



brand user guide

**A global resource for
sharing the Habitat
for Humanity story**

JUNE 2025

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Effective June 2025, this Habitat for Humanity Brand User Guide, together with the Habitat for Humanity ReStore Style Guide [May 2024], replaces all previous publications providing brand guidance and constitutes the Habitat for Humanity Brand Builders' Handbook as referenced in the Distinctive Signs Agreement of the U.S. Affiliation Agreement.

You can find this guide online at my.habitat.org/branding. You can find Habitat's Digital Asset Network online at my.habitat.org/dan. Email marketing@habitat.org with questions.

introduction

A brand is not just a logo. It's not just a pretty color palette or a catchy tagline. Our brand is what we say and the conversations that happen around our organization: why we exist, what we're trying to achieve, and why other people get involved.

In a world where people are bombarded with messages every day, a strong, consistent and emotionally resonant brand story and brand presentation are more important than ever. It helps organizations like ours stand out, grow, and support and build our reputation.

In these pages, you will find guidance designed to bring together all the work we do into a clear narrative that has been tested to ensure it helps us build support and stand out. It gives us all a consistent way of speaking about our work across the globe, so that we can concentrate on that work: building homes, communities and hope.

You'll also find detailed information on creative standards and logo usage, as well as helpful samples intended to demonstrate how the provided tools and assets can best work together.

Thank you for the work you do every day to help make this a world where everyone has a decent place to live!

how to use this guide

This guide is designed to give you the tools you need to tell a consistent story that builds support and helps us stand out wherever we work globally. In this guide, you'll find:

- **Directional messages** that can inform your communications. This is the type of language we want to use when talking about Habitat for Humanity, our mission and our work.
- **Practical guidance**, from narrative foundations and storytelling principles to language tips and tricks. Use these to shape your communications and maximize their impact.
- **Thematic deep dives** that speak to how Habitat for Humanity's work has impact across a range of cross-cutting issues, from housing affordability to climate resilience.
- **Creative direction**, from visual storytelling tips to specifics about color palette, typography, logo usage and more

our process

To develop this brand guide, we conducted 18 months of intensive research, polling and message testing with new and existing audiences in every region of the world.



6

competitor organizations
reviewed as part of the landscape review



52

countries analyzed in global listening research



17,608

people surveyed in bespoke global polling covering 20 markets



10

personas developed from cluster analysis of the polling data



6

nationally representative message testing surveys conducted

To find out more about the research, please contact Global Communications at marketing@habitat.org.

our mission, vision and foundation

Our brand story builds on the wider work we already do together. Below are some foundational documents and resources that informed our work and can help orient the stories we tell:



MISSION AND VISION

These describe why we exist, what we do and what we hope to achieve.

Seeking to put God's love into action, Habitat for Humanity brings people together to build homes, communities and hope.

Our vision is a world where everyone has a decent place to live.

[Read our mission and vision.](#)



PRINCIPLES

Our principles underpin the work we carry out and the change we're making.

1. Demonstrate the love of Jesus Christ.
2. Focus on shelter.
3. Advocate for affordable housing.
4. Promote dignity and hope.
5. Support sustainable and transformative development.

[Read our list of principles.](#)



FAITH

We are a Christian organization and value our faith foundation.

We choose housing as the means to put our faith into action because it's a foundation for the health, education, well-being, equity and wealth of all people.

We joyfully invite people of all backgrounds – of all faiths and no faith – to our work.

[Read our faith foundation.](#)



our narrative strategy

our narrative strategy

This section sets out the core principles for how we want to communicate across everything we do. It has been designed to give you a tested framework to tell a powerful and uniquely Habitat for Humanity story no matter what you are doing or where you are doing it.

tone of voice

Our tone of voice is made up of the words, phrases and characteristics of our brand that set us apart.

Having a well-defined tone of voice is a powerful tool for conveying our brand's identity, connecting with audiences and effectively hammering home our message.

PERSONAL AND ACTIVE

We speak in the first person using “we,” “our” and “us.” We use active language to describe and take ownership of our work, not passive statements. Change doesn't just happen; we all make it happen.

COLLECTIVE

We understand that we achieve more together than we do alone. We are part of a powerful movement. We use collective pronouns rather than us vs. you. We refer to ourselves as “we” or “Habitat” – and never “it.”

OPTIMISTIC AND AMBITIOUS

We know we can make a real impact on the housing shortage and transform people's lives because we do it every day. We're future-oriented: always innovating and working toward a world where everyone has a decent place to live.

PEOPLE-CENTERED

We are empathetic, we understand the barriers that exist, and we seek to help without judgment. We portray the people with whom we partner as active equals in the process, never passive recipients.

SMART AND EFFECTIVE

We think deeply about how best to effect change, then roll up our sleeves and make things happen. We bring practical solutions based on local knowledge and networks.

GALVANIZING

Urgent action is needed. We use our position to encourage everyone – from individuals to businesses and government – to work to ensure everyone has a decent place to live.

brand personalities

A brand personality is made up of the emotions and behaviors an organization brings to the world, helping supporters connect with what we're saying and showing that we are authentic in the stories we tell.

The **galvanizer**

We are determined, brave and solve problems. We tackle big challenges and want to leave the world in a better place than we found it.

We lead from the front, but we know we can't do it alone. We bring people together, center other people's experiences and expertise, and build coalitions.

We are not afraid of getting our hands dirty, doing the work and mobilizing others – we are builders after all.

What this means for how we communicate:

- We speak to our **mission** and **vision**.
- We are not afraid to **lead**.
- We **empower** and **enable** others and **bring people together**.
- We **share the spotlight** and highlight other people's work.

The **innovator**

We believe our best days are ahead of us, and we are doing the work to create them.

We are actively working with others to foster new ideas and evolve how we do our work. We share our findings publicly so everyone can benefit and move forward.

We think deeply about how we build as well as the policies and markets, materials, and products we use or create. Then we roll up our sleeves to iterate and create something better.

What this means for how we communicate:

- We are **optimistic** about the future.
- We take risks, **collaborate** and **share learnings**.
- We **think deeply** and **strategically** about improving the world.
- We **plan for the future**, and we build in the present.

our winning ground

In Habitat's brand story, there are four core elements that make us stand out, resonate with our audiences and help us gain their support. This is our winning ground.



HOME

Home is the foundation of a good life. The stability and opportunity that a decent home provides is universally felt.

The importance of “home” is recognized by audiences worldwide and across cultures.



BUILD

Our experience as home builders is valued and trusted. Our story owns the practical value of building while expanding this concept to encompass all strands of our work.

The concept of “building” is widely understood in a personal and emotional sense, as well as a physical and practical sense.



PARTICIPATE

Participation is central to Habitat's brand. Our story celebrates the different ways supporters participate in our mission, whether through volunteering, donation or advocacy.

The idea of communities uniting and working together to help one another has major appeal.



MULTIPLIER EFFECT

Housing is not the top issue for the public, but it's essential to the issues they care most about, like health, education and resilience. Our story illustrates this multiplier effect of housing.

Audiences intuitively understand that decent housing makes wider change possible. Explicitly making this wider change part of our brand story can help us win their support.

an audience-centered approach

Effectively communicating our mission requires taking an audience-centered approach.

This means that for every piece of content we produce – whether it’s a social media post, donor outreach or a video – we need to ask ourselves:

- Who are we speaking to?
- What do they care about most?
- What do we want them to understand, do or feel?
- What messages will resonate with them and encourage them to take action?

When we answer these questions first, we create more effective content with greater impact. Our specific language choices should always be driven by everything we know about the people to whom we are speaking. Think about the context of your particular audience, what is most relevant to them, and what will work best to help them understand and engage with our work. Your word choices and topline messages might differ, depending on your audience.

To help you think this through, we’ve used our global research to develop personas, which you can use to help you answer these questions and tailor your message for your audience.

our global target audiences

These five personas represent our key target audiences.

ENGAGED AND ACTIVE



There is an interesting overlap between the global personas Generation Rising and Multi-Generation & United and the U.S. persona Cause Champions.

While at different life stages, they care about alleviating poverty and the importance of decent housing. All are active supporters of causes. Many of the Generation Rising and older Cause Champions also share a personal ambition that bears similarities with our existing U.S. supporter base.

This group is already engaged and supportive of causes like Habitat's. Invite them to be part of our mission.

Together, these represent over 90% of the global population.

FAMILY-FOCUSED & PASSIONATE



The global Passionate Parents and U.S. Settled Traditionalists are homeowners who overlap in their dedication to their families and support for a variety of causes, including housing.

Both personas are less involved in causes due to a lack of time and availability, but care about housing and creating positive change.

These personas can begin supporting Habitat's mission through low-lift actions and grow in their engagement with us.

Our audiences in detail

GENERATION RISING



This group is young, ambitious and focused on bettering their circumstances. They are likely the next generation of global change makers.

While their youth means they lack funds to be significant donors today, they are eager to volunteer and share our mission in other ways.

MULTI-GENERATION & UNITED



This group is open-minded and believes in positive change. Spanning all age groups, they live in multi-generational homes and have unique experience of home.

Taking Multi-Generation & United on a journey of participation will likely lead to increased donations.

CAUSE CHAMPIONS



Opinionated, engaged and restless for change, this group is a coalition of younger activists and highly wealthy middle-aged people.

Cause Champions are already giving. Connecting housing to wider change could unlock support from this valuable group.

PASSIONATE PARENTS



Passionate Parents are family-oriented and care about social change. They are keenly aware of the housing shortage and understand how home can transform a life.

While they are time-poor, with low-lift ways to engage, they could be loyal supporters who move on to donating or volunteering.

SETTLED TRADITIONALISTS



This group embodies a traditional idea of the American Dream. They are in the later stages of their career and very comfortable, but describe themselves as family-, not career-oriented.

Connecting affordable housing to building a comfortable life (especially for their kids) will likely activate this family-oriented group.



our brand platform

what is a brand platform?

Our brand platform is a flexible tool to help us tell our story, bringing home to any audience the work we do and how we do it.

What is a brand platform?

1. A unifier to reinforce our tone of voice and brand personality
2. Not a set tagline to simply repeat on all communications
3. A lens through which to assess stories and content ideas, to ensure it all drives back to objectives
4. A consistent tone and key message for our outputs

our brand platform

Habitat has a powerful, interlocking brand platform that underlines the collective nature of our work and the wider impact we make together.

Speaks to the collective and participatory nature of our work

Together, we build _____

Active and positive, owns and expands our existing strengths

A space to define what we are building

A space to define how home effects broader change

Housing as a catalyst

_____ **starts with a home**

Personal, relatable and sets us apart



our brand platform in practice

Our brand platform gives us the flexibility to communicate the complexity and impact of our work, everywhere we work.

