

# extended logo

All Habitat-branded entities are authorized to use extensions of the global logo. These extended logos include possible upper and lower signature lines for customized identification in order to accommodate each Habitat entity's name. The extended version of the trademarked logo is to be used exclusively as the visual identity of a Habitat-branded entity.

**The arrangement order of the logo elements and its proportions may never be altered.**



## DO NOT:

- Add elements to the logo.
- Modify the people within the graphic.
- Separate the people from the graphic.
- Screen or tint the logo.
- Outline the logo.
- Use the entire 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.

## SELECT EXAMPLES OF INCORRECT LOGO USE



Extended logo that has been distorted (*tip: hold down the shift key when resizing to maintain proper proportion*)



Extended logo that has a drop shadow applied



Extended logo that has an outline applied