

THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT

This document is a guide to the brand communication style for Habitat for Humanity.

It explains what our brand stands for, how it's expressed, and how the creative elements fit together in all our communications.

The guide should be followed when commissioning, designing or delivering any kind of communications.

WELCOME HOME



THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



BRAND TOOLKIT 

OUR BRAND 

HOW WE LOOK 

HOW WE SPEAK 

SAMPLES 

DOWNLOADS 

INTRODUCTION

INTRODUCTION TO THE BRAND TOOLKIT

A strong brand is one of the most valuable assets an organisation owns. To make it truly powerful it needs to be applied consistently so anyone dealing with the Habitat for Humanity knows who we are and what we stand for.

Everyone has a part to play in doing this and bringing our brand to life. These guidelines are to help you represent our brand consistently.

THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



VISION

MISSION

POSITIONING

DISTINCTIVE

PERSONALITY & VALUES

BRAND PLATFORM

BRAND HIERARCHY

BRAND TOOLKIT 

OUR BRAND 

HOW WE LOOK 

HOW WE SPEAK 

SAMPLES 

DOWNLOADS 

OUR VISION:

We express our vision in two ways:

- 1: A world where everyone has a safe and decent place to live.
- 2: The elimination of housing poverty and homelessness from the face of the earth.

THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



VISION

MISSION

POSITIONING

DISTINCTIVE

PERSONALITY & VALUES

BRAND PLATFORM

BRAND HIERARCHY

BRAND TOOLKIT →

OUR BRAND →

HOW WE LOOK →

HOW WE SPEAK →

SAMPLES →

DOWNLOADS →

MISSION STATEMENT:

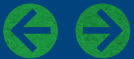
Seeking to put God's love into action, Habitat for Humanity brings people together to build homes, communities and hope.

OUR MISSION:

- 1: Champion decent housing as a human right.
- 2: Mobilise, organise and support local communities in deprived areas to implement projects that help people in housing need to claim their housing rights, create access to and overcome barriers to safe, decent housing. This usually takes the form of a community-led construction, renovation or new build project.
- 3: Make housing poverty and homelessness a matter of conscience and action so that it becomes unacceptable in every nation on earth.

THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



VISION MISSION **POSITIONING** DISTINCTIVE PERSONALITY & VALUES BRAND PLATFORM BRAND HIERARCHY

BRAND TOOLKIT



OUR BRAND



HOW WE LOOK



HOW WE SPEAK



SAMPLES



DOWNLOADS



POSITIONING

Habitat for Humanity are a leading community based charity and social enterprise that provides an alternative to traditional systems of housing supply for people in housing need.

THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



VISION MISSION POSITIONING **DISTINCTIVE** PERSONALITY & VALUES BRAND PLATFORM BRAND HIERARCHY

BRAND TOOLKIT →

OUR BRAND →

HOW WE LOOK →

HOW WE SPEAK →

SAMPLES →

DOWNLOADS →

OUR DISTINCTIVE:



We believe that the HOME is a key catalyst in helping to permanently break the cycle of poverty.

We have shown that building homes does more than put a roof over someone's head.

The HOME is fundamental to the development of the individual and family unit. Investment in sustainable shelter is a key intervention in breaking the cycle of poverty. Housing characterises the strength of neighbourhoods and communities. It is as a catalyst to wider development. It is a platform for economic and social well-being and the delivery of broader community services.

In clean, decent, stable housing:

- Families can provide stability for their children.
- A family's sense of dignity and pride grow.
- Health, physical safety, and security improve
- Educational and job prospects increase.

NEXT →

THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



VISION

MISSION

POSITIONING

DISTINCTIVE

PERSONALITY & VALUES

BRAND PLATFORM

BRAND HIERARCHY

BRAND TOOLKIT



OUR BRAND



HOW WE LOOK



HOW WE SPEAK



SAMPLES



DOWNLOADS



HOME=HEALTH

Physical and emotional health improve with clean, warm housing that provides protection from the elements.

This has been shown to help with the prevention and care of diseases of poverty like HIV/AIDS, tuberculosis, diarrhoea, and malaria.

Physical safety and security are also greatly improved when structures aren't dilapidated and crumbling.

For a family to own a properly constructed HOME is an incredible step towards security, stability and hope for the future.

HOME=OPPORTUNITY

A decent HOME means that children have a place to study for school and reach their full educational potential.

For adults, it is key to maintaining employment and provides opportunities for income generation by the creation of home-based small businesses.

NEXT



THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



VISION

MISSION

POSITIONING

DISTINCTIVE

PERSONALITY & VALUES

BRAND PLATFORM

BRAND HIERARCHY

BRAND TOOLKIT



OUR BRAND



HOW WE LOOK



HOW WE SPEAK



SAMPLES



DOWNLOADS



HOME=MY FAMILY

A stable, well constructed HOME is at the centre of family life and keeps families together ensuring the continued security of the family unit.

There is also an added sense of pride and dignity that comes with a decent HOME which translates to a hopefulness for the future well being and success of the family.

HOME=EVERYONE

Communities are built on good housing. It contributes to thriving school systems and community organisations. It is a catalyst for civic activism and a stimulus for community-based organisations. Safe homes and neighbourhoods, in which residents are satisfied with housing conditions and public services, help to build social stability and security.

THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



VISION

MISSION

POSITIONING

DISTINCTIVE

PERSONALITY & VALUES

BRAND PLATFORM

BRAND HIERARCHY

BRAND TOOLKIT

OUR BRAND

HOW WE LOOK

HOW WE SPEAK

SAMPLES

DOWNLOADS

PERSONALITY & VALUES:

Comms should express and reflect the values and personality of Habitat for Humanity. This is true in everything that we produce, from copy to photography & video. The words that express our personality and values are:

Authoritative

Innovative

Bold

Local

Christian

Participative

Committed

Practical

Community

Relentless

Global

Resourceful

Home

Tangible

Inclusive

Unifying

FULL DESCRIPTIONS



THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



VISION MISSION POSITIONING **DISTINCTIVE** PERSONALITY & VALUES BRAND PLATFORM BRAND HIERARCHY

BRAND TOOLKIT

OUR BRAND

HOW WE LOOK

HOW WE SPEAK

SAMPLES

DOWNLOADS

Authoritative: Since our beginnings in 1965, over 500,000 families have had their lives improved through the renovation, improvement and building of HOMEs. As a result thousands of communities have benefited from our expertise.

Bold: We are not afraid to take a stand and express the view that poverty housing and homelessness is unacceptable in every nation on earth.

Christian: Habitat for Humanity is a movement of the Christian faith. We are registered as a charity with a Christian character. We believe that our Christian faith is most powerfully expressed by practically living the biblical imperative and example of Jesus to serve and support people in material, physical, emotional and spiritual need. We prioritise the greatest need in our decision making and we regard ourselves as a vehicle for people to express their faith by serving others.

