.3 Preferred logo placement on signage — Signs are a necessary aid to people at Habitat facilities and events. They may be used to identify a Habitat project within the community or recognize sponsors. They are also one of the most prominent opportunities to display the Habitat logo.

All printed materials and signs should bear the Habitat logo or appropriate special event type treatment, if applicable.

The examples above show the preferred logo placement on signage appearing in and around Habitat facilities.

Note: For all signs, remember to allow for appropriate clear space around the logo. Use approved fonts and colors, and ensure legibility by keeping designs simple and wording brief.

Event signage



2' x 6' banner



18" x 24" services signs



18" x 24" event sign



2' x 5' VIP/sponsor banner

Examples— The examples above show the preferred logo placement on signage commonly used at Habitat events. As these signs can appear on camera, they provide an opportunity for promoting the Habitat brand well beyond the event site.

In addition to media, sponsor and house signs, build sites need signs for common services. Use of universally understood symbols can help overcome language barriers to locating and using services.

Placement of logo on wearables and promotional material



4.4 Preferred logo placement on wearables — The examples above show the preferred use of the logo on promotional products and wearables; for more details, see Section B of the Brand Builder's Handbook.

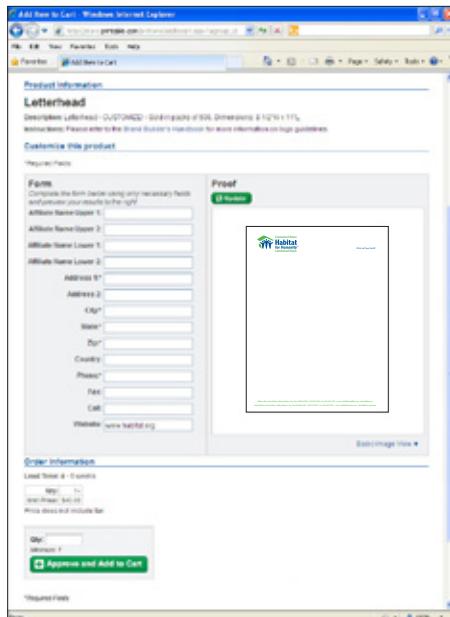
A wide selection of Habitat-branded apparel items, including many that can be customized with a Habitat entity's extended logo, are available on the Habitat Store Online (habitatstoreonline.com).

If you have a need for a specific promotional item, you might want to work directly with a vendor. Habitat for

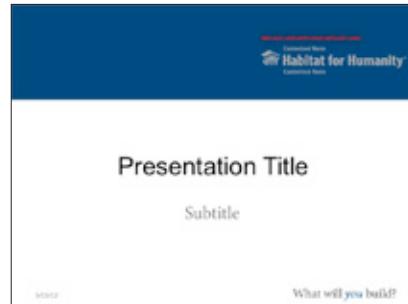
Humanity International has negotiated favorable pricing with select authorized vendors in the United States that have been trained in the correct application of the Habitat logo. Habitat entities in the United States and Canada are encouraged to use these authorized vendors. A [list of authorized vendors](#) in the United States is available on My.Habitat.

For assistance or guidance in ordering Habitat-branded promotional items, please contact the appropriate HFHI support staff (see page 3).

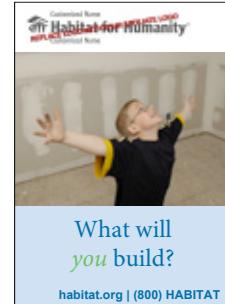
Customize! ...in the BuildBrand Store



Downloadable templates (on My.Habitat)



PowerPoint® template



Word® ad template

Ready-to-order printed products (BuildBrand Store on My.Habitat)



4.5 Habitat branded resources — HFHI provides many customizable resources for Habitat-branded entities. Log on to My.Habitat (my.habitat.org) to access all of these resources.

My.Habitat — Downloadable, editable templates, including templates for use in Microsoft® Word® and PowerPoint®, print ads and more, are available on My.Habitat, Habitat's extranet site exclusively for Habitat-branded entities. To register, visit my.habitat.org/login.aspx.

BuildBrand Store (U.S. and Canada only) — Order brochures, videos and other materials to help build Habitat's brand in your community. Use the online templates to order

customized stationery items including letterhead, business cards and more. Habitat entities in the United States and Canada can use the store's Logo Center to order their extended logo files. The BuildBrand Store is accessible through My.Habitat.

Note: Habitat entities outside North America should contact their area office communications staff to obtain their logo files.

