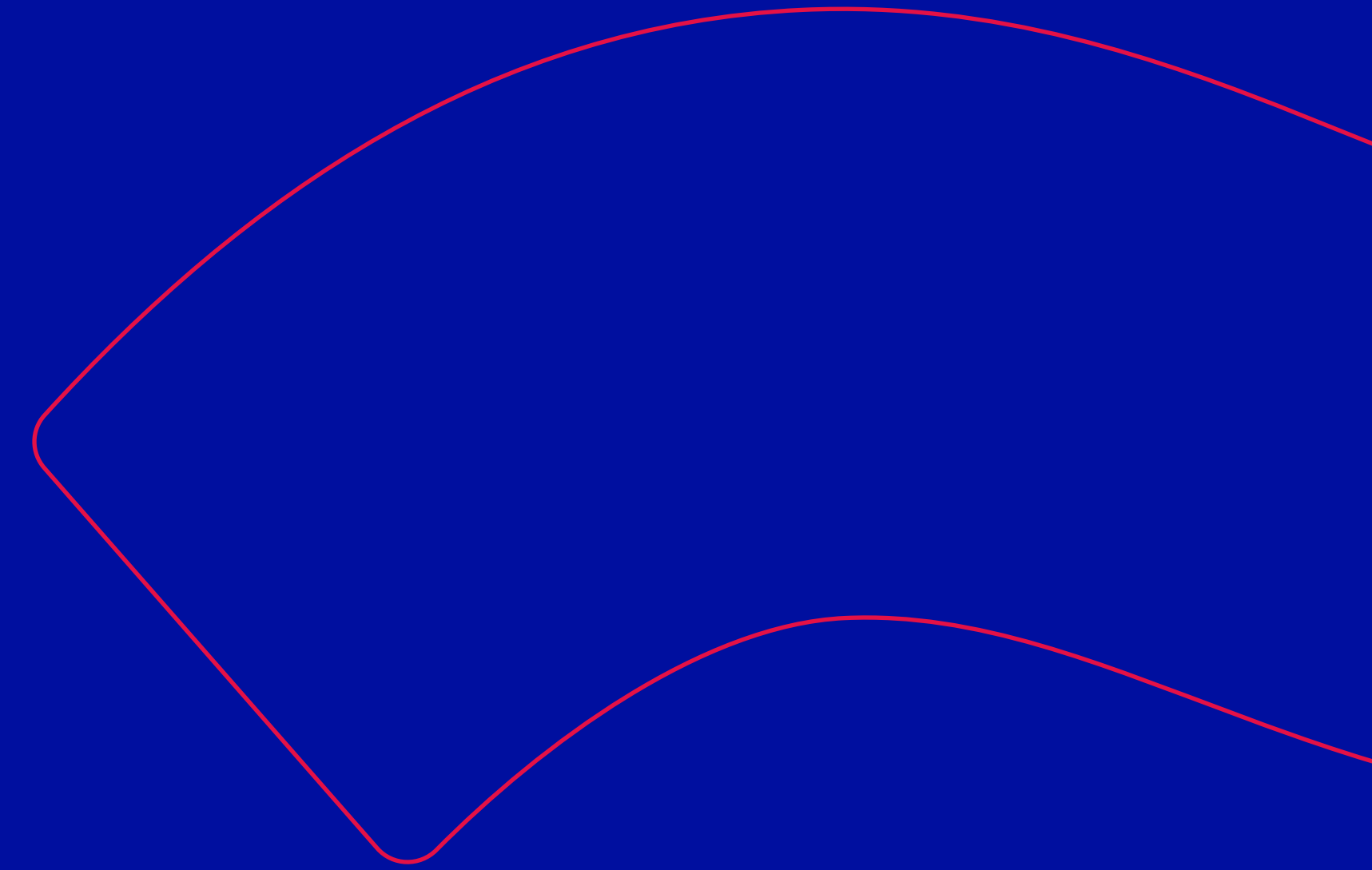




HISPANIC HERITAGE MONTH 2022

Brand book



This brand book is intended to be a guide to understand the proper use of graphics and logos for Hispanic Heritage Month 2022 assets. Colors, typographies and applications are examples of good practices for a solid and unified communication.

