

# 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® 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.

<div>BRIGHT BLUE</div>	<div>BRIGHT GREEN</div>	<div>WHITE</div>	<div>GRAY</div>	<div>BLACK</div>
<b>PANTONE® 638</b>	<b>PANTONE® 382</b>	<b>White</b>	<b>Cool Gray 8</b>	<b>Black</b>
C: 86	C: 28	C: 0	C: 23	C: 0
M: 0	M: 0	M: 0	M: 16	M: 0
Y: 9	Y: 100	Y: 0	Y: 13	Y: 0
K: 0	K: 0	K: 0	K: 46	K: 100
R: 0	R: 196	R: 255	R: 136	R: 0
G: 175	G: 214	G: 255	G: 139	G: 0
B: 215	B: 0	B: 255	B: 141	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 building materials complements our primary colors. The secondary colors can be used when additional colors are needed for hardworking communications like charts, infographics and occasional accents.

HABITAT BLUE	HABITAT GREEN	ORANGE	BRICK
PANTONE® 294	PANTONE® 361	PANTONE® 165	PANTONE® 1807
C: 100 M: 53 Y: 2 K: 21	C: 77 M: 0 Y: 100 K: 0	C: 0 M: 70 Y: 100 K: 0	C: 10 M: 93 Y: 71 K: 33
R: 56 G: 89 B: 136	R: 67 G: 176 B: 42	R: 255 G: 103 B: 31	R: 164 G: 52 B: 58
HEX: 385988	HEX: 43B02A	HEX: FF671F	HEX: A4343A
VINYL: 80	VINYL: 61	VINYL: 79	VINYL: 70

# 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](http://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, 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:

- 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

deserves a decent  
place to live.

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

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.