




HISPANIC STAR

This brand toolkit is intended to be a guide to understand and apply **The Hispanic Star** campaign. Colors, typographies, applications and overall assets are examples of good practices for an impeccable communication of the campaign.

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

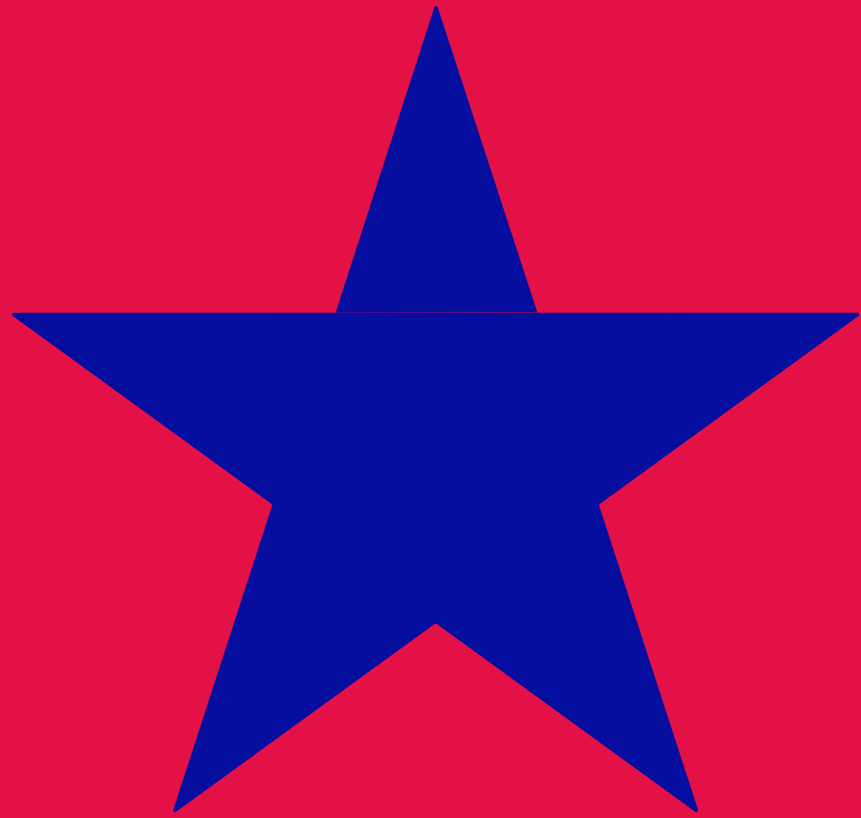
BRANDBOOK



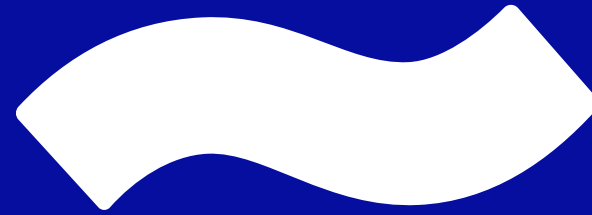
The Hispanic Star will be used to showcase the huge contributions of the Hispanic Community to the U.S., not only as an integral part of the American culture, but also as an undeniable force in shaping its future.

