



our logo





Habit
for Hu

logo usage

The Habitat for Humanity logo is one of our most important assets. Consistent treatment is key to creating a clear understanding of who we are and what we stand for.

The deepest visual value of our common identity resides in our logo. It's the single thing that anyone from any audience segment can instantly recognize and say, "That's Habitat." And that's why it's so vital that we keep the logo itself easily seen, separate and clean in its presentation.

This section provides rules for the proper use of the Habitat for Humanity marks. Appropriate use of the Habitat marks and logo is a responsibility and privilege we all share. It is also a requirement for any Habitat for Humanity organization. Please read the logo section carefully and make sure that your use of one of our most valuable resources — our logo — is in full compliance.

global logo

The Habitat for Humanity global logo consists of the following elements: the symbol, the wordmark and the legal trademark.

The symbol is made up of human forms that 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 roofline represents shelter and symbolizes how Habitat brings together people of all races, ages and religious beliefs for the common good.

Our name itself is prominently featured in the logo, showcasing the two components that fuel Habitat's mission: habitat and humanity. By helping families build or improve a place they can call home, we help them achieve the strength, stability and independence they need to build a better life for themselves and their families.

The ® is the registered trademark symbol that provides notice of our trademark rights and protects Habitat for Humanity from infringement. It must never be removed from the mark.

Logo formats

The horizontal format is the preferred presentation of any Habitat logo. Using this preferred presentation nearly exclusively adds another level of consistency to our visual identity.

The two alternate logo formats, vertical and single-line, are intended for use only when the preferred logo format will not work effectively, typically when allocated space is limited. These formats are acceptable alternatives only on an as-needed basis.

PRIMARY LOGO FORMAT

HORIZONTAL



ALTERNATE LOGO FORMATS

VERTICAL



SINGLE-LINE



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 the proportions of the logo may never be altered.



DO NOT:

- Add elements to the logo.
- Modify the people within the graphic.
- Separate the people from the graphic.
- Screen or tint the logo.
- Outline the logo.
- Use the logo as a watermark or background image.
- Place the logo on top of a pattern or other busy background.
- Add a drop shadow or other effect to the logo.
- Change the proportions of the logo.
- Use non-master colors or change the color pattern of the logo.
- Use the logo in grayscale.
- Add a tagline to the logo.
- Use any previous versions of a Habitat for Humanity logo.
- Use any logo or graphic identifier other than the current logo or extensions thereof.

SELECT EXAMPLES OF INCORRECT LOGO USE



Extended logo that has been distorted (*tip: hold down the shift key when resizing to maintain proper proportion*)



Extended logo that has a drop shadow applied



Extended logo that has an outline applied

examples: extended logos

United States and Canada

The upper and lower signature lines must follow the format of the Habitat entity's legally registered name. The following words may be omitted from the logo's signature lines, even if they are part of the Habitat entity's legally registered name: Inc., of, the, in, for.

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 the Habitat entity's name.

Outside North America

National organizations should use the extended version of the logo with their country name in the lower signature line. In the case of affiliates that charter through a national organization, the affiliate office designation may be placed in the lower signature line. Including the country name as part of the signature line is optional.

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, email marketing@habitat.org.

In some regions of the world, there might be a necessary business case for presenting the Habitat entity's name in a local, non-English language. In these cases, it might be appropriate to use the 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 Habitat for Humanity International's Marketing, Branding and Publications department, in coordination with the appropriate area office communications staff.

U.S. EXAMPLES



U.S. affiliate logos



U.S. state support organization logo

INTERNATIONAL EXAMPLES



National organization logo



International affiliate logo



National organization logo with translated country name

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 Habitat for Humanity International), use of the global logo – the Habitat logo that does not specify a Habitat entity's name – is reserved for Habitat for Humanity International.

This **GLOBAL LOGO** **MUST NOT** be used by Habitat-branded entities without express permission from Habitat for Humanity International:



Campus chapters

As Habitat-branded entities with a formal, chartered relationship with Habitat for Humanity International, 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 email marketing@habitat.org.