Together, we build **a better future**

Together, we build **vibrant neighborhoods**

Healthy communities start with a home

Together, we build **good housing policy**

Dignity starts with a home

Together, we build the **Dominican Republic**

Intergenerational wealth starts with a home

Together, we build **opportunity**

A resilient world starts with a home

Innovation starts with a home

Together, we build **joy**

our interlocking brand platform

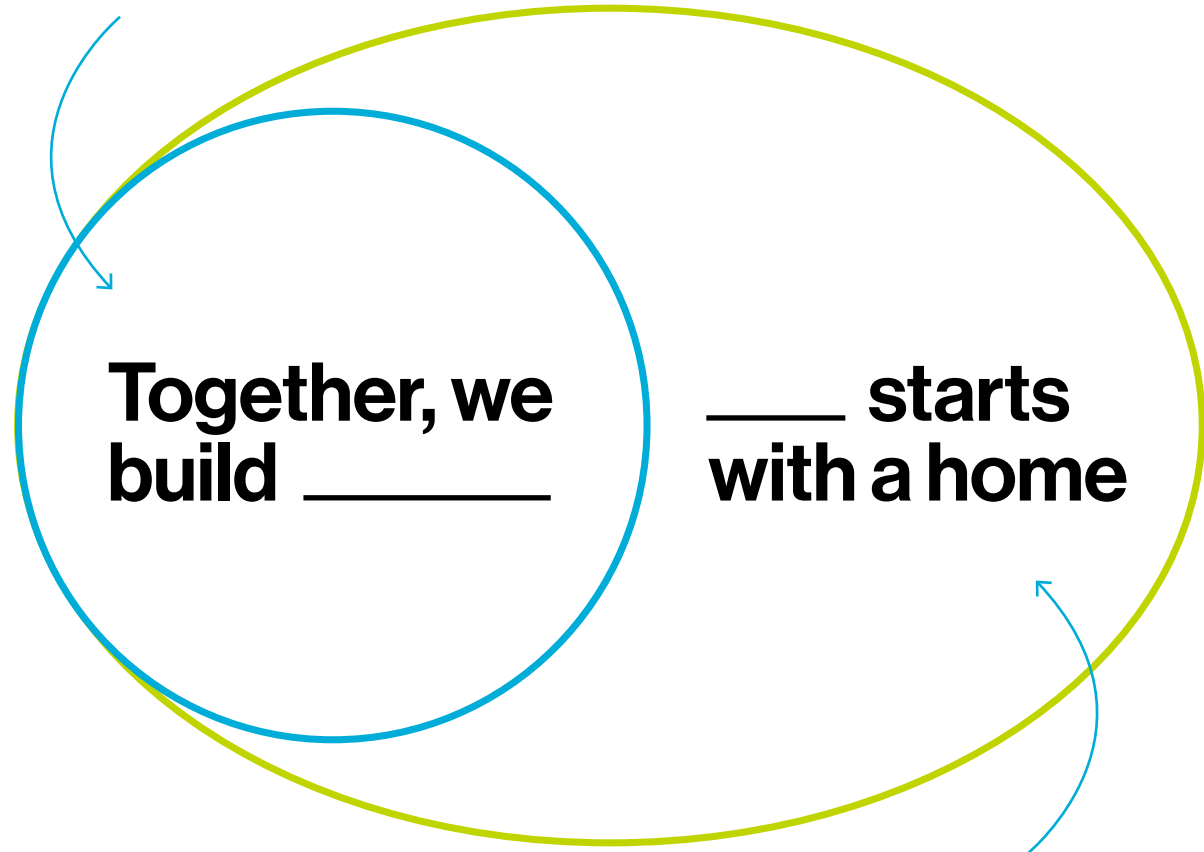
The objective of this updated brand story is twofold:

- Better describe the broad spectrum of work Habitat does on a day-to-day basis.
- Help Habitat grow support among existing and new audiences.

We have designed these two to work together. This allows us to communicate with clarity and consistency, while also allowing flexibility.

All other stand-alone statements beyond this brand platform and the mission and vision statements are being retired.

Used to tell our story and build a community and movement around our activities



Used to help show how housing impacts all topics to help us reach new audiences

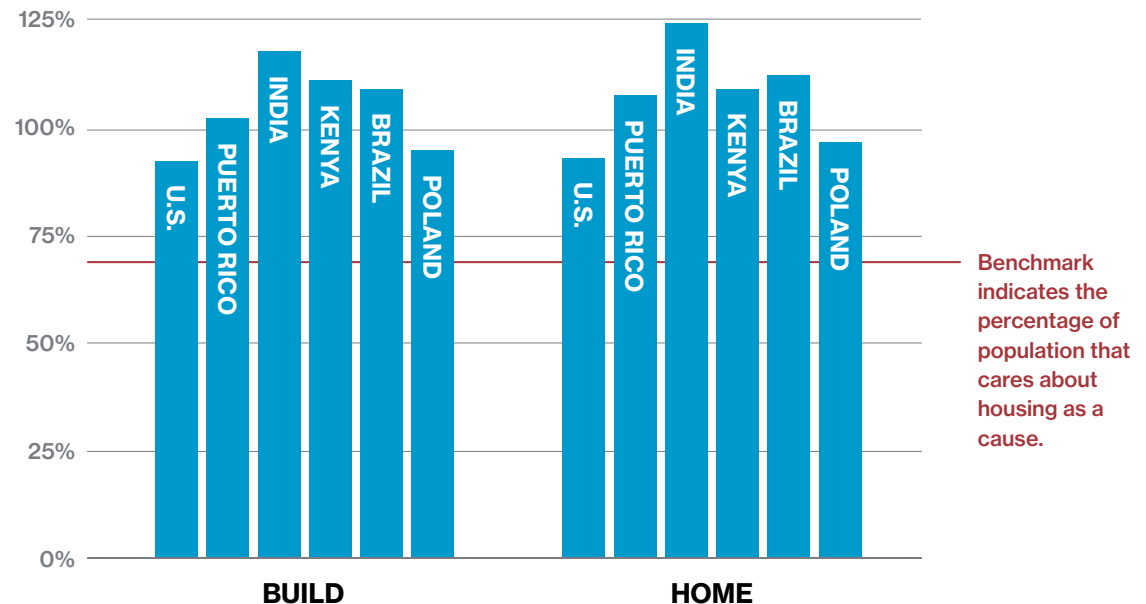
what this means for our story

Whenever we tell Habitat's story, it's grounded in the **impact** (what we achieved) and the **action** (what we did).

- People want to know what we're building and how we're tackling the issues they care about most.
- For people who know Habitat, our wide-ranging impact is appealing. For those who don't, it feels effective and exciting.
- Illustrating how we build together, and how they can join us, galvanizes people to participate in our mission and be part of the change.
- Showing how expanding access to homes creates individual *and* broader change reinforces the importance of our cause and inspires other to join.

In the six countries where we performed message testing, our brand platform strongly drove people to donate.

QUESTION: A friend gives you \$100 (equivalent) to donate to a charity. How much would you donate, if any, to this charity? Please note any value over the given amount will mean donating out of your own money.



story foundations

To help unify Habitat’s story across countries, formats and themes, it is important to have the same underlying principles.

Impact: What we build together

Personal impact

We communicate this through stories of our movement, our work and the lives transformed.

Tell human stories wherever possible to show the transformation.

Use language that underlines the emotional connection to home as the foundation of a good life.

Broader impact

We show how expanding access to affordable homes sparks wider change.

Communities need better housing in order to tackle the other challenges they face.

Show how decent and affordable housing leads to better outcomes in areas like health, education, safety, employment, climate, independence, prosperity and equity.

Action: How we build together

How we build

We own all the different strands of our work.

“Building” is the foundation of our work.

It doesn’t matter if we’re building through construction projects, research and innovation, bringing people together, or influencing policy. We are still building homes and hope.

Who we build with

We celebrate all the different ways supporters participate in our mission.

All of our supporters are builders: including volunteers, donors and advocates.

We hero the communities and people we build with.

Where we build

Our work is both global and local.

We work in communities like yours across the world.

Our communications should be tailored to local contexts and how communities unite to tackle their unique housing needs, while finding appropriate ways to share the global nature of our organization and work.



our narrative

who we are

Habitat for Humanity has a decades-long legacy of improving access to quality, affordable homes worldwide.

Our **expertise and commitment** to our mission must be a core part of how we tell our story.

EXAMPLE MESSAGING

Home is the foundation on which we build our lives and our communities.

Habitat for Humanity is a movement of people in our local area and around the world, working together to build more prosperous and vibrant communities by making sure everyone has a decent, safe, affordable place to call home.

Since our founding in 1976, together we have helped tens of millions of people in countries around the world build their life on their own terms through access to decent, affordable housing.

We've done that by working alongside them to build, repair and finance their homes, by innovating new ways of building and financing to make it easier for others to build, and by advocating for policies that make building and accessing housing easier for everyone.

Every safe, affordable home sparks wider change, leading to better health, education and well-being, more economic growth and less poverty. Peace of mind and the ability to focus on what matters most – it all starts with a home.

We have hard work to do. 1 in 3 people on earth still don't have a safe, affordable home.

Get involved. Together, we build homes, communities and hope.

why housing?

We know the impact that a home can have on individuals, families and their wider communities. Every home has a **multiplier effect**, helping to tackle some of the biggest challenges of our time.

EXAMPLE MESSAGING

Habitat for Humanity has seen that home is the foundation on which we all build our lives.

1 in 3 of us around the globe still don't have a safe, affordable home. This not only forces individuals and families to make tough choices in their personal lives, but can also create a barrier to strong, stable, thriving communities and economies.

Fixing the housing challenge isn't going to be easy, but we are not afraid of hard work. Together, we can build a world where everyone has a safe, affordable home.

Every dollar donated sparks wider change: repairing damage from extreme weather events, changing outdated laws, or innovating new ways to build and finance housing affordably:

- **Economic growth starts with a home.** Not just because homebuilding is a core part of the global economy, but because a safe, affordable home allows us all to be independent, find and keep stable work, grow wealth, and plan for the future.
- **Health starts with a home.** Unsafe housing leads to poor health outcomes: from respiratory issues caused by mold and damp, and infections caused by insects in dirt floors, to the increased difficulty accessing medical support without a fixed address.
- **A climate-resilient world starts with a home.** Sturdier construction and the use of hardier, more sustainable materials can help houses withstand extreme weather impacts, saving lives.

the story of our work

We have always been builders, but telling the story of our work means showing **all the ways in which we “build”** – from physically building homes to enacting broader change to help others build.