Committed: We are dedicated to the unswerving idea of the HOME being central to health, wealth, community development and a sense of dignity and pride. We are steadfast to working with people and communities over the long term necessary to eliminate substandard housing and its causes.

NEXT

THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



VISION

MISSION

POSITIONING

DISTINCTIVE

PERSONALITY & VALUES

BRAND PLATFORM

BRAND HIERARCHY

BRAND TOOLKIT 

OUR BRAND 

HOW WE LOOK 

HOW WE SPEAK 

SAMPLES 

DOWNLOADS 

Community: We actively create programmes that provide a vehicle for people to participate in a local community, its struggle for decent housing and in the process of community development. Community volunteers work alongside “their neighbours” which, encourages understanding and mutual trust, breaks down barriers, shares accomplishments and inspires people to become partners in development and champions of change.

Global: We are inclusive and our work is far reaching, working in some of the poorest and most challenging communities in the world.

Home: Poverty housing is one of the key characteristics (features) of poverty. The development of the home is fundamental to the development of the individual and family unit. Investment in sustainable shelter is a key intervention in breaking the cycle of poverty. Housing characterises the strength of neighbourhoods and communities. It is as a catalyst to wider development. It is a platform for economic and social well-being and the delivery of broader community services.

NEXT 

THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



VISION

MISSION

POSITIONING

DISTINCTIVE

PERSONALITY & VALUES

BRAND PLATFORM

BRAND HIERARCHY

BRAND TOOLKIT 

OUR BRAND 

HOW WE LOOK 

HOW WE SPEAK 

SAMPLES 

Inclusive: We are open to all and regard all participants in our work with equal value. Our home-partners, volunteers, supporters and staff work together in an active, free and meaningful network. We continually strive to identify and remove the barriers to participation in our work. We work inclusively with people of all faiths, nationalities, socio-economic circumstance and beliefs, in a spirit of justice, unity, cooperation and compassion.

Innovative: We continually explore creative and imaginative alternatives to increase our impact while staying true to our mission.

Local: We work by invitation and hand-in-hand to support and empower local communities to make their own decisions, manage their own projects, and claim their housing rights. We provide access to locally appropriate solutions and resources to housing problems using durable, local materials, building techniques and solutions that minimise environmental degradation. Our offices are established locally and provide a hands-on civil society training environment for people, that ultimately transfer to full local management.

NEXT 

THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



VISION

MISSION

POSITIONING

DISTINCTIVE

PERSONALITY & VALUES

BRAND PLATFORM

BRAND HIERARCHY

BRAND TOOLKIT 

OUR BRAND 

HOW WE LOOK 

HOW WE SPEAK 

SAMPLES 

DOWNLOADS 

Participative: Our self-help, community-based approaches give the poor the power, capacity, and capability to change their own lives, improve their own communities, break the poverty cycle, reduce their dependency and influence their own futures. By taking part in the process of change both home partners and the organisations that represent them become agents of development rather than passive recipients of benefit. We believe that home-partners and their communities are strengthened, overcome their vulnerability and insecurity by participating in their own solutions and so we regard participation of home-partners as both a means and an end.

Practical: We place particular and significant value on the implementation of practical housing projects at the heart of local communities.

Relentless: If action to decrease poverty is to be successful, increasing the housing supply across the globe is essential. Adequate housing is vitally important to the health of the world's economies, communities, and populations, yet the percentage of people without access to decent, stable housing is rising. If we are to prevent such a dramatic escalation of the housing crisis, and if we are to succeed in the fight against poverty, we must support a sustained expansion of housing both as policy and as practice.

NEXT 

THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



VISION

MISSION

POSITIONING

DISTINCTIVE

PERSONALITY & VALUES

BRAND PLATFORM

BRAND HIERARCHY

BRAND TOOLKIT 

OUR BRAND 

HOW WE LOOK 

HOW WE SPEAK 

SAMPLES 

DOWNLOADS 

Resourceful: Working in difficult regions in the world requires us to be inventive and creative.

Tangible: Our work is specific and has an immediate impact on people's lives. Volunteers have experienced this transformation firsthand.

Unifying: We bring together a broad range of allies from local communities - homepartners, trades people, businesses, community housing groups, government, faith groups, agencies, and other like-minded individuals - to build up those communities and achieve lasting regeneration and renewal.

THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



VISION

MISSION

POSITIONING

DISTINCTIVE

PERSONALITY & VALUES

BRAND PLATFORM

BRAND HIERARCHY

BRAND TOOLKIT



OUR BRAND



HOW WE LOOK



HOW WE SPEAK



SAMPLES



DOWNLOADS



BRAND PLATFORM:

With the HOME at its heart, our brand platform is a summary of all the elements that make Habitat for Humanity unique.

Our vision for the future is about the impact we want to make.

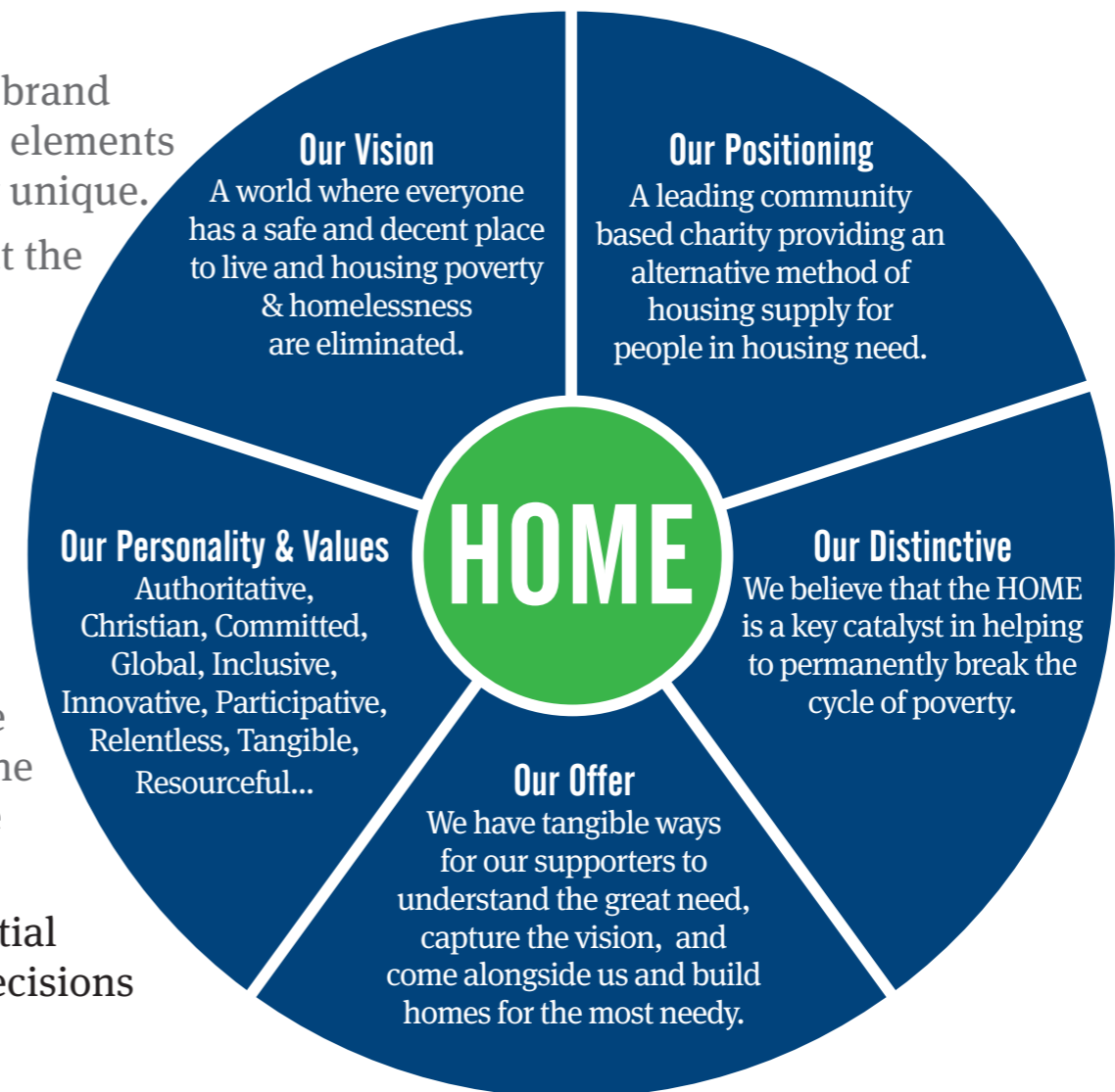
Our positioning is the unique place we occupy in the world.