Young professionals groups

Similar to campus chapters, Habitat young professionals groups are Habitat-branded entities with a formal, chartered relationship with Habitat for Humanity International. As such, they are authorized to use an extension of the Habitat logo that follows a similar format.

The words “Young Professionals” always appear in the lower signature line. The upper signature line will, in most cases, be the city in which the group is located, but it could also be an affiliate name or other geographic identifier.

CAMPUS CHAPTER EXAMPLE

YOUNG PROFESSIONALS GROUP EXAMPLE

logo colors

Black-and-white

Because the visual elements of our updated brand are brighter, the Habitat logo should be primarily expressed in one color. Using the master colors of black and white will ensure compatibility with Habitat’s new design color palette. Please note that the new bright blue and bright green (PANTONE® 638 and 382) in the creative color palette should not be applied to the Habitat logo.

The black logo should primarily be placed on a white background, although it is acceptable for the black logo to appear on lighter colored backgrounds and photographs.

The logo also can be reversed to white from brand-colored backgrounds or photographic images that are dark enough to legibly display the logo. Make certain the image area the logo is positioned over or reversed from isn’t too busy to properly display the logo.

EXAMPLES



Black primary logo on a white background



White logo reversed out of brand-colored backgrounds



White logo reversed out of photographic image

Two-color and traditional blue

Habitat’s two-color logo and the traditional blue treatment of our logo are not going away.

Here are defined applications for their use:

- Maintain the two-color logo for all exterior signage, truck wraps, etc. We are mindful that the signage and truck wraps that you currently have represent significant financial investments, and we want to maintain a public visual consistency above all else. For example, we want your office signage and your ReStore(s) signage to remain consistent among your various affiliate operations and locations. We also want signage across the communities in your area and across the U.S. to remain consistent as well.
- For smaller, interior items like business cards and letterhead, you may print using either the traditional two-color Habitat logo or an all-black version of the logo. You may choose either design; we recommend, however, that your affiliate selects a single design for these uses and begins to order accordingly over time.
- Our traditional blue logo can be used where a one-color logo is desirable and black-only and white-only logos are not appropriate.
- Using the two-color or blue logo with the new color palette is not recommended.

Remember to use the correct format for colors depending on where they will appear or how they will be used.

Generally, any piece that is physically printed or produced should use CMYK or Pantone values.

For anything that appears on the web or is electronic/digital, RGB values or hex codes should be used.

EXAMPLES



clear space and size

Clear space

To maintain the logo's visual integrity, the area around the entire logo should be clear of other graphic elements such as typography, icons and other graphic devices.

The ideal clear space for the Habitat logo identifier is equal to 2H, or a space equal to twice the height of the "H" in "Habitat." The minimum required clear space is equal to the height of the "H" in "Habitat."

Size

To retain the visual integrity of any Habitat logo, never reproduce the logo smaller than the measurements listed on this page.

The minimum size requirement for the primary horizontal logo is 1.125 inches.

Minimum size requirements for alternate logo formats (vertical and single-line) are as follows:

- Vertical logo minimum print width: 0.625 inches
- Single-line logo minimum print width: 1.8125 inches

When using the logo at minimum size, please allow a minimum of 2H clear space around the logo.

PLEASE NOTE

Refer to the "Our ReStores" section for guidance on required clear space and minimum sizes when using the Habitat ReStore identifier.

MINIMUM CLEAR SPACE



PRINT MINIMUM SIZES

HORIZONTAL



VERTICAL



SINGLE-LINE



Web/electronic use

First, when using the Habitat logo online, in social media or other electronic formats, all logo guidelines stated in this guide apply.

More specifically, the minimum size of the “H” in “Habitat” should be no less than 10 pixels.

