



brand user guide

A resource for sharing the Habitat for Humanity story

U.S. EDITION JANUARY 2018



TABLE OF CONTENTS

goal	2
using this guide	4
research, analysis, answers	5
our audience	7
our narrative	13
language tips	28
our creative	49
our logo	71
our restores	93
brand resources	103
index	110

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.

Effective February 2016 (and, with respect to the Habitat ReStore marks, effective November 2016), this Habitat for Humanity brand user guide U.S. edition replaces all previous publications offering brand guidance (specifically replacing all sections of the Brand Builders' Handbook as referenced in the U.S. Affiliation Agreement).

The images on the cover can be found in DAN, Habitat's Digital Asset Network, under the following ID numbers (clockwise from upper left): SPEC-10-08695-EM, KENY-16-00984-JA, JCWP-16-30750-EM, JCWP-16-00893-GP, MACE-16-02073-JA, CANA-16-16730-EM, CANA-16-15915-EM.

welcome

This user guide is designed to help build an authentic and consistent brand for Habitat for Humanity.

In these pages, you will find guidance for language, appearance and tone, with enough flexibility to address specific audiences, messages and objectives.

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!

goal

A singular, powerful Habitat story that engages hearts, minds and financial support

Why is this the story we need?

While all Habitat for Humanity entities share a common mission, vision and logo, we don't yet share a singular voice that establishes an unmistakable brand presence. And that's exactly what we need – our best, most unified “brand story” – so that we can be better known and better understood by audiences around the world.

Our adoption of this shared creative platform and more unified messaging gives us that story, and this guide is designed to help us create cohesive, consistent, clear and compelling messages and calls to action.

With Habitat staff, volunteers, donors and advocates working in concert all over the world, we can become an even more powerful presence, driving deep engagement with our mission among existing and prospective supporters at every level.

Our brand is one of our most valuable assets. Because of our past, we can do more. Because of our vision, we must do more.

Brand strategy initiative

Habitat for Humanity International's strategic plan calls on us as communicators to serve as a leading voice. We must grow awareness of our work and help audiences understand that our efforts help Habitat homeowners access new opportunity. And that opportunity is the chance to build a better life for themselves.

Based on what we've learned from research commissioned as part of our brand strategy initiative, we've landed on a creative platform and messaging direction that will serve as a foundation for bringing the Habitat story to life in a way that is unique and our own.

Our results

A simple, strong statement of who we are and why we exist. A brand tone and personality that is strong, determined and confident. Key ingredients to our most powerful brand story and a set of core values that set us apart.

Habitat for Humanity builds **strength, stability and self-reliance** through shelter.

People in your community and all over the world partner with Habitat to build or improve a place they can call home. Habitat homeowners build their own homes alongside volunteers and pay an affordable mortgage. With our help, those homeowners achieve the independence they need to build a better life for themselves and their families.

“It’s easy to stay stuck, to be stuck in poverty. Some people inherit money, but some people inherit poverty. To think outside of the scope of poverty is hard. So when you have a hand up — what Habitat offers — that hand up turns out to be a different kind of inheritance: hope.”

Jose, who moved into his family's Habitat house when he was 15

using this guide

This brand user guide is designed to give you the language, brand tone and personality that you will need to most effectively communicate Habitat's key messages and story. The work you see in these pages is informed by the research and analysis that forms the foundation of our brand strategy initiative.

The best way to use this guide is to read straight through the first time to get the big picture of Habitat's brand presentation, then to keep these pages handy for quick reference in your everyday work.

CONTENTS OF THIS GUIDE

The first section, **Our Audience**, shares highlights from our research about who our current audience is and identifies segments of the general population that we see as our most promising growth opportunities. This research is key to our efforts because it helps us understand what the audience segments with the most potential are saying they care about most.

The second section, **Our Narrative**, provides guidance on Habitat's storytelling approach, our key messages and the language choices that can help them come alive. We also provide real-world examples of how all of these can best be put into practice and offer tips to help us speak with a common voice.

The third section, **Our Creative**, establishes the visual directions for design and photography that best represent our brand personality and tone. We offer sample expressions of this most important component of our brand work together.

Next, in **Our Logo**, you will find refreshed guidelines on the proper usage of the Habitat logo for all entities within the organization.

In **Our ReStores**, we offer parameters for the proper use of the Habitat ReStore identifier and explore ways to apply our narrative and creative direction to the work of Habitat ReStores.

Finally, you will find **resources** that help distill the Habitat story into something you can tell in 30 seconds and point you to additional online resources that will assist you as you bring all of this into your own work.

research, analysis, answers

In 2013, Habitat for Humanity International began the important work of identifying a new digital strategy and online direction for the organization.

Consultants from the Chicago-based Cambridge Group undertook a comprehensive survey of peer nonprofits and determined that Habitat's first, best step was to simplify and unify our messaging.

With that advice and Cambridge's extensive research in hand, we launched our brand strategy initiative in 2014, focusing initially on a U.S. audience. Conducted in partnership with Minneapolis-based marketing company Little, this initiative has included a complete brand audit, interviews with internal and external stakeholders, and in-depth quantitative and qualitative research:

- Interviews with 28 representatives of Habitat's executive team, key affiliates, area offices, board members, corporate sponsors, foundations and major donors.
- Segmentation research with more than 2,000 U.S. adults who had supported philanthropy with their time and/or money in the previous 12 months to understand what types of donors exist among the general U.S. population and to identify key attitudinal segments.
- Similar research with a selection of Habitat for Humanity International donors along with donors and volunteers who support Habitat locally in Los Angeles, Dallas, Seattle, Charlotte, Denver and Minneapolis/St. Paul to determine how Habitat performs in those key attitudinal segments.
- Eight 2.5-hour focus groups in Minneapolis/St. Paul, Seattle and Dallas with people who had donated more than \$200 in the past year and whose answers to a questionnaire identified them as members of attitudinal segments that represent growth opportunities for Habitat.

“There is a hunger
for clarity.”

**Habitat for Humanity
International CEO Jonathan
Reckford**

research, analysis, answers

Our goals as we undertook this in-depth research? To identify the attitudes, behaviors and motivations of those who give time and money to a cause in which they believe. To select those groups of people that represent Habitat's greatest potential for growth. And to harness all of that intelligence to create the powerful and effective brand platform you see in this guide.

Unlike Habitat's past messaging, which has too often largely been based on the preferences and perspectives of those inside the organization, the outcome of this work tells us what messages and visuals resonate most deeply with both those who already support Habitat and those who have the potential or predisposition to support our work, but have yet to take action.

The key to reaching our now-identified audiences – moving all of these efforts from concept to reality – is partnership. Are we at our best with multiple, overlapping messages and voices? How much stronger and more effective can we be with a strategic, singular approach? If Habitat teaches us anything, it's the great and life-changing things we can accomplish when we work together toward a common goal.

The images at right can be found in DAN, Habitat's Digital Asset Network, under the following ID numbers (clockwise from upper left):
JCWP-14-25963-EM, USDC-13-13326-EM,
THAI-14-01954-EM, NEPA-10-00367-JN.



our audience



audience overview

By conducting extensive segmentation research among the general U.S. population, we have identified five key attitudinal segments that define potential donors: Successful Doers, Content Traditionalists, Worldly Idealists, Social Influencers and Showy Strivers.

Similar research among Habitat donors and volunteers tells us that our biggest opportunities for growth lie with **SUCCESSFUL DOERS**, **WORLDLY IDEALISTS** and **SOCIAL INFLUENCERS**.

The research and focus groups we conducted with members of these three groups tell us what types of Habitat messages and visuals speak most directly to them and encourage them to give.

who is out there

We conducted a segmentation study to understand what types of donors exist among the general U.S. population.

We surveyed 2,000 U.S. adults who have given money or donated time in the past year.

- 1/3 Gen Y (18-32 years old) – 50 percent female, 50 percent male
- 1/3 Gen X (33-48 years old) – 50 percent female, 50 percent male
- 1/3 Boomers (49+ years old) – 50 percent female, 50 percent male

Our questionnaire explored demographics, attitudes toward charities and charity brands, general attitudes toward life, and giving behaviors.

RESULT

Based on their responses, we identified five mindsets of potential donors.



who we have

With these five segments in hand, we then conducted similar research to better understand Habitat's current donor and volunteer base at both the Habitat for Humanity International and local levels.

RESULT

We currently over-index in Worldly Idealists and Content Traditionalists and under-index in Successful Doers and Social Influencers.

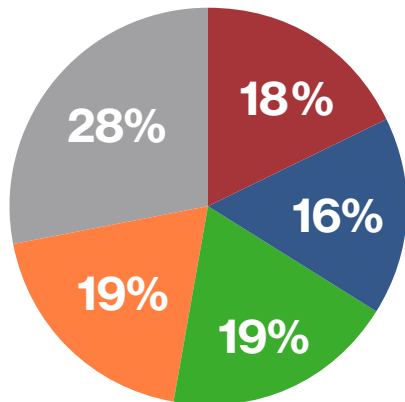
WORLDLY IDEALISTS

See charities as a way to contribute to idealistic goal of making the world a better place

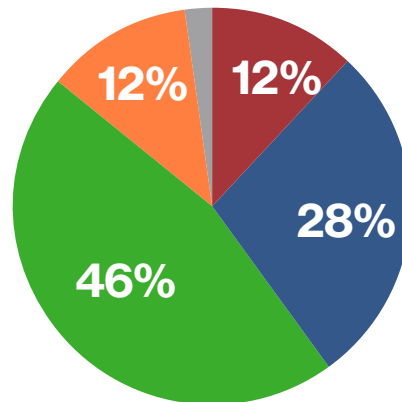
CONTENT TRADITIONALISTS

See charities as another way to fall in line with their strong religious beliefs

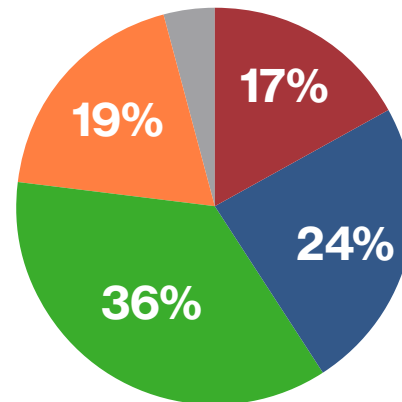
GENERAL POPULATION



HFHI AUDIENCE



AFFILIATE AUDIENCE



- SUCCESSFUL DOERS**
- CONTENT TRADITIONALISTS**
- WORLDLY IDEALISTS**
- SOCIAL INFLUENCERS**
- SHOWY STRIVERS**

who we want

Successful Doers and Worldly Idealists are most aligned with our work.



Who are they? People who derive their self-worth and value from doing and from helping to create the change they want to see in the world. They seek out opportunities to make tangible, lasting improvement whether it's in their homes, their work, their relationships, their civic involvement or their favorite charitable causes.

While many think of themselves as worldly and like to help people in need all over the world, they believe that change needs to start first in their own community. Their energy is infectious; when they get excited about a project or cause, it's hard not to get involved.

They also, in conjunction with Social Influencers, represent the next generation of potential supporters.

60-70% OF CURRENT DONORS

NEXT GENERATION OF DONORS



SUCCESSFUL DOERS

See charities as a way to achieve real results and make meaningful impact in people's lives

WORLDLY IDEALISTS

See charities as a way to contribute to idealistic goal of making the world a better place

SOCIAL INFLUENCERS

See charities as a way to be actively involved and participate in something fun

CONTENT TRADITIONALISTS

Key donor group for Habitat today and one we want very much to maintain
 Research suggests they represent an older demographic with, for now, no younger group sharing similar attitudes.
 As a result, we should maintain our relationships with this group, while not allowing their preferences to limit or shape the way we communicate.

RESULT

It's clear that our biggest opportunity for growth — at every level — lies with the **SUCCESSFUL DOER**, the younger **WORLDLY IDEALIST** and the **SOCIAL INFLUENCER**.

what they want to hear

Based on our segmentation findings, we conducted focus groups with people who have donated more than \$200 to charity in the past year.

- 3 groups of Successful Doers
- 3 groups of Worldly Idealists (one younger)
- 2 groups of Social Influencers

Our discussions with these groups helped us to better understand perceptions and misperceptions of Habitat and other major social services charities, explore possible strategic territories to use in communications, and determine what types of facts and statements about housing need and Habitat's impact are the most powerful for them.

RESULT

Habitat has four clear brand and messaging opportunities, and these are explored at length in the remaining sections of this guide.

CRITICAL NEED: Bring a sense of urgency to the need Habitat for Humanity serves.

CLEAR ROLE: Clarify the role we play, without going too far.

VIVID OUTCOME: Associate Habitat with a more meaningful and relatable outcome.

STRONG CALL TO ACTION: Let people know Habitat needs money and make it easy for them to donate.

The images at right can be found in DAN, Habitat's Digital Asset Network, under the following ID numbers (clockwise from upper left):
USNC-15-00572-EM,
JCWP-13-05685-CH,
USAL-15-08879-JA,
SALV-14-06058-EM.



our
narrative



the habitat narrative

Based on all that we have learned from our segmentation research and subsequent deeper dives into those groups that represent growth opportunities for our organization, a clear Habitat narrative has emerged.

That narrative is simpler, more unified and more big-picture than the many competing and granular messages we are more accustomed to sharing. Our research shows that, while potential donors and volunteers have many positive feelings about what they think Habitat is, they often are confused about the basics of what we do, have significant knowledge gaps and in some cases serious misperceptions about fundamental principles of our work, and express strong preferences for what they would like to hear and see in our materials.