Our distinctive is our strategic approach to ending poverty.

Our offer describes what we do for all our audiences.

Our values & personality are the things we believe in that drive the way we do things and the image we want to project.

The Brand Platform is the essential tool to help us make the right decisions in everything we do.



THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



VISION MISSION POSITIONING **DISTINCTIVE** PERSONALITY & VALUES BRAND PLATFORM BRAND HIERARCHY

BRAND TOOLKIT



OUR BRAND



HOW WE LOOK



HOW WE SPEAK



SAMPLES



DOWNLOADS



Main Brand Identity



Positioning & Proposition Identity

HOME=LIFE
FIGHT POVERTY. BUILD A HOME.

Brand channels (ways to get involved with Habitat for Humanity)



Committed giving



Fundraising & Events



Volunteering

Products

HOMEsponsor
1235 challenge
(formerly HOPE builders)

HOPE challenge
(Peak District)
Shack Attack
(Local Challenges)

Global village

1235 challenge

NEXT



THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



VISION MISSION POSITIONING **DISTINCTIVE** PERSONALITY & VALUES BRAND PLATFORM BRAND HIERARCHY

BRAND TOOLKIT →

OUR BRAND →

HOW WE LOOK →

HOW WE SPEAK →

SAMPLES →

DOWNLOADS →

MAIN BRAND IDENTITY



Our logotype is the primary expression of our brand and is a consistent, common identifier to help communicate who we are and what we do.

The logo symbolises volunteerism and the community spirit of neighbours helping neighbours. The three human forms are active and united in purpose. The roofline represents shelter and also symbolizes the Habitat mission, under which people of all races, ages and religious beliefs come together for the common good.

The logo should appear on all communications from the organisation.

NEXT →

THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



VISION

MISSION

POSITIONING

DISTINCTIVE

PERSONALITY & VALUES

BRAND PLATFORM

BRAND HIERARCHY

BRAND TOOLKIT →

OUR BRAND →

HOW WE LOOK →

HOW WE SPEAK →

SAMPLES →

DOWNLOADS →

POSITIONING & PROPOSITION IDENTITY

HOME=LIFE

FIGHT POVERTY. BUILD A HOME.

The HOME=LIFE device is used in conjunction with the logo to help express our proposition to our external audiences.

It stresses the importance of the HOME and the strategic approach that we take to ending poverty and what we are asking supporters to do, namely help us build HOMES.

This device can be used in a variety of ways and executions which are illustrated in the [\(section name\)](#) section of this document.

NEXT →

THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



VISION MISSION POSITIONING **DISTINCTIVE** PERSONALITY & VALUES BRAND PLATFORM BRAND HIERARCHY

BRAND TOOLKIT 

OUR BRAND 

HOW WE LOOK 

HOW WE SPEAK 

SAMPLES 

DOWNLOADS 

BRAND CHANNELS



Committed giving



Fundraising & Events



Volunteering

We have three distinct channels for our supporters choose from in deciding how they want to get involved with the charity. These are simply headings under which products can be easily categorised.

The colour coded channel icon can also be used in a secondary way on comms relating to the product in that channel. This reinforces the particular way the supporter has chosen to engage with us.

NEXT 

THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



VISION MISSION POSITIONING DISTINCTIVE PERSONALITY & VALUES BRAND PLATFORM **BRAND HIERARCHY**

BRAND TOOLKIT →

OUR BRAND →

HOW WE LOOK →

HOW WE SPEAK →

SAMPLES →

DOWNLOADS →

BRAND CHANNELS: PRODUCTS: COMMITTED GIVING



- HOMEsponsor
- 1235 challenge

There are currently two products under the HOMEsponsor channel:

HOMEsponsor: For £16 a month a supporter can join together with a community of other HOMEsponsors to build homes.

1235 challenge (formerly HOPE builders): The average cost of a HFH home in the developing world is just £1235. That's the basis of our 1235 challenge campaign. A supporter can fundraise and/or donate £1235 (or multiples), as an individual, with family and friends, with a group of work colleagues or through their community group or place of worship.

NEXT →

THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



VISION

MISSION

POSITIONING

DISTINCTIVE

PERSONALITY & VALUES

BRAND PLATFORM

BRAND HIERARCHY

BRAND TOOLKIT →

OUR BRAND →

HOW WE LOOK →

HOW WE SPEAK →

SAMPLES →

DOWNLOADS →

BRAND CHANNELS: PRODUCTS: FUNDRAISING & EVENTS



- HOPE challenge (Peak District)
- Shack Attack (Local challenges)
- 1235 challenge

HOPE challenge: This is an annual event held over three days in the Peak District. Teams (usually corporate) are invited to register and fundraise a minimum of £2470 (2 homes). At the event they must build a shelter which they must sleep in for 2 nights and also take part in various challenges over the weekend. (Sign up to become a HOMEsponsor)

ShackAttack (Tunbridge Wells): This new event is the same concept as the HOPE challenge but held at a local level for one night. Registered participants must build a shelter and spend one night in it. The event, held in a central venue, also highlights to the wider public the issue of poverty housing and homelessness.

1235 challenge (formerly HOPE builders): This is also cross referenced under this challenge since it can be either a fundraising challenge or a giving product.