** All the materials included in this brand book, including the Hispanic Star logo are intended for non-commercial use only.*

TONE OF VOICE

Optimistic

Action-oriented

Inspiring

Trustworthy

Non-political





The star unites us
towards a common goal



As Hispanics we know our language
makes us unique

HISPANIC STAR

One symbol to unite us all.

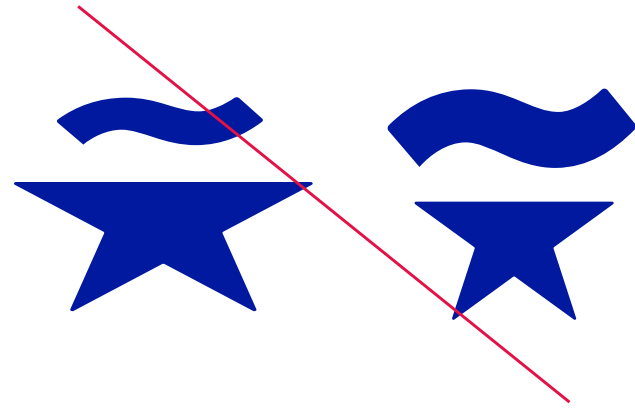


The Hispanic Star will be used to showcase the huge contributions of the Hispanic Community to the U.S., not only as an integral part of the American culture, but also as an undeniable force in shaping its future.

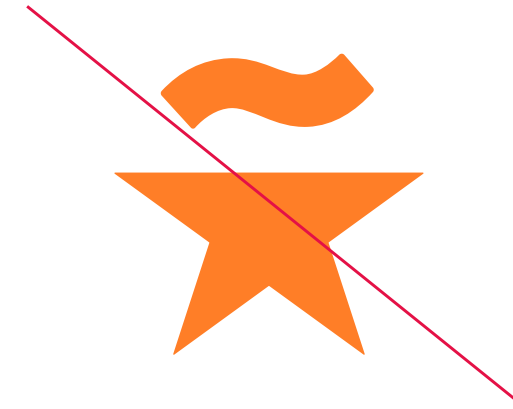
Download brand material [here](#)

DONT'S

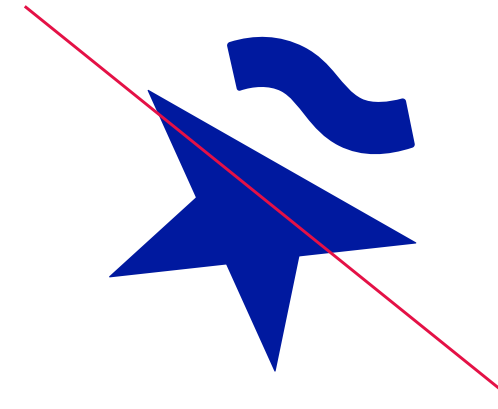
1. Don't change parts & proportions of the Hispanic Star



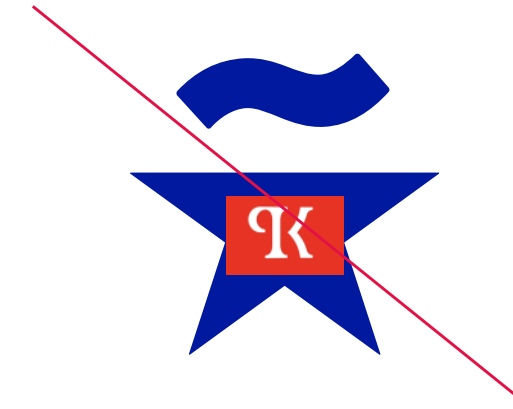
2. Don't change color of the Hispanic Star when using as logo (White & black excluded)