Even those with direct Habitat experience are often uncertain about many basic elements of our work and share an almost universal belief that we give houses away. Misperceptions like these — what people might think we do vs. what we actually do — have the potential to block engagement for the very audiences that our research tells us would support our work if they better understood us, most especially Successful Doers.

It follows, then, that — in order to ensure that we are more clearly understood by the public and in order to remain competitive in the evolving philanthropic landscape — we must focus on sharing a singular, consistent, high-level brand story. We must help people understand who we are at a most basic and emotional level and how they can support our work by donating their money, time and voices to our cause.

In our focus group conversations, the more we drilled down to reinforce certain basics — to move past individual program details and information, to move past confusion caused by some of our existing messages, and to establish the elements of our mission that prompted the most positive reactions — the more we heard, “I would support you more if I knew that.”

narrative approach

No matter who we are or where we come from, we all deserve to have a decent life. We deserve to feel strength and stability day after day. We deserve to know we have the power to take care of ourselves and build our own futures.

At Habitat for Humanity, this is what unites us. Through shelter, we empower. Our shared vision is a world where everyone has a decent place to live.

Because you, me, we — we're all humans. And every single one of us deserves the opportunity for a better future.

This narrative approach is all about leveling the playing field. It's intended to be inclusive — we as humans are more alike than not. It's not “them” and “us,” but all of us together.

The “everyone” approach gives Habitat the opportunity to make the need for and benefits of affordable, decent and safe shelter relatable for all. We can see ourselves and our families and friends in these situations, conditions or circumstances. And as a result, we feel connected. We care. We want to help.

It's also crafted — and you will see this in our language tips and creative examples — to set the stage for “no amount of support is too small.” Our research demonstrates that human nature is often to shy away from things that feel too large for our individual efforts to make a difference. And a house is a big, complicated, expensive thing in the minds of most people. By sharing messages like the ones you see in this section and applying them creatively like the examples in the section immediately following, we can build the understanding that no amount of support is too small or unwelcome.

We can convey that families in need of shelter are not different from us, they are just like us. That their needs, dreams and values are not different from our own. And that, with just a little help, they can achieve the positive outcomes made possible by having a strong roof over their head and a solid foundation under their feet.

OUR BRAND TONE AND PERSONALITY

**Strong,
determined,
confident.
Not afraid
to dig in, get
dirty and lift
others up.**

OUR TONE IS:

Emotive
Profound
Urgent
Inclusive
Encouraging
Solution-focused

IT IS NOT:

Sad or sappy
Preachy
Overwhelming
“Us” vs. “them”
Pushy
Hopeless

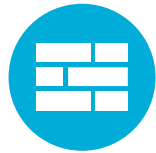
narrative messages

Our opportunity is to have Habitat stand for building:

CORE THEMES



STRENGTH



STABILITY



SELF-RELIANCE



SHELTER

SUPPORT THEME



**DIRECT
REQUEST FOR
SUPPORT**

Each word here is carefully considered. “Building” reflects the hands-on work that we do and that we create physical structures that lead to so much more. “Strength, stability and self-reliance” are powerful and essential elements for having a solid future. We very intentionally stay away from softer words such as “dreams” or “hope” because those don’t evoke empowerment. “Shelter” plants us firmly in the housing territory, whether it’s new houses, house repairs and improvements, disaster recovery work, etc.

STRENGTH

The vast majority of focus group members endorsed the idea of a Habitat home as a strong foundation for a family, an opportunity on which they can build a better life — far more than endorsed more ephemeral notions like building hope or happiness.

STABILITY

Most people saw a Habitat home as a stabilizing force for a family and for their larger neighborhoods and communities and reacted most positively to stories and messages that directly demonstrate what that stability can lead to.

SELF-RELIANCE

Members of every focus group expressed strong support for the idea that Habitat homeowners receive financial education, help build their homes and pay a mortgage. They want to know that they are helping someone help themselves, not simply meeting an immediate need that will someday have to be met again.

SHELTER

Nearly every member of every focus group knew that Habitat builds houses. Many also knew that we improve homes as well, but expressed confusion when individual program names and details were introduced by their fellow participants.

DIRECT REQUEST FOR SUPPORT

An overwhelming number of focus group members did not realize that Habitat needs financial support from the general public, and those who had volunteered with us expressed surprise at never having been asked for a donation.

brand platform

Build strength, stability and self-reliance through shelter

BRAND STORY

People in your community and all over the world partner with Habitat for Humanity to build or improve a place they can call home. Habitat homeowners help build their own homes alongside volunteers and pay an affordable mortgage. With our help, Habitat homeowners achieve the strength, stability and independence they need to build a better life for themselves and their families.

THE KEY INGREDIENTS TO A POWERFUL BRAND STORY

A CRITICAL NEED

Tell a moving story. Make it specific to an individual person or family, and bring it to life in a way that makes it easy to relate to. Make it solvable.

A DEFINITIVE, SPECIFIC ROLE

People in your community and all over the world partner with Habitat for Humanity to build or improve a place they can call home. Habitat homeowners help build their own homes alongside volunteers and pay an affordable mortgage.

A LASTING, MEANINGFUL OUTCOME

Families who partner with Habitat for Humanity are extremely grateful for your help. A decent home gives them the strength, stability and independence they need to create a better life for themselves and their families.

A DIRECT REQUEST FOR SUPPORT

Your financial support, your voice and your time will help bring strength, stability and independence to families in need of a decent place to live. Donate today.

KEY SUPPORTERS

SUCCESSFUL DOERS and **WORLDLY IDEALISTS**. People who derive their self-worth and value from doing and from helping create the change they want to see in the world. They seek out opportunities to make tangible, lasting improvement — whether it's in their homes, their work, their relationships, their civic involvement or their favorite charitable causes. While many think of themselves as worldly and like to help people in need all over the world, they believe that change needs to start first in their own community. Their energy is infectious; when they get excited about a project or cause, it's hard not to get involved.

FOUNDATION

CORE VALUES

Decent shelter is something we all need to thrive.
 Strong and stable homes help build strong and stable communities.
 With a little help, we all have the potential to stand on our own.
 Bold actions speak louder than words.
 Working together, side by side, promotes understanding and self-reliance.

BRAND TONE AND PERSONALITY

Strong, determined and confident.
 Not afraid to dig in, get dirty and lift others up.



narrative messages: **need**

Too bleak a tone or too dark an image can be highly polarizing. Focus group members did not associate messages and images of too extreme a need with the positive impression they have of Habitat and felt that we were overreaching.

“Sad puppy eyes. I think I’d like to see what our money did or how it helped someone. This is just showing us the tragedy.” – Minneapolis Worldly Idealist

“I expect more from Habitat.” – Dallas Successful Doer

“It seems like these children need more than just a house.” – Minneapolis Worldly Idealist

When speaking in the organizational voice, strive to avoid using shorthand language that specifically categorizes a house as a basic need, especially when asking for support. Members of the general public invariably respond to such statements by mentally ranking what they consider to be basic needs, and housing almost always comes up short.

“Food, water, clothing: the basics. Not a house.” – Seattle Successful Doer

Instead, motivate people to help by clearly demonstrating need, but always in a message that is specific, personal, emotional and solvable.

“I didn’t realize that mold was an issue for kids with asthma. That’s huge.”

– Minneapolis Successful Doer

“I’m a mother, so hearing about moms and kids, especially single mothers, really speaks to me.”

– Seattle Successful Doer

Always position families as active participants in their own solutions. Find ways to emphasize and reinforce their partnership with Habitat, their sweat equity and the payment of an affordable mortgage.

“I don’t want to think my money is going to someone who is too lazy to get himself a job.”

– Dallas Successful Doer

“I’m putting time and resources into this myself, but so is the family. The fact that they’re fully invested, I think it really hits home as far as being able to donate.”

– Seattle Successful Doer

narrative messages: facts about need

Avoid large global facts to demonstrate need.

"It feels too insurmountable." – Minneapolis Worldly Idealist

"It doesn't really tell me how I can help with those issues. They're bad issues, but I, one person, can make a difference? You know, it seems so overwhelming." – Dallas Successful Doer

Instead, make it easy for people to see the individual.

"The huge numbers don't really do anything. If they said 1 in 5 people or 1 in 4, you could look around the room and say, 'Oh man, someone may be in need of this.' It's a lot more relatable when you keep the lower numbers." – Minneapolis Worldly Idealist

The best-performing facts about need that were presented to focus groups were the ones that help make the reality of housing need highly personal and relatable. Lower-performing facts were large, aggregate numbers that focus group members found overwhelming or difficult to fully comprehend and relate to.

High-performing facts:

- Virtually nowhere in the U.S. can a full-time minimum wage employee afford a one-bedroom apartment. Even two such jobs won't rent a two-bedroom apartment in 29 states and the District of Columbia.
- 90 percent of surveyed Habitat homeowners in 44 U.S. cities said they could not have owned a home without help from Habitat.
- More than half of all adults have made at least one tradeoff in the past three years to cover their rent or mortgage. Tradeoffs include taking a second job, cutting back on health care and healthy food, and moving to less safe neighborhoods.

Lower-performing facts:

- 330 million urban households around the world live in substandard housing or are financially stretched by housing costs.
- Some 200 million households in the developing world are located in slums.
- Today, an estimated 1.6 billion people are living in substandard and inadequate shelter.

narrative messages: our work

Help the general public fully understand that Habitat homeowners receive financial education, help build their houses and pay an affordable mortgage.

“I want to support an organization that helps people who work toward their own home.”

– Seattle Worldly Idealist

“Knowing that these people buy the houses is important.” – Seattle Worldly Idealist

When they have that information, people’s estimation of our work rises exponentially. Always emphasize how Habitat helps families help themselves.

“You’re teaching a person to fish. You’re teaching a person how to maintain and pay for a house.”

– Dallas Successful Doer

“It’s a better return on an investment.” – Seattle Successful Doer

“It takes away the mystery of the whole ‘Habitat gives people houses.’” – Dallas Social Influencer

Include information about how our work includes the improvement of houses, as long as that message isn’t so programmatically detailed that it loses the thread of specific improvements and how they help a family.

“Help fix the window, help fix a leaky roof. One tiny little job vs. a whole build. It makes it look like a little bit can go a long way.” – Dallas Social Influencer

“It shows that even a small donation or a small volunteer effort can be productive. Fixing a leaky roof is a big deal. It stops mold. It stops deterioration.” – Dallas Worldly Idealist

“My nephews have asthma, and so that’s scary to think that you have a little kid living in something like that. It also gives Habitat more of an aura of competence or expertise that they’re able to tackle problems.” – Minneapolis Worldly Idealist

Always emphasize local and domestic Habitat work first, whenever possible.

“Knowing that Habitat is so big and global gives them credibility.” – Dallas Successful Doer

... but ...

“Start with helping my neighbor first.” – Minneapolis Successful Doer

“Not that I don’t care about people abroad, but I feel more of a duty to the people in this country. I feel a stronger need to do something about it.” – Minneapolis Social Influencer

Don’t overreach when talking about impact, e.g. promising that Habitat builds hope, happiness, love, etc. It is acceptable to say that Habitat’s work promotes dignity and hope, but stop short of saying that Habitat gives a family either. Rather, let homeowners celebrate those personal outcomes in their own words. When crafting copy in the organizational voice, instead emphasize concrete concepts like strength, stability, independence, opportunity, improved health.

“Habitat builds a strong foundation, not something vague like hope.” – Seattle Worldly Idealist

“Habitat gives people tools to live their life.” – Dallas Worldly Idealist

“Assuming all these things happen because of a home: laugh, comfort, love, play, nourishment? I think they’re kind of getting above and beyond the message of what I would perceive about Habitat.”

– Minneapolis Successful Doer

Whenever possible, help people see that a decent place to live and an affordable mortgage create a situation where homeowners can save more, invest in education, pursue opportunity and have more financial stability.

This is the most effective way to connect Habitat’s work to helping address the problems of poverty. In our segmentation research, members of the general public ranked poverty in their top three philanthropic concerns, but ranked housing/shelter much lower. By illustrating the new opportunities available to families who partner with us, we can show how a Habitat home puts them on a new path — one where stability and self-reliance are actually obtainable, not merely aspirational.

narrative messages: **our work**

Proceed with caution.

Always know your audience.

Are you potentially speaking to the general public, i.e., EVERYBODY?

If so, keep to the high-level messaging and language guidelines contained in this guide. Examples of addressing a general audience or when you might not know for certain that you are addressing a more specific audience are when you are working with mainstream media outlets, publishing stories to main sections of your website, using Habitat entity-branded social media channels designed for mass audiences, etc.

Or are you speaking more directly to a specific group, i.e., SOMEBODY?

When you do know specifically that you are speaking to a more targeted audience who desires more detail about certain aspects of Habitat's work, then use these messaging and language guidelines to shape and inform how you speak about your work so that you are always in concert with the overall tone and personality of the Habitat brand. Examples include contributing to blogs targeted to specific groups or interests, working with trade and niche publications, preparing grants and proposals, tweeting individually as a subject matter expert in your area, etc.

Remember to generally stay at a high-enough level and to construct your statements and sentences so that Habitat is always the primary, most-referenced brand. Be very clear that individual programs, events, initiatives, etc., are not brands unto themselves, but are consistently presented as part of Habitat for Humanity's overall work.

