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Co-Branding & Key Message Guidelines

### **Purpose and Intended Use**

This Co-Branding and Key Message Guide has been created to help protect and nurture the Habitat for Humanity/Valspar co-branded logo. It is a structural set of guidelines intended for anyone who is helping to express the partnership. In order to maintain a strong impression in the minds of the partnership's audience, a clear and consistent message must be maintained.

### **Messaging**

For 30 years, Habitat for Humanity has provided families hope and the opportunity for a better life through home ownership. For nearly all of those years, Valspar has been a partner in this effort. Valspar is the National Paint Partner for Habitat for Humanity in the United States, and supports Habitat projects with volunteers in the U.S. and other countries. By using the power of one of the most recognized and rewarding volunteer experiences in the world, together with the growing awareness and strength of the Valspar brand, we are working collectively to eliminate poverty housing and homelessness in our communities.



The following section outlines the framework and proper usage of the co-branded partnership logo lock-up between Habitat for Humanity and Valspar.

“Co-branded lock-up” indicates the combination of the HFHI and Valspar logo. It is the standard logo for all partnership communication collateral and other promotional pieces.



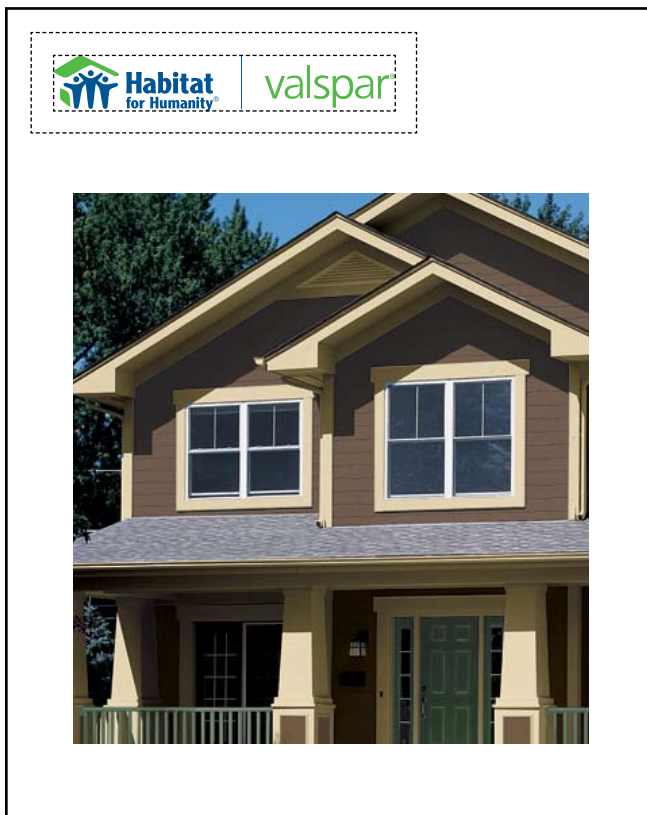
### **Horizontal and vertical primary formats**

The HFHI and Valspar logos must always be displayed in either a vertical or horizontal lock-up format, depending on the space available. The two corporate logos are separated by a blue rule.

The Habitat for Humanity logo always appears on the left or above of the Valspar logo for overall partnership program consistency and to best communicate the partnership's goals of cooperating to eliminate poverty housing.

NOTE: In some applications, the Valspar logo may be displayed to the left or above of the HFHI logo. These special exceptions to the rules outlined in this manual are to be discussed and approved by HFHI's Marketing and Brand Strategy department.





### **Intended use**

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

### **Clear space requirements**

The minimum clear space required is equal to one height of the "V" in the Valspar logo. The entire lock-up should be surrounded by clear space as indicated in the diagrams at the left.

This requirement applies to both the horizontal and the vertical lock-up.



### **Horizontal and vertical primary formats**

The "H" in the Habitat logo must measure a minimum of 0.125" (1/8") or 0.3175 cm in print applications. The minimum size of the co-branded partnership lock-up for online usage is 1" or 2.5 cm wide (72 pixels).



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### **Intended use**

Shown here and on the following pages are common applications of the co-branded partnership lock-up.

These applications are examples of the proper use of all partnership visual guidelines expressed in this guide. Actual partnership communication material, whether following these examples or as part of a new application, are required to be approved before use.



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This logo is used exclusively with new home builds.



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*Affordable Housing Matters, We're On It.™*



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*Affordable Housing Matters, We're On It.™*

This logo is used exclusively with A Brush with Kindness program.



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*Neighborhoods Matter, We're On It.™*



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*Neighborhoods Matter, We're On It.™*

national paint partner  
valspar

**Intended use**

Shown here is the Valspar/National Paint Partner lock-up. The logo is used primarily in Habitat-based environments such as web, print and video media. Secondary, the lock-up is used in Valspar-based environments where the Habitat/Valspar partnership is already understood.



Elements have been added.



A drop shadow has been added.



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



The lock-up has been used on a busy, competing background.

The co-branded partnership lock-up may not be modified, altered or enhanced in any manner. Examples of incorrect usage of the lock-up are shown at left.

Additional examples of incorrect usage of the logo include:

- Adding or removing elements
- Screening or tinting
- Outlining it
- Adding a texture

If you need another copy of the co-branded lock-up, please e-mail [buildbrand@habitat.org](mailto:buildbrand@habitat.org)

## Habitat for Humanity and Valspar MASTER colors



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



\*PANTONE® 361  
C-69 M-0 Y-100 K-0  
R-97 G-203 B-0  
Hex# F1AB00



PANTONE® 431  
C-11 M-1 Y-0 K-64  
R-106 G-115 B-123  
Hex# 616A74



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

## Color palette

The Habitat for Humanity and Valspar palette is composed of different levels of color. The MASTER color palette is used for our logo and is the central expression of the HFHI and Valspar brand.

*\* The use of the PANTONE® 361 green valspar logo is restricted to the HFHI Valspar lock-up. No other use is permitted.*