WEB/ELECTRONIC MINIMUM SIZE



programs, events and initiatives

While it is important to create awareness for programs, events and initiatives, it is critical that the Habitat logo stand alone. Additional marks and embellishments add visual clutter and complexity, diluting the core Habitat brand. Therefore, the use of graphic identifiers or lockups for program, event or initiative names is prohibited. The only exception is the Habitat ReStore identifier.

The Habitat logo should always be prominently placed above a program, event or initiative name in all graphic designs. By placing the Habitat logo in a position of prominence, we establish Habitat's ownership of the effort and more clearly communicate that the program, event or initiative is not a separate entity.

Graphic expression

Lead first with the Habitat logo and then use a simple and consistent headline treatment to identify the program, event or initiative. Do not use any kind of lockup format with the Habitat logo. Type treatments are presented as a headline that is separate from the logo. The program, event or initiative name is never placed adjacent to the Habitat logo; it is always placed beneath the logo.

Headline treatments should be set in Neue Haas Grotesk Display Medium and must use approved colors. Supporting text should be set in Neue Haas Grotesk Text Regular and must use approved colors.

Body copy references

When writing and editing body copy, always make sure that the names of programs, events or initiatives are preceded by the words "Habitat for Humanity's" or "Habitat's" on first reference. This reading will reinforce Habitat as the primary brand and owner of the individual effort.

Example: *Every year, thousands of young volunteers join together to build locally with Habitat for Humanity across the United States. Through Habitat's Collegiate Challenge alternative break volunteer trips, young people ages 16-25 team up in groups of five or more for a week of building strength, stability and self-reliance alongside future Habitat homeowners.*

Example: *Habitat for Humanity's Jimmy & Rosalynn Carter Work Project has partnered with thousands of families across the United States and around the world.*

EXAMPLES





Minimum logo clear space used

programs, events and initiatives

Limited supporting graphics

Supporting and secondary graphics or design elements may be created for program, event and initiative T-shirts, but should be never be applied to a full spectrum of print and online communications materials. All program, event and initiative materials should be created using the creative platform included in this guide.



Graphic identifiers, type lockups and taglines for programs, special events and initiatives of Habitat for Humanity will no longer be used.

SAMPLE PAST EXPRESSIONS



Remember that our sole brand is “Habitat for Humanity” – that’s what the large majority of people already know and are able to connect to most automatically, and it’s where our highest value to the general public resides.

Habitat should always be our primary, most-referenced brand. In your signage, public statements and writing, make it clear that individual programs, events, initiatives, etc., are not brands unto themselves, but are part of Habitat for Humanity’s overall work.

Provide additional context for a program name when a general audience might not be immediately familiar with Habitat terminology.

- Habitat for Humanity’s neighborhood revitalization efforts
- Habitat for Humanity’s youth programs
- Habitat for Humanity’s National Women Build Week
- Habitat for Humanity’s Global Village volunteer trips
- a Habitat for Humanity Veterans Build event

co-branding

Taglines

Refrain from using taglines or slogans to supplement the visual identity of our partnerships.

Color

A common, one-color expression is preferred for both logos to provide less complexity and equal visual weight.

If the partner logo must be in color, still use a one-color expression of the Habitat logo in all Habitat-produced materials and publications. Partner use of the traditional two-color Habitat logo for their own materials and publications can be considered on a case-by-case basis.

Single sponsor, non-lockup

In instances where a single sponsor must be recognized for a program, event or initiative but that sponsor does not qualify for lockup status, the preferred design is to lead with the Habitat logo followed by a headline and body copy, with acknowledgment of the single sponsor at the bottom of your page or layout.

SINGLE-SPONSOR, NON-LOCKUP EXAMPLE



Minimum logo clear space used

Single sponsor, lockup

Partners can be recognized by including their brand logo within a lockup adjacent to the Habitat logo. Typically, a partner logo lockup is reserved for a partner who has contributed significantly.