Our sole brand is "Habitat for Humanity" — it's what the large majority of people already know at least at a name recognition level and are able to connect to most automatically, and it's where our highest value to the general public resides. Individual programs, events, initiatives, etc., should always be described in relationship to the parent brand, both in specific language and in the overall messages and impression that are conveyed. If you're saying program names as often as or more than you're saying "Habitat for Humanity" in your communications, reset.

Be careful when using the specific phrases “poverty housing,” “path out of poverty” or “break the cycle of poverty” as shorthand for Habitat’s importance and impact. For a general audience, these aren’t the most easily understood or universal ways to describe need or what Habitat’s help makes possible for families.

Instead, message as follows: Habitat works to eliminate barriers to a better, healthier, more financially stable life. With our help, homeowners achieve the strength, stability and independence they need to build a better future for themselves and for their families.

Habitat is unquestionably a Christian organization. Our work, however, casts a considerably broad net. Focus groups revealed that any mention of Habitat’s connection to a specific faith, even a subtle one, can be perceived as exclusionary by a general-public audience, so use carefully.

“I’m suspicious of charities that are too connected to the church. It gives me the impression that they might be poorly managed.” – Minneapolis Social Influencer

“If I contribute to this organization, am I going to have their religious curriculum or agenda pushed at me?” – Seattle Successful Doer

“It really pigeonholes you. I feel excluded.” – Dallas Successful Doer

Whenever appropriate, always emphasize that Habitat partners with all people, both those seeking housing and those who join us to help. Direct quotes from homeowners and volunteers that contain faith references and language are always welcome in any context.

Similarly, surfacing Habitat’s advocacy efforts in an early, general conversation about our organization often signals an unintended message for many members of the public. They are less interested in learning the more complex details and more turned off by their understanding of and experience with lobbying, politics and bureaucracy. They also want to connect emotionally with our work, and speaking about laws, systems and policies too early or too often makes that difficult.

*“The more money that goes to lobbying, the less money goes to people who need it.”
– Dallas Successful Doer*

*“I want my money to go to helping people now. Advocating for policies can take years.”
– Dallas Worldly Idealist*

“I probably would be less excited about that because I want to see and kind of emotionally feel Habitat for Humanity.” – Minneapolis Social Influencer

narrative messages: facts about us

Carefully consider your use of facts to demonstrate Habitat's impact. It's hard for people to put big numbers, even positive ones, in perspective.

"Seems like a long time, and I'm not sure that's a good number." – Dallas Worldly Idealist

"Feels like puffery to me." – Minneapolis Successful Doer

Homeowner family gratitude is powerful. Impact stories told in the first person or even simple, profound quotes are incredibly moving to the general public, especially when they include expressions of thankfulness.

"This person appreciated my efforts. That means a lot." – Dallas Successful Doer

"Appreciation as well as saying this made a difference in someone's life. That's good."

– Dallas Successful Doer

Instead of including a number for the sake of a number, use a Habitat fact or statistic to make it easy for people to see the individual. Use stories and facts to demonstrate how Habitat is helping people to help themselves.

The best-performing Habitat facts presented to focus groups were the ones that demonstrate how well people can now help themselves after partnering with us. Lower-performing facts focused on aggregate totals, had our organization as the primary actor instead of homeowner families and used vaguer language.

High-performing facts:

- Children of homeowners are 116 percent more likely to graduate from college compared with children in families who do not own their homes.
- Cost-benefit analysis indicates that the 2,200 Habitat homeowners in Minnesota could be using anywhere from \$6 million to \$9 million less in government assistance annually.
- The foreclosure rate on Habitat houses in the United States is less than 2 percent on an annualized basis.

Lower-performing facts:

- Over 1.6 million families have been impacted by Habitat since 1976.
- To date, Habitat has made an impact in the lives of over 6.8 million people.

narrative messages: **calls to action**

While it might seem surprising, many people don't associate Habitat with donations.

"When we first got involved, we thought it was all a hands-on organization. We didn't even consider giving money." – Dallas Worldly Idealist

"It's news to me that they need money and not just volunteers. When they ask for money, that tells me I can help even though I'm not a carpenter." – Minneapolis Successful Doer

Bite-sized currencies can help motivate people to give because they help them realize that everyone can make a difference.

"Like \$20 a month: It suddenly becomes, 'Wow, that's really not a lot.' It's doable. And it's a call to action. It's specific." – Seattle Worldly Idealist

*"I might not be able to afford to build the whole house, but I can help with a roof."
– Minneapolis Successful Doer*

"I like that a little can go a long way. A can of paint can make a difference." – Dallas Worldly Idealist

Always incorporate a request for support into your communications, especially in critical moments where people might be motivated to help.

"My husband and I volunteer with Habitat all the time. They never ask for money. I would have written a huge check on the last build. We went to the ceremony, and it was so emotional. They had me. But they didn't ask." – Dallas Successful Doer

Even as we newly emphasize our need for financial donations, always remember that volunteers are the heart, soul and muscle behind Habitat's efforts.

Calls to action should regularly solicit financial support, voices and/or time. Keep the language of your call to action simple and high-level, but strive where possible to offer an avenue for an interested party to dig deeper.

language tips

LANGUAGE

A world where everyone has a decent place to live

EXPLANATION

Habitat's vision serves as the basis of our narrative approach: Everyone deserves a decent place to live, and everyone can do something today to help make that possible for another family.

LANGUAGE

Building strength, stability, self-reliance and shelter

EXPLANATION

Use this phrase for highest-level messaging (callout text, merchandise, when this is the sole message being shared, etc.). “Building strength, stability and self-reliance through shelter” is also acceptable. In later references and narrative contexts, “independence” is an acceptable synonym for “self-reliance.” In contexts or geographies where “shelter” might confuse the message or introduce unintended connotations, “affordable homeownership” is also acceptable.

LANGUAGE

Everyone, every donation, every helping hand, every day, every home, etc.

EXPLANATION

Creatively building on the “everyone” in Habitat's vision statement reinforces an inclusive sense of humanity and community, emphasizes the fundamental importance of Habitat's work, makes housing need relatable, and helps individuals find their place in our efforts.

Examples: Everyone needs a foundation to build a future. Every home is a building block. Every home improvement gives children a better chance for a stronger future. Every donation helps a family help themselves. Every helping hand makes a difference.

LANGUAGE

Decent and affordable place to call home

EXPLANATION

Replace “simple, decent” with “decent and affordable.” Public perceptions of “simple” vary wildly, and it's a descriptor that often takes people out of the narrative you are trying to create, especially when your language is paired with a photo to which they can then compare their own definition of “simple.”

LANGUAGE

In your community and around the world

EXPLANATION

Always be sure to characterize Habitat's work in this order, when appropriate. This simple phrasing reassures donors – we build in your town, and we work in other countries.

LANGUAGE

Habitat = we, our

EXPLANATION

In every appropriate context, refer to Habitat in the first-person plural to give our organization a confident, inclusive, human voice. Remember that we as communicators aren't reporting on the organization, we are its living embodiment, and we speak with a shared voice. We are the voice of Habitat.

LANGUAGE

Write in the present tense

EXPLANATION

As often as the context makes appropriate and possible, write in the present tense. Family stories and volunteer profiles will feel more immediate and more dynamic; present tense paired with rich descriptions also will give your reader a “you are there” feeling that helps to engage them at a deeper, more emotional level.

LANGUAGE

Habitat for Humanity working locally, your local Habitat for Humanity

EXPLANATION

“Affiliate” can be a difficult word for those not familiar with Habitat's federated structure. We know what we are talking about, but our audience might not. Look for opportunities to refer to affiliates in a simpler fashion for those not in the know and to use the first-person plural offered above.

language tips

LANGUAGE

Habitat for Humanity, Habitat

EXPLANATION

The abbreviations “HFH” and “HFHI” should only be used in documents that are strictly internal. Use full names in any reference that will be seen by a general audience. Always use “Habitat for Humanity” with affiliate or national organization name on first reference (Habitat for Humanity of Charlotte; Habitat for Humanity Guatemala). “Habitat” with affiliate or national organization name is acceptable on subsequent reference (Habitat Charlotte; Habitat Guatemala).

LANGUAGE

Preferred usage is homeowner’s first name only in all Habitat- and Habitat-corporate-partner-produced publications and media, whether print or online

EXPLANATION

Circumstances where you need to use the first name or first and last name of a homeowner or future homeowner can vary broadly. In the end, it will often be a judgment call – but that judgment should always be informed by respect and consideration of the homeowner and their family members. They share with us the power and invaluable gift of their stories, hardships and aspirations. And in doing so, they trust us in the process to do what is best for Habitat – so we can help more families – but to proceed in a way that is meaningful and helps them maintain their sense of accomplishment, dignity and privacy. Preferred usage for volunteers and supporters is full name on first reference, first name only on subsequent references.

LANGUAGE

Future homeowners, homeowners

EXPLANATION

Use “partner” as a verb, rather than as a descriptor for families – it’s what they do, not who they are. “Future homeowners” are families who have been accepted to build an entire house and are in the process of working on their sweat equity, etc. Use “homeowners” once the dedication has occurred and also to refer to families who partner with us to make repairs and improvements to their existing homes. In some specific instances, “homebuyers” is also acceptable, particularly when emphasizing financial education.

LANGUAGE

Families in need of decent, affordable housing

EXPLANATION

Don't stop short and use the phrase "families in need." Always use the full phrase to reinforce that the need we address is decent and affordable housing. Try to limit your use of phrases like "low-income families" to more technical and specific contexts. When you are speaking to the general public, instead talk about "families in need of decent, affordable housing." The phrase "families in need of a hand up" is also acceptable as long as shelter is clearly part of your context. A "family who has applied to Habitat" is preferable to "applicant family" except in specific grant contexts.

LANGUAGE

Make the homeowners active

EXPLANATION

Remember to always emphasize that we build houses "with families" rather than "for families." Additionally, there's a subtle, but potentially huge difference between saying "volunteers help raise the walls of Jane Doe's house" and saying "volunteers help Jane Doe raise the walls of her future home." Finally, saying that "families partner with Habitat" rather than that "Habitat partners with families" puts our homeowners in the driver's seat. Proactive, not passive. Investing, not receiving.

LANGUAGE

An affordable mortgage

EXPLANATION

"No-profit," even when accurate, is a level of detail that muddies the waters for most members of the general public. Knowing that we work to help families access affordable financing is enough for a general audience.

LANGUAGE

People living in poor conditions, people in the world's poorest places

EXPLANATION

Be sure that all uses of the word "poor" always refer to a person's circumstances or living conditions, and not to the person themselves. Refrain from referring to "poor people" and "poor neighborhoods." This has the effect of distancing and stigmatizing people or groups, when what we want is for our audience to relate and feel like they can be part of helping to provide a solution.

what's our story?

A CRITICAL NEED

Tell a moving story. Make it specific to an individual person or family, and bring it to life in a way that makes it easy to relate to. Make it solvable.

Paint a picture. If you can help someone relate to a situation, it becomes real for them. They can begin to imagine themselves – or those they care for – facing the same challenges as those faced by future Habitat homeowners. They can begin to see what their own lives would be like if they had to face hard choices. Rent or health care? Food or transportation?

If you can help your audience relate to the scenarios you describe, they are one step closer to being invested in helping to find a solution.

A DEFINITIVE, SPECIFIC ROLE

Showcase the people who partner with Habitat to build or improve a place they can call home. Highlight how Habitat homeowners help build their own homes alongside volunteers and pay an affordable mortgage.

All stories are about relationships, and it's relationships that drive people to want a better life, to succeed, to do right by the people they love. A house, a community, a Habitat build site is where these relationships play out.

This is where you make the future homeowners and the volunteers they build alongside the action heroes of the Habitat story. A family partners with Habitat and works hard to perform their sweat equity. A volunteer offers them a hand up, the side-by-side support that so many families need. Habitat sets the stage for these people to come together, to build and to have a truly transformative experience — one that has a lasting and tangible outcome.

what's our story?

A LASTING, MEANINGFUL OUTCOME

Show how a decent home gives families the strength, stability and independence they need to create a better life for themselves and their families. Include expressions of gratitude from families who partner with Habitat.

Give specific examples of how a decent and affordable place to live can remove barriers to opportunity, success and health that might have been part of the family's life for years, if not generations. Use the details of an individual or family story to draw out examples of newfound strength, stability and self-reliance. Look for those elements that are special to this particular family; everyone has a different set of circumstances and different perspective about what this new or improved house means to them and their family.










Allow family members to directly and meaningfully express the changes they have experienced and share expressions of their gratitude, which are powerful motivators for **SUCCESSFUL DOERS** and **WORLDLY IDEALISTS**.

- **A new Habitat house means a family can move into a safe neighborhood with a good school.** The deeper meaning: Dad feels more like the amazing father who raised him and is proud of providing for his family.
- **A wheelchair ramp built by Habitat for Humanity volunteers means a husband can now more easily take his wife to the doctor.** The deeper meaning: The ramp gives the husband a sense of dignity and independence because he can continue to provide for his wife. It also keeps the couple in their 90s living in their home together.
- **A new Habitat home allows a daughter with a disability to care for her mom with Alzheimer's.** The deeper meaning: The mom has cared for the daughter over the years, so this gives the daughter a chance to repay her mom.
- **A new community garden in a neighborhood that Habitat and dozens of community partners are helping to revitalize means a mom who lives in a food desert can grow and feed fresh vegetables and fruit to her children.** The deeper meaning: The mom is feeding her own desire to be a good mother.

