



HABITAT FOR HUMANITY WAUKESHA-JEFFERSON-ROCK BRAND KIT

FOR PEOPLE, NOT PROFIT

ABOUT US

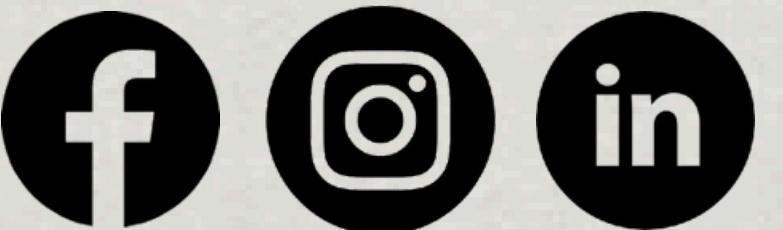
MISSION

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

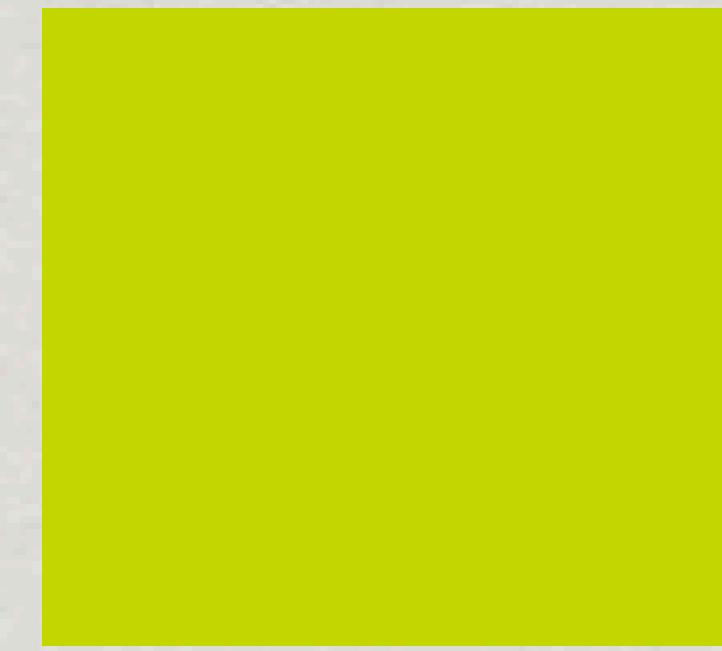




Brand Colors



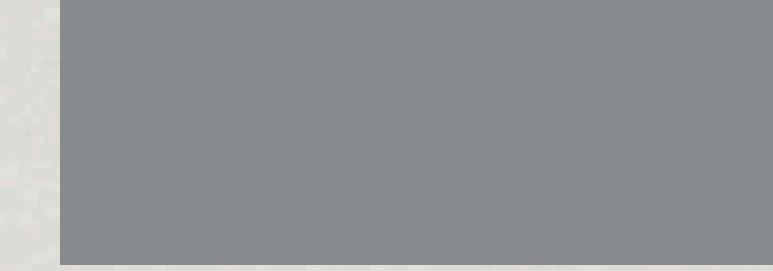
Pantone 638
C: 86
M: 0
Y: 9
K: 0
R: 0
G: 175
B: 215
HEX: 00AFD7



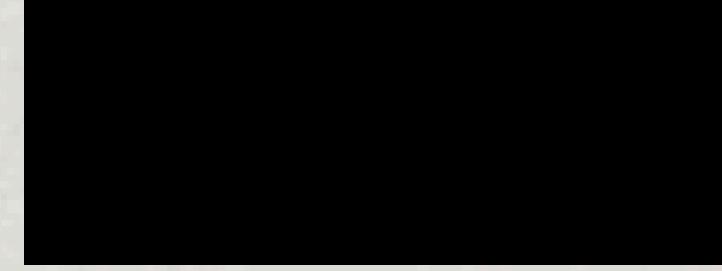
Pantone 382
C: 28
M: 0
Y: 100
K: 0
R: 196
G: 214
B: 0
HEX: C4D600



White
C: 0
M: 0
Y: 0
K: 0
R: 255
G: 255
B: 255
HEX: FFFFFF



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

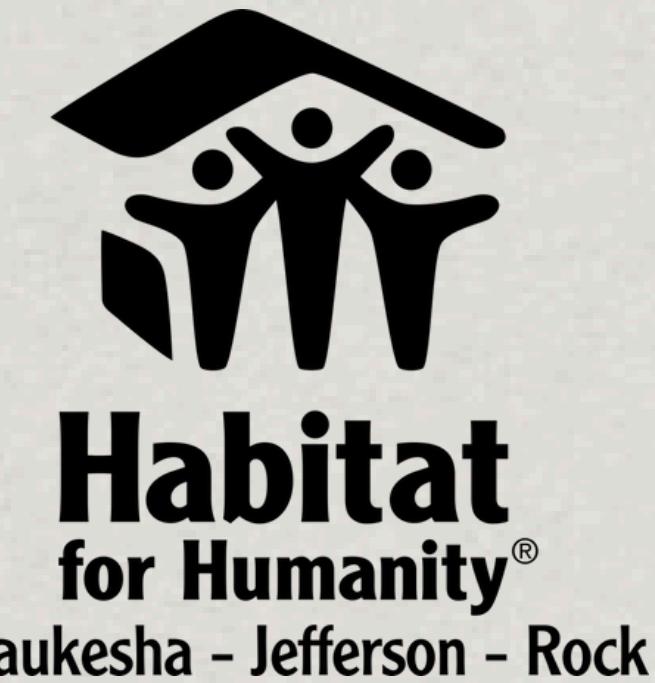




LOGOS



Waukesha - Jefferson - Rock



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