



# *Visual Strategy Guide*

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*The Visual Strategy Guide*

# Table of Contents

01	<b>History</b> Brand Description Timeline	04	<b>Brand Grid</b> Present Future
02	<b>Future</b> Brand Mission Rebranding Objective Keywords	05	<b>Competitors</b> Current Adjacent Aspirational Brand Attributes
03	<b>Personas</b> Introduction Personas for the brand Personas against the brand		

01

# History

01

**History**

Brand Description

Timeline

# Brand Description

Since its establishment in 1976, Habitat for Humanity has taken on a respectable mission and is a symbol of hope, resilience, and change in the field of human living. This organization, which has its roots in the fundamental idea that every person has a right to decent housing, has dedicatedly worked to advance the cause of providing not just shelter but also a supportive environment that fosters family life and community growth.

Habitat for Humanity has been the starting point for a significant cultural revolution for almost fifty years, embracing more than just the building of physical structures—rather, it embodies the fundamental spirit of human dignity and empowerment. Fundamentally, this movement is an expression of the unwavering commitment and cooperative spirit of volunteers, donors, and homeowners who come together with the common goal of creating connections, building resilience, and creating the path for a better future.

*We're constructing  
futures filled with hope,  
dignity, and opportunity.*

# Brand History



**1976**

In Americus, Georgia, **Millard and Linda Fuller** establish Habitat for Humanity with the goal of giving families in need access to affordable homes.

In Koinonia Farm, Georgia, volunteers construct the first Habitat for Humanity house alongside the future homeowners.

**1984**

**Jimmy Carter**, the former president of the United States, and his spouse Rosalynn began offering their time and resources to Habitat for Humanity in order to build homes.

**1987**

In order to set up the organization's international initiatives and expand its mission outside of the US, **Habitat for Humanity International** is founded.

**1991**

The first Habitat ReStore opens in Winnipeg, Canada, offering donated building supplies and home items as a consistent source of revenue for Habitat's work.



**2005**

In the wake of **Hurricane Katrina**, Habitat for Humanity organizes a huge disaster response operation to assist in the reconstruction of the houses and communities that were destroyed by the hurricane.



**2010**

Celebrating the construction of its 500,000th house globally, Habitat for Humanity reaches a major turning point in its goal of offering safe and reasonably priced housing.

**2013**

**The Global Village** initiative is introduced, providing volunteers with the chance to travel abroad and take part in global Habitat construction projects.

**2019**

In order to address gender gaps in housing and empower women to assume leadership positions in construction projects, Habitat for Humanity introduces the **Women Build** initiative.

**2021**

During the **COVID-19** pandemic, Habitat for Humanity modifies its operations to continue helping communities by putting in place safety measures and online volunteer options.

## Today

Introducing advanced mobile apps and websites, the foundation creates inclusive platforms for decent housing, community participation, and disaster assistance. They use in a new era of significant change by embracing technology to empower people and enhance communities.



02

# Future

02

## Future

Brand Mission

Rebranding Objective

Keywords

*Since 1976, Habitat for Humanity has been a beacon of hope, transforming the lives of over 29 million individuals. United, we catalyze empowerment within individuals and communities, fostering independence and starting the journey towards self-sufficiency.*

## BRAND MISSION

We strengthen **communities** for people who need connection because when feeling supported, **hopeful**, and **empowered**, they can change how they help each other so that everyone thrives and cares for one another.

The logo for Habitat for Humanity, featuring the word "habitat" in a lowercase, bold, sans-serif font. The letter 'h' is significantly larger and more stylized than the other letters. The text is white and set against a solid orange background.

## REBRANDING GOALS

Habitat for Humanity will become more than just a housing nonprofit as part of the rebranding initiative. The goal is to leverage their reputable brand and name to create cutting-edge mobile applications and websites that function as all-inclusive platforms for cheap housing options, community organizing, and disaster relief support. The intention is to empower people and communities by providing quick access to essential information and resources via the use of technology. Strengthening their relationship with the public, forming meaningful collaborations, and eventually improving the lives of those they serve.

## KEYWORDS

### Hope

Represents the unity and optimism that emerge when people unite to create better futures.

### Empowerment

Symbolizes the capacity for people and communities to take charge of their housing needs, encouraging independence.

### Community

Represents the idea of community and unity, where people come together to create strong, resilient neighborhoods and deep connections.