EXAMPLE MESSAGING

Habitat for Humanity’s work touches every part of the housing process, from designing more resilient homes to empowering the people who live in them.

- **Together, we build homes.** Habitat for Humanity builds, repairs and finances safe, affordable homes around the world, working alongside the individuals and families who buy them.
- **Together, we build a better housing ecosystem.** Our experience as developers and lenders means that we understand how housing works on a deep, practical level. Together with local residents, this allows us to push for innovations and policies that work in the real world, not just on paper, helping to create more pathways for families to access and preserve safe, affordable homes.
- **Together, we build financial freedom.** Part of our work is to help people access affordable credit, whether it’s a mortgage in the U.S. or a microfinance loan around the world. With future homeowners, we walk them through debt and loans, saving, investing and planning for the future.
- **Together, we build independence.** Habitat for Humanity works with vulnerable homeowners, like older people, to help them preserve their home and independence. Through home repairs, modifications and community services specific to their needs, we help people get and stay in their homes.
- **Together, we build the future.** Habitat for Humanity supports innovations that can increase access and affordability of decent housing. We look across the system, from construction materials and financial institutions to planning and development.

messages to galvanize

Participation and community are Habitat's greatest strengths. **Volunteering, donating, advocating** and **collaborating** are all essential ways people support our mission.

No matter how someone gets involved, they help us build.

EXAMPLE CASE FOR BEING INVOLVED

Home is the foundation on which all of our lives are built. It's where we feel safe, raise our families, start businesses, make memories with friends, and build communities. That's why hundreds of thousands of people around the world, in communities like yours, are working together to build a better future through housing.

EXAMPLE MESSAGES TO DONORS

Small amounts build. Every dollar counts. When you make a regular donation, even if it's a small amount, you join thousands of other people whose donations come together to help more people and communities build.

Donate to build a better future. Your donation supports thousands of builders, advocates and innovators across the world working to break down barriers to affordable homes, bringing hope to people like Donyelle, a public school employee for 37 years.

Donate to build. People donating to Habitat for Humanity across the world means we can plan ahead and think long term. Together, we are innovating new ways of making building easier, more cost-effective and more sustainable.

EXAMPLE MESSAGES TO ADVOCATES

Click to become a builder. Thousands of people are coming together to call on public officials to make it easier to build safe, affordable homes.

Campaign to build. Together, we are campaigning for – and winning – big changes that improve laws and regulations, helping to build thousands of homes in communities that need them most.

how we talk about impact

This is how we show the impact of Habitat for Humanity's work: both the **individual story of transformation** and the multiplier effect of wider **community and economic change** sparked by expanding access to decent housing.

PRINCIPLES

Wherever we tell our story, we speak to two kinds of impact.

- **The personal impact** of how home transforms individuals and families.
- **The wider impact** of how expanding access to decent homes impacts broader issues such as the economy or health.

The personal and wider impact aren't separate – they go hand in hand.

Begin with stories of individual transformation, then link to how this ladders up to better outcomes in health, employment, education and economic growth.

EXAMPLE MESSAGES

A decent home gives us the space and stability we need to be healthy, resilient and build the life we choose – whether that's creating community, building wealth or raising a family.

By working with local communities to meet their housing needs, we also help them solve many other problems. With a stable home and fixed address, residents have access to better health care, education, employment opportunities and community services.

When people thrive, so does our economy. Decent homes mean people can stay safe and healthy, participate in the workforce and gain independence, reducing long-term reliance on public and community services.

Every safe, affordable home sparks wider change – transforming lives and building stronger communities everywhere.

how we talk about faith

Christian faith is a foundation of our organization's past and present.

As our audiences around the world hold differing views of religion, our messaging around faith should be clear, inclusive, and tailored appropriately to the audience and context.

Our message testing was clear: We should not talk about our faith without also talking about our inclusiveness.

[Read our faith foundation.](#)

EXAMPLE MESSAGING

Habitat for Humanity's vision is a world where everyone has a decent place to live.

As a Christian organization, we chose housing as the means to put our faith into action because housing serves as a foundation for the health, education, well-being, dignity and wealth of individuals, families and communities.

But significant problems arise when faith is tied to socio-political ideologies and distorted to become exclusionary and harmful. When this happens, the ideas of loving and serving with our neighbors through faithful action gets lost.

Our mission speaks to how we seek to "put God's love into action." From a messaging perspective, this means trying to show people our faith through our activity and work, rather than simply telling them. God's love compels us to see every human as a neighbor and to love them. We make opportunities for people of all kinds – different faiths, ethnicities, races, genders, political affiliations, sexualities, and socioeconomic classes – to work together and learn from each other.

Today, our movement unites people of all religions and no religion, working together to build homes, communities and hope. We are proud to work with all people who lack a decent place to call home.

housing equity and inclusion

To put God's love into action and bring people together to build homes, communities and hope, as set out in our mission, we realize that we must be fully committed to understanding and acknowledging the challenges people face in accessing safe, affordable homes if we are going to be successful in helping resolve them.

PRINCIPLES

- We understand that many communities face ongoing barriers to homeownership because of their gender, race, ethnicity, religion, socioeconomic status, background, class, age, ability or sexuality. Some of these barriers are built into the processes and policies that help others access housing, and so we actively work to overcome and remove these barriers.
- We partner with the communities that we serve, ensuring that people are able to make the positive change they want to see in the world. We are all active participants in projects, not passive recipients of charity or aid.
- We platform people's voices and empower them to share their experiences on their own terms.
- We hold ourselves accountable and learn from mistakes.

language tips and tricks

We know every safe, affordable home sparks wider change, leading to better health, education and well-being, more economic growth and less poverty, and we should look to make those connections through our communications as often as possible.

MORE ...

Thinking about your audience before you start. Who are they, what do they care about, how much do they know about Habitat and housing more broadly? Tailor your message to meet them where they are.

Speaking simply. Imagine you're speaking to a neighbor. Think about how your communications can be most impactful for them and use plain language.

Using "**Habitat for Humanity**" when introducing our work, and "we" after.

Our work is "global and local" because we work on the ground with people in communities *and* help to shape the global conversation with policymakers and experts. We have an impact at a local level and in global forums; it is important that we draw that link for our supporters.

LESS ...

Taking a one-size-fits-all approach. Our work involves speaking to a wide range of people, communities and organizations, so our content should reflect this.

Using jargon and technical language. Our purpose is to make ourselves clear and help people understand our work. Technical language can be helpful in some contexts, but even policymakers and expert audiences value concise, understandable communications that make clear how our work differs from other organizations'.

Referring to Habitat for Humanity as "**it**" or "**they**" gives the impression that we are speaking about a third party or another organization, rather than a movement and the work we are all doing together.

"We work across the globe." Our research showed that people's concept of home and housing is personal and community-based. That means that speaking broadly about our global footprint can feel abstract and demotivating for supporters.

language tips and tricks

MORE ...

Using “build” expansively. A safe, affordable place to call home doesn’t just mean a place to live for a family or an individual. It sparks wider change. We want to bring that impact to life by speaking about how our work builds homes and also builds personal opportunity, the economy, healthier communities, etc. We also want to bring together our valuable and deeply practical experience as builders, planners, lenders and advocates into one overarching narrative so that the public understands our range and expertise.

“Habitat for Humanity brings people together to build homes, communities and hope.” Habitat doesn’t have an official tagline, but if you need one for a presentation, use our mission statement.

We work or partner with “people,” “families” and “individuals.” Our language should put people at the center of our story and should be inclusive of all life circumstances.

LESS ...

Compartmentalizing our work. Everything we do at Habitat ensures that everyone has a decent place to call home. That means it’s not just the people on build sites who “build.” It’s also people who donate, advocate, get involved in community meetings, conduct research, etc. However we work, however people choose to participate in our mission, every part of our movement helps us build.

“We build strength, stability, and self reliance through shelter.” This statement is less clear and collective than our mission statement and is grounded in U.S.-only research conducted in 2016. It shouldn’t be used moving forward.

“Deserving” individuals, “partner” families, “Habitat” families. We want to avoid unnecessary labels, some of which can be confusing to the public and some of which create barriers between people.

language tips and tricks

MORE ...

Describing the participation, partnership and collaboration of how we work alongside people and families on their homeownership journey. Also look for ways to highlight how we **“convene and mobilize,”** working in coalition in communities, guided by grassroots experts whose experiences we platform.

“Building alongside” or “partnering with” individuals or families.
“Removing barriers to accessing a safe, affordable home.” The people we work with take an active part in the process. Collaboration and partnership are at the heart of our approach, and families can build with us in a variety of ways. Our research showed that people understand there are ongoing obstacles to homeownership, and that this is unfair. Speaking directly to how our work creates a fairer system was the most mobilizing way of speaking about our work on equity.

“Independence,” “self-determination,” “the foundation to build the life we choose on our own terms.” These concepts resonated strongly in our audience research globally and in the U.S. – especially with new potential audiences.

LESS ...

Using jargon like “required sweat equity,” which is more difficult for external audiences to understand and can create a negative where there is only a positive: Participatory language is easier to understand and more mobilizing.

Using distancing language like “advocating for communities” or “providing homes.” Make clear how people and communities are active participants in, not passive recipients of, all aspects of Habitat’s work. Illustrate how we mobilize, convene and create opportunity, using our knowledge and resources.

“Building for families” or “the families we support” or “beneficiaries” who “receive their keys” or “get their house.”
 These phrases create the impression of a one-sided relationship, where families and individuals are more passive, and don’t capture the participation and partnership which is core to our work. Passive framing also doesn’t capture how our work is improving the system for everyone, and our research showed that it was less mobilizing.

Terms like **“self-reliance”** and language similar to **“a hand up not a handout,”** used without context or layered on top of one another, can be interpreted as individualizing the problems we work together to solve.

language tips and tricks

MORE ...

“Building financial independence.” When talking about finance, we want to speak to how affordable homeownership can empower people and help them live their life on their own terms.

Highlighting affordability and decency *together*. Increasing access to affordable homes or affordable credit is increasingly a driver of support, especially among people locked out of the housing market globally.

LESS ...

"Financial education" or "financial literacy." While Habitat does important training as part of a person's homeownership journey with us, these terms don't always accurately reflect the realities of the people with whom we partner and don't adequately speak to our ultimate impact.

Leaving affordability unsaid. While good quality homes are crucial for health and well-being, our research showed that explicitly mentioning affordability improves our ability to move the needle with key audiences globally.

language tips and tricks

MORE ...

Specificity about outcomes. When speaking about policy, show how changes would create pathways for people to access safe, affordable homes.