NEXT



THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



VISION

MISSION

POSITIONING

DISTINCTIVE

PERSONALITY & VALUES

BRAND PLATFORM

BRAND HIERARCHY

BRAND TOOLKIT →

OUR BRAND →

HOW WE LOOK →

HOW WE SPEAK →

SAMPLES →

DOWNLOADS →

BRAND CHANNELS: PRODUCTS: VOLUNTEERING



- Global Village

Global village: This is the overseas short term volunteering programme. Each trip lasts between 8-14 days and during that time the volunteer will work side by side with local people, in a community, building or renovating homes.

Volunteers are asked to cover a portion of the cost of the trip and whatever else they can raise through fundraising activities as a donation to HFH.

THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



BRAND TOOLKIT



OUR BRAND



HOW WE LOOK



HOW WE SPEAK



SAMPLES



DOWNLOADS



OUR LOGOS

OUR COLOURS

OUR FONTS

GRAPHIC STYLE

FULL/SPOT COLOUR: PRIMARY LOGOTYPE

This is the primary logo that should be used, whenever possible, for full or two colour jobs or on digital comms such as websites and emails.



Filename: HFH_Main_Logo_CMYK.EPS



NEXT



THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



OUR LOGOS

OUR COLOURS

OUR FONTS

GRAPHIC STYLE

BRAND TOOLKIT



OUR BRAND



HOW WE LOOK



HOW WE SPEAK



SAMPLES



DOWNLOADS



FULL/SPOT COLOUR: RESTRICTED SPACE LOGOS

Where space is limited or format dictates, one of the alternate logos may be used.



Filename:HFH_Vertical_Format_CMYK.eps



Filename:HFH_Single_Line_CMYK.eps

NEXT



THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



OUR LOGOS

OUR COLOURS

OUR FONTS

GRAPHIC STYLE

BRAND TOOLKIT



OUR BRAND



HOW WE LOOK



HOW WE SPEAK



SAMPLES



DOWNLOADS



REVERSED OUT

On dark backgrounds, or dark portions of photographs the reversed out logos may be used. Again, the first choice should be the file entitled 'Main Logo'.



Filename:HFH_Main_Logo_White.eps

**Habitat
for Humanity**[®]



**Habitat
for Humanity**[®]

Filename:HFH_Vertical_Format_White.eps



Filename:HFH_Single_Line_White.eps

Habitat for Humanity[®]

NEXT



THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



BRAND TOOLKIT 

OUR BRAND 

HOW WE LOOK 

HOW WE SPEAK 

SAMPLES 

DOWNLOADS 

OUR LOGOS

OUR COLOURS

OUR FONTS

GRAPHIC STYLE

SAFE ZONE:

The logotype should always appear with clear space around it and the diagram shows a minimum encroachment zone using the height of the H of Habitat. Please try to follow this when placing the logotype amongst other graphics or partner logotypes.



NEXT 

THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



OUR LOGOS

OUR COLOURS

OUR FONTS

GRAPHIC STYLE

BRAND TOOLKIT

OUR BRAND

HOW WE LOOK

HOW WE SPEAK

SAMPLES

DOWNLOADS

POSITIONING & PROPOSITION IDENTITY:

The HOME=LIFE identity should always be used to support the Habitat for Humanity Brand. It may be recreated in a variety of textures and colours to add context of the home (eg: fabrics and building materials). The text however should always use the fonts and treatment shown below and the 'equals sign should always be picked out in Habitat's primary brand colours (PMS294 Blue & PMS361 Green)

HOME=LIFE
FIGHT POVERTY. BUILD A HOME.

NEXT

THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



[OUR LOGOS](#)

[OUR COLOURS](#)

[OUR FONTS](#)

[GRAPHIC STYLE](#)

[BRAND TOOLKIT](#) 

[OUR BRAND](#) 

[HOW WE LOOK](#) 

[HOW WE SPEAK](#) 

[SAMPLES](#) 

[DOWNLOADS](#) 

POSITIONING & PROPOSITION IDENTITY:

Examples of possible expressions for the HOME=LIFE identity.



Filename:HomeLifeBadge.psd



Filename:HomeLifeBadgeAlt.psd



Filename:HomeLifeBground.psd



Filename:HomeLifeTexture.tif

NEXT 

THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



BRAND TOOLKIT



OUR BRAND



HOW WE LOOK



HOW WE SPEAK



SAMPLES



DOWNLOADS



OUR LOGOS

OUR COLOURS

OUR FONTS

GRAPHIC STYLE

CHANNEL LOGOS:

These may be used in a variety of ways and are colour coded as shown



Filename:
HOMEsponsorCMYK.psd



Filename:
HOMEsponsorBW.tif



Filename:
HOMEsponsorWHITE.psd



PANTONE®
3145 EC



Filename:
HOMEchallengeCMYK.psd



Filename:
HOMEchallengeBW.tif



Filename:
HOMEchallengeWHITE.psd



PANTONE®
361 EC



Filename:
HOMEbuilderCMYK.psd



Filename:
HOMEbuilderBW.tif



Filename:
HOMEbuilderWHITE.psd



PANTONE®
1525 EC

THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



OUR LOGOS

OUR COLOURS

OUR FONTS

GRAPHIC STYLE

BRAND TOOLKIT



OUR BRAND



HOW WE LOOK



HOW WE SPEAK



SAMPLES



DOWNLOADS



COLOUR PALETTE:

Our primary colours are blue and green. However, all of our colours can be used along with black. The channel colours are not limited to the specific channels. Tints may be used, especially for diagrams and infographics.

PRIMARY



PANTONE®
294 EC

PMS 294
CMYK: 100/68/7/30
RGB: 0/52/120



PANTONE®
361 EC

PMS 316
(HOMEchallenge)
CMYK: 80/0/98/0
RGB: 52/178/51

SECONDARY



PANTONE®
361 EC

PMS 1525
(GLOBALvillage)
CMYK: 2/78/100/9
RGB: 197/76/0



PANTONE®
361 EC

PMS 131
CMYK: 2/41/100/10
RGB: 206/142/0



PANTONE®
361 EC

PMS 452
CMYK: 17/11/41/27
RGB: 179/179/140



PANTONE®
5477 EC

PMS 476
CMYK: 30/72/74/84
RGB: 76/51/39



PANTONE®
484 EC

PMS 484
CMYK: 8/94/99/34
RGB: 152/50/34



PANTONE®
361 EC

PMS 3145
(HOMEsponsor)
CMYK: 100/11/28/20
RGB: 0/124/146



PANTONE®
5477 EC

PMS 5477
CMYK: 66/24/43/70
RGB: 62/93/87



PANTONE®
5477 EC

PMS 3975
CMYK: 8/7/100/26
RGB: 181/163/0

THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



OUR LOGOS

OUR COLOURS

OUR FONTS

GRAPHIC STYLE

BRAND TOOLKIT



OUR BRAND



HOW WE LOOK



HOW WE SPEAK



SAMPLES



DOWNLOADS



HEADLINE TYPEFACE: ALTERNATE GOTHIC No. 2

This typeface should only be used for headlines. Other textures and effects may be applied to it when necessary.

