

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

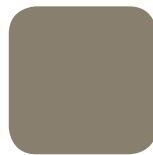


PANTONE® 1595
C-10 M-77 Y-100 K-2
R-218 G-92 B-5
Hex#DA5C05

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

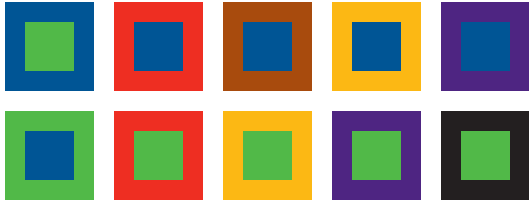
The SECONDARY color palette supports the PRIMARY color palette. It extends the overall field and provides opportunity for accent and variety.

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.

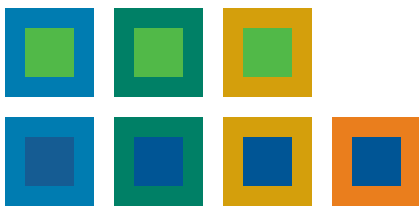
The colors from the PRIMARY, SECONDARY and TERTIARY color palettes should never be used when reproducing the logo.



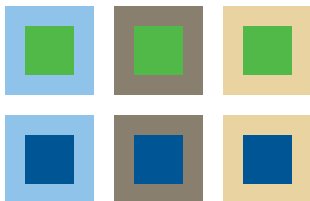
Primary two-color combinations



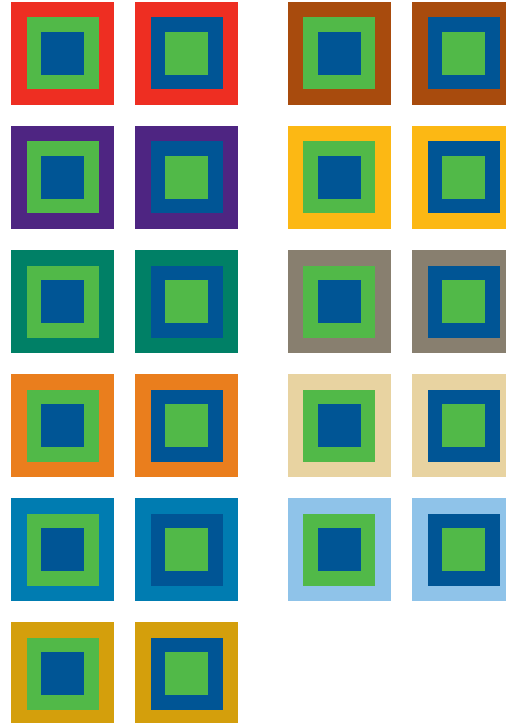
Secondary two-color combinations



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.