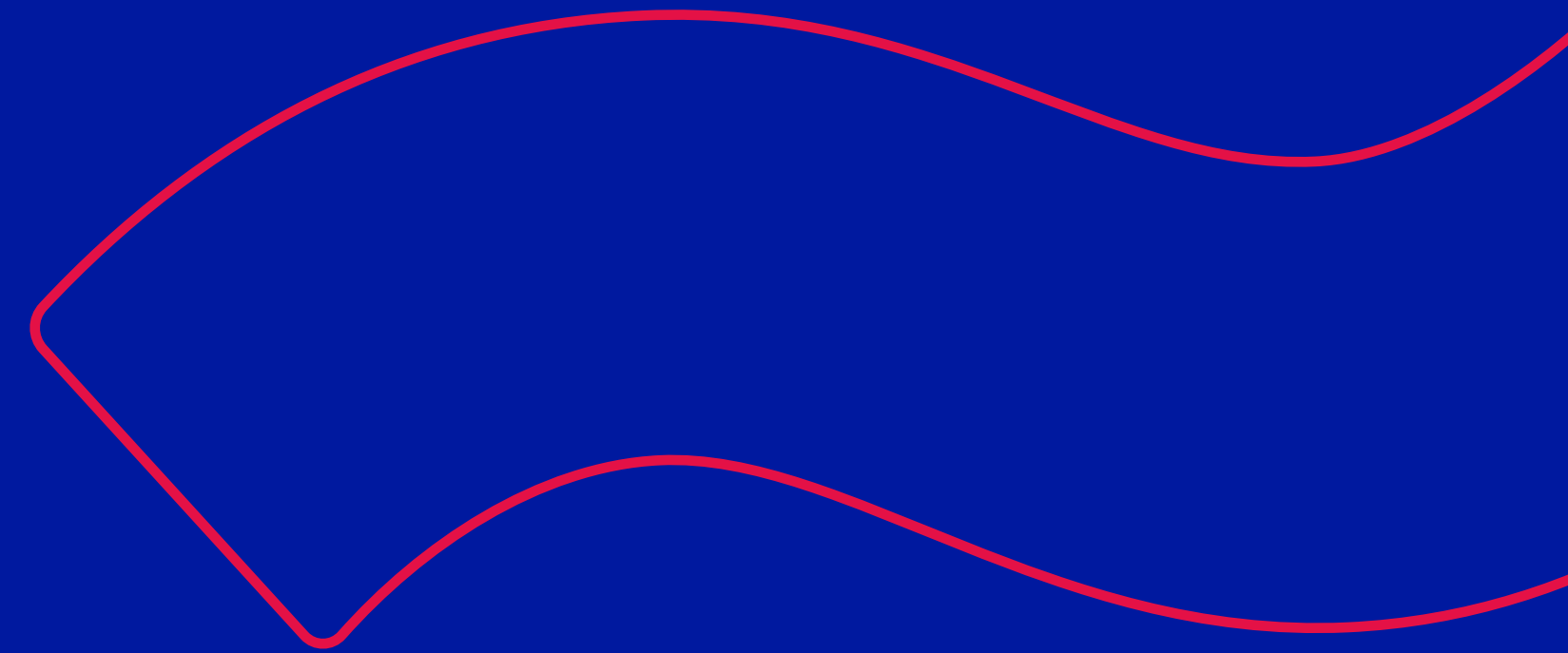




HISPANIC STAR TRADEMARK GUIDELINES

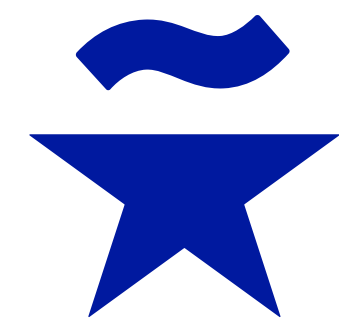


The We Are All Human Foundation is a registered 501(c)3 non-profit devoted to advancing equity, diversity and inclusion.
The HISPANIC STAR, a trademark owned by We Are All Human, is a brand that symbolizes Latino empowerment, unity and pride.



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MISSION STATEMENT AND BRAND GOALS

The HISPANIC STAR is a symbol to unify all Latinos and to showcase their positive contributions to the country. Our brand goal is the bedrock of our brand design of the HISPANIC STAR trademark which was established to serve as our visual identity in within the Latino community as well as amongst our stakeholders and our third party affiliates.