Remember that volunteer stories are also good opportunities to talk about the strength and self-reliance that Habitat helps create.

- **A young woman struggling with depression finds new meaning and empowerment as she builds and lends her voice in support of Habitat's work.**
- **A first-time volunteer finds a new set of skills that helps him in his own life and that soon has him sharing his expertise with other volunteers.**

CORE THEMES

		Strength and stability
		Stability and self-reliance
		Strength and self-reliance
		Strength
		Strength
		Self-reliance

what's our story?

A DIRECT REQUEST FOR SUPPORT

Never end a story without a call to action to help more families build strength, stability and independence.

Be direct. Don't assume a reader will feel so good after they see your post, story, message, etc., that they will automatically be inspired to give, dig deeper or take the next step without a prompt in the right direction. Always find ways to help people understand that no gift is too small and that all help is always needed.

Your financial support

Don't be shy. At the end of the build day, at a house blessing or dedication, in your office or theirs — no amount is too small, and the only gift you never receive is the one you never ask for.

Your voice

From the start, ask supporters and volunteers to use their voice with family and friends, with their social network, and with their business colleagues. Invite them to help tell the Habitat story — their Habitat story. You can count on a simple, direct, authentic and relatable story to register — and for others to repeat it. After this relationship deepens over time and a person has a good foundation of knowledge about Habitat, then ask for support for your advocacy and policy efforts.

Your time

Habitat is unique and blessed to have a mission where supporters can engage in direct and meaningful ways. It's true that not everyone who swings a hammer or sets a block in place will eventually choose to donate more than their time. But a much larger percentage is likely to do just that if their understanding of our work is clearer and more compelling and if you directly ask them to consider sharing their support in additional ways.

Over time, all of this together will help people understand that both money and time are vital to the efforts we are engaged in together and are crucial to the success they help us create in their communities.

Today, people recognize and admire Habitat, but lack understanding in how we work or the role shelter plays in empowering families.

COMMONLY HELD PERCEPTIONS

FEW ARE AWARE

<p>Build only new houses</p> <p>Use volunteers to help</p> <p>Give away houses</p> <p>Only local</p> <p>Founded by Jimmy Carter</p>	<p>Repair, rehab, revitalize existing homes and neighborhoods</p> <p>Sweat equity</p> <p>Homeowners pay an affordable mortgage</p> <p>Local and global</p> <p>Needs financial support</p> <p>Habitat ReStores</p>	<p>Connection between shelter and poverty alleviation</p> <p>Microfinancing</p> <p>Incremental building</p> <p>Advocacy</p> <p>Christian ministry</p>
--	---	--

To compete more effectively in an increasingly busy world, we need to focus on a short list of key factors that will resonate with those most likely to give time and money to a cause they understand and believe in.

PRIMARY FOCUS

SAVE FOR DEEPER CONVERSATIONS

<p>Homeowners help build their homes and pay an affordable mortgage</p> <p>Through shelter, we empower</p> <p>Habitat needs your financial support, your voice and your time</p>	<p>Repair, rehab, revitalize existing homes and neighborhoods</p> <p>Local and global</p> <p>Disaster response</p> <p>Habitat ReStores</p>	<p>Microfinancing</p> <p>Incremental building</p> <p>Advocacy</p> <p>Christian ministry</p>
---	--	---

dos and don'ts

DO construct sentences so that the Habitat for Humanity brand receives primary placement.

DON'T accidentally create the impression that individual programs are the brands to be remembered by emphasizing them and their details as much or more than the Habitat name and the messaging laid out in this user guide.

DO tell the stories that best demonstrate the elements of our brand platform.

DON'T tell every single story. Look for the ones with specific elements that illustrate strength, stability and self-reliance, and then DON'T be afraid to repurpose and repackage those strong stories rather than simply always creating new ones. What you might see as repetition, the general public will largely experience as reinforcement and consistency.

DO consider each detail of each message and story that you publish to ensure that everything included reinforces the idea that Habitat houses change the trajectories of families and neighborhoods.

DON'T simply include all available details. Make sure that each word and phrase you use is filtered through the guidance offered in this user guide.

DO use strong, clear quotes that reinforce our main messaging points of strength, stability and self-reliance.

DON'T be afraid to publish a story without a quote if the quote is too general or vague.

DO say that we build “with” families and “alongside” families. DO say that families build “in partnership with” us.

DON'T say that we build “for” families. DON'T talk about families “getting” their Habitat houses when you can emphasize families “building” their Habitat houses.

DO emphasize Habitat's criteria of establishing a family's need for decent and affordable housing, their willingness to partner, and their ability to repay an affordable mortgage.

DON'T introduce unintentional value judgments by using words like "deserving" or "hardworking" to characterize the families who partner with us. Note the difference between saying that everyone deserves a decent place to live and saying that we build with deserving families – the first is an inclusive statement that's hard to argue, the second divides people into groups and invites commentary.

DO find appropriate contexts in which you can celebrate Habitat's history of success and the individuals and concepts that have shaped us along the way. **DO** quote current leaders unless your intent is to refer to a specific historical moment.

DON'T use historical words, phrases and references that don't have larger resonance for a general audience unless your context is clearly historical and that don't reinforce the brand personality and tone set out in this document. Examples: habititis, oyez, theology of the hammer.

DO remember our simple, strong statement and core values.

- Habitat builds strength, stability and self-reliance through shelter.
- Strong and stable homes help build strong and stable communities.
- Decent shelter is something we all need to thrive.
- With a little help, we all have the potential to stand on our own.
- Bold actions speak louder than words.
- Working together, side by side, promotes understanding and self-reliance.

example: story

“This is my house”

CRITICAL NEED

If I hadn't found Habitat, we would still be in that one-bedroom apartment. And it wasn't the best of conditions.

There was an old electric stove, and depending on what you were doing, you'd get shocked. The dryer was always going out, and we had to hang clothes all over the house. It seemed really quiet when we were looking for a place, but then over time, there was a lot of violence. There was actually a homicide in our building. It's those things that put a lot of stress on people, and we were definitely feeling that.

I didn't think I was going to qualify. But they considered that a need: four people in one bedroom, having the issues that we were having.

DEFINITIVE, SPECIFIC ROLE

I had no idea that I was capable of doing a lot of the things we ended up doing. I loved it. For almost a year, I was working seven days a week, plus doing sweat equity. Depending on my shifts, I would work a morning shift, then go to the Habitat ReStore and work an evening shift there. Monday through Friday, I took Habitat classes in the evening, and I put in my construction hours on the weekends, every Saturday possible.

While constructing the house, I got to know my neighbors. We built each other's homes, and you can't get much closer than that.

The biggest difference overall is that general sense of security. Just knowing that it's ours, and we make all the decisions — it's been really comforting for our family. I think the kids knowing that they won't have to move is very



comforting. We've made a lot of moves over the years — 13, in fact.

I know my son really appreciates having his room. Having his space, his own room — he really likes it a lot. He's trying to convince me to turn the basement into a room, which I don't know if I'm keen on yet. But it's definitely a possibility. Just knowing that we have possibilities, it's really awesome.

You know, I think I was more scared buying a car than buying the house. And the only reason for that was Habitat for Humanity. I feel really comforted knowing that, if anything were to happen, Habitat would work with me. So I didn't feel scared, just willing.

When I went to sign all the official paperwork, and they hand you the real keys and the title and everything, that's when I was like, "This is happening. This is now my house, and these are my keys." We moved in right away, that next weekend, and even with boxes all over the place it felt like, "This is my house."

— *Lyndsay, Habitat homeowner*

Your support —
\$20 a month or
any amount you
can afford —
helps a mother
like Lyndsay build
a decent place to
call home. Give
today!

example: blog post

What does a Habitat home really mean?

I heard a phrase that says there's no big dream or small dreamer. And the truth is, it stuck with me. It is a phrase that I adapted for myself. Why? Because I've done what I've set out to do. It's been a struggle, but I have set out to do it. If I hadn't been ready to help myself, Habitat's help could only take me so far. I lent my hand to Habitat so they would lend me theirs.

— *Jeimy, Habitat homeowner*

As a homeowner going to the build day after day, I worked side by side with a diverse group of neighbors, each with their own experiences and points of view. In spite of our differences, or maybe because of them, bridges were built. A space is created that wasn't there before. What binds us are not the superficial labels that we often use to define ourselves, but something deeper and universal: our humanity.

— *Karolyn, Habitat homeowner*

After working side by side with future Habitat homeowners — seeing the sweat on their brows, the hope in their eyes and the gratitude in their souls — I've learned that I'm the one who is on the receiving end of things more than anyone else.

— *Habitat volunteer Rolf Waller*

Building a Habitat home isn't as simple as getting the keys and walking into a new home. We were required to commit 1,500 sweat-equity hours building our home and other Habitat families' homes. We walked across town — my mother didn't have a car — every Saturday morning to work on the build site.

— *Antonia, who grew up in a Habitat house*



Jeimy and her family live in a home that she renovated with the help of Habitat for Humanity Colombia.

With Habitat, right away, they ask you a lot of questions of where you are at that moment. The whole process is making sure that you're ready for homeownership. I was really grateful that they were able to help me understand the whole process. What is a credit score? What can you do to save money? Where can you cut back? What are the necessities? I felt like it went from the unknown to the known. The wisdom of, "I get it, I know exactly what it's going to take to be a homeowner."

— *Angel, Habitat homeowner*

We have a yard, so my son was able to go out and throw around the football. My daughter actually started wanting to have more people over. I just thank God that he gave me the opportunity. I was paying a lot of rent before. Now I put my money into my house. I can say, "This went into my home." It makes a difference.

— *Shenita, Habitat homeowner*

Habitat allowed the 4-year-old me to dream, to really know that I could achieve. It's truly hard to express what having a Habitat home has done for my family, but I know I would not have gone on to a great four-year university, I wouldn't have the same aspirations, I wouldn't be as ambitious as I am without having had that home. That home has blessed me with a wonderful life.

— *Adriana, who grew up in a Habitat house*

This collection of quotes inspires, informs and educates. Readers learn that:

- Families actively partner with Habitat to build or improve their homes.
- Families receive financial education and training.
- Families pay for Habitat houses.
- Families feel grateful for the help they receive.
- Families experience meaningful and lasting change in their Habitat homes.

example: social media posts

Habitat for Humanity November 23, 2015 · US

Planting a garden out back with mom. Tossing the football with dad. Sleeping soundly with no fear of mice or rain. All of these things are possible for 8-year-old Kevin in his family's new #Habitat house. <http://bit.ly/1PkH5LL>



A new start in a Habitat house
Planting watermelon out back with mom. Tossing the football in the front with dad. Riding scooters in the driveway with little brother Andy and even littler sister Laura.

HABITAT.ORG

Like Comment Share

Habitat for Humanity December 3, 2015 · US

#HabitatforHumanity gives people a hand up. Our partner families help to build their home and pay an affordable mortgage.



Like Comment Share

Habitat for Humanity @Habitat_org · 13 Aug 2015

Interested in in #volunteering with #Habitat? We've got all your questions answered: bit.ly/1J2L3Ak



Like Comment Share

Habitat for Humanity @Habitat_org · 5 Nov 2015

Safe and stable housing is essential to the healthy growth and development of children. #HabitatforHumanity #fact



Like Comment Share

Habitat Denver @HabitatDenver · 10 Dec 2015

"This house represents independence!" - Jerry, #Habitat homeowner. Give the #GiftOfHome! bit.ly/21vvrC9



Like Comment Share



These sample Facebook posts and tweets demonstrate quick ways to help bring home several of the key messages contained in this document.

- Establishing a family's previous need for decent shelter (fear of mice and rain) and lasting, meaningful outcomes (a yard, a garden, family time, smiling faces)
- Emphasizing how a family partners with Habitat, performing sweat equity and paying an affordable mortgage, and clearly showing a future homeowner at work on a build site with the volunteers who have come out to help her
- Showcasing the positive outcomes that Habitat homeowners can experience
- Expressing gratitude
- Celebrating the volunteers who make our work possible

example: press release

Habitat for Humanity builds stability and safety through housing for 6.8 million people in four decades

ATLANTA (Nov. 17, 2015) — Working alongside people around the world in need of decent, affordable shelter, Habitat for Humanity improved housing in partnership with 1.8 million people in fiscal year 2015, as stated in its new annual report, “Together We Build.” Since 1976, Habitat has helped 6.8 million people through housing opportunities and solutions, enabling them to achieve the strength, stability and independence they need to build brighter futures.

“Every day, we see firsthand the critical role decent housing plays in creating positive outcomes in people’s lives and in communities,” said Jonathan Reckford, CEO of Habitat for Humanity International. “I am thrilled at these numbers that represent individuals whose lives have been changed, and I’m grateful to our donors, volunteers and advocates who help make our work possible. Together, our efforts set the foundation for success, including better health, education and employment opportunities. As we celebrate the lives we have touched through adequate housing, we look forward to another year of creating safe and secure places for families to grow, be healthy and thrive.”

The table at right provides a snapshot of Habitat’s efforts in fiscal year 2015 across 70 countries through direct housing solutions, including home construction, renovations and critical home repairs, or increased access to improved shelter.



Three-year-old Ana Maria lives with her mother, who partnered with Habitat for Humanity Colombia to renovate their home. Their one-room home now has a bathroom and shower.