*Boost community power*

*Bring people together easily*

*Empower for brighter futures*



03

# Personas

03

## Personas

Introduction

Personas for the brand

Personas against the brand

## PERSONAS

Personas are fictional characters that we develop to better understand our clients. They help us identify our clientele's characteristics, interests, and needs. Allowing us to create goods and services that fit to the needs of our clients serves as manuals that help us understand how to relate to and satisfy our audience.

### **AREAS OF CONCERN**

- A. Habitat stability
- B. Long-term Impact
- C. Engagement with their community

*The Neighborhood Helper*

# Mariah Eden

27 | Office Manager | Miami, FL



- A. Habitat stability
- B. Long-term Impact
- C. Engagement with their community

A: She believes everyone deserves a safe place to call home, **because** she struggled to find a place where she could feel welcome at her new job location.

A: Stability at home is key for Mariah; **as** she's seen how it helps families and kids thrive in the long run.

B: Getting involved in community events and fundraisers is natural for Mariah, **because** she loves being with people and getting to know her neighbors.

B: She's always finding ways to make a lasting impact in her community, **by** trying to help out at local events.

C: From organizing neighborhood clean-ups to supporting local initiatives, Mariah is the go-to person **for** bringing people together.

C: Mariah created a group chat for her community, **in order** to organize events and parties to bring everyone together.

*The Compassionate Cook*

# Carlos Martinez

35 | Cook | Houston, TX



- A. Habitat stability
- B. Long-term Impact
- C. Engagement with their community

A: Carlos family struggled to put food on the table everyday, that is why he worked hard to become a chef one day, **so he** would be able to provide food to his.

A: Carlos works hard everyday, but also tries to find time to spend with his family, **specially to** build memories with his kids.

B: He teaches his kids the importance of the simple things in life, **as to** value food, shelter, family,...

B: He never wastes food. Everything that is left at the end of the day at his restaurant is given to the homeless. **Ensuring** that those in need have access to nutritious meals and reducing food waste in the community.

C: He is the host of an event every saturday at his restaurant, **which** revenue goes to the one in need.

C: Carlos is always making parties at his place, where he invites the neighbours and cooks for them. **Because** he believes in fostering a sense of community and connection among those around him.

*The Family Advocate*

# Jason Wong

30 | Elementary School Teacher | Denver, CO



- A. Habitat stability
- B. Long-term Impact
- C. Engagement with their community

A: Jason sees firsthand the effects a stable home on his students. **Because** he recognizes the profound impact of a secure and supportive living environment on their academic performance and overall well-being

A: He tries to make his students safe at school, **because** having security and stability is very important for him.

B: **As** an elementary school teacher, he prepares his classes to teach students the value of friendship and education.

B: Jason organizes field trips to rebuild sites, **teaching** his students about the impact this has on families, while engaging them in hands-on learning experiences.

C: Jason takes part into the school events, trying **to bring** family and students to get to know each other.

C: He encourages his students and their families to get involved in community activities, **instilling** in them the value of giving back and making a difference in the lives of others.

*The Healthcare Worker*

# Sarah Foster

38 | Registered Nurse | Nashville, TN



- A. Habitat stability
- B. Long-term Impact
- C. Engagement with their community

A: **As** a nurse, Sarah understands the critical link between stable housing and overall health.

A: She believes that access to a stable life is essential for maintaining physical and mental health, especially for vulnerable populations. **Because** it contributes to overall health.

B: Sarah educates her patients about the health benefits of living in a safe place, **emphasizing** the importance of a supportive environment in recovery and overall wellness.

B: Sarah often sees patients whose health issues are exacerbated **by** unstable housing situations.

C: Sarah volunteers her time at community health clinics, **offering** healthcare services to underserved populations.

C: She collaborates with local organizations to host health workshops, promoting preventive care and healthy living habits. **Because** she believes in empowering individuals to take control of their health and well-being.



*The Everyday Helper*

# Jack Smith

8 | Student | Charleston, SC



- A. Habitat stability
- B. Long-term Impact
- C. Engagement with their community

A: Jack feels happy and secure when he's in his warm and welcoming home, surrounded by his family and favorite toys. **As** he feels safe.

A: He helps his parents with chores around the house, like cleaning and organizing, **to** make their home more comfortable.

B: Jack tries his best in school, **to** be able to have a future similar as the one his parents have.

B: He often draws pictures of houses with big gardens and colorful walls, **dreaming** of making them real one day.

C: **Because** Jack enjoys helping others, he visits his neighbors and helps them with small tasks, like watering plants or bringing in groceries.