When speaking about housing and health, use specific, relatable examples that reinforce the connection between safe homes and better outcomes. “We build healthy communities by fixing ventilation and leaks, removing mold and toxic materials, replacing inadequate flooring, and improving accessibility and sanitation.”

When speaking about climate, our research showed that many didn’t easily understand the link with Habitat’s mission; the best way to make this clear was to talk in detail about the impact of climate and extreme weather on housing specifically and communities more generally. Audiences can immediately relate to tangible impacts like “energy efficiency,” “families saving on their energy bills” and “resilience.” Framing our climate-related work around building the resilience of people, their homes and communities resonated strongly in our polling.

LESS ...

Focusing on processes, jargon, abstract concepts. We want to show supporters, volunteers, policymakers, partners and advocates how their support and involvement helps us deliver on our wider mission.

Our research showed that the end outcome is most mobilizing. Our research also showed that messages without tangible, visible, on-the-ground impacts were less effective.

language tips and tricks

MORE ...

Showing our Christian faith through action. Habitat's mission starts with "seeking to put God's love into action"; it was the "action" part that resonated most with Christian and non-Christian audiences alike in our research. This made sure they understood who we are and what we do most clearly.

"Habitat is a Christian organization that unites people of all religions and no religion, working together to build homes, communities and hope. We see every human as our neighbor and make opportunities for people of all kinds." Our research showed that being clear about our identity and how it drives us to work with everyone is an effective way to speak about our work. As housing is such a fundamental part of all our lives, audiences (especially Christians) wanted us to be specific about how we live into the "love all our neighbors" element of our faith foundation. We do this by not excluding anyone, no matter their gender, ethnicity, religion, sexuality or political affiliation.

LESS ...

Beginning your message with faith or Christianity. Faith is a core part of our story, but it's not the whole story. We should speak first about home, our mission, our movement and our impact, and then introduce faith – just as it would come up naturally in a conversation with someone new.

Glossing over how faith is a part of the Habitat story or being vague about Habitat's identity. Our research showed that when messaging around faith becomes unclear, it starts to raise questions, which can act as a barrier to support.

thematic deep dives

The following deep dives are intended as a guide to how we speak about our work and some of our key areas of impact like health, climate, equity and intergenerational wealth.

These messages and examples are directional and are not intended to be comprehensive. Use them as a thought starter to help shape your content.

In practice, use words that evoke our storytelling pillars of:

- personal impact
- broader impact
- how we build
- who we build with
- where we build

DEEP DIVE

together, we build homes

Billions of people still live without access to a decent, affordable home. Our experience as builders means we have the deep expertise and the skills needed to tackle the global housing challenge head on.

Our volunteers build homes alongside the people who will live in them; we advocate for policies and research new ways of working that make funding and building affordable homes easier.

Impact: What we build together

- **We convene both volunteers and organizations to build, improve or facilitate access to millions of homes. In 2023 alone, we helped over 13.4 million people build or improve their homes.** Since its founding, our Terwilliger Center for Innovation in Shelter has enabled 27.8 million people to access improved housing by working in partnership with other organizations to build better housing systems.
- **As part of our five-year Cost of Home campaign, local communities used their voice to create bottom-up change across the entire U.S.,** helping 9.5 million people secure access to affordable homes. They did this by influencing over 460 local and national laws and helping unlock \$23.6 billion in funding. Our work continues with the Habitat Voices in Action program.

Action: How we build together

- **We actively work with communities who have faced barriers to homeownership to help them buy homes.** In Minnesota, our First-Generation Down Payment Assistance Program is helping 5,000 families become first-generation homebuyers, especially communities of color and those whose parents never owned, or lost, a home.
- **We think big, taking a whole-systems approach and building partnerships to drive change.** Our Home Equals campaign advocates both locally and internationally to improve the homes and living conditions of 1 billion people living in informal settlements globally.
- **We price homes at a fair cost and keep mortgage payments to less than 30% of income,** which is vital as housing affordability becomes an issue for more people every day.

DEEP DIVE

together, we build affordable communities

We need more affordable houses in our communities.

Globally, hundreds of millions of people are unable to save or plan for the future because of high rents and house prices. That causes our economies to grow slower, makes it harder for children to achieve in school and makes it harder for people to live independently. Habitat for Humanity is a movement of people working to make sure everyone in our communities has an affordable place to call home.

Our volunteers build homes alongside the people who will live in them; we advocate for policies and research new ways of working that make funding and building affordable homes easier.

Impact: What we build together

- **Together, we have rolled up our sleeves to help 62 million people and counting build or improve a place to call home**, helping to make all our communities more affordable.
- **From 2020-24, our Cost of Home campaign built a national movement that helped 9.5 million people across the U.S. have access to affordable homes.** We mobilized people to speak directly to policymakers at events, and thousands more to advocate in other ways, changing local and national policy. Our work continues with the Habitat Voices in Action program.
- **We are working with residents to bring down the energy bills of 90,000 people** in Hungary, Bulgaria and Lithuania by insulating buildings and upgrading appliances.

Action: How we build together

- **We come together to build affordable houses alongside the individuals and families who buy them.** Our movement of volunteers and donors is helping people plan for the future and making all our communities more affordable.
- **We use our deep understanding of building to help communities advocate for policy changes that build thousands of affordable homes at a time.** Our practical experience allows us to work with local families and communities to advocate for the change they need as well as working with policymakers at all levels to make sure that policies work in the real world to make our communities more affordable.
- **We are researching innovative materials, financing and products to make the entire housing ecosystem more affordable.** Our work ranges from increasing energy efficiency to keep bills down to implementing lasting models of affordable homeownership like community land trusts to creating the MicroBuild Fund to make it easier for low-income people to improve the places they call home.

DEEP DIVE

together, we build healthy communities

Healthy communities start with healthy homes. But as many as 1 in 4 people worldwide live in conditions that harm their health. Habitat builds, repairs and finances homes so they are safe and comfortable, while providing resources to communities to stop the spread of disease.

Impact: What we build together

- **We help homeowners access low-cost loans to improve their homes and health.** Up to 40% of asthma cases can be linked to homes with molds, chemicals or pollutants. Housing improvements can help tackle such local health issues.
- **We tackle systemic health issues.** Approximately 6% of homes in Latin America and the Caribbean have dirt floors, but by replacing these with concrete, we eliminate breeding grounds for parasites and bacteria, improving community health.
- **We empower communities to improve health outcomes everywhere.** Our Home Equals campaign has helped millions of people living in informal settlements access clean drinking water and improved sanitation facilities. In the U.S., we work with under-resourced communities to improve their quality of life, uplifting their collective action as they advocate, implement and improve their neighborhoods.

Action: How we build together

- **We collaborate with communities to foster solutions to local problems and build expertise.** In the village of Rishipara in Bangladesh, we worked alongside the community to build 107 latrines and delivered water and hygiene training to 450 people. Waterborne diseases dropped dramatically, helping the community to thrive.
- **Our donors build healthy communities by funding housing breakthroughs.** Our pioneering research in Kenya found that simple home upgrades can reduce the spread of malaria by halving the number of mosquitoes entering homes. We're now putting this in practice, improving 300 homes in high-risk regions.
- **Our home improvement programs** fix ventilation and leaks; remove mold and toxic materials; replace inadequate flooring; and improve accessibility and sanitation. Additionally, Habitat affiliates across the U.S. partner with older adults to ensure they are able to access critical home repairs and modifications, ensuring they can age safely and independently in their homes.

DEEP DIVE

together, we build housing equity

We all deserve a decent place to live, no matter who we are. But our gender, ethnicity, religious beliefs, ability or sexuality can be barriers to accessing a safe, affordable home and achieving homeownership.

Together, we work to give everyone an equal chance to lead independent, more prosperous lives.

Impact: What we build together

- **We create access to homeownership across the world.** This has a multiplier effect: When women can inherit and have equal access to land rights, they can invest in a safe and decent home and build their future.
- **We close the homeownership gap with tailored programs for under-resourced communities.** In the U.S., where homeownership rates are significantly lower among Black families, this means creating access to affordable mortgages and advocating for fairer credit scoring.
- **We tackle discrimination and build alongside people facing barriers to inclusion.** In Fiji, we've helped women join water committees they had previously been excluded from, enabling them to become leaders in community decisions.

Action: How we build together

- **We support communities to advance land rights and homeownership.** As part of our Home Equals campaign, Habitat Brazil, in partnership with other organizations, advocated for policy change to improve tenure for 197,600 of Brazil's most vulnerable people.
- **We help under-resourced communities access credit and building expertise.** We've invested in helping microfinance institutions around the world create housing loans, reaching low-income people who would not qualify for traditional mortgages or loans. In the U.S., Habitat Capital creates and provides financial services and capital to Habitat affiliates across the country.
- **We work with people with disabilities and vulnerable groups to build the homes they need.** In Malawi, we've worked with 7,638 families to build homes, sanitation facilities, and neighborhoods tailored to the needs of people with disabilities and groups like orphaned children.

DEEP DIVE

together, we build connections and coalitions

When we build homes, we go beyond the four walls to build the foundations for neighborhoods. Social cohesion, safety and a sense of community all start with a home.

Globally, access to housing is a cornerstone of the safe, inclusive, resilient cities and towns we all want to live in. In urban areas across the world, upgrading informal settlements and improving affordability is a driver of sustainable development.

Impact: What we build together

- **We expand access to affordable homes and secure tenure.** This helps whole communities thrive, increases stability and gives people a stake in their neighborhoods. This helps people to live, work and shop locally and boosts investment in the local economy.
- **We convene organizations, advocates and other partners to influence policy and create lasting change.** We are collaborative and galvanizing in our advocacy work, mobilizing alongside others to expand access to affordable homes.
- **We help people put down long-term roots in their communities through renovation and much-needed improvements,** helping older people to age in place and allowing families to retain their home and their neighborhood support networks.

Action: How we build together

- **We help build welcoming and thriving communities,** providing training in transformative listening, storytelling and relationship-building skills as part of the Team Up Project.
- **We advocate for community revitalization and the creation of shared community assets.** In Lafayette, Louisiana, in addition to rebuilding houses and redeveloping properties, we worked with partners to launch an entrepreneurship academy and a community gathering place. We also promote shared amenities and green spaces for all to use.
- **We amplify the voices of communities through a participatory approach to urban development.** In Dhaka, Bangladesh, we worked with residents of the Beguntilla slum to identify their needs, improve vital sanitation infrastructure, and create a community center for community-led training and workshops.

DEEP DIVE

together, we build intergenerational wealth

For millions of people across the world, their home is by far the most valuable asset they will ever own. A secure, affordable home is a key driver of intergenerational wealth, allowing families to plan for the future, find stable and rewarding work, and providing an asset for future generations.