Fiscal year 2015:	
Individuals served through improved housing	
U.S. and Canada	29,332
Latin America and the Caribbean	974,675
Europe, Middle East and Africa	485,295
Asia and the Pacific	312,400
Global total in fiscal year 2015	1,801,702

LASTING, MEANINGFUL OUTCOME
Strength, stability and shelter emphasized in headline and opening paragraph.

DEFINITIVE, SPECIFIC ROLE
An annual report would be the prime place to share and celebrate the kind of aggregate number that might be less helpful to use in your everyday communications. Also, note how the photo and caption help to almost immediately put a face on Habitat’s work so that the large number doesn’t stand alone.

LASTING, MEANINGFUL OUTCOME
CEO quote highlights several of the specific lasting and meaningful outcomes that are possible for families who have decent and affordable places to live.

DEFINITIVE, SPECIFIC ROLE
Chart places work in the United States first, recognizing that many among the U.S.-based audience place a high priority on seeing that information first.

Habitat also provided training in construction and financial management, as well as advocacy efforts that changed policies and systems to allow more access to shelter solutions. Through these services, an additional 4.8 million individuals now have the potential to improve their housing conditions.

Habitat's global mission was made possible thanks to its many generous donors and the hands and hearts of more than 2 million volunteers who annually give their time and talent. In addition to working on Habitat build sites, volunteers also served as local board members, in Habitat ReStores and through affordable housing advocacy efforts.

Since its founding nearly 40 years ago, Habitat has seen the tremendous impact that affordable housing has on helping people create better lives for themselves and their families. The fiscal year 2015 annual report highlights the many ways in which Habitat and its supporters worked alongside families, including home construction and repair solutions, disaster response efforts, revitalized communities, improved water and sanitation, and economic independence gained through homeownership.

To learn more or to view the fiscal year 2015 annual report, visit:
habitat.org/multimedia/annual-report-2015

About Habitat for Humanity International

Driven by the vision that everyone needs a decent place to live, Habitat for Humanity began in 1976 as a grassroots effort on a community farm in southern Georgia. The Christian housing organization has since grown to become a leading global nonprofit working in nearly 1,400 communities throughout the U.S. and in more than 70 countries. Families and individuals in need of a hand up partner with Habitat for Humanity to build or improve a place they can call home. Habitat homeowners help build their own homes alongside volunteers and pay an affordable mortgage. Through financial support, volunteering or adding a voice to support affordable housing, everyone can help families achieve the strength, stability and self-reliance they need to build better lives for themselves. Through shelter, we empower. To learn more, visit **habitat.org**.

DIRECT REQUEST FOR SUPPORT
Links to the online annual report and in boilerplate drive readers to website, which features family stories and donation asks.

The images at right can be found in DAN, Habitat's Digital Asset Network, under the following ID numbers (clockwise from upper left):
SPEC-10-33211-SH, USMO-14-08697-EM,
USCA-13-28429-EM, USGA-16-19193-EM.



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.

The creative platform shared in this guide is built around the idea that no matter who we are or where we come from, we all deserve to have a decent life. We deserve to know we have the power to take care of ourselves and build our own futures.

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 communications can be just as clear as our vision of a world where everyone has a decent place to live.

photography and videography

When we use images, we should always reflect our brand by putting people first – and placing them within the context of shelter and the construction of shelter as often as possible. Diversity should always be considered and consistently represented in a manner that feels natural and appropriate. Always be sure that your images reflect people from all walks and stages of life.

Our imagery should feel spontaneous rather than staged, authentic rather than composed, and should always carry a sense of emotion that is uplifting and optimistic.

When depicting need, you might show the harsh realities that some of our future homeowners face, but the subjects of the photos should always be presented with dignity to fully align with our brand platform tenets of strength, stability and self-reliance. In every scenario, imagine how you might want your own family or your children portrayed.

Try to select photos and video clips with the “moment” in mind – choose moments that feel real, evoke an emotion, capture something special. Choose images less for the exact visual information they contain and more for the emotional reaction you have to them. Remember that images don’t always have to be technically perfect to move an audience.



The images seen throughout this section – and many more – are available online for download through Habitat’s Digital Asset Network.

homeowner photography



OUR FAMILY PHOTOGRAPHY IS:

- Friendly
- Approachable
- Spontaneous
- Diverse

OUR FAMILY PHOTOGRAPHY IS NOT:

- Overly staged
- Emotionless
- Too often lacking the element of home

The images on this page can be found in DAN, Habitat's Digital Asset Network, under the following ID numbers (clockwise from upper left): USNC-15-08628-JA, USGA-15-10012-JA, THAI-14-01857-EM, USAL-15-08879-JA, NEPA-14-18065-JA.

volunteer photography



OUR VOLUNTEER PHOTOGRAPHY IS:

- Inspiring
- Authentic
- Expressive
- Diverse, representing people from all walks and stages of life
- Focused on individuals and small groups

OUR VOLUNTEER PHOTOGRAPHY IS NOT:

- Overly staged
- Generic
- Lacking humanity
- Wide angle, showing entire build site



The images on this page can be found in DAN, Habitat's Digital Asset Network, under the following ID numbers (clockwise from upper left): THAI-14-00322-EM, USNC-14-06224-JA, USWA-13-08429-EM, JCWP-14-00241-SD, JCWP-14-01583-GP.

need photography



OUR NEED PHOTOGRAPHY IS:

- Dignified
- Human
- Realistic
- Respectful
- Local and global

OUR NEED PHOTOGRAPHY IS NOT:

- Overly staged
- Hopeless
- Gloomy
- Moody

The images on this page can be found in DAN, Habitat's Digital Asset Network, under the following ID numbers (clockwise from upper left): NICA-12-23280-EM, USOK-13-10169-EM, USOK-13-10468-EM, CAMB-15-05013-JA, SPEC-11-23040-SH.

house and material photography

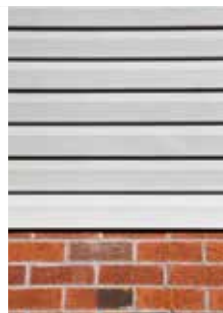


OUR HOUSE AND MATERIAL PHOTOGRAPHY IS:

Simple
Artful

OUR HOUSE AND MATERIAL PHOTOGRAPHY IS NOT:

Gritty
Overly complex



The images on this page can be found in DAN, Habitat's Digital Asset Network, under the following ID numbers (by row, from left to right):
JCWP-13-23241-CH, USMN-15-19343-EM,
LESO-08-01867-SH, SPEC-10-36701-SH,
USFL-14-10390-EM, TAJI-11-03033-SH,
MALA-11-12737-EM, USNC-15-00543-EM,
USGA-13-01272-BJ.

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 procedures.
- 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.
- 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 also may be shadowed or lightened to create legibility for text, but do not as a rule add visual elements, illustrations or clip art to photos. 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, unless your intent is to illustrate history and your caption or accompanying text clearly indicates that context. It is also advisable to check the status of photographed individuals and families before using photos older than one year.
- Think of photo captions as another opportunity to tell the Habitat story and share a larger message. Whenever space and context allow, work to go beyond the who, where and what to draw out important elements of our brand platform and messaging. **BEFORE:** Laura, Kevin and Andy stand in front of their family's Habitat house in Charlotte, North Carolina. **NOW:** Laura, Kevin and Andy are happier and healthier in the Habitat Charlotte house their parents helped build. Eight-year-old Kevin remembers living with relatives in a small, overcrowded house that had mice. “I am just so happy to make a new life,” his mom, Chan, says, “to have a new start.”
- Always be sure that the build site activity depicted in the photos you select meets the safety requirements set out in Habitat's Construction Safety Manual and supporting documents. You can find the manual at my.habitat.org/40173.

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

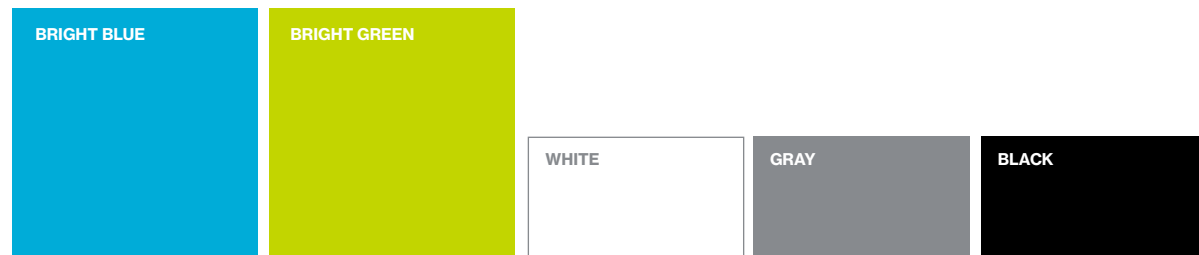
Our primary palette was selected to help the brand feel vibrant, friendly and optimistic.

Bright blue and bright green are influenced by the traditional blue and green of our Habitat logo; these new shades infuse a bold energy into the brand. These colors are often used as solid backgrounds with reversed copy or can appear as large, transparent callouts and display text treatments over brand photography.

White, gray and black 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. Gray can be tinted to meet user interface and print needs.

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. for accuracy and may not match the PANTONE Color Standards. PANTONE® is a registered trademark of Pantone, Inc.



PANTONE® 638	PANTONE® 382	White	Cool Gray 8	Black
C: 86 M: 0 Y: 9 K: 0	C: 28 M: 0 Y: 100 K: 0	C: 0 M: 0 Y: 0 K: 0	C: 23 M: 16 Y: 13 K: 46	C: 0 M: 0 Y: 0 K: 100
R: 0 G: 175 B: 215	R: 196 G: 214 B: 0	R: 255 G: 255 B: 255	R: 136 G: 139 B: 141	R: 0 G: 0 B: 0
HEX: 00AFD7	HEX: C4D600	HEX: FFFFFFFF	HEX: 888B8D	HEX: 000000
VINYL: 1016	VINYL: 1030	VINYL: 74	VINYL: 95	VINYL: 72

SECONDARY COLORS

A secondary palette of colors steeped in our heritage and influenced by our building environment complements our primary colors. The secondary colors can be used when additional colors are needed, particularly for hardworking communications like charts and infographics and also as occasional accents.

TERTIARY COLOR

Use this yellow sparingly, restricting its use to pie charts, bar graphs and the occasional accent. Your use of yellow should always represent the least amount of color on any given page or piece, and you should always carefully consider how its placement interacts with our Bright Green to avoid a discordant effect.

HABITAT BLUE	HABITAT GREEN	ORANGE	BRICK	YELLOW
PANTONE® 294	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: 67 G: 176 B: 42	R: 255 G: 103 B: 31	R: 164 G: 52 B: 58	R: 255 G: 209 B: 0
HEX: 002F6C	HEX: 43B02A	HEX: FF671F	HEX: A4343A	HEX: FFD100
VINYL: 80	VINYL: 61	VINYL: 79	VINYL: 70	VINYL: 22

typography and icons

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 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 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
Minion Pro or Palatino

Icons

Icons and accent illustrations should be created sparingly and always in editorial contexts, e.g., for infographics or as part of story packages in print or online. Always use the color palette outlined in this guide.

HABITAT ICONS ARE:

Simple
Clear
Consistent

HABITAT ICONS ARE NOT:

Three-dimensional
Too abstract
Complex



typography application

Typography treatment is an important component of our brand expression. Our Neue Haas Grotesk license includes four weights and styles. Use “Display Medium” for callout and display text and large headlines. Use the “Text Regular” version for small headlines, subheads, small amounts of text and legal disclosures, adding emphasis with *Italic* and **Bold** where necessary.

Callout text and display text typography

Callout text and display text should be set flush left in Neue Haas Grotesk Display Medium in lowercase (including at the beginning of the headline). Proper names or nouns are the exception and can be set with an initial cap.

every
one

Callout/display text set in lowercase
Neue Haas Grotesk Display Medium
with proper kerning applied

deserves a decent
place to live.

Secondary callout/display line set in
Neue Haas Grotesk Text Regular

The overall spacing between letters should be relatively tight with additional kerning between individual letters to ensure a consistent look. The leading (the space between lines) should also be tight, but take care that any ascenders and descenders of the words being set do not significantly overlap.

Callout text and display text application

Callout text and display text can be set in a primary color (bright blue recommended) on a white background or reversed to white out of a primary color or photographic image.

It is also acceptable to create a transparent effect with the bright blue type over a photographic image. Ensure that the image is brand-appropriate and that the type is positioned in an area that doesn't interfere with important details in the image.



Callout/
display text
applied
over an
image in
white, and
proper
kerning
and leading
applied



Callout/display text applied over an image with a proper transparent effect. Additionally, solid color words can be placed on blocks of primary brand colors that have a transparency effect (see examples).

Applications to avoid

Without any kerning applied, this callout/display text set in lowercase Neue Haas Grotesk Display Medium shows that the letter spacing is too open.

every
one

This callout/display text shows that the leading is too tight.

every
donation

This callout/display text shows the secondary line set in Neue Haas Grotesk Display Medium instead of Neue Haas Grotesk Text Regular, and the secondary line is spaced too far below the primary text.

every
home

is a building block.

example: annual report

Habitat for Humanity

We build strength, stability and self-reliance through shelter.

Habitat for Humanity International
Annual Report FY2016
July 1, 2015 – June 30, 2016

habitat.org

With a little help, we all have the potential to stand on our own.