C: He's excited to celebrate his birthday everyday, **as** his parents throw him a big party with his friends, family and neighbours.

*The Dedicated Social Worker*

# Darius Jenkins

42 | Social Worker | New York City, NY



- A. Habitat stability
- B. Long-term Impact
- C. Engagement with their community

A: Darius works with a family in need, **by** helping them find a safe and affordable place to call home.

A: He created a team on his company, that works everyday with organizations and families affected by natural disasters. **Because** he believes in making a tangible difference in the lives of those facing adversity.

B: Darius is in contact with lots of families he has helped. **As** he loves seeing the lifestyles they have now.

B: The part Darius loves and hates the more about his job is foster kids. **Because** he tries everyday to find these kids a good and stable place to grow.

C: Darius regularly volunteers at local shelters and community centers, **providing** support and resources to those experiencing homelessness.

C: He organizes donation drives at his workplace, **encouraging** coworkers to bring necessary goods for underprivileged families.



*The Luxury Real Estate Agent*

# Alessia De Luca

36 | Real State Agent | Milan, IT



- A. Habitat stability
- B. Long-term Impact
- C. Engagement with their community

A: Madison focuses on selling high-end luxury properties, **catering** to affluent clients seeking exclusive, extravagant homes.

A: She prioritizes commissions and profits, often overlooking the affordability aspect of housing and catering solely to the wealthy elite. **Because** she values financial gain over social responsibility.

B: Luxurious lifestyles and extravagant homes are what Madison is more interested in displaying. **Because** she believes they signify success and status in society.

B: She sees luxury real estate as a symbol of status and wealth. **Because** it reflects success.

C: Madison spends her time networking with high-profile clients and attending social events. **Because** she believes it enhances her professional image and expands her business opportunities.

C: She focuses mainly on her career advancement and financial success. **As** she prioritizes achieving personal and professional goals.

*The Renowned Interior Designer*

# Olivia Foster

25 | Interior Designer | San Francisco, CA



- A. Habitat stability
- B. Long-term Impact
- C. Engagement with their community

A: Olivia specializes in designing luxurious and upscale interiors for high-end residential properties, **catering** to affluent homeowners who desire extravagant living spaces.

A: She prioritizes creating extravagant designs. **As** she sees luxury interior design as a symbol of prestige and social status.

B: Olivia is more interested in showcasing her portfolio of extravagant interior designs in upscale magazines and luxury home tours. **Because** it elevates her reputation

B: She believes that luxury homes should showcase luxury **to** reflect the lifestyle and status of their affluent owners.

C: Olivia spends her time networking with wealthy homeowners, attending exclusive design events, and collaborating with upscale furniture and decor suppliers **to** maintain her brand's reputation for luxury.

C: She prioritizes expanding her clientele among the elite circles of society, **because** she wants to establish a name in the competitive world of high-end interior design.

04

# Brand Grid

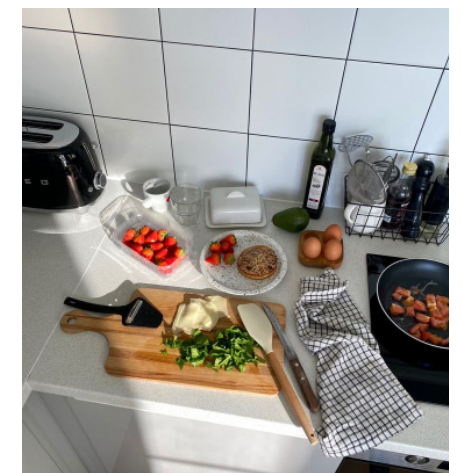
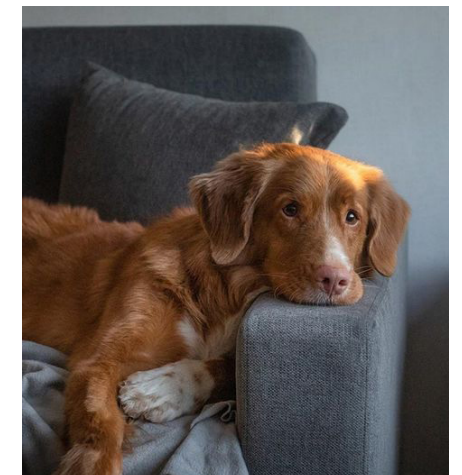
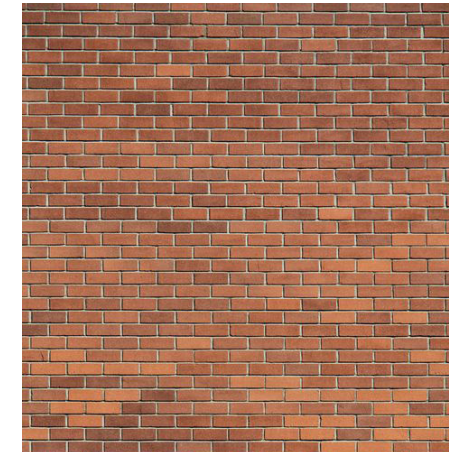
04

