

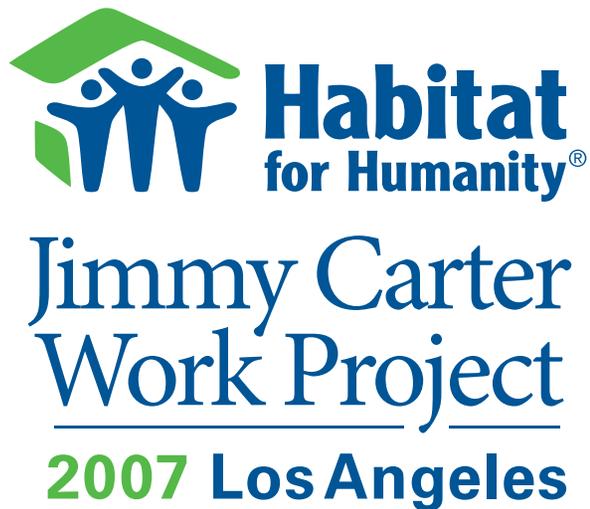


Jimmy Carter
Work Project
2007 Los Angeles

JCWP 2007 Identifier Usage Guidelines

A resource to assist in the visual communication of the 2007 Habitat for Humanity Jimmy Carter Work Project in Los Angeles.

V1.0



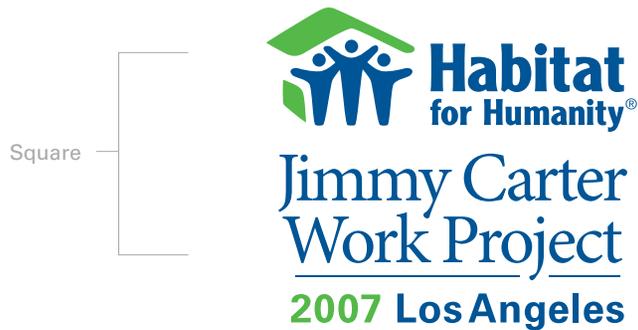
JCWP 2007 Identifier

Thank you for your support of Habitat for Humanity's Jimmy Carter Work Project (JCWP) 2007 in Los Angeles.

The JCWP identifier has been created to represent Habitat's annual weeklong build led by our most famous volunteer, President Jimmy Carter. This year 100 simple, decent houses will be built and renovated in Los Angeles, Oct. 28 through Nov. 2, 2007.

The identifier fits within Habitat for Humanity's larger branding framework, which stipulates that type-treatment-only identifiers are to be created in support of Habitat projects and initiatives. These guidelines were developed to clarify the relationship of the project with the larger organization and to allow the newly minted global HFHI logo to remain the dominant brand impression.

1



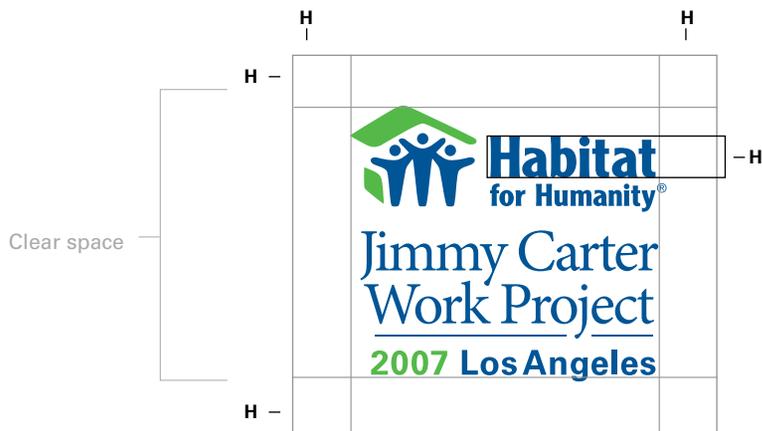
Identifier Formats

Jimmy Carter Work Project 2007 comes in three formats: horizontal, square and vertical. Please use the one that maximizes the size of the identifier.

If the space is too small to effectively use the full identifier, use of the Habitat for Humanity logo alone is allowable (see separate Brand Builder's Handbook for global logo guidelines).

NOTE: The vertical format may only be used if the horizontal or square cannot be applied.

