

In order to maintain consistent and effective branding for Habitat for Humanity International, all local affiliates—including Tacoma/Pierce County Habitat for Humanity and its partners and sponsors—**must follow the standards outlined in the brand user guide.**

With express permission from Tacoma Habitat, organizations may use our brand and logo, provided they meet one of the following classifications:

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

Name use

In all print and digital media, the organization should be named:

Tacoma/Pierce County Habitat for Humanity.

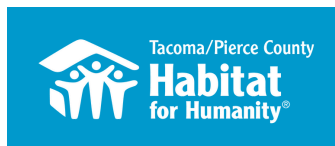
With print, after the first instance of the name as above, the organization may be referred to as "Tacoma Habitat" instead of the full name. Do not abbreviate Tacoma or Pierce County in any form. Do not use any sort of acronym to shorten the organization's name. (HFH, H4H, TPCHF, and/or HFH are all disallowed by brand standards.)

Logos for use

Please contact **media@tpc-habitat.org** for high quality logo files for your print and digital needs. Logo files should never be copied and pasted.



The horizontal logo, black on white, is the preferred lock up.



A white logo may be used on approved brand colors.

Logo sizing & placement

For print, the minimum size of the preferred Tacoma Habitat logo (horizontal) is 1.25". If you have been cleared to use the vertical logo, the minimum size is 5/8". In digital application, the logo should be at least 10 pixels.

Always place the Tacoma Habitat logo in clear space, away from other text or graphics. The ideal area around our logo is equivalent to 2H, or a space equal to twice the height of the "H" in Habitat.



Habitat for Humanity underwent a rebrand in 2016, and the two-color logo was discontinued. Do not use any form of the logo to the right.

The Tacoma/Pierce County Habitat for Humanity logo is distinctly different from the Habitat International logo. The two are not interchangeable. When referencing Tacoma Habitat, always be sure the city/county is included in the logo.

If referring to multiple Habitat organizations, use each affiliate's logo. The Habitat International logo is not to be used as an umbrella for a collective of affiliates.



Language tips

- **Do** say: Tacoma Habitat is a non-profit homeownership organization.
- **DO NOT SAY:** Tacoma Habitat is a charity.
- **Do** say: Tacoma Habitat provides a hand-up for families in need of safe, affordable homes.
- **DO NOT SAY:** Tacoma Habitat helps families in need.
- **Do** say: Families are homebuyers/homeowners that partner with Tacoma Habitat to purchase and/or improve the place they live.
- **DO NOT SAY:** Tacoma Habitat gives away or provides homes.
- **Do** say: Habitat homeowners purchase their homes with an affordable mortgage, and invest sweat equity.
- **DO NOT SAY:** Volunteers and donors build homes for families.

Color palette

Our primary palette is bright blue and bright green, often used as solid backgrounds with reversed copy or can appear as transparent call-outs or display text treatments over photography. The bright blue and/or green should not be applied to the Habitat logo.



Pantone 638
#0099CC



Pantone 382
#C4D600



Cool Gray 8
#888B8D



Pantone 165C
#FF671F

	Pantone 638 #0099CC	Pantone 382 #C4D600	Cool Gray 8 #888B8D	Pantone 165C #FF671F
C	86	28	23	0
M	0	0	16	70
Y	9	100	13	100
K	0	0	46	0
R	0	196	136	255
G	153	214	139	103
B	204	0	141	31

Filming on a Habitat build site

Volunteer groups may film their experiences on our build site, provided there is pre-authorization and under the following conditions:

- The finished product is used as a promotion of volunteerism and does not imply a partnership or sponsorship between the filming entity and Tacoma Habitat unless otherwise and specifically agreed upon.
- The finished product shall have a circulation limit of no more than 18 months. Exceptions are an ongoing relationship through Team Habitat builds and/or annual financial contribution of \$2,500+.
- Tacoma Habitat is permitted access to raw footage upon request.
- All those being filmed sign a media release with both Tacoma Habitat and the filming entity.

Social Media

Tacoma Habitat actively engages with its community through **Facebook, Instagram, and LinkedIn**. When posting about your involvement with our organization, please tag us using the following handles:



@tacomahabitat



/company/tacomahabitat

Common hashtags:

#TacomaHabitat;
#TacomaHomeownership; #TeamHabitat;
#HabitatHomeowners;
#AffordableHomeownership

Websites

tpc-habitat.org
owninpierce.com - homeownership
thehabitatstores.org