**Brand Grid**  
Present  
Future



## CURRENT BRAND GRID

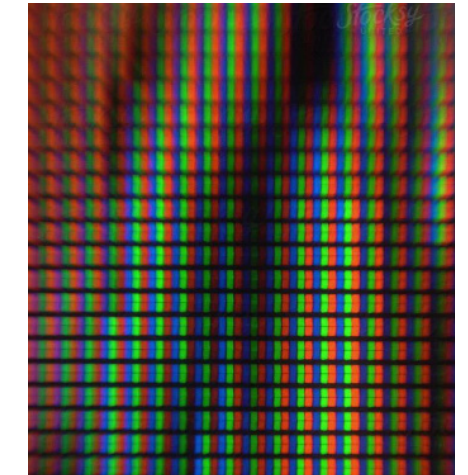
Habitat for Humanity's Brand Grid offers a concise visual representation of its unique personality and identity, capturing its commitment to community, resilience, and empowerment in a glance



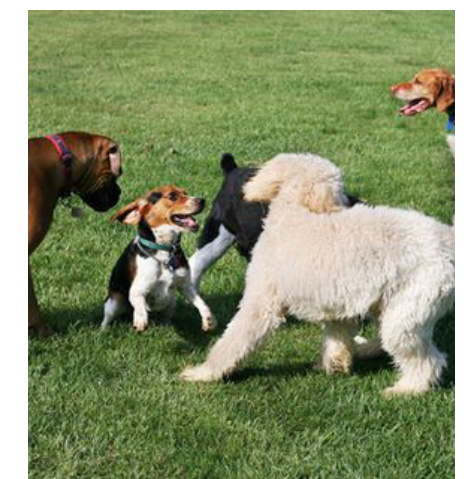


## FUTURE BRAND GRID

Emphasizing empowerment and community enhancement, the grid showcases Habitat's dedication to leveraging technology for a brighter, more connected future



**HABITAT for HUMANITY**



# Competitors

## Competitors

Current

Adjacent

Aspirational

Brand Attributes

## CURRENT COMPETITORS

Local housing initiatives and non-profit organizations, are competitors for Habitat for Humanity by providing affordable housing options for underserved communities.



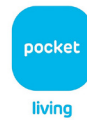
### GREAT PLACES

The goal of Great Places Housing Group is to make life better for the 25,000 residents who live in our properties throughout Yorkshire and the North West.



### CLANMIL HOUSING

Building, maintaining, and managing houses where people are pleased to live and raise their families is the mission of Northern Ireland-based social company Clanmil Housing.



### POCKET

The goal of Pocket Living is to help Londoners with middle-class incomes climb the property ladder.



### ALL HANDS AND HEARTS

They are a group dedicated to providing for the short- and long-term needs of disaster-affected communities around the world in an effective and efficient manner.



### ENTERPRISE COMMUNITY

The three main objectives of Enterprise are to enhance racial justice, expand the supply of housing, and foster resilience and upward mobility.



### VIVID

People are receiving all the assistance they need to get through the cost-of-living problem. They make community investments, deal with the South's affordable housing crisis, and construct the ideal kind of dwellings to satisfy societal demands.



### NHP FOUNDATION

The foundation of NHPF's profitable portfolio of development transactions for affordable housing is over thirty years of strong coordination among our financial and other partners as well as within our divisions.



### LONGHURST

One of the top housing organizations in the Midlands and East of England, they work to better the lives of their clients and the communities they serve by offering much-needed houses and essential support services.



### CONIFER

Conifer is a full-service real estate corporation with a national reputation that specializes in the design, building, management, and ownership of superior, reasonably priced home communities.



### THE GUINNESS PARTNERSHIP

Their purpose is to make people's lives better and to open doors for them. They achieve this by offering a large number of well-built residences, as well as the care and housing services their clients require.

## ADJACENT COMPETITORS

Habitat for Humanity adjacent competitors are those that help people in need, with other resources than housing.