Impact: What we build together

- **We work to advance Black homeownership in the U.S.**, working with families who are less likely to be able to access financing and own their own homes, helping them build financial independence and also educating the public about the ongoing barriers to homeownership for Black families – and how we can reduce them.
- **Worldwide, our five-year Solid Ground campaign changed policy to help more than 12.4 million people in 40 countries access secure land rights**, helping them to build wealth and invest in their families, communities and future.

Action: How we build together

- **Our home repair program helps homeowners to affordably maintain their homes, ensuring that they can continue to build home equity**, stay in their communities and pass their home along to their loved ones.
- **We price homes at a fair cost and offer innovative financial packages to keep the cost of homeownership affordable** for households, so mortgage payments cost less than 30% of household income.
- **We work to make financing a home more affordable and more equitable.** For example, as part of our Cost of Home campaign, we advocated for fairer credit scoring to help people from under-resourced communities secure an affordable home.

DEEP DIVE

together, we build better housing systems

Sometimes we build and improve homes one at a time, and sometimes we work with governments, civil society and businesses to build better housing systems.

Our experience as builders ensures that our policy proposals work in the real world and not just on paper, helping to create millions of affordable homes across the globe.

Impact: What we build together

- **We partner with organizations across the housing ecosystem to unlock housing for low-income families and neighborhoods.** Habitat's Terwilliger Center for Innovation in Shelter has partnered with over 250 companies to scale innovative products and over 100 financial institutions to unlock US\$7.9 billion in affordable housing finance.
- **We shape policies that increase access to affordable homes.** In the U.S., our Cost of Home campaign helped change over 460 laws, unlock more than \$23.6 billion in government funding and increase access to safe, affordable homes for 9.5 million people. Our work continues with the Habitat Voices in Action program.

Action: How we build together

- **We convene decision-makers from every part of the housing sector,** from grassroots movements and NGOs to corporations and governments, to find solutions to the housing crisis together.
- **We empower local communities to advocate for their housing needs.** In Honduras, we helped advocates urge over 200 local municipalities to update their housing policies and prioritize people living in unsafe areas. 102 of these municipalities showed increased investment of over US\$40.8 million, benefiting 106,420 families.
- **We keep housing on the global development agenda,** convening decision-makers to promote access to decent, affordable homes at major international events like G7, the World Economic Forum and the World Urban Forum.

DEEP DIVE

together, we build a climate-resilient world

The climate is changing, and that affects people and the planet. The way we build, power and live in our homes can protect both.

Over 117.3 million people were displaced by climate disasters in 2023, but Habitat's volunteers and advocates are working to change this by building resilient homes and communities.

Impact: What we build together

- **We empower the 1 billion people living in informal settlements**, who are most vulnerable to climate disasters. We support and amplify these communities' voices in calling for affordable, climate-resilient housing.
- **We focus on disaster risk reduction and long-term durability** in communities vulnerable to extreme weather and other climate disasters, by using innovative designs and context-appropriate materials.
- **We seek to integrate and foster the adoption of sustainable building methods**, which can help reduce the greenhouse gas emissions from construction. Habitat's Terwilliger Center for Innovation in Shelter is helping to scale innovative and sustainable new technologies.

Action: How we build together

- **We support people living in informal settlements to advocate for themselves and build resilience against climate change.** In Liberia, we coordinated with government and civil society organizations to upgrade the homes of 400,000 residents of informal settlements, many of whom were impacted by flooding due to climate change.
- **We promote weather-resistant and energy-efficient homes**, helping to keep families safe and healthy and to lower energy costs. Habitat Hungary's Fuel Poverty Program installed insulation in homes, lowering families' bills by up to \$375 a year.
- **We build adaptively**, using rainwater harvesting systems, bioclimatic homes in El Salvador, and cool-roof paint in India to reduce extreme heat and optimize energy efficiency.

DEEP DIVE

together, we build a movement

Habitat for Humanity is a movement of millions of people across the world, in communities like yours. Together, we take actions big and small to ensure everyone has an affordable place to call home.

Every action builds affordable homes, whether it's volunteering or donating, building new homes or repairing old ones, leaving a gift in a will, signing a petition, or speaking to local policymakers.

Impact: What we build together

- **Every year, hundreds of thousands of volunteers take time to help build affordable homes.** In 2024 alone, over 910,412 volunteers built homes, spoke to policymakers, raised awareness and worked in their local area in addition to the thousands more who donated and fundraised for Habitat.
- **Our Cost of Home campaign built a national movement that helped 9.5 million people across the U.S. access to affordable homes.** From 2019-2024, our advocacy reformed over 460 local and national laws and unlocked \$23.6 billion in government funds. Our work continues with the Habitat Voices in Action program.
- **We build hyper-local movements where residents can identify problems and build solutions, together.** Our neighborhood revitalization programs unite residents to shape their local communities, from securing better land use and housing policies to building local parks and opening community gardens.

Action: How we build together

- **Closing the global affordable housing gap requires a collective effort, and the more voices who push for action, the better.** In our work there is a role for every individual and organization, from governments of every level and businesses to volunteers and philanthropic donors.
- **Our advocacy is underpinned by people, partners, governments and communities working together.** Our Home Equals campaign, for example, works to expand access to decent housing, basic services and civic participation to the 1 billion people living in informal settlements around the world. We mobilize advocacy, funding and volunteerism to support communities building a better future.
- **As part of our Global Village program,** families, social clubs, universities and church groups come together to build homes alongside local communities and learn how to advocate for better housing policy on a global scale.



our creative

creative approach

The creative pieces that we use to tell the Habitat story should always be tangible expressions of our brand and messaging.

Everything in our creative work — our imagery, our color palette, our font selection, our visual presentation of words and information — is chosen to visually reinforce optimism, dynamism, authenticity and simplicity. With a clean, streamlined, edited, and clutter-free look and feel, our content can be just as clear as our vision of a world where everyone has a decent place to live.

our story in images

As we bring Habitat's brand to life, our imagery should feel spontaneous rather than staged, authentic rather than composed, and should always carry a sense of emotion that is dynamic and optimistic.

We want the images we use to encompass the entirety of Habitat's work and our impact. We emphasize:

- 1. How we build together.** These images create a sense of the breadth of the work we do. We still hero our build sites, but also speak to our advocacy, research and fundraising work. We show innovation, coalition building and communities.
- 2. The life our work builds for us all.** We emphasize the life that a decent, affordable home helps us all build, not just the literal building. We seek to go beyond wall raisings and hard hats to thriving families, inhabited homes and meaningful everyday moments.

Where possible, we build a story through multiple images. Marrying images from these two groups shows the work – and also shows the life that our work enables.



The images seen throughout this section – and many more – are available online for download through [Habitat's Digital Asset Network \(DAN\)](#).

STORY IN IMAGES

how we build together

This imagery is about highlighting the work that Habitat does. No matter what we do or how we do it, we bring people together to build homes, communities and hope.



With that in mind, we intentionally diversify the activity we depict to include:

- Activity at a build site
- Advocacy events like Habitat on the Hill, legislative days, city council or municipality meetings
- Community resident meetings, coalition events, trainings in the field
- Use of new materials, construction techniques and innovations, research
- Fundraising builds and events, ReStores



STORY IN IMAGES

the life we build together

This imagery is about showing the impact of the work Habitat does. This goes beyond building and house dedications to show how housing helps people build a stable, resilient life and community.

We intentionally diversify the impact we depict to include:

- Family moments
- Celebrations and get-togethers beyond house dedications
- Working and learning at home
- Community events, neighborhood activities
- People coming together in revitalized, thriving neighborhoods



principles of visual storytelling

These key principles give us a unified visual language.

Human

People and community are the heart of our story, so our imagery should primarily focus on people taking action together and thriving. When using images of places, structures or materials alone, keep them simple and artful and try to use them in the context of demonstrating new materials, techniques and innovations. Whenever possible, show dynamic, active images of the people putting them into place.

Active

Our images should reflect that what helps Habitat stand out is that we roll up our sleeves and do the work. As much as possible, photos should be candid and show people taking part in the work we do – whether that's building, advocating for policy changes, fundraising, donating to and shopping in ReStores, working with community groups, or living their life in a secure, affordable home made possible by our work.

Emotive

Home is imbued with powerful memories and emotional resonance. Our images should strive to bring that to life for our audiences. Choose images more for moments that feel real and evoke an emotion than for the exact visual information they contain. Remember that images don't always have to be technically perfect to move an audience.

Collective

Habitat for Humanity is a movement and a collective endeavor. Our visual storytelling should show people working, living and having fun together.

Diverse

Habitat works in communities around the world. Our imagery needs to be as global as we are – and as the movement we are building.

Respectful

In every scenario, imagine how you might want your own family or your children portrayed. Always be sure that the individuals in your images are presented with dignity.

photo tips

CAPTURING PHOTOS

- Pay attention to what's in the background of your shot. If the background looks cluttered or activity behind your subject draws attention away from the main focus of your shot, look for other options.
- Keep the background behind portrait and small group shots simple or out of focus. If you are taking a group photo, make sure your point of focus is the person nearest the camera. When your closest subject is in focus, even if people in the back of the group are slightly out of focus, the shot will look more natural.
- Make sure the background behind your subject isn't too bright. When possible, shoot with the sun at your back. Early morning and late afternoon light are best when shooting outdoors. Remember that the bright, midday sun creates harsh shadows and lighting.
- Make sure you have good light on your subject's face. Notice if hard hats or ball caps cause a harsh shadow.
- For social media, photos taken with a smart phone will generally be sufficient. If you plan to use images in print or prominently on your website, you will need high-resolution images. A 10-megapixel DSLR camera will take better pictures than a 10-megapixel compact camera, which will take better pictures than a 10-megapixel smartphone.
- Be safe and make sure your photos capture correct safety practices.
- Check Habitat's Digital Asset Network frequently for updates. It's possible that you might find just what you need there, without the cost or delay of capturing it locally.

