

## **Pikes Peak Habitat for Humanity Logo Usage Agreement**

- Pikes Peak Habitat for Humanity (PPHFH) holds exclusive use of the PPHFH logo.
- Permission and approval to use the logo must be granted by the media contact listed below and is granted on a per-use basis.
- This agreement does not grant rights to other Habitat for Humanity trademarks.
- The logo will not be used in any manner that suggests PPHFH's endorsement or recommendation of your services or creates a false association with PPHFH.
- The logo will not be used in connection with any unlawful activity or encouragement of unlawful activity.
- This agreement can be revoked at any moment by PPHFH at PPHFH's sole discretion.
- PPHFH grants no additional use rights for the PPHFH logo, and any other usage is a violation of this agreement.
- Passing on the logo to someone else is not allowed.
- No other method can be used to secure and use a PPHFH logo.

### **By using any PPHFH logo, you acknowledge and agree to:**

- Never alter, distort, outline, or add graphic elements to the logo. The logo should not be stretched in any way that distorts the images or text but remains true and unadorned.
- Do not use the logo as a repeat pattern or with text over it. Do not outline it, bold it, put a border around it, or put it over a background of any kind.
- Adhere to the guidelines on logo space and size on the next page of this document.
- The logo will come to you in black and white or two-color. Please do not alter the colors in any way.
- Because printed ink colors vary with paper stock, print colors and paper should be chosen with care; even with the best attempt to match all elements.

### **Media Contact:**

Laura Williams-Parrish, Community Relations Manager  
Pikes Peak Habitat for Humanity  
Office: 719.475.7800 ext. 106  
laura@pikespeakhabitat.org

# 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.

## PLEASE NOTE

Refer to the "Our ReStores" section of the brand user guide for required clear space and minimum sizes when using the Habitat ReStore identifier.

## Web/electronic use

First, when using the Habitat logo online, in social media or other electronic formats, all logo guidelines stated in this guide apply.

More specifically, the minimum size of the "H" in "Habitat" should be no less than 10 pixels.

## 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

## WEB/ELECTRONIC MINIMUM SIZE



Minimum size shown with clear space