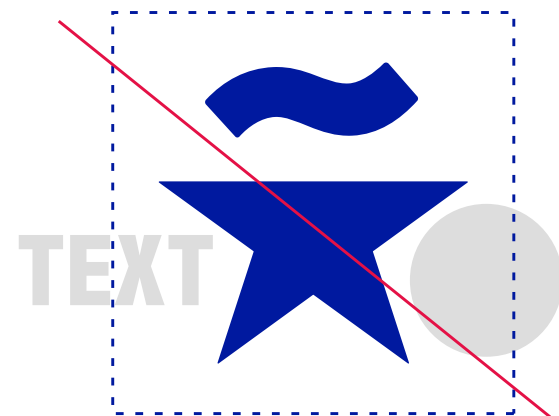
3. Don't apply the Hispanic Star at an angle



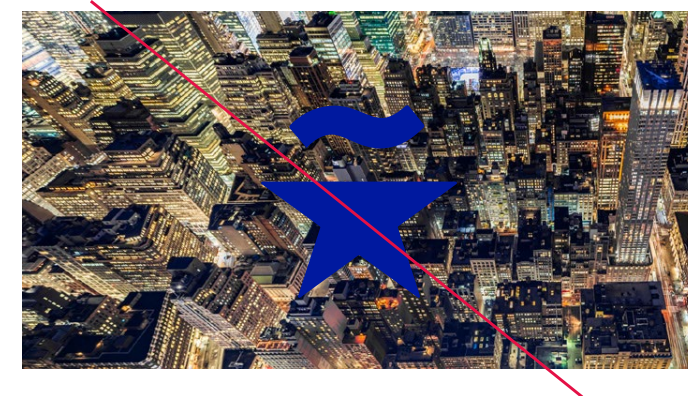
4. Don't place element inside the Hispanic Star



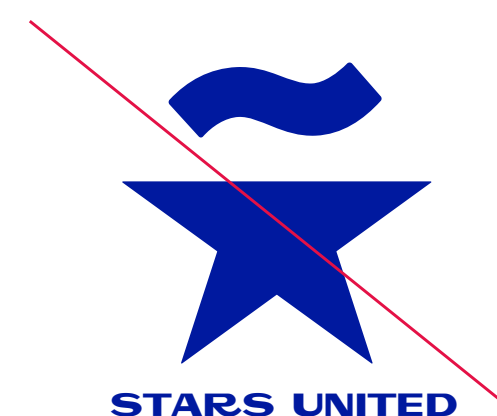
5. Don't place elements within the Hispanic Star safe zone



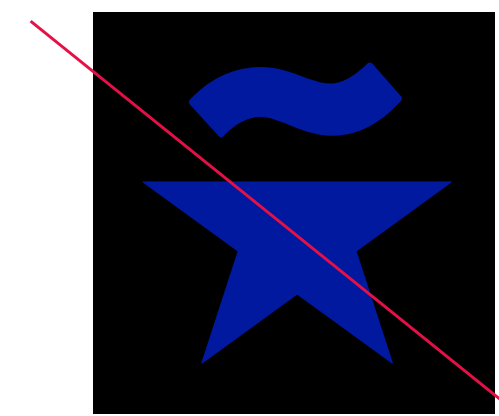
6. Don't place the Hispanic Star on a busy background