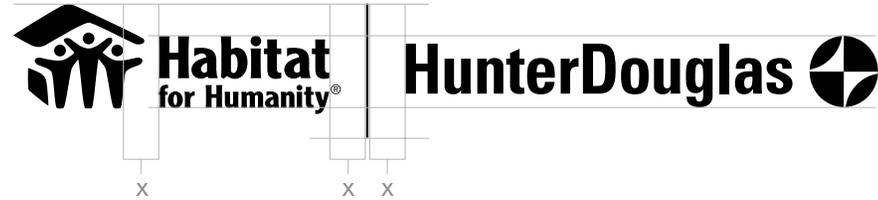
No more than one partner may exist in a co-branded lockup. The two logos must always be displayed in a horizontal lockup format, with a rule separating them. A vertical format is acceptable only when the preferred horizontal format will not work effectively, typically when allocated space is limited.

The Habitat for Humanity logo always appears on the left or on top of the partner's logo. The size of the partner's logo should be visually equal in size to the Habitat logo.

The preferred graphic expression is to always lead with the Habitat logo. However, when a partner lockup is required to be part of your design, instead of having the Habitat logo appear twice on the same page or layout, forgo leading with the Habitat logo and instead place the lockup with the partner logo at the bottom of the design. In these cases, use a simple and consistent type treatment as your headline, with the words "Habitat for Humanity's" prefacing the name of a program, event or initiative.

Special exceptions to these rules can be discussed by emailing marketing@habitat.org.

SINGLE-SPONSOR LOCKUP EXAMPLES



co-branding

Multiple sponsors

Many builds and events are supported by multiple sponsors. Whenever possible, multiple corporate sponsors should be recognized by including their brand logos together in a linear manner. They should be spaced equally apart, without rules separating them.

In these situations, the Habitat logo should be given emphasis over the sponsors and should not be locked up with the grouping of corporate sponsors.

In most cases, the size of the sponsors' logos should be visually equal to one another. If the event has tiered sponsorship levels, identify those levels and give prominence accordingly. In all cases, the Habitat logo should be prominently positioned on the page so that we are reinforced as the owner of the program, event or initiative.

When listing sponsors in type, i.e., without their logos, each sponsor name should be set in Neue Haas Grotesk Text Regular in the same point size and separated by commas. The words "Sponsored by:" or "Sponsors:" can precede the list and should be set in upper/lowercase Neue Haas Grotesk Text Bold.

Common, one-color versions of the logos are preferred. This approach allows all sponsors to be treated similarly and removes the potential for visual clutter through multiple color requirements.

As stated earlier, however, if sponsor logos are required to be in color, still use a one-color expression of the Habitat logo in all Habitat-produced materials and publications. Partner use of the traditional two-color Habitat logo for their own materials and publications can be considered on a case-by-case basis.

MULTIPLE SPONSORS EXAMPLES



logo as visual element

When we implemented the Habitat for Humanity logo in 2005, we indicated that separating the symbol (the house graphic element) and wordmark (Habitat for Humanity®) would only be allowed after years of consistent use – basically, once we had established recognition in the symbol.

We feel that we have surpassed that benchmark. For the first time ever, the house graphic element of the Habitat logo can be used alone as a design element in limited applications. Please keep in mind that the house graphic itself, with the human forms inside, must remain intact with no alterations or additions.

When doing so, the house graphic should be used as a large, page-dominant background element and not as a smaller design or graphic or incorporated into any text elements.

- Ideally, it should be anchored and bleeding off of the page.
- Any time the house graphic is used separately, the complete/intact logo must appear as part of the same design.

All of the rules regarding color, clear space, logo usage and overall integrity of the Habitat logo also apply to the house graphic.

Please be judicious in your use of this opportunity, and use your best judgment, keeping the overall intent and integrity of our new creative platform at the forefront of your creative thinking.

EXAMPLES



The images at right can be found in DAN, Habitat's Digital Asset Network, under the following ID numbers (clockwise from upper left): USGA-16-02296-EM, USGA-16-01453, USGA-15-21614-EM, USGA-16-01549-EM, USGA-16-01971-EM, USGA-15-00064-GC, USGA-16-06974-EM.