



# HABITAT FOR HUMANITY OF WAUKESHA & JEFFERSON COUNTIES BRAND KIT

FOR PEOPLE, NOT PROFIT





## ABOUT US

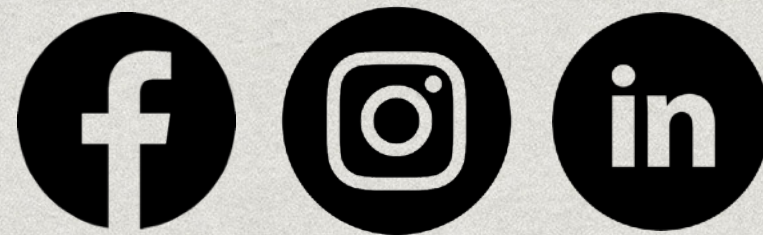
### MISSION

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

### VISION

Habitat's vision is of a world where everyone has a decent place to live. Habitat works toward our vision by building strength, stability and self-reliance in partnership with families in need of decent and affordable housing.

### FOLLOW US





## Brand Colors



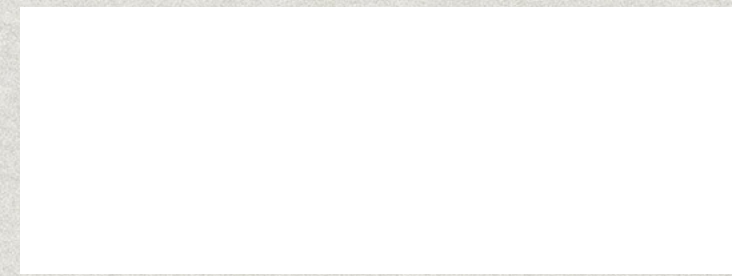
Pantone 638

C: 86  
M: 0  
Y: 9  
K: 0  
R: 0  
G: 175  
B: 215  
HEX: 00AFD7



Pantone 382

C: 28  
M: 0  
Y: 100  
K: 0  
R: 196  
G: 214  
B: 0  
HEX: C4D600



White

C: 0  
M: 0  
Y: 0  
K: 0  
R: 255  
G: 255  
B: 255  
HEX: FFFFFFFF



Cool GrAy 8

C: 23  
M: 16  
Y: 13  
K: 46  
R: 136  
G: 139  
B: 141  
HEX: 888B8D



Black

C: 0  
M: 0  
Y: 0  
K: 100  
R: 0  
G: 0  
B: 0  
HEX: 000000



## Typography

### NEUE HAAS GROTESK PRO

15 ULTRA THIN

25 THIN

35 EXTRA LIGHT

45 LIGHT

55 ROMAN

**65 MEDIUM**

**75 BOLD**

**95 BLACK**



## SAMPLE IMAGERY





## CONTACT MARKETING FOR ADDITIONAL IMAGES







# LOGOS

