

color palette

PRIMARY COLORS

Our primary palette was selected to help the brand feel vibrant, friendly and optimistic.

Bright blue and bright green are influenced by the traditional blue and green of our Habitat logo; these new shades infuse a bold energy into the brand. These colors are often used as solid backgrounds with reversed copy or can appear as large, transparent callouts and display text treatments over brand photography.

White, gray and black round out the primary palette and are typically used for typography and support messaging. White also is incorporated as a background color to contain text and graphics and to provide a bright, uncluttered space to ensure legibility. Gray can be tinted to meet user interface and print needs.

BRIGHT BLUE	BRIGHT GREEN	WHITE	GRAY	BLACK
PMS 638	PMS 382	White	Cool Gray 8	Black
C: 86 M: 0 Y: 9 K: 0	C: 28 M: 0 Y: 100 K: 0	C: 0 M: 0 Y: 0 K: 0	C: 23 M: 16 Y: 13 K: 46	C: 0 M: 0 Y: 0 K: 100
R: 0 G: 175 B: 215	R: 196 G: 214 B: 0	R: 255 G: 255 B: 255	R: 136 G: 139 B: 141	R: 0 G: 0 B: 0
HEX: 00AFD7	HEX: C4D600	HEX: FFFFFFFF	HEX: 888B8D	HEX: 000000
VINYL: 1016	VINYL: 1030	VINYL: 74	VINYL: 95	VINYL: 72

SECONDARY COLORS

A secondary palette of colors steeped in our heritage and influenced by building materials complements our primary colors. The secondary colors can be used when additional colors are needed for hardworking communications like charts, infographics and occasional accents.

HABITAT BLUE	HABITAT GREEN	ORANGE	BRICK
PMS 294	PMS 361	PMS 165	PMS 1807
C: 100 M: 53 Y: 2 K: 21	C: 77 M: 0 Y: 100 K: 0	C: 0 M: 70 Y: 100 K: 0	C: 10 M: 93 Y: 71 K: 33
R: 56 G: 89 B: 136	R: 67 G: 176 B: 42	R: 255 G: 103 B: 31	R: 164 G: 52 B: 58
HEX: 385988	HEX: 43B02A	HEX: FF671F	HEX: A4343A
VINYL: 80	VINYL: 61	VINYL: 79	VINYL: 70

typography

SANS SERIF FONT

Neue Haas Grotesk or Arial

- Intended uses:
- Callout and display text
 - Headlines
 - Subheads
 - Text
 - Legal disclosures

SERIF FONT

Minion Pro or Palatino Linotype

- Intended uses:
- Heavier amounts of body copy
 - Long-form business documents and proposals

Fonts can be found on the server: F:\Comm Engagement\Fonts

LOGO USAGE

Because the visual elements of our updated brand are brighter, the Habitat logo should be primarily expressed in one color. Using the master colors of black and white will ensure compatibility with Habitat’s new design color palette.

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 minimum required clear space is equal to the height of the “H” in “Habitat.”



Minimum Clear Space = Height of “H” in “Habitat”