Logo Usage

The Greater Matthews 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.

Provided below are the rules for the proper use of the Greater Matthews Habitat for Humanity marks. Please read the logo section carefully and make sure that your use of our logo is in full compliance.

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

Greater Matthews Habitat for Humanity®

Symbol — Wordmark — Registered trademark symbol

ALTERNATE LOGO FORMATS
VERTICAL   **SINGLE-LINE**

Greater Matthews Habitat for Humanity®

Greater Matthews Habitat for Humanity®

Do Not:

• Add elements to the Habitat logo. • 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.

Extended Logo

A provided logo is available for use for partnerships. Partners may add their logo to the right of the space provided from the line after the Greater Matthews Habitat for Humanity logo.

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 print width: 0.625 inches
- Single-line logo minimum print width: 1.8125 inches
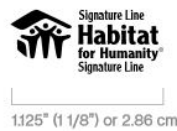- Online: the minimum size of the "H" in "Habitat" should be no less than 10 pixels

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

MINIMUM CLEAR SPACE

Minimum clear space shown on affiliate extended logo

PRINT MINIMUM SIZES

HORIZONTAL

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

VERTICAL

0.625" (5/8") or 1.59 cm

SINGLE-LINE

1.8125" (1 13/16") or 4.6 cm