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 peoples’ 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 brand style 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, which 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 resources such as the BuildBrand Store, in which you can create your extended logo, already in the correct colors and format, order customized stationery items and more—see inside this handbook for more information about these great resources.

I encourage you to follow the guidelines included in this handbook; in doing so, 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,

[Signature]

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.
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. Without your help, Habitat for Humanity cannot present itself and its efforts in a clear and consistent manner.

Maintaining a consistent brand identity is so important, it is listed as one of the minimum requirements in the U.S. Affiliation Agreement and as a requirement of all campus chapters. 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 help to present a cohesive voice for Habitat for Humanity.

*If you have questions or comments about this standards guide, contact us at marketing@habitat.org.*

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

—Aubrey Balkind
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.
**1.1 Extended logos**—The affiliate, campus chapter, state support organizations and national logos are authorized extensions of the global logo and can be used by the Habitat organization for which it is most appropriate. These extended logos include possible upper and lower signature lines for customized identification in order to accommodate each affiliated partner’s full, legally registered name. The extended version of the trademarked logo is to be used exclusively as the visual identity of an HFH affiliated entity.

The arrangement order of the logo elements, as well as proportions, may never be altered.

*Note: Habitat’s affiliated organizations may use their extended logos at their own discretion, in accordance with the policies and practices outlined in the U.S. Affiliated Organization Agreement. The use of the global logo—that is, the Habitat logo which does not specify an affiliated organization’s name—is reserved for use by HFHI and should not be used by affiliated partners without expressed permission from HFHI. Questions about this should be directed to marketing@habitat.org.*

(Blue highlighted text indicates that the term is defined in the glossary.)
1.2 Extended logo formats

**Preferred** — The horizontal format is the preferred presentation of the Habitat for Humanity extended logos.

**Alternate** — The two Habitat for Humanity extended logo formats are intended for use only when the preferred logo format will not work. These are acceptable alternatives on an “as needed” basis only.
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.
- Repeating it or using it in a background pattern as a design element.
- Using a name other than that registered with HFHI.
- Use of a logo or graphic identifier other than the trademarked logo or extensions thereof.
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 for Humanity logo in one color, it may only be used 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.
2.3 Clear space requirements

To maintain the logo's visual integrity, the area around the entire logo, including the affiliated organization’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 4.1 for examples of preferred logo applications.
2.4 Minimum size requirements — The capital letter in the affiliate name must measure a minimum of 0.64” (1/16”) in print applications. The minimum size of the logo for online usage is 1.3125” (1⅛”) or 3.4 cm wide (93 pixels).

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

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

Since 2005, program identifiers have been used sparingly within Habitat. This is to ensure that the Habitat logo remains the most prominent graphic symbol to represent the organization. HFHI currently uses only four program identifiers; these were chosen because of the brand equity of the identifiers, the significant external audience of the programs and the long history of the programs with Habitat. These four programs are:

- Church Relations
- Women Build
- Global Village
- Youth Programs

As a general rule these program identifiers are always presented in a “logo lock-up” format with the Habitat logo. This reinforces that these are Habitat programs. The exception to this rule is in the case of a manual cover or brochure in which the logo appears in the upper left corner and the program identifier appears in the lower right.

Distribution of these program identifiers is at the discretion of each program’s administrators.

To request permission to use the Church Relations identifier, send an e-mail to globalfaithengagement@habitat.org.

To request permission to use the Global Village or Youth Programs identifiers, send an e-mail to volunteermobilization@habitat.org.

To request permission to use the Women Build identifier, send an e-mail to womenbuild@habitat.org.

The Women Build identifier is the only identifier that may be customized.
ReStore identifiers—Another identifier used by Habitat affiliates is the ReStore identifier. The ReStore identifier can be customized to include the name of the affiliate associated with the ReStore.

The ReStore identifier should always appear along with the Habitat for Humanity logo, as shown above.

The alternate version of the ReStore identifier is only for use when the preferred version is unusable because of space and size considerations.