2



Clear Space Requirements

To maintain the JCWP identifier's visual integrity, the area around the entire identifier should be clear of elements such as type, photographs and other symbols.

The minimum clear space required is equal to H (the height of "H" in "Habitat"). The entire JCWP identifier should be surrounded by clear space as indicated in the diagram at left. This clear space applies to all formats of the identifier.



Jimmy Carter
Work Project
2007 Los Angeles

Two-color version



Jimmy Carter
Work Project
2007 Los Angeles

One-color (294) version



Jimmy Carter
Work Project
2007 Los Angeles

One-color (black) version

Acceptable Identifier Color Usage

Preferred: Two-color Version

Use Habitat Blue and Habitat Green when rendering the JCWP identifier in two colors. No other two-color configuration is acceptable.

One-spot Color

When using the JCWP identifier in one color, it may only be used in Habitat Blue or all black. "Reversed" versions of the identifier are also allowed.

Color Designations

Habitat Blue: PANTONE® 294
Habitat Green: PANTONE® 361

Please use the RGB codes provided in the jpeg and gif formats of the JCWP identifier distributed with this handbook.

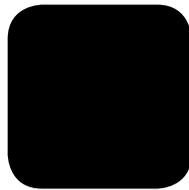
Habitat for Humanity MASTER Colors



Habitat Blue
(or PANTONE® 294)
C-100 M-58 Y-0 K-21
R-0 G-85 B-150
Hex #005596



Habitat Green
(or PANTONE® 361)
C-69 M-0 Y-100 K-0
R-97 G-203 B-47
Hex #51B948



Black
C-0 M-0 Y-0 K-100
R-0 G-0 B-0
Hex #000000

The colors shown here and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone, Inc.

For color equivalents, vector-art was used to obtain CMYK codes and raster-art was used to obtain RGB and Hexidcimal codes. Due to the inherent differences between vector and raster colors, codes may not translate exactly between the two.

JCWP 2007 Identifier Colors

Color is a powerful way to communicate a message and serves as an integral part of our visual identity. Habitat's MASTER colors of Habitat Green and Habitat Blue tie the JCWP 2007 identifier and the event it represents in with the broader Habitat identity. These colors are to be the main colors of the event.

Supporting color options

Habitat for Humanity PRIMARY Colors



PANTONE® 485
C-0 M-95 Y-100 K-0
R-220 G-36 B-31
Hex#DC241F



PANTONE® 130
C-0 M-30 Y-100 K-0
R-241 G-171 B-0
Hex#F1AB00



PANTONE® 174
C-0 M-70 Y-100 K-36
R-154 G-52 B-22
Hex#9A3416



PANTONE® 268
C-82 M-100 Y-0 K-12
R-74 G-32 B-126
Hex#4A207E

Habitat for Humanity SECONDARY colors



PANTONE® 7468
C-97 M-44 Y-23 K-2
R-0 G-117 B-159
Hex#00759F



PANTONE® 335
C-100 M-26 Y-71 K-12
R-0 G-123 B-99
Hex#007B63



PANTONE® 1245
C-23 M-42 Y-100 K-3
R-198 G-146 B-0
Hex#C69200



PANTONE® 1595
C-10 M-77 Y-100 K-2
R-218 G-92 B-5
Hex#DA5C05

Habitat for Humanity TERTIARY colors



PANTONE® 543
C-41 M-17 Y-3 K-15
R-147 G-185 B-220
Hex#93B9DC



PANTONE® 404
C-51 M-47 Y-55 K-15
R-124 G-115 B-105
Hex#7C7369



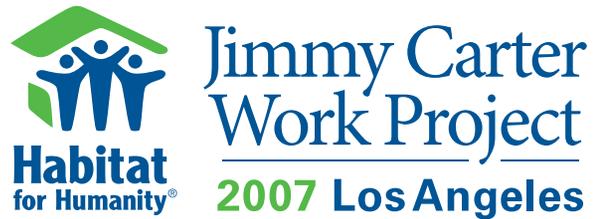
PANTONE® 7502
C-18 M-22 Y-44 K-0
R-211 G-190 B-150
Hex#D3BE96

Supporting Project Color Palette

In addition to the MASTER colors of Habitat Green and Habitat Blue to be used in the identifier (as outlined on the preceding page), additional colors may be selected to incorporate added elements unique to JCWP 2007 into the overall project identity.