USING PHOTOS

- Let the quality of the image at hand determine its best use. Reserve large-format and page-dominant spaces for your very best images. Use all others as thumbnails or insets.
- The use of AI for photography and video purposes is prohibited. Additionally, severely limit your use of software and applications to alter photos. Cropping photos or dropping out images is acceptable. In limited instances, negative space in images may be shadowed or lightened to create legibility for text. When considering the addition of any visual elements, illustrations or clip art to photos, be careful not to intrude excessively on the photo. Keep things simple. Be sure that your use of imagery mirrors the photographs seen in this guide.
- Avoid applying a color "wash" (monotone or duotone effect) to photographs, as this diminishes the vibrancy and life of the image. When necessary, images can be printed in black and white.
- As a general rule, do not use photographs older than three years in your communications materials when people are the subjects of the photo. It is also advisable to check the status of photographed individuals and families before using photos older than one year. You may use older photographs if your intent is to illustrate history and if your caption or accompanying text clearly indicates that context. You may use continue to use photographs of houses and materials (photos without people) past the three-year timeframe.
- Always be sure that the build site activity depicted in the photos you select meets the requirements set out in Habitat's construction safety policies and standards. You can find the manual at my.habitat.org/constructionsafety/policiesstandards.

photo tips

IMAGE DESCRIPTIONS

Alternative text (“alt text”) is a written description of an image which is read out for blind or low-vision users or displayed when images are unable to load. Make sure to include an image description as alt text for photos on websites, emails, social media, and digital documents like PDFs.

An image’s alt text is separate from its caption. Use a caption for extra context and details, such as identifying people in the photo or photographer credits.

Writing image descriptions for alt text

- Describe the main content of the image, and include any details needed to understand why the image is being used. An image might need different descriptions depending on the context it’s used in.
- Keep descriptions concise. Aim for 1-2 sentences for most images. If the image has important text, include it in the description.
- Follow our brand and messaging guidelines in alt text as in any other content. Photos of homeowners should be described in a way that honors their humanity and dignity, and images of need should be explained in a way that is clear but not gratuitous.

You can learn more about alt text in our digital accessibility resources on MyHabitat.

EXAMPLES



Alt text: “A woman and a young girl hug and smile at each other as they stand in the front yard of a one-story house with light blue siding. Flower baskets and a flag hang on the front porch.”

Caption: “D’Shawna says her daughter Ariana is thriving in their home, built with Habitat Greater Nashville during the 2019 Carter Work Project.”



Alt text: “A crowd of people hold up colorful signs in front of the white marble dome of the U.S. Capitol. A blue sign reads: Help make the #CostOfHome something we all can afford. An orange sign reads: A home shouldn’t cost anywhere near half your paycheck.”

Caption: “Attendees of Habitat on the Hill, Habitat’s annual advocacy conference in Washington, D.C., demonstrated for housing affordability as part of the Cost of Home campaign in 2020.”

color palette

Color is an integral part of our brand and with consistent application can provide impact and brand recognition throughout all communications.

PRIMARY COLORS

Our primary palette was selected to help the brand feel vibrant, friendly and optimistic.

Bright blue and bright green infuse a bold energy into the brand. These colors are often used as solid backgrounds or can appear as large, semi-transparent callouts and display text treatments over brand photography.

Black, white and gray round out the primary palette and are typically used for typography and support messaging. White also is incorporated as a background color to contain text and graphics and to provide a bright, uncluttered space to ensure legibility.



| Bright Blue | Bright Green | Black | White | Cool Gray |
|-------------------------------|---------------------------------|--------------------------------|------------------------------|----------------------------------|
| PANTONE® 638 | PANTONE® 382 | | | PANTONE® Cool Gray 8 |
| C: 86 M: 0 Y: 9 K: 0 | C: 28 M: 0 Y: 100 K: 0 | C: 0 M: 0 Y: 0 K: 100 | C: 0 M: 0 Y: 0 K: 0 | C: 23 M: 16 Y: 13 K: 46 |
| R: 0 G: 153 B: 204 | R: 196 G: 214 B: 0 | R: 0 G: 0 B: 0 | R: 255 G: 255 B: 255 | R: 136 G: 139 B: 141 |
| HEX: 0099CC | HEX: C4D600 | HEX: 000000 | HEX: FFFFFFFF | HEX: 888B8D |

Our primary and secondary colors should be used at full strength whenever possible. The dominant usage of any color in design materials should be at 100% saturation. Avoid using tints, shades or gradients of the brand colors for backgrounds, headlines, or other large areas of layout.

PLEASE NOTE

The bright blue and bright green in our color palette (PANTONE® 638 and 382) should NOT be applied to the Habitat logo or the Habitat ReStore identifier.

color palette

SECONDARY COLORS

Secondary colors can be used when additional colors are needed, particularly for hardworking content like charts and infographics and also as accents.



| Traditional Blue | Traditional Green | Orange | Red | Yellow |
|----------------------------------|---------------------------------|---------------------------------|----------------------------------|--------------------------------|
| PANTONE® 638 | PANTONE® 361 | PANTONE® 165 | PANTONE® 1807 | PANTONE® 109 |
| C: 100 M: 69 Y: 7 K: 30 | C: 77 M: 0 Y: 100 K: 0 | C: 0 M: 70 Y: 100 K: 0 | C: 10 M: 93 Y: 71 K: 33 | C: 0 M: 9 Y: 100 K: 0 |
| R: 0 G: 47 B: 108 | R: 58 G: 160 B: 71 | R: 229 G: 93 B: 37 | R: 164 G: 52 B: 58 | R: 255 G: 209 B: 0 |
| HEX: 002F6C | HEX: 3AA047 | HEX: E55D25 | HEX: A4343A | HEX: FFD100 |



ACCESSIBILITY CONSIDERATIONS

- Low-contrast combinations like white text and icons on Bright Green, small or thin white text on Bright Blue, or light gray text and icons on white backgrounds should be avoided.
- Colors may be lightened or darkened to improve contrast for small design elements, such as hyperlinks, buttons or interface icons.
- Check color combinations for pairs that colorblind people may not be able to distinguish.
- Avoid using color as the only way of indicating meaning or emphasis. Icons, text labels, bolding, underlines or other type treatments can help make design clear for colorblind people.
- The RGB and hex values for some colors have been adjusted to meet digital accessibility guidelines more easily. You can find detailed guidance on using our brand palette accessibly in the accessibility resources on MyHabitat.

Note: PANTONE® colors

Please refer to actual PANTONE® coated color chips to accurately match and reproduce these brand colors on the surface you are using. The CMYK formula should be used as a starting point. Work with your printer or designer to determine the correct formula for your specific project.

The colors reproduced in this guide have not been evaluated by Pantone Inc. and may not match the PANTONE Color Standards. PANTONE® is a registered trademark of Pantone, Inc.

Note: When creating vinyl signage, due to the variety of brands, finishes and film types, we recommend working with your sign professional to match the PANTONE® value as closely as possible for your application.

typography

Consistent use of typography helps build visual familiarity with our brand and ensures that all Habitat materials have a cohesive look.

SANS SERIF TYPEFACE

We are pleased to offer an unlimited license of our sans-serif brand typeface for use across the organization. Called Neue Haas Grotesk, this version of Helvetica is clean, legible, optimized for print and digital use, and helps us create a consistent, cohesive look. You can download Neue Haas Grotesk at my.habitat.org/branding. Arial, Helvetica, [Inter](#), [Archivo](#) may be substituted, if necessary.

Intended uses:

- Callout and display text
- Headlines
- Subheads
- Small amounts of text (photo captions, short statements, pages with body copy configured in smaller, more bite-size amounts, etc.)
- Legal disclosures

SERIF TYPEFACE

Minion Pro effectively communicates the compelling qualities of Habitat through its graceful forms and well-balanced proportions. It is highly legible and pairs well with Neue Haas Grotesk. If Minion Pro is not readily available, Palatino, Book Antiqua, [Newsreader](#) or [Spectral](#) may be substituted.

Intended uses:

- More significant amounts of body copy
- Long-form business documents and proposals (e.g., grant proposals and annual reports)

TYPOGRAPHY

Neue Haas Grotesk

or Arial, Helvetica, Inter, Archivo

Minion Pro

or Palatino, Book Antiqua, Newsreader, Spectral

SCRIPT TYPEFACE

The typeface Enticing Script may be used in the design of fundraising mailings – print and email – to create visual warmth and appeal around donation cultivations and calls to action. We selected this font to meet a direct marketing need for a “warm” typeface alternative in fundraising mailings, while at the same time complementing our existing brand typefaces. We believe that Enticing Script supports our brand’s clean, streamlined and clutter-free look.

This script typeface can be used for small amounts of copy, such as headers or callout text, in a direct mail piece or in a graphic inserted into a fundraising email, but the script typeface should never be used in any other context. Always remember to prioritize legibility and clean lines in any design. Learn about purchasing a license for the Enticing Script typeface by visiting bvfonts.com.

icons

Icons and accent illustrations should always be used in editorial contexts, e.g., for infographics or as part of a story or video package. They should not be used as program or event identifiers. Always use the color palette outlined in this guide.

HABITAT ICONS ARE:

Simple

Clear

Consistent

Smooth-edged



HABITAT ICONS ARE NOT:

Elaborate

Complex or detailed

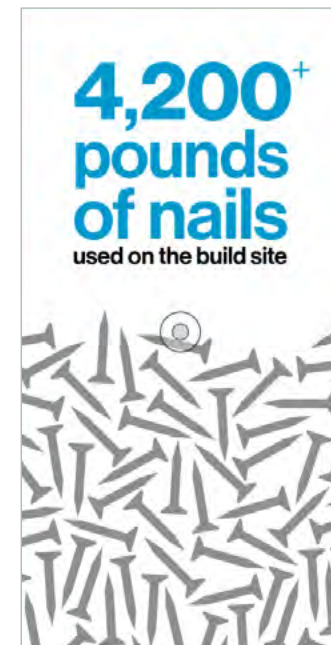
Too abstract

Irregularly edged

PLEASE NOTE

See page 69 for guidelines related to limited-use, network-impacting marketing campaign emblems.

EXAMPLES





our logo

logo usage

The Habitat for Humanity logo is one of our most important assets.

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 consistently keep the logo itself easily seen, separate and clean in its presentation.

This section provides guidance 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. Globally, the primary version of the Habitat for Humanity logo is English.

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 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.

ALT TEXT

In general, alt text for logos should match the organization's name. For the global logo, use "Habitat for Humanity" or "Habitat for Humanity International." For the extended logo (see logo section), use the organization's full name, e.g. "[Organization Name] Habitat for Humanity" or "Habitat for Humanity [Organization Name]."

PRIMARY LOGO FORMAT



ALTERNATE LOGO FORMATS



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 more local 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.



PLEASE NOTE

See page 69 for guidelines related to limited-use, network-impacting marketing campaign emblems.

DO NOT:

- Add elements to the logo.
- Modify the people within the graphic.
- Separate the people from the graphic.
- 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.
- Add a tagline to the logo.
- Use or apply the logotype in other communications. Instead, use our brand typeface featured in the creative section of this guide.
- 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 logo

UNITED STATES

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.

CANADA

The upper signature is not used in any Canada affiliate's extended logo. 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.

