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.
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.

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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?
One symbol to unite us all.
# TONE OF VOICE

<table>
<thead>
<tr>
<th>YES ✓</th>
<th>NO ✗</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcoming</td>
<td></td>
</tr>
<tr>
<td>Inspiring</td>
<td></td>
</tr>
<tr>
<td>Positive</td>
<td></td>
</tr>
<tr>
<td>Apolitical</td>
<td></td>
</tr>
<tr>
<td>Promoters of equality</td>
<td></td>
</tr>
<tr>
<td>Alienating</td>
<td></td>
</tr>
<tr>
<td>Reproachful</td>
<td></td>
</tr>
<tr>
<td>Resentful</td>
<td></td>
</tr>
<tr>
<td>Partisan</td>
<td></td>
</tr>
<tr>
<td>Suggesting superiority</td>
<td></td>
</tr>
</tbody>
</table>
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
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  
abcdefghijklmnopqrstuvwxyz  

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz
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.