These supporting colors are ONLY to be used in combination with the identifier colors in specific applications such as brochures, signage and other promotional material.

Always use:



Official JCWP 2006 identifier

NOTE: This supporting graphic is NOT to be used as a project identifier, only as a supporting element within an overall design strategy utilizing the official JCWP identifier.

Supporting Graphics Guidelines

To further weave in a distinctly Los Angeles element while remaining true to the overall Habitat for Humanity brand, a supporting graphic may be created for JCWP 2007.

This graphic is not to be used as an event identifier, rather only as an additional element to build communications collateral.

The official JCWP identifier must always be used first, and only where the marketing need of the publication requires additional visual interest may the supporting graphic be utilized.

7

Minion Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;!?

Univers Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;!?

Typographic Guidelines

Typography is an integral part of our visual identity. Type standards have been developed to ensure visual consistency and proper brand standards. To ensure that the brand grows and reaches its full potential, it is essential that all JCWP communications have a consistent look and appearance. Various weights of the following fonts are acceptable.

Minion

Minion was chosen for use as the dominant font in Habitat for Humanity communications. If Minion is not available, Palatino or Times are acceptable alternatives. Whichever is used, use it consistently in all collateral.

Univers

Univers Bold can be used for subheads, items of subordinate emphasis or pull quotes. If Univers is not available, Helvetica or Arial are acceptable alternatives. Whichever is used, use it consistently in all collateral.

Brochure



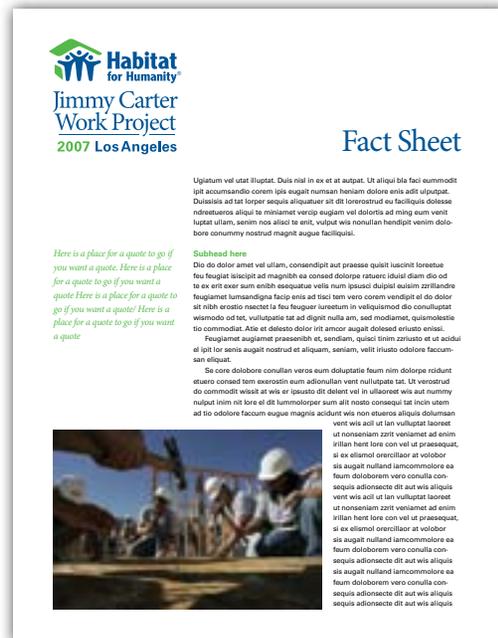
Project identifier always appears at upper portion of a piece.

A secondary graphic and secondary colors may be used on these pieces to help make the pieces unique to JCWP 2007 but the JCWP 2007 project identifier must always be used and placed in the proper place.

Nametag



Fact sheet



Applications

The following pages illustrate the application of the preceding identity elements to common JCWP communications collateral. These pieces are only intended to be examples; actual designs may vary.

The JCWP identifier must always appear at the upper-left (or upper portion for brochures) of project-related publications.

Brochure

The brochure layout utilizes the official identifier, color palette, supporting elements and font set.

Nametags

Official nametags utilize the identifier and are placed in badge holders using the project colors.

Fact Sheets and Prospectus

Additional materials can be created to highlight the project, applying the identifier and color scheme.

Wearables and merchandise



Applications

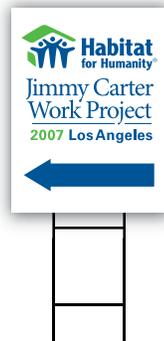
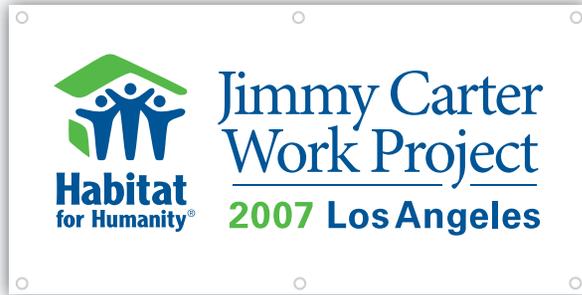
Merchandise

Habitat-specific promotional materials are all to incorporate the identity and overall look and feel. Secondary graphics and colors may be pulled into the merchandise to make it unique to the JCWP 2007 experience.