In Canada, an authorized translation of the logo may be used. A French-dominant, bilingual logo (French above English) is available for affiliates and chapters to use where it makes sense based on the language composition of the community. For affiliates and chapters located in Quebec, either the French or French-dominant logo and Habitat ReStore identifier must be used.

In Canada, chapter logos are affiliate logos with an additional signature line that specifies the name of the regional chapter. Habitat entities needing regional chapter logos may request them by emailing branding@habitat.ca.

U.S. EXAMPLES



CANADA EXAMPLES



English



Bilingual



French



Chapter logo

EXAMPLES

extended logo

OUTSIDE OF THE AMERICAS

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.

In some regions of the world, there may be a necessary business case for presenting the Habitat name in a local, non-English language. In these cases, it may be appropriate to use the upper 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 Global Communications division, in coordination with the appropriate area office communications staff.

In Spanish- and Portuguese-speaking countries, an authorized translation of the logo may be used. For clarification on authorized logo translations, email marketing@habitat.org.

INTERNATIONAL EXAMPLES



USE OF THE GLOBAL LOGO

Throughout the network, all 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), but 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:



anniversary logo version

For affiliates, affiliate support organizations and national organizations celebrating key anniversaries, a special anniversary logo version has been developed.

Featuring a bright blue ribbon that showcases the anniversary year, this suggested arrangement allows the celebration of a milestone in a way that unifies the network, reinforces brand consistency and creates the most clarity for our audiences. It is available for any milestone year from five years on up.

All the usual color, clear space and size requirements found in the brand user guide apply when using this logo version.

HOW TO ORDER

- U.S. and Canadian affiliates and affiliate support organizations can order their anniversary logo version through Branded Resources on MyHabitat.
- National organizations can order by completing [this online form](#).

EXAMPLES



logo colors

The Habitat logo should be primarily expressed in one color. Using black and white will ensure compatibility with Habitat's design palette.

The bright blue and bright green in our color palette (PANTONE® 638 and 382) 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.

Our traditional blue logo can be used where a one-color logo is desirable and black-only and white-only logos are not appropriate, such as in signage.

PLEASE NOTE

As we begin to slowly phase out the traditional blue and green Habitat logo in favor of the black or white logo, Habitat entities are encouraged to find cost-effective opportunities to update signs and materials as they arise.

EXAMPLES



Black primary logo on a white background



White logo reversed out of brand-colored backgrounds



White logo reversed out of photographic image



DO NOT use the Habitat bright blue or bright green color for the 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."

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

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

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

DIGITAL MINIMUM SIZE

When using the Habitat logo online, in social media or other electronic formats, the minimum height of the "H" in "Habitat" should be no less than 10 pixels.

PLEASE NOTE

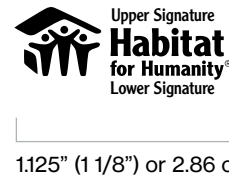
Refer to the "Our ReStores" section for guidance on required clear space and minimum sizes when using the Habitat ReStore identifier.

MINIMUM CLEAR SPACE



Minimum clear space shown on affiliate extended logo

PRINT MINIMUM SIZES



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



0.625" (5/8") or 1.59 cm



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

DIGITAL MINIMUM SIZE



H = 10 pixels

programs and events

While it is important to create awareness for programs and events, the Habitat logo stands alone. With the exception of the Habitat ReStore identifier, the Habitat logo should always be prominently placed above a program or event 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 or event 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 or event. 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 or event name is never placed adjacent to the Habitat logo; it is always placed beneath the logo. Headline treatments should be set in our sans serif brand font and must use approved colors.

BODY COPY REFERENCES

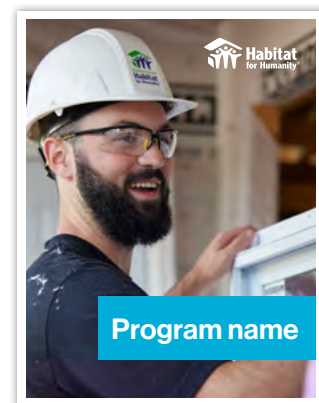
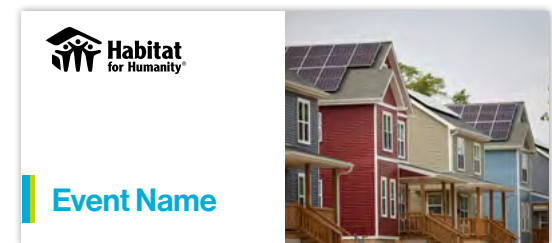
When writing and editing body copy, always make sure that the names of programs and events are preceded by the words "Habitat for Humanity's" or "Habitat's" on first reference. This reading will reinforce Habitat as the primary brand and owner of the individual effort. Remember that our sole brand is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

In your signage, public statements and writing, make it clear that individual programs and events, etc., are not brands unto themselves, but are part of Habitat for Humanity's overall work. When writing, always make sure that the names of programs and events are preceded by the words "Habitat for Humanity's" or "Habitat's" on first reference.

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 Terwilliger Center for Innovation in Shelter
- Habitat for Humanity's Jimmy & Rosalynn Carter Work Project

EXAMPLES



programs and events

LIMITED SUPPORTING GRAPHICS

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

SUPPORTING GRAPHICS EXAMPLES



campaign emblems

From time to time, Habitat for Humanity International's Global Communications team, with the approval of the chief communications officer, will design and distribute special campaign emblems in support of the organization's go-to-market strategy. These emblems – which are intended for a spectrum of print, digital and merchandise applications – are for limited-use, network-impacting marketing campaigns.

Campaign emblems are intended to be used alone, as one complete piece and not in lockup with any Habitat or partner logo. When creating materials that feature a campaign emblem, please consider alternative placement of the Habitat logo as appropriate. Do not separate or reuse individual elements from the emblem.



co-branding

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.

SINGLE SPONSOR, NON-LOCKUP

In instances where a single sponsor must be recognized for a program or event 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, LOCKUP

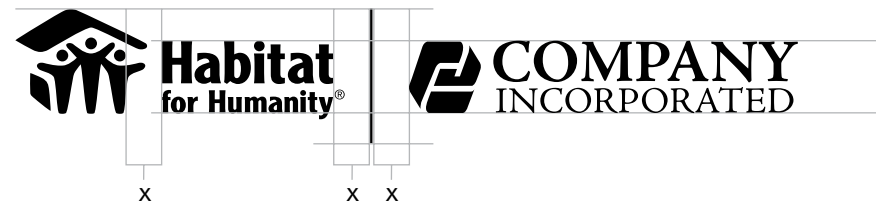
Partners can be recognized by including their brand logo within a lockup adjacent to the Habitat logo. Typically, a partner logo lockup is reserved for a partner who has contributed significantly.

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.

SINGLE-SPONSOR, NON-LOCKUP EXAMPLE



SINGLE-SPONSOR LOCKUP EXAMPLE



co-branding

POSITION

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 or event.

Special exceptions to these rules, as well as rules co-hosted events, can be discussed by emailing marketing@habitat.org.

TAGLINES

Refrain from using taglines or slogans to supplement the visual identity of our partnerships. The single exception is a statement celebrating the length of partnership, only presented in the partner logo lockup for a single sponsor and using only the approved language seen in the example at right. We recommend reserving this opportunity for significant partnerships of length.

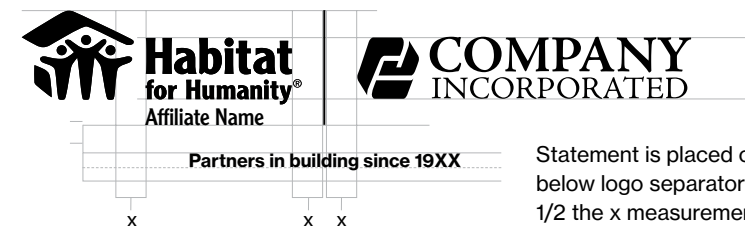
ALT TEXT

Alt text for lockup graphics should include both organization's names. Ex. "Habitat for Humanity International in partnership with Company Incorporated" or "Habitat for Humanity International and Company Incorporated, partners in building since 19XX."

SINGLE-SPONSOR, LOCKUP EXAMPLE



SINGLE-SPONSOR LOCKUP EXAMPLE WITH STATEMENT CELEBRATING PARTNERSHIP LENGTH



Statement is placed one x measurement below logo separator line and sized to 1/2 the x measurement. Statement is set in Neue Haas Grotesk Text Bold and centered on logo separator line.



Partners in building since 1999

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 or event.

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.

MULTIPLE SPONSORS EXAMPLES



logo as a visual element

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. Additionally, the registered trademark symbol (®) must appear.

Primarily, 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 edge of the design.
- 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 somewhere else in 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 creative platform at the forefront of your creative thinking.

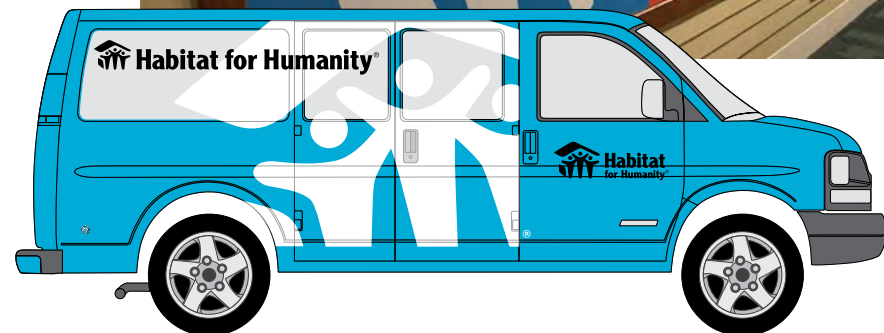
LOGO SYMBOL



— Symbol

— Registered trademark symbol, preferred position.

EXAMPLES





our ReStores

supporting the mission

Habitat for Humanity ReStores play an integral part in Habitat's mission, bringing financial support for our work and offering a unique opportunity for various audiences to experience and interact with us.

Habitat ReStore messaging and materials should reflect the appearance, tone and brand standards outlined in this guide. When they do, we strengthen the connection between Habitat ReStores and their support of the work of Habitat for Humanity.

PLEASE NOTE

The following pages offer guidance on the proper use of the Habitat ReStore identifier and explore ways to apply our narrative and creative direction to the work of Habitat ReStores.

A more detailed style guide for Habitat ReStores and other Habitat ReStore information and resources are available on MyHabitat, including guidance on signage, vehicles, merchandise and marketing.



narrative and creative approach

NARRATIVE

When preparing messaging for your Habitat ReStore, rely on the narrative section of this guide. Whenever possible, frame the work of your Habitat ReStore in ways that clearly demonstrate its support of your work to help homeowners build and improve places to call home. Invite your audiences to build with us by engaging with your Habitat ReStore.