To obtain graphic files of the ReStore identifier, send an e-mail to logos@habitat.org.
2.6 Type treatments — Many affiliated organizations wish to commemorate milestone events and anniversaries. These are momentous occasions, and should be celebrated! To help you celebrate and spread the word, we have provided some guidelines for how to communicate these visually.

Special events and campaigns provide excellent opportunities to raise awareness for your affiliate or campus chapter and increase recognition of your brand. For this reason, your brand should always be the primary focus of any event or campaign identifier.

HFHI recommends using your extended logo along with a type treatment that highlights your milestone, anniversary or campaign theme.

As illustrated above, the text of the type treatment must be in Minion Regular and the color of the text is Habitat Blue (see Chapter 3.2 for color codes).
Examples of secondary graphic elements used during a special event.

2.7 Secondary graphic elements—In some cases, the use of standard graphic design elements may be used. These are designs that are used on the stationery, apparel, marketing materials or other items that are connected with a specific event, milestone or campaign. Any secondary graphic elements are to be clearly separate and apart from the logo. Guidelines of clear space (see Chapter 2.3) and all other guidelines should be followed. Graphics should never be added to the logo, nor should they look like they are in conjunction with the logo.
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 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. Affiliated partners may request logo files from the BuildBrand Store at My.Habitat.org.
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.

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.

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.
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.

Non-condensed versions of this font are preferred, thus users should refrain from using condensed fonts. Use the condensed versions only when the normal is not suited to the requirements of the application, such as in a form.
Alternate font—Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;?!  

Alternate font—Arial

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. Non-condensed versions of this font are preferred, thus users should refrain from using condensed fonts. Use the condensed versions only when the normal is not suited to the requirements of the application, 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.
Example—Above is an example 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.
LOGO USAGE GUIDELINES FOR U.S. AFFILIATED ORGANIZATIONS • BRAND BUILDER’S HANDBOOK

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 affiliated organizations use these exact shades whenever possible.

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.

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.
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 only be used 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.
**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 Preferred logo placement—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).
Preferred logo placement on signage — The examples above show the preferred logo placement for house signage and physical space signage. Remember to allow for appropriate clear space around the logo.
Preferred logo placement on wearables — The examples above show the preferred use of the logo on promotional products and wearables. When applying the logo, always maintain a high contrast between the authorized logo color and the material color.

When printing the Habitat logo on wearables, always use the MASTER color palette (see Chapter 3.2) and the approved color combinations: blue and green, all-blue, all-black or all-white (see Chapter 2.2).

When selecting the apparel item on which you will print the logo, it is preferable to select the color from the Habitat color palette (see Chapter 3.2). Tints of these colors are also acceptable. Examples of tints are above.

Logo positioning must follow clear space and format requirements (see Chapter 2.3). When positioning the logo, use the format and position that allow the most visible application.

Habitat for Humanity International has negotiated favorable pricing with selected authorized vendors. These vendors are trained in the correct application of the Habitat logo. A list of authorized vendors is available on My.Habitat.

More information about appropriate logo usage on wearables is available in Section B of the Brand Builder’s Handbook.
4.2 **Tagline placement**—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.

4.3 **Appropriate background for logo**—The Habitat for Humanity logo should be placed on a white field whenever possible.
4.4 Habitat branded templates—HFHI has created several templates that incorporate the Habitat logo, each of which can be personalized with your extended logo. These templates are located in two online locations:

- **The BuildBrand Store** has online templates for printable items such as letterhead, business cards, envelopes, mailing labels, etc.

- **My.Habitat** has downloadable template resources, such as PowerPoint® presentations and an editable brochure. For assistance finding resources in My.Habitat, contact the U.S. Support Center at (877) 434-4435 or USSupportCenter@habitat.org.
5.1 Appendix A

HFHI policy for use of the HFH trademark (logo)

Effective date: June 2, 2005 [Updated: 1/12/2009]
Owned by: Partner Resources/Marketing and Communications Division HFHI
Approved by: HFHI Chief Executive Officer

Introduction/purpose
Habitat for Humanity International (HFHI) has officially registered a trademark (the “Mark”) with the United States Patent and Trademark Office (USPTO). As depicted in section A, HFHI now employs monolithic brand architecture with authorized brand extensions to the global trademark for affiliate, state support organization (SSO), campus chapter and national organization trademarks and designated partner trademarks.