With that in mind, we are committed to using our trademark and shaping our brand design standards in the interest of: (1) protecting and enforcing our trademark assets and overall brand value;

and (2) establishing trust within our community and third party relationships through clear and consistent use of our brand design. However, we cannot do this alone and require that all employees, affiliates, and licensees report any infringing use of the HISPANIC STAR trademark; maintain documents and records demonstrating the use and promotion of the mark; and use the mark in accordance with the trademark guidelines herein.



USE OF THE TRADEMARK AND TRADEMARK NOTICES

I. Trademark Uses:

A. INFORMATIONAL PURPOSES

Informational uses are those that are primarily illustrative, non-commercial, and not intended to raise funds. The We Are All Human Foundation permits use of the HISPANIC STAR trademark, name, and logo for such informational purposes.

B. FUNDRAISING PURPOSES

Fundraising uses are those that are intended to raise resources to cover the costs of activities in support of the advancement of the Hispanic community. The HISPANIC STAR trademark, name, logo and further applications of the brand may be used for such fundraising purposes, but only with prior permission from the We Are All Human Foundation and with the execution of an appropriate trademark license agreement.



The HISPANIC STAR trademark, name, or logo must be used in their entirety only for fundraising purposes. When pairing your entity's logo with the HISPANIC STAR trademark, name, or logo, addition to the requirements under "General Information", your entity's logo must be given preeminence vis-à-vis the HISPANIC STAR trademark, name, or logo.

Requests to use the HISPANIC STAR trademark, name, or logo for fundraising purposes must be addressed to hispanicstar@weareallhuman.org cc claudiaromoedelman@weareallhuman.org with the subject line "HISPANIC STAR LOGO/ICON REQUEST" in all capital letters. Requests should explain how the proposed use would align with the spirit and objectives of the HISPANIC STAR and the requirements set out in these trademark guidelines. DEI business practices and the use of diversity in vendors must also be clearly demonstrated in the request.

DEI business practices and the use of diversity in vendors must also be clearly demonstrated in the request.

Should such permission be granted, an appropriate licensing agreement must be executed before your entity can begin using the HISPANIC STAR trademark, name, logo and further applications of the brand for fundraising purposes.

C. COMMERCIAL USE

Commercial uses are those by for-profit entities or on commercial or promotional merchandise and/or products in order to promote the HISPANIC STAR trademark, name, logo and further applications of the brand to a wider audience, and may be permitted with prior written permission from the We Are All Human Foundation and with the conclusion of an appropriate trademark license agreement.

Requests to use the HISPANIC STAR trademark, name, logo and further applications of the brand for commercial purposes must be addressed to hispanicstar@weareallhuman.org cc claudiaromoedelman@weareallhuman.org with the subject line "HISPANIC STAR LOGO/ICON REQUEST" in all capital letters.



Requests should explain how the proposed use would align with the spirit and objectives of the HISPANIC STAR brand and the requirements set out in these guidelines. DEI business practices and the use of a diverse workforce must also be clearly demonstrated in the request. Any requests to use the HISPANIC STAR trademark, name, logo and further applications of the brand on promotional merchandise and/or products must stipulate specifically how such merchandise or products are aligned with the HISPANIC STAR brand. Should such permission be granted, an appropriate licensing agreement must be executed before your entity can begin using the HISPANIC STAR trademark, name, or logo for any purpose.

Commercial, fundraising: restricted to pre-written approval of WAAH. Licensing deals for companies with WAAH are possible. Any commercial or non-commercial use of the brand should be approved by a representative of the We Are All Human Foundation.

II. Use of Trademark Symbols and Trademark Notices:

The first mention of HISPANIC STAR (or any other key brand or logo) in a publication, website or promotional item should, whenever possible, include the “TM” superscript symbol prior to registration and the “circle-R” symbol (®) after registration.

Also, the following trademark notice should appear at the bottom of webpages or marketing materials whenever possible: “HISPANIC STAR, the HISPANIC STAR LOGO, and [INSERT ANY OTHER MARKS] are trademarks of We Are All Human Foundation, a 501(c)3 organization.”

Trademarks are not nouns and should never be used as such. The HISPANIC STAR mark should never be used as a noun or a verb and never in the possessive form. The HISPANIC STAR mark may be used as an adjective followed by a generic term or descriptor.



Also, a call-to-action (CTA) should be included at the bottom of a website or in the footer or on the back page of marketing materials. The text of the call-to-action can be adapted based on the context. Examples: For further information, visit: hispanicstar.org or: Learn more at hispanicstar.org

SPECIAL CONSIDERATIONS:

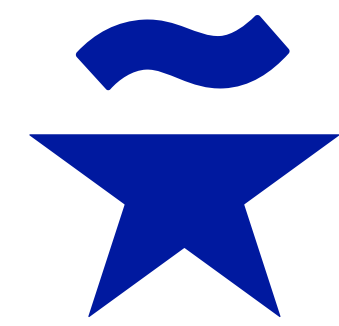
- The HISPANIC STAR trademark and logo should not be altered or amended in any way without prior written permission.
- The HISPANIC STAR trademarks should not be used as your domain name or as part of your domain name without written permission.
- The HISPANIC STAR trademarks should not be used as part of your product name or incorporated into a company's logos or designs.
- When possible, include that the Hispanic Star is powered by the We Are All Human Foundation.



