

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 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 minimum clear space required 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.

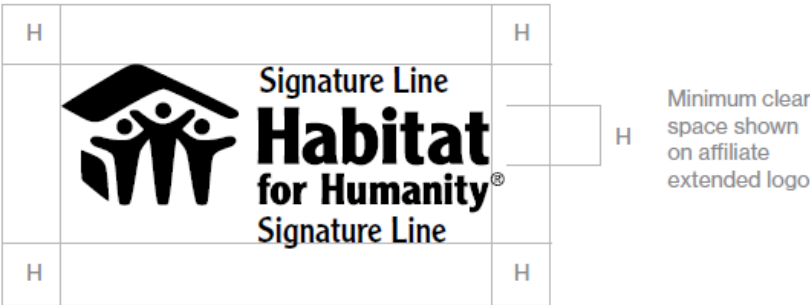
The minimum size requirement for the primary horizontal logo is 1.125 inches.

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

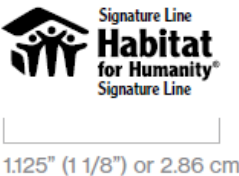
When using the logo at minimum size, please allow a minimum of 2H clear space around the logo.

MINIMUM CLEAR SPACE



PRINT MINIMUM SIZES

HORIZONTAL



VERTICAL



SINGLE-LINE



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.

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