ABCDEFGHIJKLM
abcdefghijklmn
1234567890&%

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

NEXT



THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



[OUR LOGOS](#)

[OUR COLOURS](#)

[OUR FONTS](#)

[GRAPHIC STYLE](#)

BRAND TOOLKIT



OUR BRAND



HOW WE LOOK



HOW WE SPEAK



SAMPLES



DOWNLOADS



BODY TYPEFACES: (SERIF) META SERIF (WHOLE FAMILY)

All the weights of Meta Serif may be used. It may also be used for headlines.

ABCDEFGHIJKLM
abcdefghijklmn

1234567890&%

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz

WEB VARIANT: GEORGIA

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz

NEXT



THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



OUR LOGOS

OUR COLOURS

OUR FONTS

GRAPHIC STYLE

BRAND TOOLKIT



OUR BRAND



HOW WE LOOK



HOW WE SPEAK



SAMPLES



DOWNLOADS



BODY TYPEFACES: (SANS SERIF) HELVETICA NEUE (WHOLE FAMILY)

Nullam sit amet enim. Suspendisse id velit vitae ligula volutpat condimentum. Aliquam erat volutpat. Sed quis velit. Nulla facilisi. Nulla libero. Vivamus pharetra posuere sapien.

ABCDEFGHIJKLM
abcdefghijklmn
1234567890&%

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

WEB VARIANT: ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

NEXT



THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



OUR LOGOS

OUR COLOURS

OUR FONTS

GRAPHIC STYLE

BRAND TOOLKIT



OUR BRAND



HOW WE LOOK



HOW WE SPEAK



SAMPLES



DOWNLOADS



OTHER TYPEFACES

Hand drawn or textured typefaces are allowed to add context and to illustrate the gritty nature of the environment that we often work in.

HEART for HOME
FOR JUST £16 A MONTH YOU CAN HELP PROVIDE SAFE,
DECENT HOMES FOR THE WORLD'S POOREST FAMILIES

It takes
hands to
build a
house,
but only
hearts can
build a
home.

**Shack
Attack**
a welcome home

THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



OUR LOGOS

OUR COLOURS

OUR FONTS

VISUAL STYLE

BRAND TOOLKIT 

OUR BRAND 

HOW WE LOOK 

HOW WE SPEAK 

SAMPLES 

DOWNLOADS 

OUR VISUAL STYLE

Poor housing and the surrounding conditions are not pretty. We need to convey the need & harsh environment that many people face when they don't have a decent home to live in.

Equally, a home that is well built, leads to happy healthy families who's opportunities are dramatically increased. Vibrant communities result, full of life and laughter.

We need to convey both the reality and the positive outcomes through our visual language. We also need to communicate our expertise, professionalism and relevance.

We are not glossy.

We avoid clichés.

We would rather show a happy, healthy child than a hammer. Need rather than nails, grit rather than gloves, HOMEs rather than houses.

We are all about...

NEXT 

THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



OUR LOGOS

OUR COLOURS

OUR FONTS

VISUAL STYLE

BRAND TOOLKIT →

OUR BRAND →

HOW WE LOOK →

HOW WE SPEAK →

SAMPLES →

DOWNLOADS →

OUR VISUAL STYLE



We are all about context.

The word means to join together, literally by weaving.

Communities are woven together through strong homes.

Context is created by understanding the circumstances and facts surrounding a situation. The clearer and more fully we do this, the more powerful our communications become.

NEXT



THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



OUR LOGOS

OUR COLOURS

OUR FONTS

VISUAL STYLE

BRAND TOOLKIT



OUR BRAND



HOW WE LOOK



HOW WE SPEAK



SAMPLES

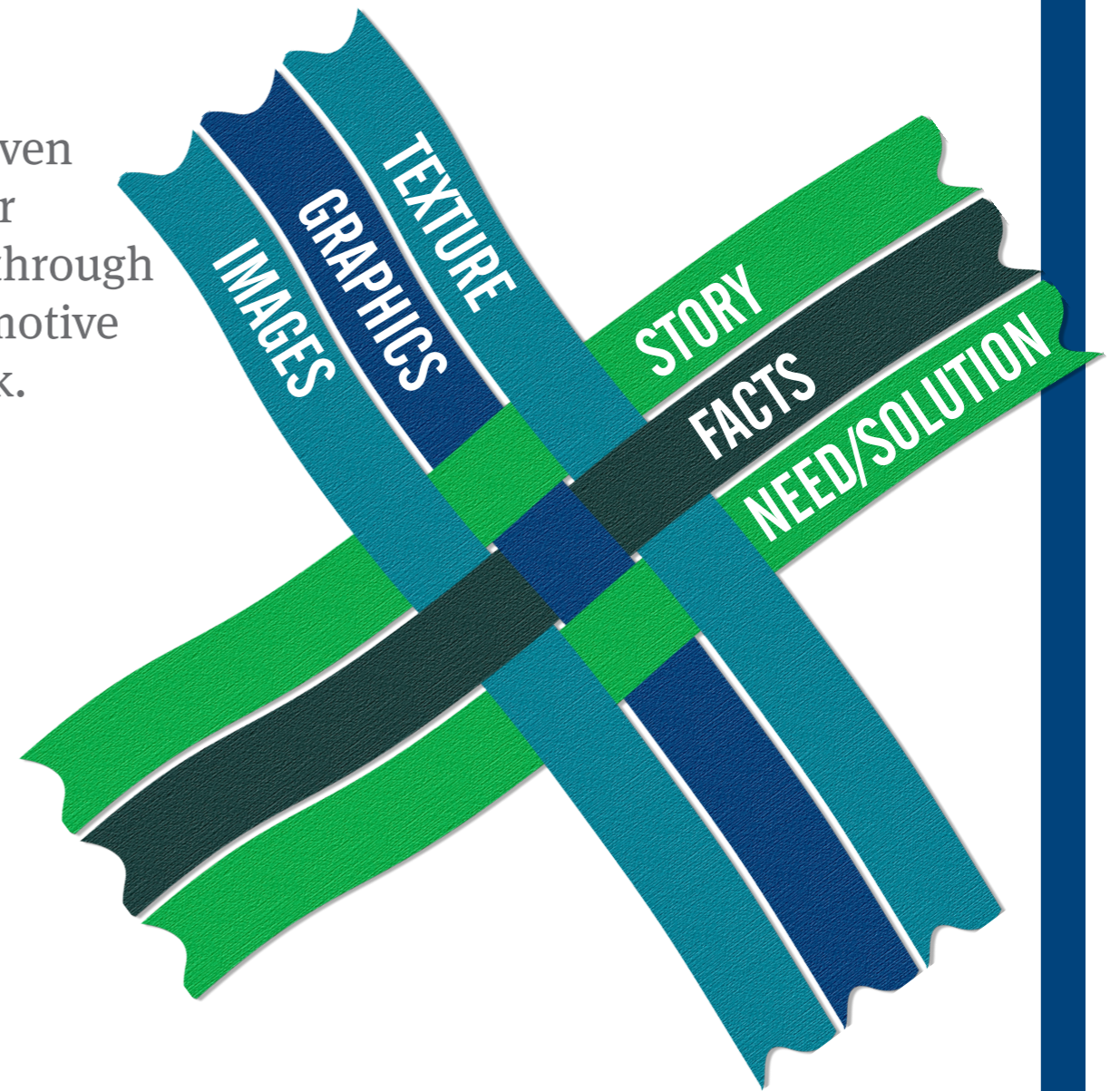


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OUR VISUAL STYLE

Every element must be woven together to build up a clear picture both visually and through the messaging to create emotive communications that work.



