

Guidelines: COHFH Logo



The logos and wordmarks of Central Oklahoma Habitat for Humanity are important representations of the organization. To maintain their effectiveness, the marks must be used consistently and correctly.

Modifications

The Habitat logo must be used in its full and complete form. This logo is collectively defined by its font, arrangement and coloration. The elements of the logo may not be separated or omitted.

Sizing

Once the logo is placed and positioned in a document, slide or template, it can be sized as needed; however, the COHFH logo must maintain its original proportions. To resize correctly, (a) click on the logo (graphic) and (b) hold down the shift key while dragging one of the corners of the surrounding graphic box.

Holding the shift key ensures that the proportions of the logo are maintained.

Appropriate use:

- Size the logo to fit your application; however, keep the logo's original proportions.
- Keep the logo large enough to be read when used.
- Select a color that contrasts well with your application. If the colors offered in the color palette section do not work, please contact Jean Erickson (jean.erickson@cofhf.org) to request appropriate modifications.

Do not:

- Recreate the logo.
- Stretch, compress or distort the logo.
- Use a logo captured from the Web for a print publication.
- Enlarge the logo until it becomes "grainy" or distorted.
- Add elements or lines to the logo.
- Do not outline the elements of the logo.
- Don't modify logo colors. If the colors offered here do not work, please contact Jean Erickson (jean.erickson@cofhf.org) to request appropriate modifications.

Color and File Format Choices

The COHFH logo is available in file formats suitable for web and online purposes (.png and .jpg) as well as for print (.eps). The .eps files are "vector" files and can be re-sized to any extent without pixelization or fuzziness.

The logos are available in color, black, white and blue colorways. The "full color" versions of the logo are used mostly in corporate identity applications, such as business cards or letterhead. We are currently using predominately black or white logos placed on color blocks, reflective of Habitat for Humanity International.