5.0 Appendices

5.1 Appendix A

Sample contract (letter) for local vendors

Dear Sir or Madam:

The purpose of this letter is to authorize _____ (“Vendor”) to manufacture and produce _____ number of _____ using the name and logo of _____ (“Habitat for Humanity affiliate/campus chapter/supporting organization/national organization”) (the “Habitat Marks”). This authorization is contingent upon Vendor using the Habitat Marks in conformity with the attached Policy and Identity Standards (Brand Builder’s Handbook). The Vendor is not authorized to use any Habitat Mark in a manner that is not in conformity with the Identity Standards. Vendor agrees that all use of the Habitat Marks by Vendor shall inure to the benefit of and be on behalf of Habitat for Humanity International, Inc. and Vendor agrees that nothing in this letter shall give Vendor any right, title or interest in the Habitat Marks other than to use the Habitat Marks only in accordance with the terms of this letter.

5.2 Appendix B

Glossary of terms

body copy font

The font used in the main section, or body, of a page.

clear space

The area surrounding the logo that must be clear of all other graphics, text, etc.

CMYK process color

A system for determining the proper color(s) of an image by combining different amounts of four colors: Cyan, Magenta, Yellow and Black (CMYK). Offset printing presses and many digital color printers use the CMYK system to print colors.

condensed font

Versions of a specific font that have been altered so as to take up less space on a line of text, usually by making the letters thinner.

extended logo

The extension of the Habitat logo that incorporates the name of a specific Habitat entity into the design.

global logo

The Habitat logo that does not include the name of a specific Habitat entity. The global logo is reserved for use by HFHI; requests for use of the global logo by Habitat entities will be evaluated on a case-by-case basis.

"H" space

A measurement determined by the height of the letter "H" in the word "Habitat".

"2H"

Twice the height of the letter "H" in the word "Habitat".

Hex

Hex is short for hexadecimal color codes. Hex is a way to present the RGB code in a one-number format, rather than three different numbers.

high-contrast colors

High-contrast refers to where two or more colors sit in relation to each other in the spectrum of colors. High-contrast colors create a "pop-out" effect, which makes the logo more noticeable and less likely to fade into a background color. Examples of high-contrast color combinations are black logo on yellow background, white logo on blue background, and blue/green logo on white background.

in-line subhead

A heading that is placed in line with the text it precedes. Written out, it will look like the first sentence of the paragraph.

logo lockup

Format in which a graphic or type is presented with the logo. The Habitat logo is to the left or top of the graphic or type and can be separated by a vertical or horizontal line.

master color

One of the three colors from the MASTER color palette. The MASTER color palette includes the three possible colors of the logo.

offset printing

Commonly used printing technique where the ink image on the plate is transferred from a plate to a rubber blanket, then to the printed surface.

PANTONE®

Pantone Inc. is a corporation that has determined a specific code for each color. These codes are known as Pantone Matching System (PMS) colors, or simply as PANTONE® colors. Many vendors will use PANTONE® colors to produce apparel, signs and banners, etc.

primary color

One of the four colors from the PRIMARY color palette. The PRIMARY color palette is recommended for use on documents that include the logo.

program identifier

A graphic identifier for a program; the four programs with program identifiers are Church Relations, Global Village, Women Build and Youth Programs. Program identifiers should be used in a logo lockup format. (See Chapter 2.5 for more details.)

pull quotes

A quotation or excerpt that is placed in a larger typeface on the same page. This is used to emphasize a quotation or to give a brief summary of the page. Sometimes referred to as "drop in" quotes.

RGB color

A system for determining the proper color(s) of an image by combining different amounts of three colors: red, green and blue (RGB). RGB is largely used in digital or electronic projects, such as websites.

sans serif font

See "serif font."

secondary color

One of the four colors from the SECONDARY color palette. The SECONDARY color palette is recommended for small touches of color that brighten up a document.

serif font

A font in which "tails" (little wings or tips) are added to the end of the strokes that make up the letters. Fonts that are **sans serif** do not have these tips.

sidebar copy

Text that does not fall in the main body of the page, but in a side column.

sign-offs

Used in place of an actual signature to end a letter or missive from an individual in a manual, handbook or other document.

spot color

A color that is printed from one printing plate that contains one matched color of ink, as opposed to CMYK process. All PANTONE® colors are spot colors (though not all spot colors are PANTONE® colors).

tagline

A short phrase that communicates the most important message about your brand identity.

tertiary color

One of the three colors from the TERTIARY color palette. The TERTIARY color palette is recommended for use as a background color. These are best created through a CMYK process application.

two spot color

A design reproduced using two non-CMYK inks, often specified as particular PANTONE® colors.

type treatment

Format in which text is presented alongside or underneath the logo. Type treatments are also examples of a **logo lockup**.