NEXT



THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



[OUR LOGOS](#)

[OUR COLOURS](#)

[OUR FONTS](#)

[VISUAL STYLE](#)

BRAND TOOLKIT



OUR BRAND



HOW WE LOOK



HOW WE SPEAK



SAMPLES



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TEXTURES

The home is rich in texture. Texture elements, either photographic or illustrative, can add context and realism. Building or furnishing materials such as wood, brick, mud, tile, tin, fabrics etc are favoured as sources for texture. A balance should be maintained between distressed textures to represent need and textures that represent the positive benefits of a decent home.



THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



OUR LOGOS

OUR COLOURS

OUR FONTS

VISUAL STYLE

BRAND TOOLKIT



OUR BRAND



HOW WE LOOK



HOW WE SPEAK



SAMPLES

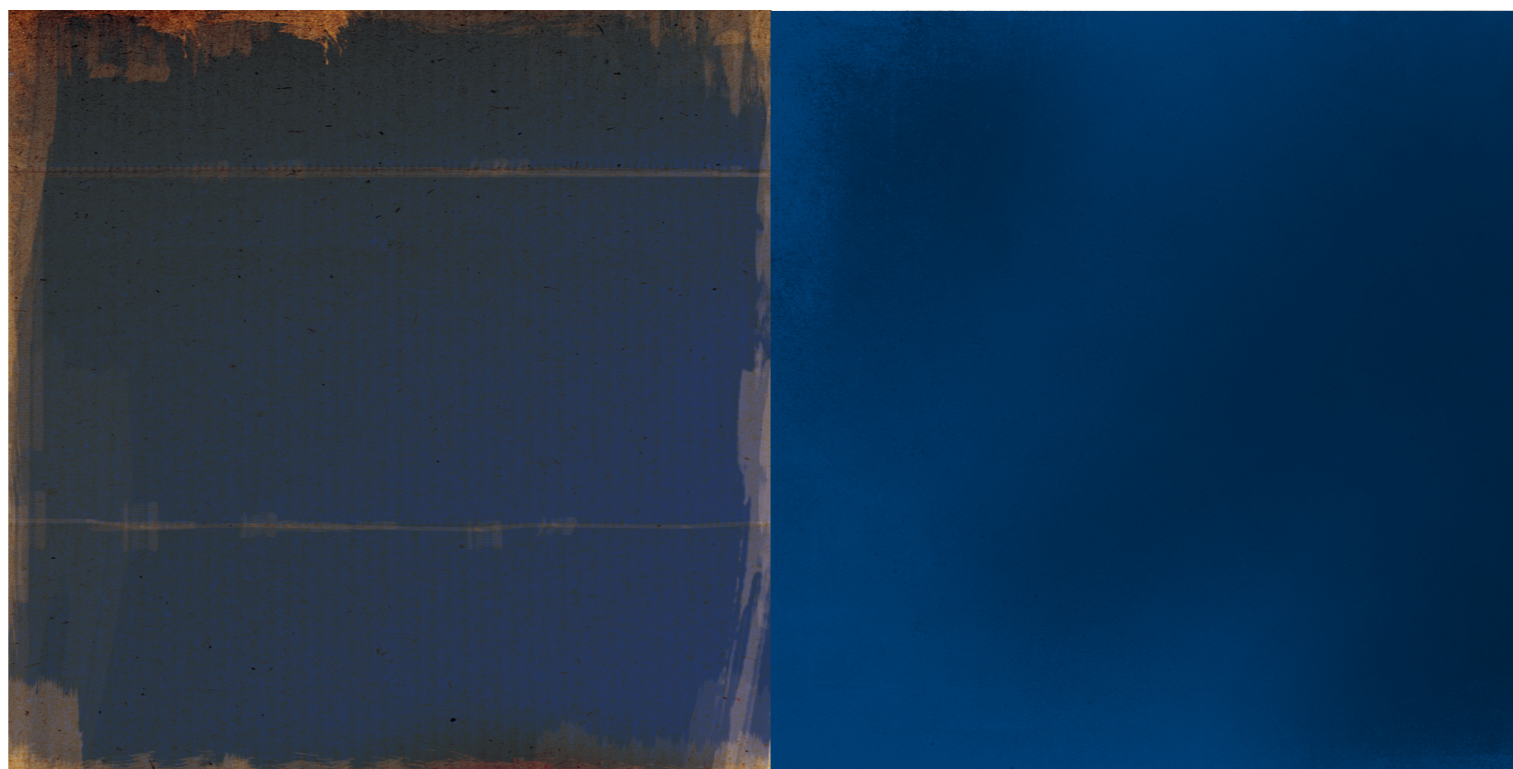


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COLOUR & TEXTURE

Because our primary brand colours are quite bright they can come across as cold and clinical. By using colour and texture we are able to maintain brand colours while adding to context.



NEXT



THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



OUR LOGOS

OUR COLOURS

OUR FONTS

VISUAL STYLE

BRAND TOOLKIT



OUR BRAND



HOW WE LOOK



HOW WE SPEAK



SAMPLES



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GRAPHICS & ILLUSTRATIONS

Our style is tactile, creative, textured and emotive.



1 IN EVERY 5 PEOPLE IN THE WORLD TODAY
ARE **HOMELESS** OR LIVE IN **POVERTY HOUSING**



NEXT



THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



OUR LOGOS

OUR COLOURS

OUR FONTS

VISUAL STYLE

BRAND TOOLKIT 

OUR BRAND 

HOW WE LOOK 

HOW WE SPEAK 

SAMPLES 

DOWNLOADS 

IMAGERY

Photography can be grouped using the following criteria:

- Shows need
- Shows positive outcomes
- Based on HOME

Health - wellbeing, happiness, social interaction

Opportunity - Home business, education, schooling, cooking

My Family - interaction of the family, play, childcare

Everyone - Community interaction & initiatives

- Fundraising
- Volunteering
- Secondary

Images should be, for the most part, child/family focused. Rarely should a picture be used that shows a home with no people.