Habitat for Humanity International is proud to have supported the construction of this home for the family of [Name]. The family is grateful for the help and support they received from Habitat for Humanity International. They are now able to live in their own home and are happy to have a place to call home.

Creating access, empowering families

[Text]

we build global impact

example: displays



example: habitat magazine



No matter who we are or where we come from, we all deserve to have a decent life. Every single one of us deserves the opportunity for a better future, and decent shelter is something we all need to thrive.

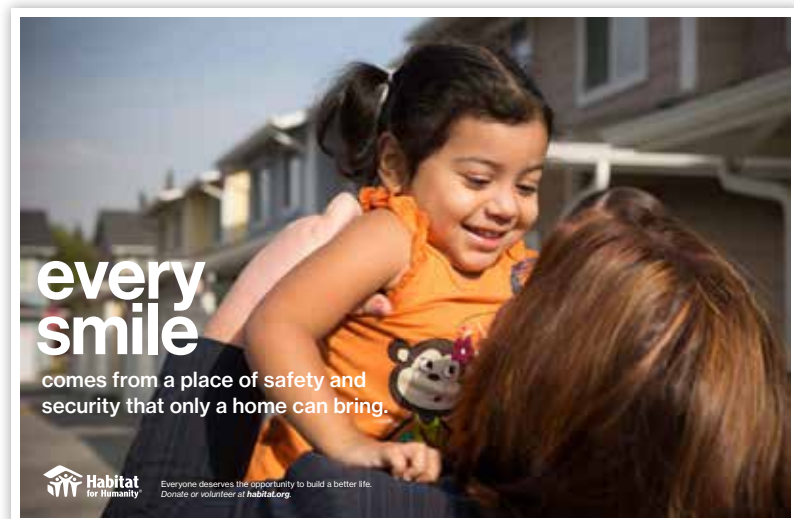
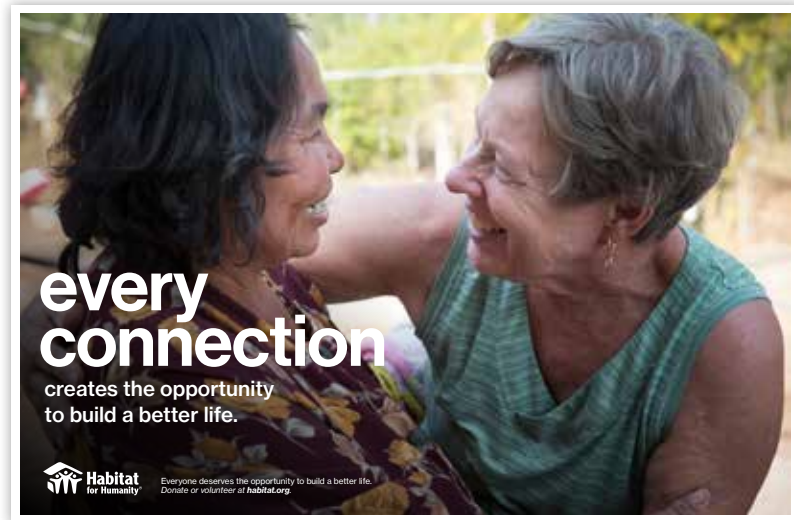
Habitat homeowners receive financial education, help build their houses and pay an affordable mortgage. When they partner with us, they start down a new path — one with far fewer barriers to a better, healthier, more financially stable life.

With a little help, we all have the potential to stand on our own. Every child, every parent, every person deserves to feel strength and stability day after day. And every single one of us can do something right now to help make that possible for another family.

Your financial support, your voice and your time will help bring strength, stability and self-reliance to families in need of a decent place to live. **Donate today!**

HABITAT 2016 5

example: marketing messages



example: marketing messages




every mother
needs to know her children have a safe place to call home.

 **Habitat** for Humanity
Everyone deserves the opportunity to build a better life.
Donate or volunteer at habitat.org




every family
needs help to rebuild when the storms have passed.

 **Habitat** for Humanity
Everyone deserves the opportunity to build a better life.
Donate or volunteer at habitat.org



every child
deserves a home base from which to explore the world.

 **Habitat** for Humanity
Everyone deserves the opportunity to build a better life.
Donate or volunteer at habitat.org

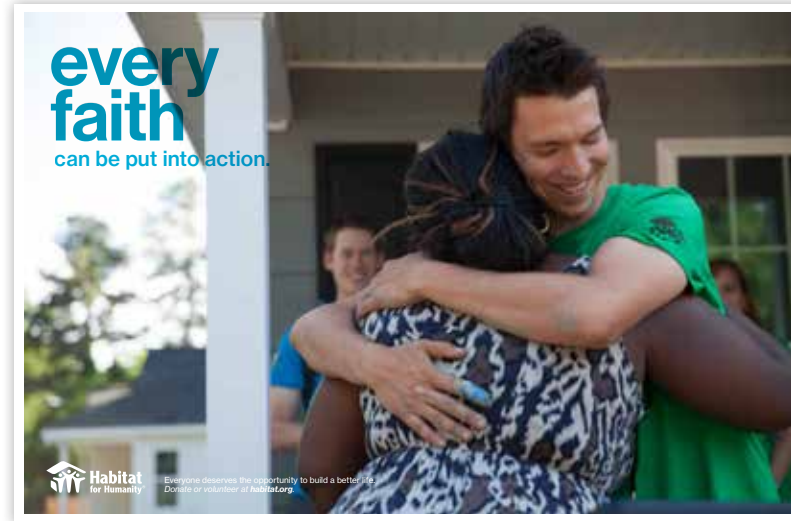
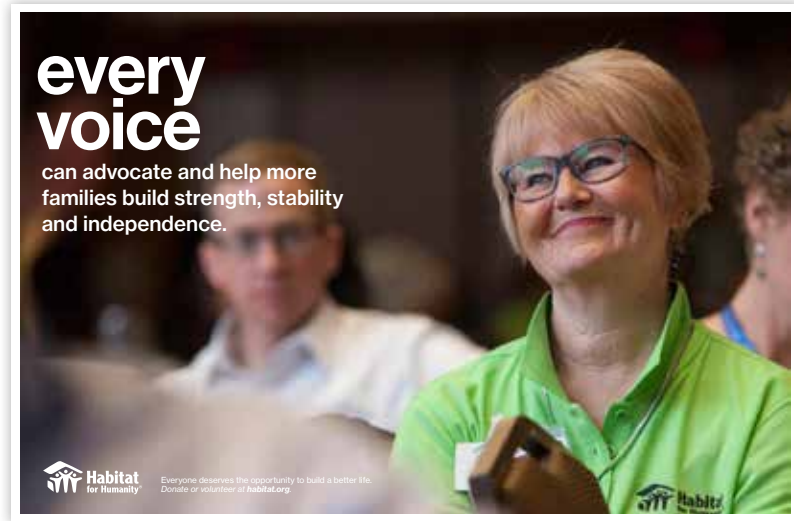


every teen
should know the confidence that comes from a stable home.

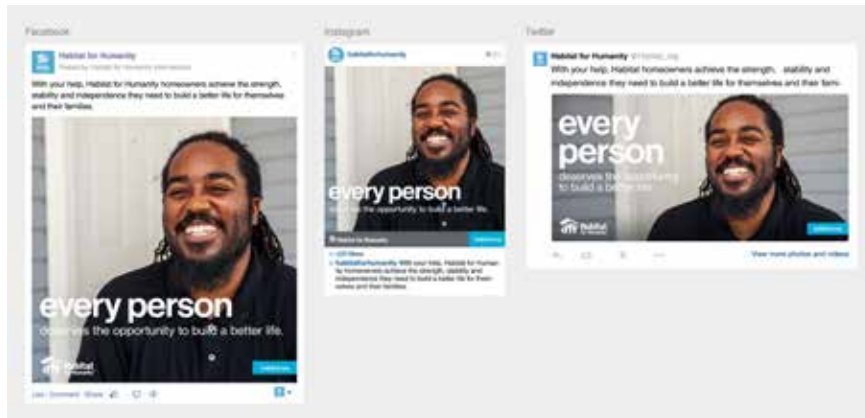
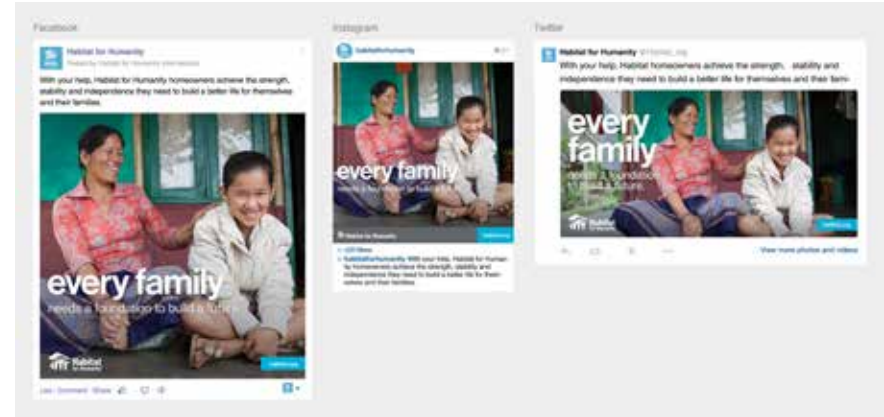
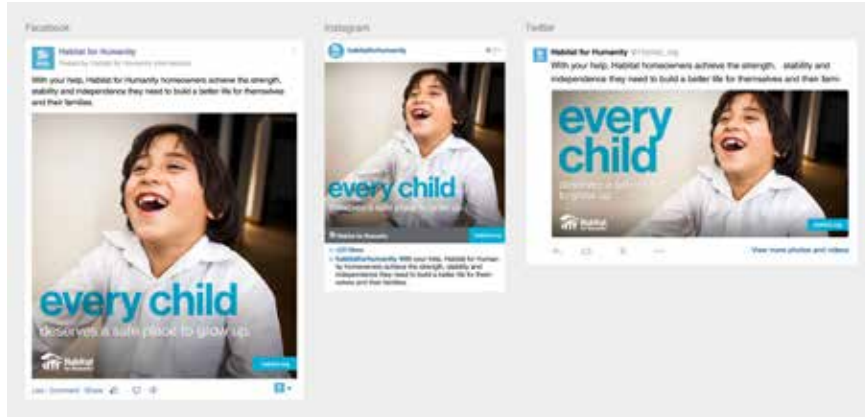
 **Habitat** for Humanity
Everyone deserves the opportunity to build a better life.
Donate or volunteer at habitat.org

example: marketing messages

When you are in a deeper conversation and you know that you are speaking to a more targeted audience ...



example: social media posts



example: online campaign

Half-page –
300 x 600



Wide Skyscraper –
160 x 600



Leaderboard –
728 x 90



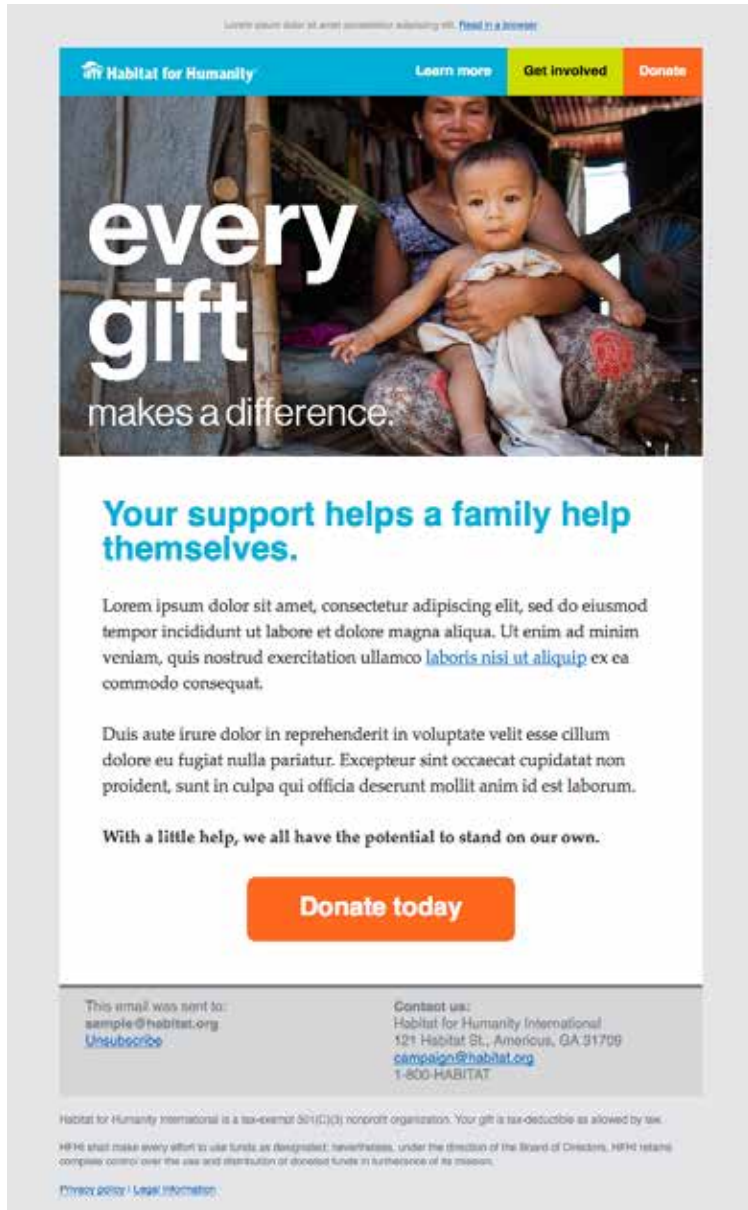
Billboard – 970 x 250



Medium Rectangle – 300 x 250



example: email template



The images at right can be found in DAN, Habitat's Digital Asset Network, under the following ID numbers (clockwise from upper left): SALV-14-05625-EM, COLO-15-01220-JA, JCWP-14-01750-SD, HAIT-10-28036-EM, USGA-13-09825-EM, KENY-09-03266-SH.



our logo





logo usage

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

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

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

global logo

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

The symbol is made up of human forms that stand united in common purpose, their uplifted arms simultaneously indicating both the celebration of what we have achieved and the continuation of the work that still needs to be done. The roofline represents shelter and symbolizes how Habitat brings together people of all races, ages and religious beliefs for the common good.