7. Don't change the tagline of the Hispanic Star

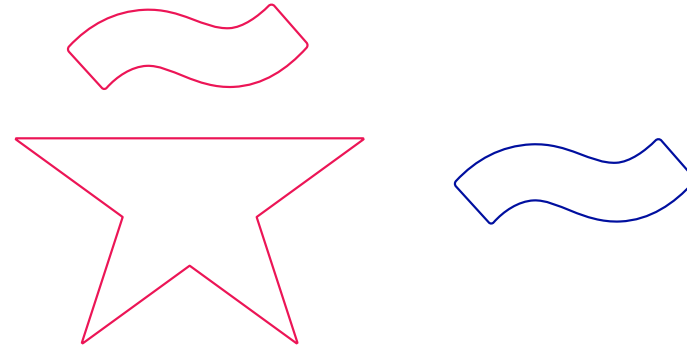


8. Don't use the blue version of the logo on dark or similar backgrounds

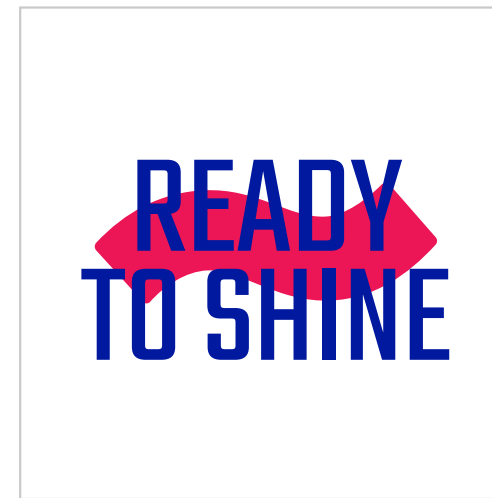


DO'S

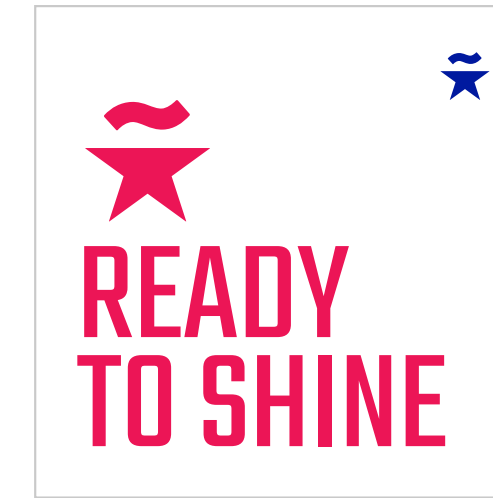
1. Use the outline of the Hispanic Star as visual element



2. Use the Hispanic Star wave as visual element



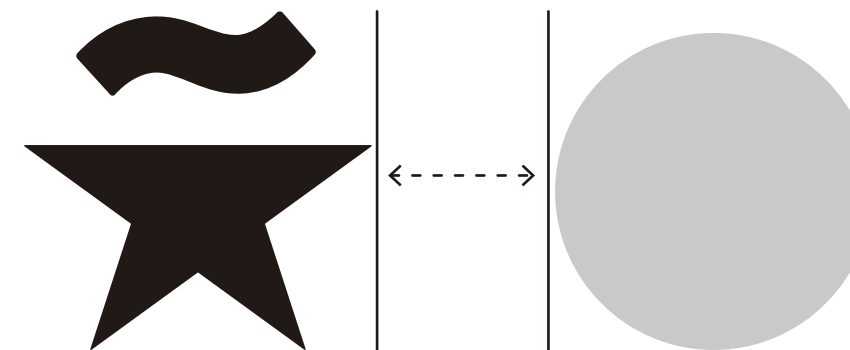
3. The Star can be used in Solar Red only when used as visual element, not logo



4. Use the white version logo on dark or similar backgrounds



5. Leave a considerable space when using other logos



TYPOGRAPHY

TEKO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

IBM Plex Sans

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The Hispanic Star typography system is divided into three different font families. Teko Regular will be used as the main typeface for our headlines, Polsku serves as the typeface for subtitles and special applications, and IBM Plex for body copy.

Download fonts [here](#)



HISPANIC STAR BRAND COLORS

The Hispanic Star color palette is a vibrant reinterpretation of classic American colors. The more vivid tints reflect the energy and festivity of the Hispanic population of the United States.



Blue 072C
C:100% M:90% Y:12 K: 2
#000f9f



Solar Red 1787U
C:0% M:100% Y:54% K: 0%
#ec1556



HISPANIC HERITAGE MONTH COLORS

This color palette is vibrant and eye-catching.
It's a combination aimed to reflect that the Hispanic culture is alive in the U.S. now more than ever.