Remember that the goal of a Habitat ReStore is to support Habitat's mission, so it's important for your Habitat ReStore messaging to link back to our broader narrative. Whatever you are saying to promote donations and sales at your Habitat ReStore, the results will only be stronger when your messages are tied to supporting the work of Habitat.

EXAMPLE: *This Habitat for Humanity ReStore is proudly owned and operated by Austin Habitat. Your donations and purchases help more homeowners build better lives for themselves and their families.*

CREATIVE

Creative approach, photography, videography, color palette and typography should all follow the standards outlined in this guide. **Black and white should be used for the Habitat ReStore identifier to ensure compatibility.**

Because Habitat ReStores are entities that engage the general public in our communities on many levels, we have a great opportunity to promote the local and global work of our organization. Whether displayed outside or inside your ReStore facility, ads, signage, displays and posters offer the opportunity to promote our messaging and to tie our work to our larger mission.

Marketing materials are available for download via the ReStore category in Branded Resources on MyHabitat.

EXAMPLES



global identifier

Habitat for Humanity has only one logo. Its use is outlined in the logo section of this brand user guide, and the requirements there must always be followed. The graphic that represents Habitat ReStores is referred to as the Habitat ReStore identifier.

Consistent and correct usage of the Habitat ReStore identifier will help increase recognition, enthusiasm and support for our efforts. The Habitat ReStore identifier is made up of the Habitat logo and the Habitat ReStore type treatment, which includes the recycle house “O” graphic and registered marks.

Habitat for Humanity is the exclusive owner of the Habitat ReStore trademark, including U.S. trademark registrations for the name and logo. Compliance with the standards for usage is instrumental in protecting our trademark rights. The ® is the registered trademark symbol that provides notice of those rights and helps to protect against infringement. The ® must never be removed from the mark and must be present on both the Habitat logo and the Habitat ReStore type treatment.

FORMATS

The Habitat ReStore identifier is available in two formats: stacked and horizontal. The stacked format is preferred, as it maximizes the size of the Habitat ReStore identifier. The horizontal format should only be used when space limitations preclude the use of the stacked identifier. Examples include digital and social media uses, smaller promotional signage, and other materials that have extremely limited design space.

Both formats of the Habitat ReStore identifier, in all file types, are available from the Habitat ReStore Brand and Marketing Collection in the Brand Center of the Branded Resources on MyHabitat. The Washington state Habitat Store identifier also can be found in this location, and all parameters outlined in this guide also apply.

ALT TEXT

Alt text for a ReStore identifier graphic should make it clear if it is representing Habitat ReStores as a whole or a specific store location.

- When using the global identifier to represent the ReStore brand, use “Habitat for Humanity ReStore” or “Habitat ReStore.”
- When using an extended store identifier or the global identifier to identify a specific store, use the store’s localized name, ex. “Habitat ReStore City Name.”

PRIMARY IDENTIFIER FORMAT



ALTERNATE IDENTIFIER FORMAT



extended identifier

All Habitat affiliates have the option to use an extended Habitat ReStore identifier. This helps build Habitat's local profile, distinguishes among ReStores operated by different affiliates in the same market and helps to alleviate possible consumer confusion. In addition, extended identifiers provide a much-needed separation between local ReStore donors and partners and those corporate partners that support Habitat for Humanity International and ReStores on a national level.

The use of an extended identifier is optional, with two exceptions.

- **When an affiliate is recognizing a local donor or local corporate partner in any way, an extended identifier must be used.** This will alleviate confusion among donors and partners and will draw a distinction between local and national supporters.
- **When an affiliate's outreach extends beyond its geographic service area, whether through print or TV ads or digital channels, an extended identifier must be used.** This helps distinguish between ReStores that may be in the same media market.



PLEASE NOTE

When multiple affiliates combine their efforts to advertise their stores regionally, the global ReStore identifier can be used with permission from Habitat for Humanity International. In such cases, the participating affiliates/ReStores must identify themselves in the advertising materials. Affiliates can request permission by emailing details of the advertising effort to restore@habitat.org.

DO NOT:

- Do not separate the house "o" graphic from the larger identifier
- Do not add texture or tinting.
- Do not repeat the identifier in a pattern or use it as a design element in a background, nor as a watermark image.
- Do not use any previous, nontrademarked versions of the identifier.

EXAMPLES OF INCORRECT USAGE



Do not separate the Habitat ReStore mark from the Habitat for Humanity logo



Do not separate the house graphic from the larger identifier



Do not use incorrect extended designation placement



Do not alter the approved name or use a nonstandard color



Do not use an unapproved brand color in the identifier



Do not reconfigure the elements of the identifier

identifier color

IDENTIFIER COLOR

- Use the black or white identifier to ensure compatibility with Habitat's design palette. The traditional blue and green logo should be phased out in favor of the black or white.
- The black identifier should primarily be placed on a white background, although it is acceptable for the black identifier to appear on lighter colored backgrounds and photographs.
- The identifier also can be reversed to white on brand-colored backgrounds or photographic images that are dark enough to legibly display the identifier. Make certain the image area the identifier is positioned over or reversed from isn't too busy to properly display the identifier.
- Remember to use the appropriate brand color depending on where the identifier will appear or how it will be used.

COLOR USAGE EXAMPLES



identifier clear space and size

PRINT USE

Clear space

To maintain the visual integrity of the Habitat ReStore identifier, the area around the entire identifier should be clear of other graphic elements, such as typography, icons and other graphic devices.

The minimum clear space for all versions of the Habitat ReStore identifier used in print is equal to 2H, or a space equal to twice the height of the “H” in “Habitat.”

Size

The minimum width of the preferred stacked Habitat ReStore identifier and the extended version of the Habitat ReStore identifier used in print is 1.75 inches. The minimum width of the alternative horizontal format is 2.5 inches.

PLEASE NOTE

Refer to the “Our Logo” section for guidance on required clear space and minimum sizes when using the Habitat logo on its own.

PRINT MINIMUM CLEAR SPACE



PRINT MINIMUM SIZES

PRIMARY



1.75" (4.375 cm)

EXTENDED



1.75" (4.375 cm)

HORIZONTAL



identifier clear space and size

DIGITAL USE

When using the Habitat ReStore identifier online, in social media or another electronic format, all logo guidelines stated in this guide apply.

Clear space

In the primary and horizontal identifiers, minimum required clear space is equal to the height of the “H” in the Habitat logotype. In the extended identifier, minimum required clear space is equal to the height of the “H” in the Habitat signature. The minimum size of the “H” in “Habitat” should be no less than 10 pixels.

Size

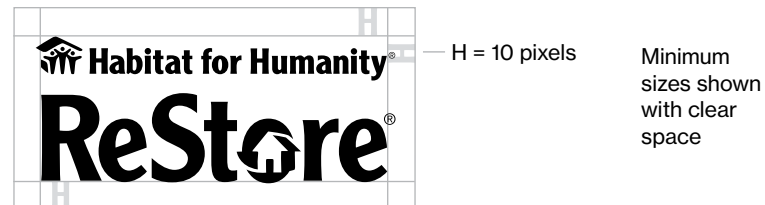
The minimum width for the primary stacked Habitat ReStore identifier is 144 pixels, the minimum width of the alternate horizontal format is 189 pixels, and the minimum width of the extended Habitat ReStore identifier is 196 pixels.

PLEASE NOTE

Refer to the “Our Logo” section in this brand user guide for guidance on required clear space and minimum sizes when using the Habitat logo on its own.

DIGITAL MINIMUM CLEAR SPACE AND SIZES

PRIMARY



HORIZONTAL



EXTENDED





resources

resource links

The online resources below will assist you in implementing these branding and messaging guidelines

My.Habitat: my.habitat.org/branding.

Digital Asset Network: my.habitat.org/dan

The Digital Asset Network, or DAN, is our online photo resource found on MyHabitat. Images you find on DAN follow the new brand platform and can be used in your local market. If you need help with DAN assets or have questions, please email photoeditor@habitat.org.

Branded Resources: my.habitat.org

Branded Resources is your online store for branded materials. It offers brochures, books and videos, as well as customizable materials on which affiliate contact information can be printed. Check back often for new resources.

Child and adult safeguarding policy: my.habitat.org

Habitat for Humanity has zero tolerance for exploitative, inappropriate or unfair treatment of those we serve or work alongside. We recognize that building and sustaining a safe organization requires a commitment to children, families who partner with Habitat, community members, partners and our colleagues. Use the information and tools in this collection to strengthen your implementation of the organization's Child and Adult Safeguarding Policy and Procedures.

U.S. Construction safety policies and standards: my.habitat.org/constructionsafety/policiesstandards

The construction safety policies and standards referenced in this guide will help your affiliate draft a construction policy that meets the standards of the U.S. Occupational Safety and Health Administration and aligns with the policies of Habitat for Humanity International and other Habitat affiliates.

Digital accessibility guide: my.habitat.org

Making our digital media accessible means that everyone can engage with Habitat, including people with disabilities. Learn more about digital accessibility and find resources to help you design, build and create content for your website, email, social platforms and other digital media.

wearables and merchandise

Wearables and promotional items are important brand-building elements in the visual identity of Habitat for Humanity.

You can special-order products customized with your affiliate logo through the Habitat Shop, available at habitatshop.org. When customizing merchandise, follow the logo usage section in this guide.

When ordering wearables or promotional products from other vendors, please keep in mind the following:

LOGO POSITIONING

Logo positioning on merchandise must follow clear space and format requirements outlined in this guide. The horizontal format is the preferred presentation and should be considered your first option.

The vertical and single-line formats are intended for use only when space is limited. The vertical format is well-suited on items that are taller than they are wide; the single-line format works well on narrow products, such as pens and pencils.

LOGO COLORS

When applying the logo, be sure that you achieve a high contrast between the logo color and your material color. In special circumstances, tone-on-tone is appropriate, such as when debossing, embossing or laser etching.

When embroidering the logo on material that uses the primary color palette, be sure to use a one-color expression, selecting black or white, whichever offers the highest contrast.

FILE TYPES

Always use a vector file, such as .eps or .ai, to maintain the logo's visual integrity. Your .eps logo files may be obtained via Branded Resources.

AUTHORIZED VENDORS

Authorized vendors have contracted with us to comply with brand guidelines and offer favorable pricing on customized apparel and promotional products. The authorized vendors list is found at my.habitat.org/authorizedvendors.

For merchandising or Habitat Shop questions, please email habitatshop@habitat.org.



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