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

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

Logo formats

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

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

PRIMARY LOGO FORMAT

HORIZONTAL



ALTERNATE LOGO FORMATS

VERTICAL



SINGLE-LINE



extended logo

All Habitat-branded entities are authorized to use extensions of the global logo. These extended logos include possible upper and lower signature lines for customized identification in order to accommodate each Habitat entity's name. The extended version of the trademarked logo is to be used exclusively as the visual identity of a Habitat-branded entity.

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



DO NOT:

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

SELECT EXAMPLES OF INCORRECT LOGO USE



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



Extended logo that has a drop shadow applied



Extended logo that has an outline applied

examples: extended logos

United States

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.

Globally, the primary version of the Habitat for Humanity logo is English. 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.

U.S. EXAMPLES



U.S. affiliate logos



U.S. state support organization logo

CANADA EXAMPLES



English



Bilingual



French

Campus chapters

As Habitat-branded entities with a formal, chartered relationship with Habitat for Humanity International, campus chapters are authorized to use an extension of the Habitat logo. No other student group may create an extended logo.

Campus chapters must coordinate with their school's administration to secure the appropriate permissions to use the school name in the extended logo. For assistance with obtaining and applying their extended logos, campus chapters should email marketing@habitat.org.

Young professionals groups

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

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

CAMPUS CHAPTER EXAMPLE

YOUNG PROFESSIONALS GROUP EXAMPLE

examples: extended logos

Spanish

Globally, the primary version of the Habitat for Humanity logo is English. In Spanish-speaking countries, an authorized translation of the logo may be used.

Portuguese

Globally, the primary version of the Habitat for Humanity logo is English. In Portuguese-speaking countries, an authorized translation of the logo may be used.

For clarification on authorized logo translations, email marketing@habitat.org.

INTERNATIONAL EXAMPLES



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 Marketing, Branding and Publications department, in coordination with the appropriate area office communications staff.

INTERNATIONAL EXAMPLES



National organization logo



International affiliate logo



National organization logo with translated country name

Although Habitat-branded entities may use their extended logos at their own discretion (in accordance with the policies and practices outlined by their agreement with Habitat for Humanity International), use of the global logo — the Habitat logo that does not specify a Habitat entity's name — is reserved for Habitat for Humanity International.

This **GLOBAL LOGO**

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



logo colors

Black-and-white

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

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

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

EXAMPLES



Black primary logo on a white background



White logo reversed out of brand-colored backgrounds



White logo reversed out of photographic image

Two-color and traditional blue

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

Here are defined applications for their use:

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

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

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

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

EXAMPLES



clear space and size

Clear space

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

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

Size

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

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

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

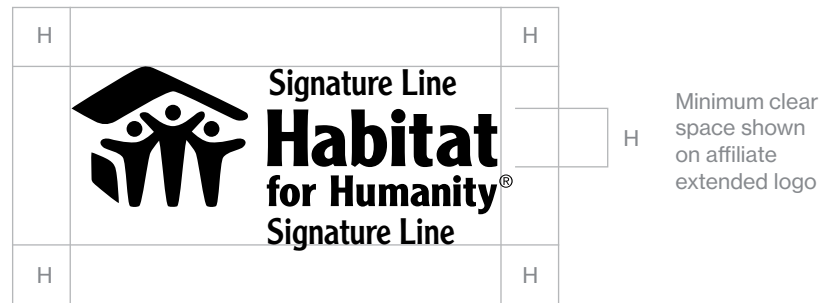
- Vertical logo minimum width used in print: 0.625 inches
- Single-line logo minimum width used in print: 1.8125 inches

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

PLEASE NOTE

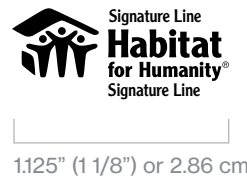
Refer to the “Our ReStores” section for guidance on required clear space and minimum sizes when using the Habitat ReStore identifier.

MINIMUM CLEAR SPACE



PRINT MINIMUM SIZES

HORIZONTAL



VERTICAL



SINGLE-LINE



Web/electronic use

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

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

WEB/ELECTRONIC MINIMUM SIZE



programs, events and initiatives

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

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

Graphic expression

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

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

Body copy references

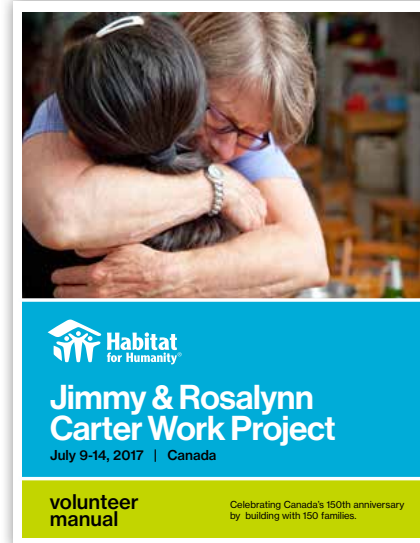
When writing and editing body copy, always make sure that the names of programs, events or initiatives are preceded by the words "Habitat for Humanity's" or "Habitat's" on first reference. This reading will reinforce Habitat as the primary brand and owner of the individual effort.

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

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

EXAMPLES





Minimum logo clear space used

programs, events and initiatives

Limited supporting graphics

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



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

SAMPLE PAST EXPRESSIONS



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

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

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

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

co-branding

Color

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

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

Single sponsor, non-lockup

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

Single sponsor, 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



Minimum logo clear space used

SINGLE-SPONSOR LOCKUP EXAMPLE



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

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

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

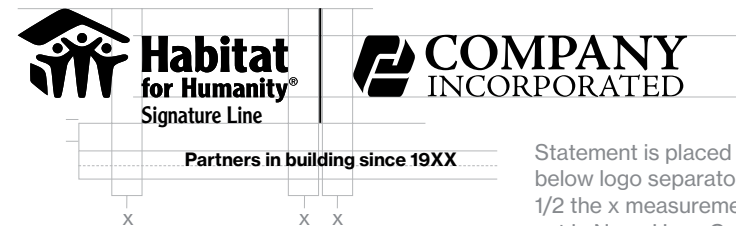
Taglines

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.

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.



co-branding

Multiple sponsors

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

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

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

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

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

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

MULTIPLE SPONSORS EXAMPLES



logo as visual element

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

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

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

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

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

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

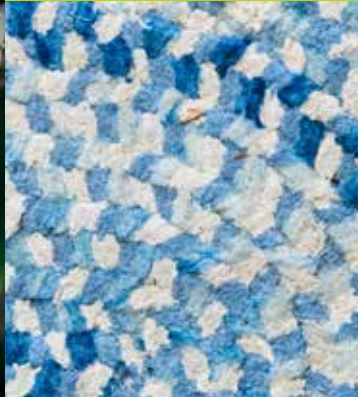
EXAMPLES



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



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 is available on My.Habitat. For more Habitat ReStore information and resources, visit my.habitat.org/kc/home/restore.

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.

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.

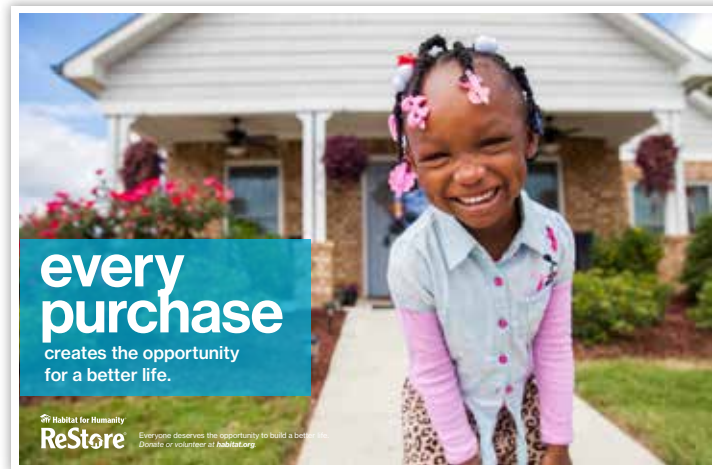
Example: *This Habitat for Humanity ReStore is proudly owned and operated by Austin Habitat. Your donations and purchases help more homeowners achieve the strength, stability and self-reliance they need to build better lives for themselves and their families.*

Creative

Creative approach, photography, videography, color palette and typography should all follow the standards outlined in this guide.

In the creative pieces that you produce, adopt the font, color and design guidelines found in this guide. When using the new color palette, shift to using the master colors of black and white for the Habitat ReStore identifier to ensure compatibility.

examples: creative



identifier

Habitat for Humanity has only one logo. Its use is outlined in this guide, and those requirements 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 includes that Habitat logo and the Habitat ReStore type treatment (including 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.

PLEASE NOTE

All guidance in this section also applies to the Habitat Store brand used in Washington state.

HABITAT RESTORE IDENTIFIER



The arrangement of the Habitat logo and Habitat ReStore type treatment should never be altered or manipulated. The Habitat ReStore identifier must always be presented in the logo lockup format with the Habitat logo. This graphic expression reinforces that Habitat ReStores are an extension of the Habitat brand.

Additionally, the Habitat ReStore identifier should not be customized to include any Habitat entity's name. Keeping the brand consistent without adding localization reflects our commitment to growing a strong, consistent visual identity for Habitat ReStores.

DO NOT USE ELEMENTS OF THE HABITAT RESTORE IDENTIFIER SEPARATELY

As indicated elsewhere in this guide, the symbol or house graphic element of the Habitat for Humanity logo can now be separated as a visual element under limited circumstances. This comes only after a decade of consistent use and the generally established recognition of the Habitat logo and its element by the general public.

The Habitat ReStore identifier is still in its growth phase and does not yet enjoy such recognition. Because of this, the Habitat ReStore identifier and its elements – including the recycle house “O” graphic – **MUST NOT** be used separately.

SELECT EXAMPLES OF INCORRECT IDENTIFIER USE



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



Do not separate the house graphic from the larger identifier



Do not use the affiliate-extended logo within the ReStore identifier



Do not alter the approved name or use a non-standard color



Do not reconfigure the elements of the identifier

identifier formats and colors

The Habitat ReStore identifier is available in two formats: stacked and horizontal.

The stacked format is preferred, as it maximizes the size of the trademarked Habitat ReStore identifier.

The horizontal format should only be used when space limitations preclude the use of the stacked identifier. Examples include web and social media uses, smaller promotional signage, and other materials that have extremely limited design space.

Both identifier formats in all file types can be downloaded by clicking on the “marketing & branding” icon at my.habitat.org/kc/home/restore.

The Habitat ReStore identifier follows the same color guidelines as the Habitat logo.

PLEASE NOTE

The two-color and the traditional blue treatments of the Habitat logo and the Habitat ReStore identifier are not going away. Please see the “Our Logo” section for defined applications of their use, including exterior signage and truck wraps.

PREFERRED IDENTIFIER FORMAT AND EXAMPLES



White identifier reversed out of brand-colored backgrounds



White identifier reversed out of photographic image

ALTERNATE HORIZONTAL FORMAT



identifier clear space and size

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 used in print is 1.75 inches. The minimum width of the alternate 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

PREFERRED



HORIZONTAL



identifier clear space and size

Web/electronic use

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

More specifically, the minimum required clear space is equal to the height of the “H” in “Habitat.” The minimum size of the “H” in “Habitat” should be no less than 10 pixels.

WEB/ELECTRONIC CLEAR SPACE AND MINIMUM SIZE



The images at right can be found in DAN, Habitat’s Digital Asset Network, under the following ID numbers (clockwise from upper left): JCWP-14-01583-GP, INDI-15-06113-EM, KENY-09-03274-SH, NEPA-14-0224-MF.



brand resources



30-second story

People in your community and all over the world partner with Habitat for Humanity to build or improve a place they can call home.

STRENGTH

A Habitat home is a strong foundation for a family, an opportunity on which they can build a better life. Strong and stable homes help build strong and stable communities.

STABILITY

A Habitat home is a stabilizing force for a family. Better, affordable living conditions lead to improved health, stronger childhood development and the ability — and financial flexibility — to make forward-looking choices.

SELF-RELIANCE

Through shelter, we empower. A decent place to live and an affordable mortgage help homeowners save more, invest in education, pursue opportunity and have more financial stability.

DIRECT REQUEST FOR SUPPORT

Your financial support, your time and your voice will help bring independence to families in need of a decent place to live.