Hispanic Star Blue
C:100% M:90% Y:12% K: 2%
#000f9f



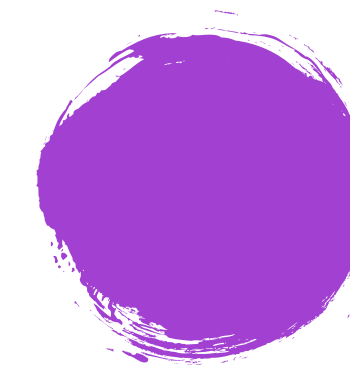
Solar Red
C:0% M:94% Y:44% K: 0%
#EA1F59



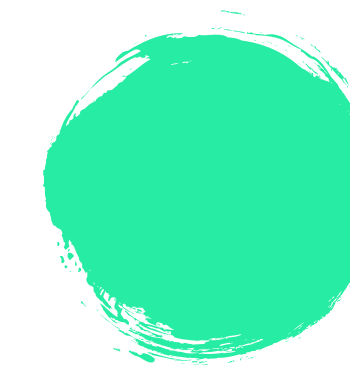
Typography Color
Black: C:100% M:60% Y:40% K: 40%
#000000
White: C:0% M:0% Y:0% K: 0%
#ffffff



R: 76 G:191 B: 227
C:63% M:1% Y:8% K: 0%
#4CBFE3



R: 162 G:65 B:209
C:58% M:76% Y:0% K: 0%
#A241D1



R: 39 G:237 B:164
C:60% M:0% Y:52% K: 0%
#27EDA4



R: 82 G:197 B: 36
C:64% M:0% Y:100% K: 0%
#52C524



R: 255 G:208 B:59
C:0% M:22% Y:80% K: 0%
#FFD03B



R:253 G:86 B:47
C:0% M:79% Y:76% K: 0%
#FD562F



HISPANIC HERITAGE MONTH GRAPHICS



Concept

We are breaking through barriers
We are breaking through lack of opportunities
We are breaking through disparities
We are breaking through discrimination
We are breaking through old schemes

Graphic Translation

Iconic paper breakthrough visual
Vibrant color palette
Photos reflect the breakthrough generation
Headlines qualify their features
Stickers enhance communication elements



HISPANIC HERITAGE MONTH TYPOGRAPHY

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

CHALK BRUSH

ABCDEFGHIJKLMNOPQRSTUVWXYZ

IBM Plex Sans

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The Hispanic Heritage Month Campaign typography system is divided into three different font families. Bebas Neue will be used as the main typeface for our headlines, Chalk Brush serves as the typeface for subtitles and special applications, and IBM Plex for body copy.

Download fonts [here](#)