### GROW NYC

GrowNYC is a top 501(c)(3) environmental nonprofit organization in New York City today, serving over 3 million residents by offering vital sustainability services and working to improve the city's quality of life.



### MERCY CORPS

They provide access to wholesome food, clean water, improved economic possibilities, and more peaceful tomorrows for people all around the world.



### TOMS

Every coffee bag you buy from TOMS will give someone in need a week's worth of clean water. By collaborating with Water for People, TOMS can ensure that the communities that supply the beans are also the ones receiving their fair share, thereby promoting economic growth.



### LOVE YOUR MELON

Every Love Your Melon product purchase generates \$1, which is donated to nonprofits that lead the global effort to combat pediatric cancer. Since October 22nd, 2012, they have made it their mission to enhance the lives of children who are battling cancer.



### UNITED BY BLUE

There is already enough trash in the world. They maintain things tidy and approach all we do with a zero-waste mentality. However, they do get their hands a little dirty—they remove one pound of environmental waste for each product they buy.



### YOوبي

Yoobi will provide a school supply item to a child in need in the United States for each item purchased.



### TENTREE

It is estimated that the apparel sector produces 10.5 million tonnes of waste annually. Tentree is assisting in keeping part of it out of landfills and protecting vital resources like water. They demonstrate to the world that sustainability can and should be as simple as putting on a t-shirt by planting trees for each item purchased.



### PURA VIDA BRACELETS

Pura Vida, which translates to "pure life" in Spanish, is an online store that offers handcrafted bracelets and other accessories from all around the world. They collaborate with nonprofits and provide a portion of their earnings to different causes.



### DOCTORS WITHOUT BORDERS

A medical humanitarian aid organization that provides emergency medical assistance in areas affected by natural disasters, epidemics, and conflicts.



### BOMBAS

Bombas is a firm that offers underwear, t-shirts, socks, and other items. For each pair that is sold, they provide another pair to those who are homeless. They also focus on initiatives to give impoverished areas access to clean water.



## ASPIRATIONAL COMPETITORS

As we are creating an app to help people, Habitat for Humanity future competitors are those that help people through a more direct way.



### BETTER HELP

It is currently the biggest therapeutic service in the world, offering individualized, cost-effective, and skilled therapy in an easy-to-use online format.



### NEXTDOOR

It is the gathering spot for locals, where they greet visitors, trade advice, and learn about events taking place in the community.



### MEETUP

Meetup is a website that helps users connect with like-minded people in their local communities by organizing offline group meetings and events around common interests, pastimes, or issues.



### NEIGHBORLY

Using a platform called Neighborly, residents and nearby companies can interact to strengthen neighborhoods, promote neighborhood projects, and develop partnerships.



### BE MY EYES

With the help of the software Be My Eyes, sighted volunteers may assist blind and visually impaired people with activities in real-time and create a supportive community by setting up live video conversations.



### VOLUNTEERMATCH

VolunteerMatch is a platform that facilitates meaningful engagement and community involvement by matching volunteers with charity organizations and opportunities for community service based on their geography, interests, and skill set.



### SHARE THE MEAL

The United Nations World Food Programme created the ShareTheMeal smartphone app, which enables users to give to feed hungry children worldwide and promotes a global community working together to end hunger.



### CHARITY MILES

Through walking, jogging, or bicycling, users of the fitness tracking software Charity Miles may raise money for charitable causes, promoting a sense of community around health and giving back.



### CRISIS TEXT LINE

A nonprofit group called Crisis Text Line offers free text-based crisis support around-the-clock. It links people experiencing a crisis with qualified crisis counselors who offer sympathetic listening and support, creating a community of support for those in need of emergency care.



### UPWORTHY

A media company called Upworthy gathers and disseminates motivational tales, films, and other content centered around social good and constructive change. It does this by showcasing positive stories and motivating people to talk about social justice, equality, and empathy. This creates a feeling of community.

## BRAND ATTRIBUTES

### 5. RELEVANT / GOOD / POSITIVE

Community - centric  
Sustainable  
Empowering  
Innovative  
Compassionate

### 5. BANCKRUPT / STALE / NEGATIVE

Outdated  
Inefficient  
Charity  
Fragmented  
Unsustainable

### 5. NEUTRAL

Diverse  
Accessible  
Functional  
Reliable  
Flexible

### 5. YOUR BRAND HOPES TO (OR CAN CLAIM TO) "OWN"

Community  
Empowerment  
Sustainability  
Homeownership  
Collaboration