The purpose of this policy is to document HFHI’s policies for use of the Mark by all global entities of HFHI, i.e., headquarters, area and regional offices; affiliates; state support organizations; campus chapters; national offices; designated partners; and authorized vendors.

In order to protect our trademark rights, use of the global Mark will be strictly controlled by HFHI headquarters, but our affiliates, state support organizations, national offices, campus chapters and designated partners may freely use the appropriate extended brand Mark as long as that use complies with HFHI stated policies.

While Habitat for Humanity is an organization known for individuality, its branding efforts need to promote unity in appearance, look and feel.

To do otherwise diminishes one of the strongest brands in the non-profit sector.

Applicability
This policy applies to all HFHI departments and staff members, U.S. and international affiliates, state support organizations, national offices and campus chapters. The trademark guidance applies to all designated partners and commercial vendors who desire to use the HFH Mark.

Terms
• Global Trademark (Mark)—The symbol and words registered with the USPTO for exclusive use by HFHI. Also referred to as the “logo.”
• Affiliate/SSO/campus chapter Trademark—The extension symbol and words (customizable to the affiliate or SSO) assigned for use by a particular affiliate, SSO or campus chapter.
• Partner Trademark (by partner level)—The extension symbol and words (customizable as to the level and/or type of partnership) authorized for use by a designated partner (corporation, foundation, organization or institution) per guidance provided by HFHI Resource Development.
• Authorized Vendor—A vendor so designated by HFHI that has certified compliance with the HFH Brand Builder’s Handbook and has demonstrated a high degree of quality and services in past relationships with HFHI.
Responsibilities

- The Senior Vice President of Marketing and Communications is responsible for all policies and procedures involving use of the HFHI Mark, unless otherwise provided by the CEO or International Board of Directors.
- The Trademark Oversight Group (the “Oversight Group”) is responsible for reviewing all questions and requests regarding use of the Mark and referring policy and use recommendations to the Senior Vice President of Marketing and Communications. The Oversight Group membership consists of the HFHI Art Director and Brand and Partner Resources Manager and representatives from Corporate Programs, General Counsel and the Development Communications and Brand Strategy and Special Initiatives units. Other representatives may be appointed to the Oversight Group as determined by senior management or the International Board of Directors.
- HFHI staff members will ensure that the Mark is used only in compliance with the standards outlined in this document. Report possible instances of misuse to the Trademark Oversight Group via e-mail to marketing@habitat.org.
- The Brand and Partner Resources Manager oversees all activities related to licensing of the HFH Mark for commercial purposes.
- The Art Director oversees all quality standards related to use of the Mark.
- The General Counsel renders legal guidance relative to the use of the Mark.
- The Senior Vice President of Resource Development and representatives from the Development Communications unit oversee all certification of HFHI partnerships (corporations, foundations, organizations and institutions) and publishes policies relating to their privileges associated with use of the partner Marks, i.e., privileges accorded to the various partnership levels.

Ownership of mark

The Mark is the property of HFHI. All Habitat for Humanity entities and authorized users must agree that they will do nothing inconsistent with such ownership and that all use of the Mark by authorized activities shall be to the benefit of and be on behalf of the Habitat for Humanity mission.

Authorized users must formally agree via contract or statement to use the Mark in accordance with this policy document. Only HFHI may approve use of the global Mark.

Quality standards

See section A for the Brand Builder’s Handbook. The Mark may be used on printed materials, signage, Internet sites, apparel, merchandise and promotional items. HFHI Marks are intended to present a positive image of Habitat for Humanity and may not be altered except in the prescribed way (See section A). The Mark may not be used in the name of a business or logo, in promoting services or on a product in a way that could state or imply an endorsement by HFHI.

The Mark may not be used in any way that discriminates or implies discrimination against any persons or groups based on age, ancestry, belief, color, creed, disability, national origin, race, religion, sex, sexual orientation or veteran status, or in any other way that would be a violation of the HFHI anti-discrimination policies.

