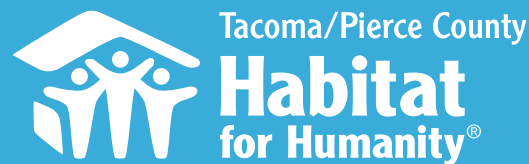


brand use guidelines

for Sponsors and Partners



In order to maintain consistent and effective branding for Habitat for Humanity International, all affiliates - including Tacoma/Pierce County Habitat for Humanity and its partners - must follow the standards outlined in the brand user guide. As such, Tacoma/Pierce County Habitat for Humanity limits the use of its brand by other entities for all media and advertising.

With express permission from Tacoma/Pierce County Habitat for Humanity, organizations may use the Habitat for Humanity brand, providing that they meet one of the following classifications:

- **Sponsors** - organizations that financially support the operation and activities of Tacoma/Pierce County Habitat for Humanity, most often by way of a signed agreement.
- **Partners** - organizations that provide labor, materials, and/or services (including volunteers) that offset Tacoma/Pierce County Habitat for Humanity's overhead or deliver significant donations to the Habitat Stores.

Upon approval, sponsors and partners will identify Tacoma/Pierce County Habitat for Humanity using one of the classifications above when utilizing the Habitat brand online or in print. E.g. "XYZ Corporation is pleased to be a (sponsor of / partner with) Tacoma/Pierce County Habitat for Humanity."

Logo Files

Please contact Tacoma/Pierce County Habitat for Humanity for high quality logo lockups to fit your print and digital needs. Logo files should never be copied and pasted.



Black primary logo on a white background



White logo reversed out of brand colored backgrounds

The horizontal logo in black and white is the preferred version and should be used whenever possible.

Logo Use

The Tacoma/Pierce County Habitat for Humanity logo is distinctly different from the Habitat for Humanity International logo; the two logos are NOT interchangeable. When referencing any partner activities with Tacoma/Pierce County Habitat for Humanity, use **only** the Tacoma/Pierce County affiliate logo.



If you are referencing activities with multiple Habitat affiliates, use each location's logo. The Habitat for Humanity International logo is not an umbrella logo for a collective of affiliates.

Logo Clear Space

Always place the Tacoma/Pierce County Habitat for Humanity logo in a clear area, away from other graphics, text and imagery. The ideal area surrounding the logo is equal to 2H, or a space equal to twice the height of the "H" in "Habitat." The minimum clear space required is equal to the height of the "H" in "Habitat."



Minimum clear space shown on affiliate extended logo

Sizing the Logo

The minimum size requirement for the Tacoma/Pierce County Habitat for Humanity primary horizontal logo is 1.125".

PRINT MINIMUM SIZES



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



0.625" (5/8") or 1.59 cm

WEB/ELECTRONIC MINIMUM SIZE



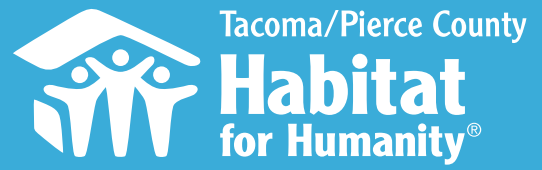
H = 10 pixels

Minimum size shown with clear space

Habitat's two-color logo and the traditional blue treatment of our logo is discontinued.



brand use guidelines



name use

Please use the following as a guide for proper name use for all media, advertising (including print, television, radio) and other instances where the name of the organization should appear.

Name that should be used: **Tacoma/Pierce County Habitat for Humanity**

- In print, always spell out entirely in the first instance: Tacoma/Pierce County Habitat for Humanity
- In print, for the second and repeating instances "Habitat" may be used instead of the entire name
- Do not abbreviate Tacoma or Pierce County in any form.
- Do not abbreviate the name to HFH, H4H, T/PC HFH, etc.

social media

Habitat actively engages with supporters and partners through Facebook, Twitter, and Instagram. Whenever posting about the organization, please ensure you tag the organization's handle correctly and use appropriate hashtags.

Channels and Handles

Facebook	@TacomaHabitat
Twitter	@TacomaHabitat
Instagram	@TacomaHabitat

Hashtags

#TacomaHabitat #HumansOfTacomaHabitat #WeBuild #HabitatForHumanity
#Volunteering #GiveBack #VolunteerPower #Tacoma #Tacoma_WA #PNW
#SocialGood #Nonprofit #AffordableHousing #ChangeMakers #TeamHabitat

colors

BRIGHT BLUE	BRIGHT GREEN	GRAY	ORANGE
			
PMS 638	PMS 382	Cool Gray 8	PMS 165
C: 86 M: 0 Y: 9 K: 0	C: 28 M: 0 Y: 100 K: 0	C: 23 M: 16 Y: 13 K: 46	C: 0 M: 70 Y: 100 K: 0
R: 0 G: 175 B: 215	R: 196 G: 214 B: 0	R: 136 G: 139 B: 141	R: 255 G: 103 B: 31

filming on a habitat build site

Volunteer groups may film their Habitat build experience, provided there is pre-authorization from the Habitat staff with the following conditions:

- Those filming are participating in a Team Habitat Build, which includes a monetary donation to Tacoma/Pierce County Habitat for Humanity in addition to volunteer labor.
- The finished film's purpose shall be promotion of volunteerism and shall not imply a partnership or sponsorship between the filming entity and Habitat, unless otherwise and specifically agreed upon.
- The finished film shall have a circulation/use limit of no more than 18 months. Exceptions to this are an active partnership defined by either an ongoing participation in Team Habitat Builds (at least one build per calendar year) or an annual financial donation of \$5,000+.
- Tacoma/Pierce County Habitat for Humanity will retain a copy of the finished video product for its use.
- Tacoma/Pierce County Habitat for Humanity will be allowed access to raw footage upon request.
- All those being filmed must sign media releases for both the organization filming and Tacoma/Pierce County Habitat for Humanity.

Please contact Beth Brooks at bbrooks@tpc-habitat.org with questions regarding these guidelines or to request a complete brand user guide.