our logo

Global logo

The global logo — the Habitat logo that does not specify a Habitat entity's name — is reserved for Habitat for Humanity International. The **GLOBAL LOGO MUST NOT** be used by Habitat-branded entities without express permission from Habitat for Humanity International.

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 alternative 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.

Extended logo

All Habitat-branded entities are authorized to use extensions of the global logo at their own discretion (in accordance with the policies and practices outlined by their agreement with Habitat for Humanity International). These extended logos include possible upper and lower signature lines for customized identification in order to accommodate each Habitat entity's name.

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

—— Upper signature

—— Lower signature

PRIMARY LOGO FORMAT
HORIZONTAL

ALTERNATIVE LOGO FORMATS
VERTICAL   SINGLE-LINE

EXTENDED LOGO EXAMPLES

Please use only extended logo files created by Habitat for Humanity International, available for download in the **Resource Warehouse Brand Center**.

logo colors and usage

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.

BLACK AND WHITE LOGO EXAMPLES

Black primary logo on a white background

White logo reversed out of photographic image

White logo reversed out of brand-colored backgrounds

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 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.
- 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.

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.

LOGO AS A VISUAL ELEMENT

The house graphic element of the Habitat logo can be used alone as a design element in limited applications. The house graphic should be used as a large, page-dominant 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.
- The registered trademark symbol can be resized and repositioned as necessary, but must always be present. The preferred location is in the lower-right corner of the symbol.
- Any time the house graphic is used separately, the complete/intact logo must appear as part of the same design.

logo 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.

PLEASE NOTE

Refer to the "Our ReStores" section of the brand user guide for required clear space and minimum sizes when using the Habitat ReStore identifier.

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 height of the "H" in "Habitat" should be no less than 10 pixels.

MINIMUM CLEAR SPACE

Minimum clear space shown on affiliate extended logo

PRINT MINIMUM SIZES

HORIZONTAL

1.125" (1 1/8") or 2.86 cm

VERTICAL

0.625" (5/8") or 1.59 cm

SINGLE-LINE

1.8125" (1 13/16") or 4.6 cm

WEB/ELECTRONIC MINIMUM SIZE

H = 10 pixels   Minimum size shown with clear space