NEXT 

THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



OUR LOGOS

OUR COLOURS

OUR FONTS

VISUAL STYLE

BRAND TOOLKIT 

OUR BRAND 

HOW WE LOOK 

HOW WE SPEAK 

SAMPLES 

DOWNLOADS 

IMAGE SELECTION

Photos are a powerful way to engage our supporters – new and old – to give, act and be passionate about our work. We know people can be inspired by seeing people in action. So use images that:

- Make a personal connection
- Tell a story
- Show a different perspective
- Surprise and intrigue
- Express emotion
- Capture ‘slice-of-life’ moments
- Show people in context (especially the home)
- Capture spontaneity
- Show people in action

NEXT 

THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



OUR LOGOS

OUR COLOURS

OUR FONTS

VISUAL STYLE

BRAND TOOLKIT



OUR BRAND



HOW WE LOOK



HOW WE SPEAK



SAMPLES



DOWNLOADS



NEED

NEXT



THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



OUR LOGOS

OUR COLOURS

OUR FONTS

VISUAL STYLE

BRAND TOOLKIT



OUR BRAND



HOW WE LOOK



HOW WE SPEAK



SAMPLES



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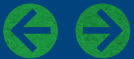
POSITIVE OUTCOMES

NEXT



THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



OUR LOGOS OUR COLOURS OUR FONTS **VISUAL STYLE**

HEALTH

NEXT



BRAND TOOLKIT

OUR BRAND

HOW WE LOOK

HOW WE SPEAK

SAMPLES

DOWNLOADS

THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



OUR LOGOS

OUR COLOURS

OUR FONTS

VISUAL STYLE

BRAND TOOLKIT



OUR BRAND



HOW WE LOOK



HOW WE SPEAK



SAMPLES



DOWNLOADS



OPPORTUNITY

NEXT



THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



OUR LOGOS

OUR COLOURS

OUR FONTS

VISUAL STYLE

BRAND TOOLKIT



OUR BRAND



HOW WE LOOK



HOW WE SPEAK



SAMPLES



DOWNLOADS



MY FAMILY

NEXT



THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



OUR LOGOS

OUR COLOURS

OUR FONTS

VISUAL STYLE

BRAND TOOLKIT



OUR BRAND



HOW WE LOOK



HOW WE SPEAK



SAMPLES



DOWNLOADS



EVERYONE

NEXT



THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



OUR LOGOS

OUR COLOURS

OUR FONTS

VISUAL STYLE

BRAND TOOLKIT



OUR BRAND



HOW WE LOOK



HOW WE SPEAK



SAMPLES



DOWNLOADS



VOLUNTEERING

NEXT



THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



OUR LOGOS

OUR COLOURS

OUR FONTS

VISUAL STYLE

BRAND TOOLKIT



OUR BRAND



HOW WE LOOK



HOW WE SPEAK



SAMPLES



DOWNLOADS



FUNDRAISING

NEXT



THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



OUR LOGOS

OUR COLOURS

OUR FONTS

VISUAL STYLE

BRAND TOOLKIT



OUR BRAND



HOW WE LOOK



HOW WE SPEAK



SAMPLES



DOWNLOADS



SECONDARY



THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



OVERVIEW

SAMPLE COPY

FACT SOURCE

BRAND TOOLKIT 

OUR BRAND 

HOW WE LOOK 

HOW WE SPEAK 

SAMPLES 

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HOW WE SPEAK

We're passionate that housing poverty is an injustice and that people have the power to overcome it together.

So when we speak, we always want to be true to this core belief – balancing our sense of injustice and action.

Provocative

- Challenge the status quo and provoke a response
- Compel people to act
- Prompt outrage not guilt

Optimism

- Poverty can be beaten
- People together can achieve anything
- There's always something that can be done

THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



OVERVIEW

SAMPLE COPY

FACT SOURCE

BRAND TOOLKIT →

OUR BRAND →

HOW WE LOOK →

HOW WE SPEAK →

SAMPLES →

DOWNLOADS →

HOW WE SPEAK

We avoid jargon, and use commonly understood, conversational language

We talk about the HOME and it's benefits rather than houses

We build alongside people, not for them

We build and renovate, therefore, we talk about 'families served' rather than 'houses built'

We always refer to the charity as Habitat for Humanity (HFH) in the first instance, thereafter the acronym can be used. Never Habitat only.

Our work is tangible and provides more than just hope. It changes lives.

THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



OVERVIEW

SAMPLE COPY

FACT SOURCE

BRAND TOOLKIT 

OUR BRAND 

HOW WE LOOK 

HOW WE SPEAK 

SAMPLES 

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HOW WE SPEAK: SAMPLE POSITIONING AD COPY

Home: The most important place in our world. It protects us, keeps us healthy and creates space to love, learn and play. It's where families grow together and communities become stronger.

But for millions of families trapped in poverty housing, home is a place of danger and disease. It robs people of their health. It denies people the chance to earn a living and receive an education.

Habitat for Humanity knows the best way to fight poverty for a family in need is to build them a decent home.

It's that simple.

THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



OVERVIEW

SAMPLE COPY

FACT SOURCE

BRAND TOOLKIT 

OUR BRAND 

HOW WE LOOK 

HOW WE SPEAK 

SAMPLES 

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HOW WE SPEAK: SAMPLE PRODUCT AD COPY

When you build a decent home for a family trapped in poverty, you provide the most permanent and powerful way to help them escape danger and disease and begin a new life.

The home we live in affects every part of our lives. When our home is warm and secure, our health is protected and our children can learn and grow. A decent home creates opportunities for livelihoods to thrive. It's the building block from where families and communities grow stronger together.

You can become a Habitat for Humanity Home Sponsor for just £16 a month. Together you will help us build more decent homes for families in desperate need.

There's no better way to fight poverty.

THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



OVERVIEW

SAMPLE COPY

FACT SOURCE

BRAND TOOLKIT



OUR BRAND



HOW WE LOOK



HOW WE SPEAK



SAMPLES



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HOW WE SPEAK: FACTS

We source facts from reliable sources

List sources and websites here...

THE HOME PAGE:

HABITAT FOR HUMANITY: BRAND TOOLKIT



BRAND TOOLKIT



OUR BRAND



HOW WE LOOK



HOW WE SPEAK



SAMPLES

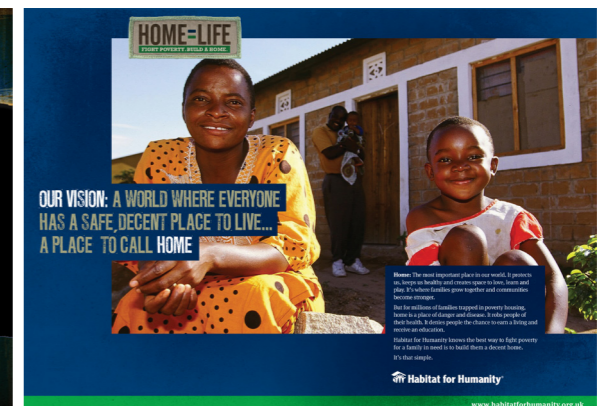


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SAMPLES

PUTTING IT TOGETHER





HOME=LIFE

FIGHT POVERTY. BUILD A HOME.