STORY TIPS

- Tell a moving story.
- Make it specific, relatable and solvable.
- Position future homeowners as the action heroes of their own Habitat story.
- Use personal details to illustrate a family's newfound strength, stability and self-reliance.
- Allow homeowners to directly and meaningfully express their gratitude.
- Always end with a direct call to action!

LANGUAGE TIPS

- Habitat's vision is a world where everyone has a decent place to live.
- Everyone deserves a decent place to live, and everyone can do something today to help make that possible. (inclusive, inviting)
- Decent and affordable place to call home ("simple" invites complicating comparisons)
- In your community and around the world (local, then global)
- Future homeowners, homeowners (use "partner" as a verb; it's what families do, not who they are)
- An affordable mortgage (simplest way to describe financing)

additional resources

As we all put the concepts in this guide into practice, we'll be that much closer to speaking with a unified voice that will help people everywhere better understand and support the work of Habitat for Humanity.

The online resources below will assist you in transitioning to these new branding and messaging guidelines.

My.Habitat: my.habitat.org/branding

Here you will find this guide in an electronic format so that it can easily be shared with your staff. This is also where any updates to this guide will eventually be published.

Find links to the additional information and resources listed below.

Digital Asset Network: my.habitat.org/dan

The Digital Asset Network, or DAN, is our online photo, video and story resource found on My.Habitat. Images and stories you find on DAN follow the new branding and messaging principles and can be used in your local market. If you need help with DAN assets or have questions, please email dan@habitat.org.

Resource Warehouse: my.habitat.org/store

The Resource Warehouse is your online store for branded and customized materials. It offers brochures, books and videos, as well as customizable materials on which affiliate contact information can be printed. There is a special section on the Resource Warehouse home page that offers templates and merchandise using the new messaging and branding guidelines. Check back often for new resources.

Construction Safety Manual:

my.habitat.org/40173

The Construction Safety Manual referenced in this guide will help your affiliate draft a construction safety 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.

The Narrative Project: interaction.org/narrative-project-confirmed

Led by the Bill & Melinda Gates Foundation, this group of organizations audited current communications efforts focused on global development and conducted a four-country research project (U.S., Great Britain, France and Germany) to better understand how best to communicate with audiences. The Narrative Project guide is available at the link above as well as on My.Habitat and contains language and narrative tips that help support Habitat's brand direction.

SEE DESIGN AND MESSAGING IN ACTION

Website and social media

Review online content on **habitat.org** and all of our Habitat for Humanity International social media channels.

Stories, print and online

Read the three print issues each year of *Habitat*, the magazine of Habitat for Humanity, and regularly visit **habitat.org** to see what we publish each week. You'll find family and volunteer stories, videos, feature photos and slideshows, and much more.

Questions? Ideas?

Email marketing@habitat.org.

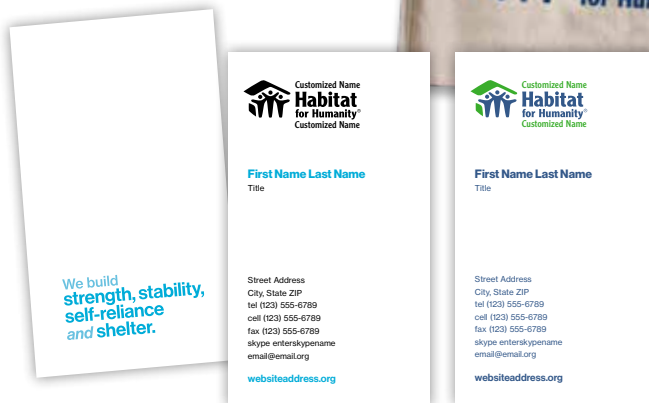
resource warehouse items

We're incorporating our brand messaging in all we do to help communicate Habitat's mission — even in the merchandise we offer. The following items illustrate our brand messaging and can be found in Habitat's Resource Warehouse at my.habitat.org/store. Items on the facing page can be customized with your affiliate logo. (The Resource Warehouse is also your source for compliant logo files in PDF and vector formats. All approved logo formats and colors are available.) Our plan is to continue to add products and more customizable options over time, so check back frequently to see what's new.

Be sure to also visit The Habitat Store online for branded apparel and specialty items. You can find the store under the "Shop" tab on habitat.org.

Business cards

Choose between the traditional two-color Habitat logo or an all-black version of the logo and the new color palette. (We recommend that your affiliate selects a single design and begins to order accordingly over time.)



Nail aprons

Always useful and a great way to send our message home with volunteers.



5-gallon bucket

Great for construction sites, special events and occasions, and shoppers at your Habitat ReStore. Handy around the office.

Work gloves

A great construction-site staple that also helps drive the message home.

everyone
deserves to have a decent life

No matter who we are or where we come from, we all deserve to have a decent life. We deserve to feel strength and stability day after day. We deserve to know we have the power to take care of ourselves and build our own futures. Through shelter we empower. Because you, me, we — we're all humans. And every one of us deserves a fair chance.

Your support gives families the opportunity to help themselves. Homeownership allows families to save more, invest in education, live in healthier environments and have more financial stability. It's the foundation for success and a better future.

Please give your financial support, your time or your voice to help create a world where everyone has a decent place to live.

Contact information
Affiliate name
Affiliate address
Affiliate address 2
City, State, ZIP
email
phone
phone 2

every family has a story

"I built it! I built Habitat. We would still live in that one-bedroom apartment. And I wasn't the best of conditions.

For almost a year, I was working seven days a week, plus doing several equity. Depending on my shift, I would work a evening shift, then go to the Habitat ReStore and work an evening shift there, Monday through Friday. I took Habitat classes in the evening, and got in my construction hours on the weekends — every Saturday possible.

"While constructing the house, I got to know my neighbors. We built each other's homes, and you can't get much closer than that.

The biggest difference overall is that general sense of security, and knowing that if I work, and we make all the decisions — it's been really comforting for my family.

— Lymday, Habitat homeowner

opportunity helps homeowner families eliminate barriers to a better, healthier, more financially stable life. We believe that with a little help, we all have the potential to stand on our own.

and see the impact of your efforts, Habitat has a place for you.

every one
of us deserves a decent and affordable place to call home

every one
of us deserves a decent and affordable place to call home

Habitat for Humanity ReStore

shop. donate. volunteer.

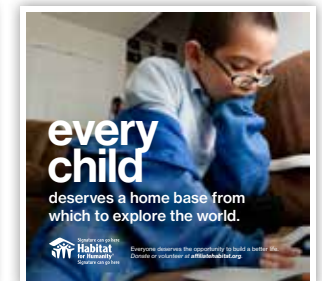
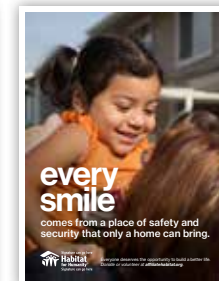
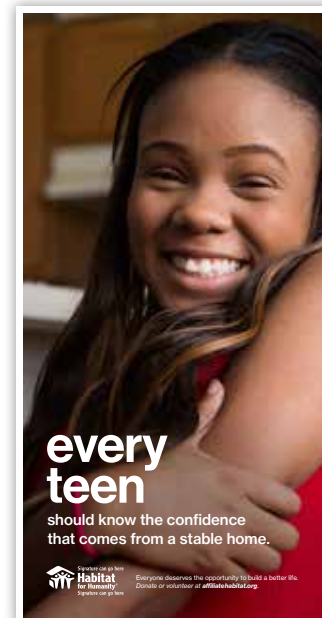
General brochures

Using our latest messaging, these two new brochures offer a quick introduction to Habitat and to Habitat ReStores. The Habitat brochure is customizable with your affiliate's logo; the Habitat ReStore brochure is customizable with your location and contact information. Make them available at your front desk and cash register, include them in press kits, or share them with prospective donors.



Brand message videos

These short videos are excellent examples of our new brand and messaging guidelines in action. Their powerful images and narrated messages are a great way to make the case for the work we do. They're perfect for presenting to community groups or potential donors. These videos can be customized with your affiliate's logo and web address at the end. *Please allow 2-4 weeks for customization and delivery via electronic file.*



Print ad templates

We offer print ads to help generate awareness in your local market. Check with your local newspapers and magazines for "remnant" space available for low or no cost. These ad files can be customized with your affiliate logo and come in standard print sizes.

wearables and merchandise

Wearables and promotional items are important brand-building elements in the visual identity of Habitat for Humanity. When customizing merchandise with your extended logo, follow the logo usage section in this guide.

You can special-order products customized with your logo through The Habitat Store. To do so, contact customer service at (877) 471-5410 or email TheHabitatStore@habitat.org. Minimum quantities will apply.

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 (see definitions on facing page).

When embroidering the logo on material that uses the new primary color palette (see page 58), be sure to use a one-color expression, selecting black or white, whichever offers the highest contrast. The traditional two-color logo should only be used on a white material, never on black or dark materials. Embroidery often offers challenges for exact matches to Pantone colors, when using the two-color logo. If your embroiderer does not use the thread brands below, these colors will offer guidance to create the two-color logo:

- Robison-Anton rayon: Blue 2619 and Green 2578
- Madeira rayon: Blue 1177 and Green 1249
- Isacord polyester: Blue 3102 and Green 5510

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 the Resource Warehouse.

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/42025.

Applying the logo

Here are the most common ways that the Habitat logo is applied to apparel and promotional products.

- Engraving: To cut, etch or incise the logo into a hard surface. Typically, no color is applied.
- Etching: To cut into the surface, usually glass and usually with a laser. Typically, no color is applied.
- Embossing: To decorate with a raised design. Commonly used on leather or leather-like fabrics.
- Debossing: Have a depressed pattern on the surface of a material. Commonly used on leather or leather-like fabrics.
- Screen-printing: Printing technology that is used to print everything from T-shirts to novelties. Each color requires a separate screen. Each screen brings with it a separate charge.
- Pad-printing: Process in which a 3-D object can be decorated. Textures, curves and recessed areas are typically not a problem. Hard hats are an example.
- Digital printing: Technique that involves a computer processing the artwork. Best for designs that require a high amount of detail and many colors. Colors are not as vibrant as with screen printing.
- Embroidery: Decorating fabric or other materials with designs stitched in thread using a needle, usually done with embroidery machines tied to computers. Vendors have specialized software to convert your logo files to embroidery files.

For questions related to branded wearables and merchandise, email **TheHabitatStore@habitat.org**.



index

Audience _____	7	Core themes		Digital Asset Network _____	56, 105
Overview _____	8	Goal _____	2	Facts	
Who is out there _____	9	Narrative messages _____	18	About need _____	21
Who we have _____	10	Brand platform _____	19	About us _____	26
Who we want _____	11	Language tips _____	28	Icons _____	60
What they want to hear _____	12	Examples of story implementation _____	35	Language tips _____	28
Know your audience _____	24	Dos and don'ts _____	38	Links	
Brand platform _____	19	Creative _____	49	Branding information on My.Habitat _____	105
Brand strategy initiative _____	3, 5	Approach _____	50	Construction Safety Manual _____	105
Calls to action _____	27	Photography and videography _____	51	Digital Asset Network _____	105
What our audience wants to hear _____	12	Homeowner photography _____	52	Narrative Project _____	105
Narrative approach _____	16	Volunteer photography _____	53	Resource Warehouse _____	105
Narrative messages _____	18	Need photography _____	54	Logo _____	71
Brand story _____	19	House and material photography _____	55	Usage _____	73
A direct request for support _____	36	Photo tips _____	56	Global logo _____	74
Examples _____	41, 47	Color palette _____	58	Extended logo _____	75
Colors		Typography and icons _____	60	Extended logo examples _____	76
Creative palette _____	58	Typography application _____	61	Logo colors _____	80
Icons _____	60	Creative examples		Clear space and size _____	82
Typography application _____	61	Icons _____	60	Programs, events and initiatives _____	84
Logo colors _____	80	Annual report _____	62	Co-branding _____	88
		Displays _____	63	Logo as visual element _____	92
		Habitat magazine _____	64		
		Marketing messages _____	65		
		Social media posts _____	68		
		Online campaign _____	69		
		Email template _____	70		
		ReStores _____	97		

index

Narrative _____	13	Resources _____	103	Tips	
The Habitat narrative _____	14	30-second story _____	104	Language _____	28
Approach _____	16	My.Habitat _____	105	Photo _____	56
Messages _____	18	Digital Asset Network _____	105	30-second story _____	104
Brand platform _____	19	Resource Warehouse _____	105, 106		
Need _____	20	Construction Safety Manual _____	105	Tone _____	2, 17
Facts about need _____	21	Narrative Project _____	105		
Our work _____	22			Typography _____	60, 61
Facts about us _____	26	ReStores _____	93		
Calls to action _____	27	Support for Habitat's mission _____	95		
Language tips _____	28	Narrative and creative approach _____	96		
What's our story? _____	32	Creative examples _____	97		
Dos and don'ts _____	38	Identifier _____	98		
		Identifier formats and colors _____	100		
Narrative examples		Identifier clear space and size _____	101		
Story _____	40				
Blog post _____	42	Social media			
Social media posts _____	44	Posts _____	44, 68		
Press release _____	46	Photo resolution _____	56		
Photography and videography		Story			
Homeowners _____	52	Brand story _____	2		
Volunteers _____	53	A critical need _____	32		
Need _____	54	A definitive, specific role _____	33		
Houses _____	55	A lasting, meaningful outcome _____	34		
Materials _____	55	A direct request for support _____	36		
Capturing photos _____	56	Example _____	40		
Using photos _____	57				