Note that the JCWP 2007 project identifier can only be in either the 2 color version, the all blue, all black or all white versions. Keep this in mind as you choose colors for shirts, hats etc.

10

Signage



Applications

Signage

All signage will have the JCWP 2007 logo. Major sponsors will also be incorporated into the system.

Here again, a secondary graphic may be added to the signage if appropriate.

~~Jimmy Carter
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An element of the identifier is used alone (the complete identifier includes the Habitat for Humanity logo).

~~ Jimmy Carter
Work Project
2007 Los Angeles~~

A color not defined by this standards manual has been applied.

~~ Jimmy Carter
Work Project
2007 Los Angeles~~

Elements have been added to the identifier.

~~ Jimmy Carter
Work Project
2007 Los Angeles~~

A drop shadow or filter effect has been added.

~~ Jimmy Carter
Work Project
2007 Los Angeles~~

The logo has been stretched (holding the shift key down while resizing the logo will maintain its proper proportions).

Unacceptable Identifier Usage

The Jimmy Carter Work Project 2007 identifier may not be modified, altered or corrupted in any manner. Examples of incorrect usage of the identifier are shown at left.

Additional examples of incorrect usage of the identifier include:

- Adding or removing elements
- Screening or tinting it
- Outlining it
- Repeating it
- Using it as a background pattern
- Adding a texture

If you need a Habitat for Humanity logo, please e-mail buildbrand@habitat.org.

XYZ CORPORATION

a proud supporter of:

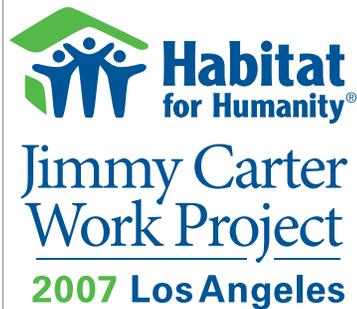


**Jimmy Carter
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XYZ
CORPORATION

a proud supporter of:

H



**Jimmy Carter
Work Project**
2007 Los Angeles

Partnership Usage

Following the minimum clear space requirement, the JCWP identifier can be used next to a partner organization's logo.

See the JCWP Partner's Memorandum of Understanding for full details on partnership logo usage.



Brand Builder's Handbook

A resource to unite the Habitat for Humanity family and strengthen the mission through a consistent visual identity.

V1.1

Build.
Brand.



Habitat for Humanity uplifts people by building decent, affordable housing in partnership with them. It fosters unity by connecting them through a shared concern: that far too many people endure sleepless nights in deplorable conditions. Following the teachings of Jesus, Habitat aligns itself with equality and compassion, with service, tolerance and love.

Habitat for Humanity's logo incorporates these ideals and reflects the principles that shape the Habitat movement. In it, human forms stand united in common purpose, their arms lifted to act on the world's need for decent housing, not hanging idle as if the work were complete. The logo's rounded edges suggest a search for harmony, the universality of family, and the gentleness of spirit that springs from the heart of Habitat partners. The roofline represents shelter, to be sure, but also symbolizes the Habitat mission under which people of all races, ages, and religious beliefs come together for the common good.

The organization's name itself is prominently featured in the logo, signifying the two components that fuel Habitat's mission. By creating decent habitat, we strengthen humanity, assembling the framework that translates into new lives and new hope, not only for those who will make a home there, but also for those whose labor and love embody the very best in people.

Project Resources

Should you have any questions about the Jimmy Carter Work Project 2007 Los Angeles identifier usage guidelines or the HFHI visual identity, please refer to the following sources:

Brand Builder's Handbook

This document outlines the overall HFHI visual identity and is to be used in conjunction with this handbook for the JCWP. Copies can be obtained by writing buildbrand@habitat.org.

Project Communications Staff

Communications Lead:
Name

Lead Project Designer:
Name

For general inquiries about the global HFHI identity system, please e-mail: buildbrand@habitat.org.