HISPANIC HERITAGE MONTH ICONS

1. Hispanic Star Sticker



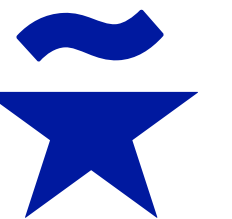
2. Hispanic Heritage Month Sticker



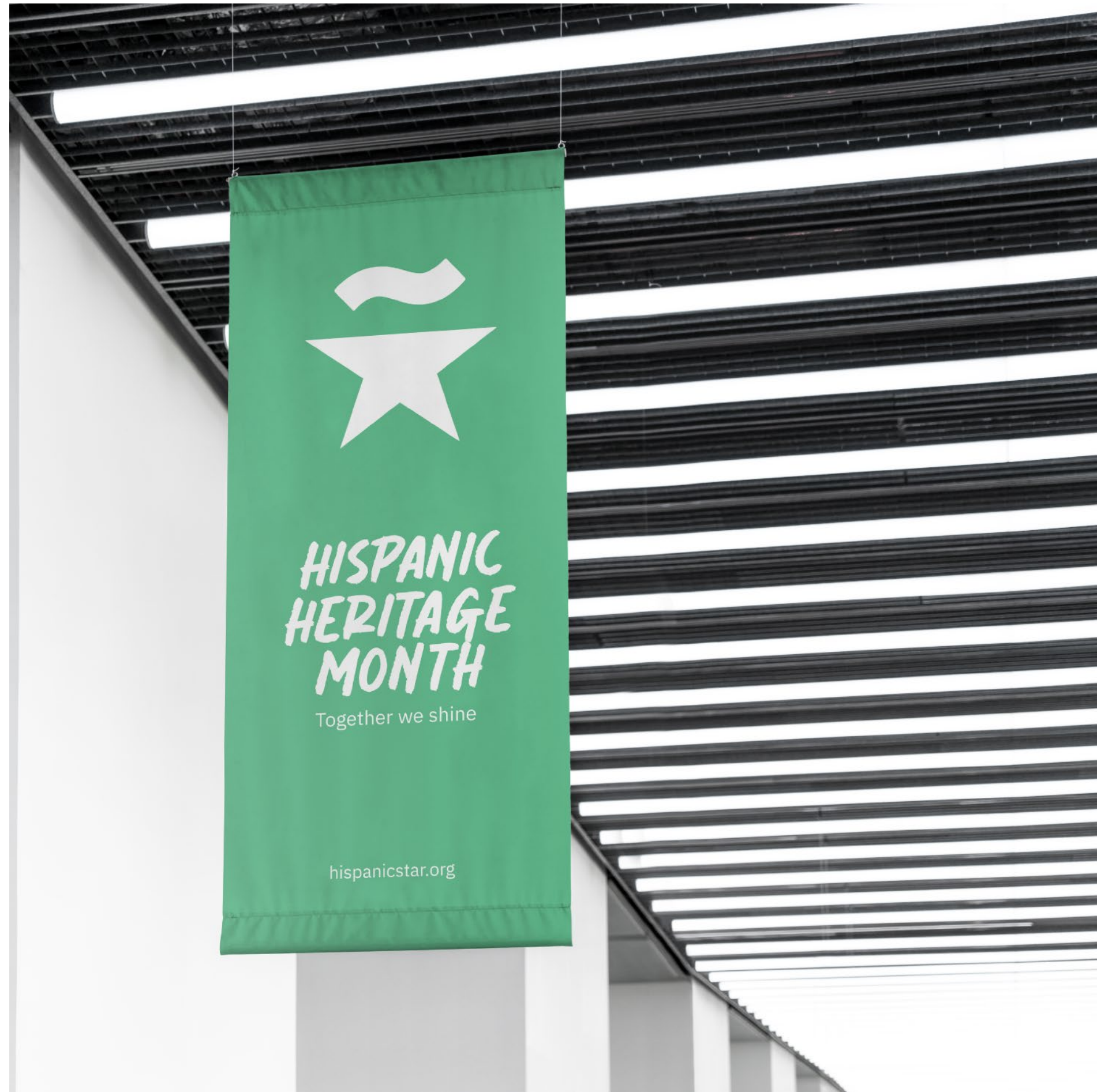
3. Breakthrough Generation Sticker
(Brush Color, may vary according to official Color Palette)



HISPANIC HERITAGE MONTH APPLICATIONS



HISPANIC HERITAGE MONTH APPLICATIONS



HISPANIC HERITAGE MONTH APPLICATIONS



We're the largest minority in the country and the 8th largest global economy.
We're 100% Hispanic and 100% American.

#THEBREAKTHROUGH GENERATION



SABÍAS QUE

El 20% de todas las inscripciones universitarias en los Estados Unidos provienen de estudiantes Latinos (casi 3 millones).

Source: Latitude Fact Book

WE ARE THE BREAKTHROUGH GENERATION



**THIS IS OUR TIME,
LET'S MAKE IT TOGETHER**



TOGETHER WE SHINE.

For more info go to: www.hispanicstar.org/hispanic-heritage-month/
Did we miss anything? Reach us at info@hispanicstar.org