The use of the Mark with the following types of products normally will not be approved:
- firearms or other products designed to be used to injure or kill;
- alcohol-related products;
- tobacco-related products;
• sexually suggestive products;
• food and beverage products and accompanying packaging (other than for limited internal consumption in connection with official HFH events);
• products that present an unacceptable risk of liability;
• products that are inimical to the mission or image of the HFHI.

Standards for use
HFHI (Departments and/or Programs). All use of the Global Mark (See section A) must be coordinated with the Trademark Oversight Group and approved by the Senior Vice President of Marketing and Communications. This includes placement of the Mark on printed materials, signage, Internet pages, apparel, merchandise and promotional items.

Affiliates, SSOs and campus chapters may use the appropriate Mark, and it must be used in total compliance with this policy. Misuse of the Mark may result in sanctions against the organization.

Designated Partners. The HFHI Resource Development Division certifies designation of corporations/organizations/foundations/institutions at various partnership levels. Only HFHI-certified partners may use the Global Partner Mark, and it must be used in total compliance with this policy. Affiliates and SSO may set local policies for designation of partners/sponsors and use of the affiliate/SSO partner Mark, provided these local policies are consistent with the HFHI policy.

Vendors. All use of the Global Partner Mark by a vendor for commercial purposes must be preapproved by the Brand and Partner Resources Manager. Vendors will be required to formalize an agreement with HFHI for each use of the Global Partner Mark.

Business Documents. As part of a comprehensive branding program, HFHI has created a template process for the creation of certain business documents, e.g., letterhead, business cards, envelopes, etc. HFHI departments, affiliates, SSO, campus chapters and other related entities must use these templates as part of their acceptance and implementation of the new logo.

Authorized vendor program
HFHI will recognize Authorized Vendors to designate a limited number of vendors who have contracted with HFHI to fully comply with the HFH Brand Builder’s Handbook and who have demonstrated a high degree of quality and service in past relationships with HFHI.

HFHI departments must use an authorized vendor and coordinate their order through the Brand and Partner Resources Manager whenever ordering HFH global mark-branded merchandise for special events or program related activities, e.g., the Carter Project, Women Build, Youth Programs, etc.

Affiliates, SSO, campus chapters and designated partners are not required to use an HFHI Authorized Vendor. However, they should use the sample local vendor agreement provided at Appendix B. Authorized vendors are identified by the following mark:
5.2 Appendix B

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/state support organization") (the "Habitat Marks").

This authorization is contingent upon Vendor using the Habitat Marks in conformity with the attached Policy and Identity Guidelines (Handbook). The Vendor is not authorized to use any Habitat Mark in a manner that is not in conformity with the Identity Guidelines. 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.
5.3 Appendix C

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 affiliated organization into the design.

**global logo**
The Habitat logo that does not include the name of a specific affiliated organization. The global logo is reserved for use by HFHI; requests for use of the global logo by affiliated organizations 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 on 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; blue/green logo on a 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 lock-up**
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 as a general rule. Program identifiers should be used in a logo lock-up 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.

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 Web sites.

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 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 margin.

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 which 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).

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 the logo. Type treatments are also examples of a logo lock-up.
1.1 **Extended logos**—The affiliate, campus chapter, state support organizations and national logos are authorized extensions of the global logo and can be used by the Habitat organization for which it is most appropriate. These extended logos include possible upper and lower signature lines for customized identification in order to accommodate each affiliated partner’s full, registered name. The extended version of the trademarked logo is to be used exclusively as the visual identity of an HFH affiliated entity.

The arrangement order of the logo elements, as well as proportions, may never be altered.

**Note:** Habitat’s affiliated organizations may use their extended logos at their own discretion, in accordance with the policies and practices outlined in the U.S. Affiliated Organization Agreement. The use of the **global logo**—that is, the Habitat logo which does not specify an affiliated organization’s name—is reserved for use by HFHI and should not be used by affiliated partners without expressed permission from HFHI. Questions about this should be directed to [marketing@habitat.org](mailto:marketing@habitat.org).

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