HISPANIC STAR

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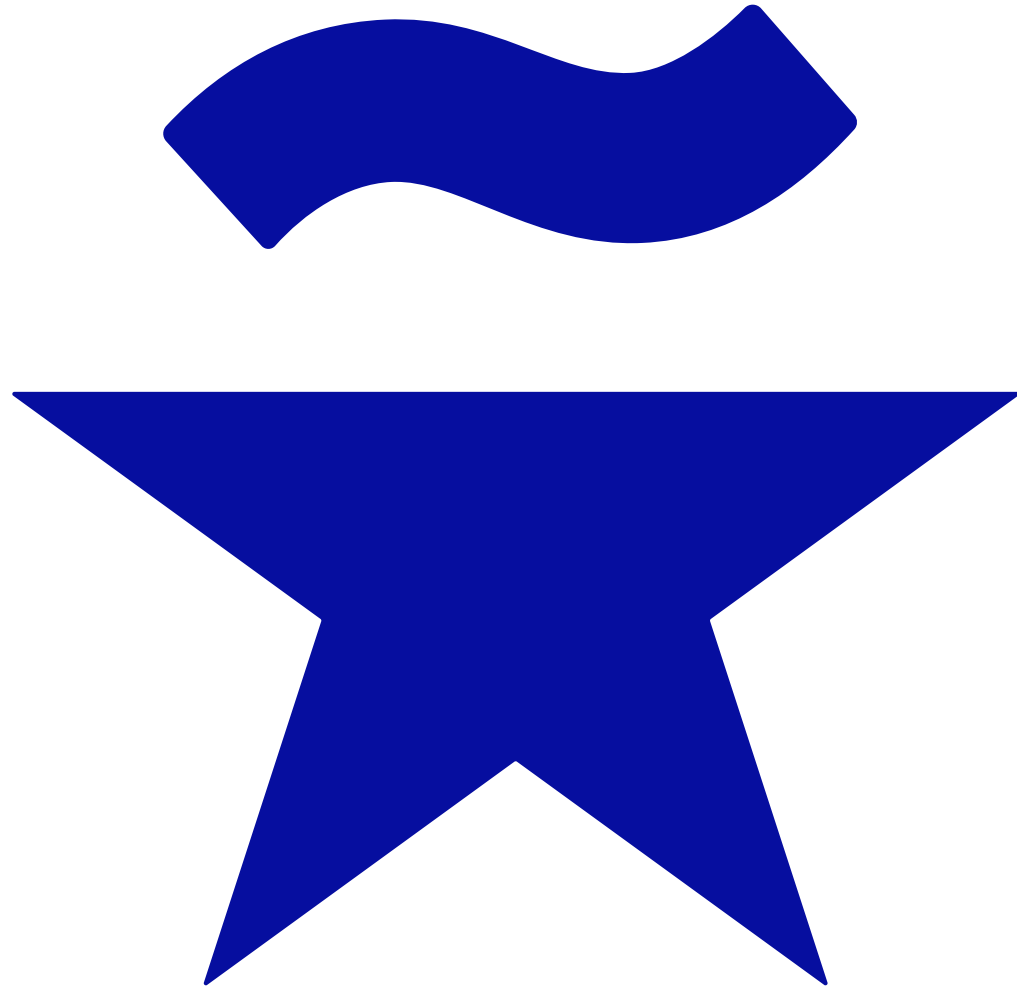


The star unites us
towards a common goal



As Hispanics we know our language
makes us unique

**WHAT HAPPENS
WHEN WE BRING
BOTH SYMBOLS
TOGETHER?**



HISPANIC STAR

One symbol to unite us all.



TONE OF VOICE

YES ✓

Welcoming
Inspiring
Positive
Apolitical
Promoters of equality

NO ✗

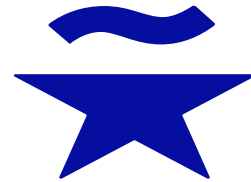
Alienating
Reproachful
Resentful
Partisan
Suggesting superiority



Hispanic Star

DON'TS

1. Don't warp or change proportions of the Hispanic Star



2. Don't alter the composition on the Hispanic Star



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



4. Don't remove parts of the Hispanic Star



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



6. Don't use the Hispanic Star as a logo lock-up





TYPOGRAPHY

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.

IBM Plex font family

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TEKO REGULAR ALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

POLSKU

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ

abcdefghijklmnopqrstuvwxyz



COLOR

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

C100 M90 Y12 K2
#000f9f

Solar Red 1787U

C0 M100 Y54 K0
#ec1556

Profundo Blue 280C

C100 M89 Y34 K22
#002169

Rojo Red 032U

C10 M100 Y67 K0
#d71d49

Celeste Blue 277U

C37 M0 K0 Y7
#9fdae9

Puro White

C0 M0 K0 Y0
#ffff f