IT TAKES HANDS
TO BUILD A HOUSE,
BUT ONLY HEARTS
CAN BUILD A HOME.



WAYS TO GET INVOLVED
3

HOME
SPONSOR

SPONSOR A HOME

HOME
CHALLENGE

FUNDRAISE & EVENTS

HOME
BUILDER

VOLUNTEER



HOME = LIFE

FIGHT POVERTY. BUILD A HOME.

FOR JUST £16 A MONTH YOU CAN HELP PROVIDE SAFE,
DECENT HOMES FOR THE WORLD'S POOREST FAMILIES

BECOME A HOMEsponsor TODAY



SPONSOR A HOME



FUNDRAISE & EVENTS



VOLUNTEER



HOME = LIFE

FIGHT POVERTY. BUILD A HOME.



a welcome
HOME
needed for the
SAROUEN FAMILY,
CAMBODIA

BECOME A HOMEsponsor TODAY



SPONSOR A HOME



FUNDRAISE & EVENTS



VOLUNTEER



HOME = LIFE

FIGHT POVERTY. BUILD A HOME.



a welcome
HOME
needed for the
N'GUESSAN FAMILY,
CÔTE D'IVOIR

BECOME A HOMEsponsor TODAY



SPONSOR A HOME



FUNDRAISE & EVENTS



VOLUNTEER



HOME = LIFE

FIGHT POVERTY. BUILD A HOME.



Shack Attack

TUNBRIDGE WELLS 2012

WAYS TO GET INVOLVED
3

HOME
SPONSOR

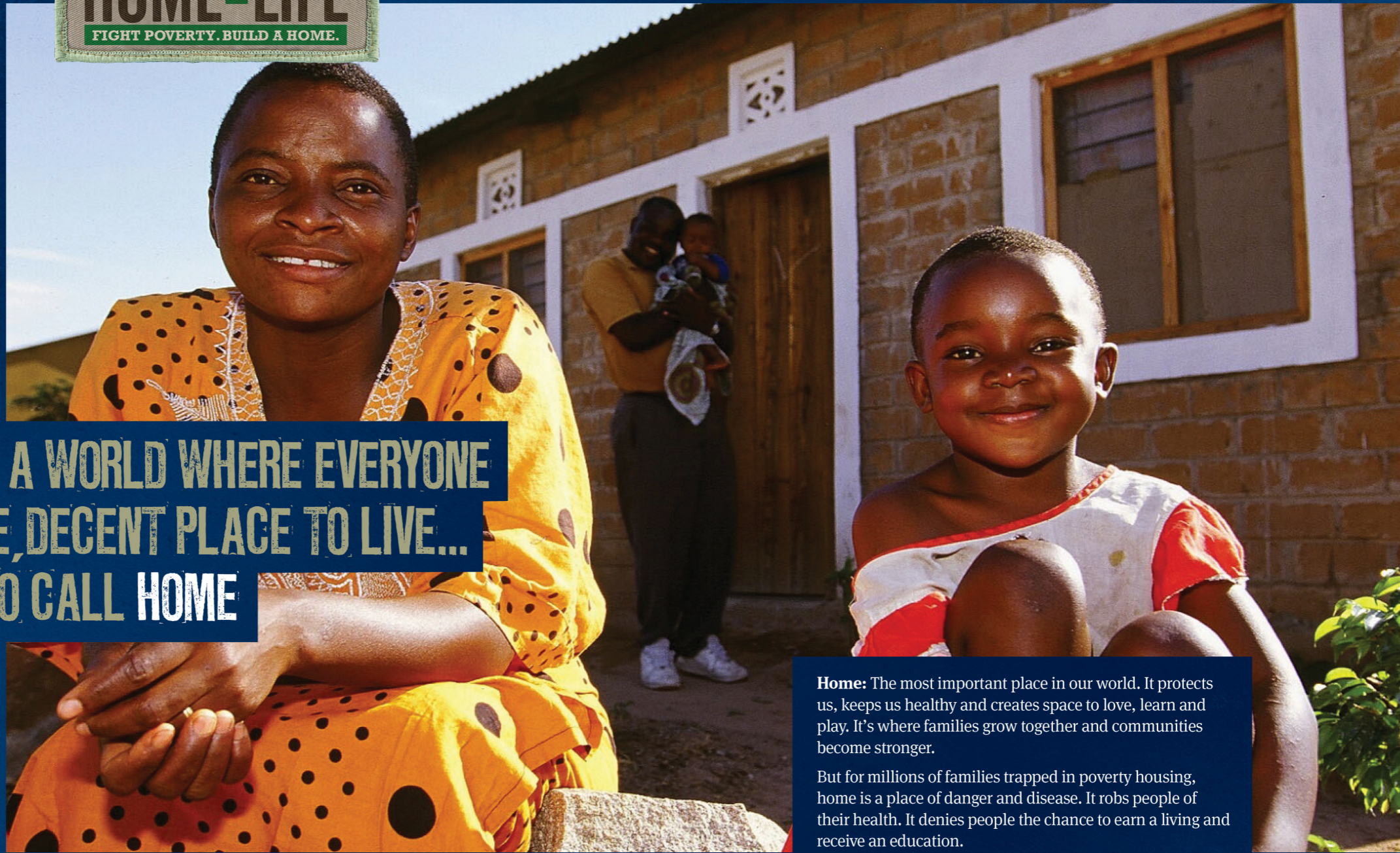
SPONSOR A HOME

HOME
CHALLENGE

FUNDRAISE & EVENTS

HOME
BUILDER

VOLUNTEER



**OUR VISION: A WORLD WHERE EVERYONE
HAS A SAFE, DECENT PLACE TO LIVE...
A PLACE TO CALL HOME**

Home: The most important place in our world. It protects us, keeps us healthy and creates space to love, learn and play. It's where families grow together and communities become stronger.

But for millions of families trapped in poverty housing, home is a place of danger and disease. It robs people of their health. It denies people the chance to earn a living and receive an education.

Habitat for Humanity knows the best way to fight poverty for a family in need is to build them a decent home.

It's that simple.





**MORE THAN 1.6 BILLION PEOPLE DON'T
HAVE A SAFE, DECENT PLACE TO
CALL HOME.**



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**FOR JUST £16 A MONTH YOU CAN
HELP PROVIDE SAFE, DECENT HOMES
FOR THE WORLD'S POOREST FAMILIES**

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There's no better way to fight poverty.



BECOME A HOMEsponsor TODAY! www.habitatforhumanity.org.uk





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