REPRESENTATION AND ENDORSEMENT

Only licensed third parties may use the HISPANIC STAR mark and must do so in accordance with the trademark guidelines herein. No other third parties may use the HISPANIC STAR TRADEMARK to represent the brand or use any trademark or brand design character elements in a manner that creates a brand affiliation or otherwise without prior a written trademark license agreement with the We Are All Human Foundation.





SCOPE AND DURATION OF TRADEMARK LICENSES

All trademark license agreements must clearly state: (1) the scope of use of the HISPANIC STAR trademarks (including without limitation, the intended purpose(s) of the license; how the mark may be used and incorporated into third party products and materials; and where it may be used physically and/or digitally); and (2) the permitted duration of use (the term of the agreement and/or use period).

All trademark license agreements are reviewed on a yearly basis unless otherwise determined by the We Are All Human Foundation.



The We Are All Human Foundation does not assume any responsibility or liability for the activities of your entity, including with respect to any fundraising or commercial use of the Logo or any related properties. The HISPANIC STAR trademark and brand elements may not be reproduced for the purpose of self-promotion, or for obtaining any personal financial gain.

Any fundraising and commercial use must only be undertaken following the execution of a written trademark license agreement with the We Are All Human Foundation as outlined in this guide, and all such use is subject to the terms and conditions of the applicable trademark license agreement.

The We Are All Human Foundation does not authorize and will not assume any responsibility or liability arising from the use of the HISPANIC STAR trademark translated into other languages.



Please send any requests for commercial and fundraising use as per the instructions above, with the subject line “Hispanic Star LOGO/ICON REQUEST” in all capital letters, to:

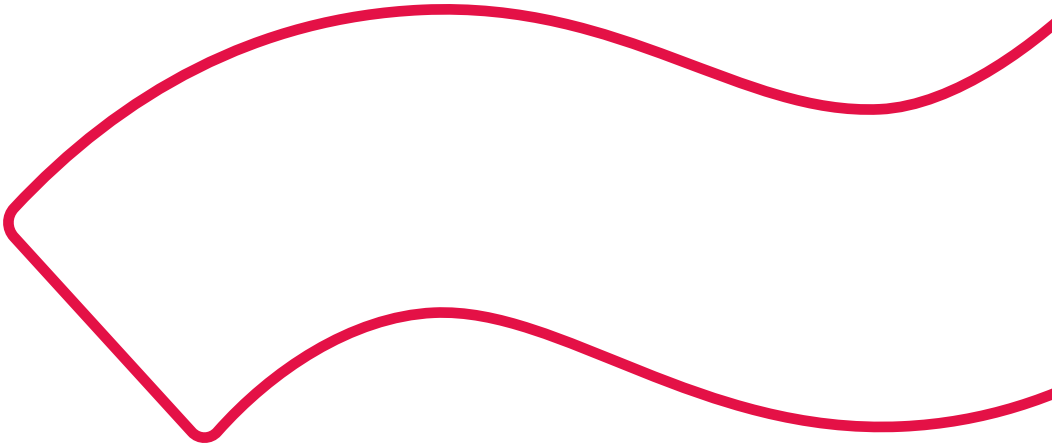
We Are All Human, 240 Centre Street, 5-H, 10013 NYC.

hispanicstar@weareallhuman.org

cc claudiaromoedelman@weareallhuman.org



BRAND GUIDELINES



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

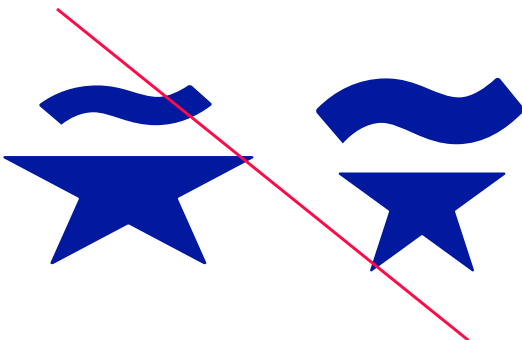
The Hispanic Star color palette is a vibrant reinterpretation of classic American colors. The more vivid tints reflect the energy and festivity of the Hispanic population of the United States.

<div>Blue 072C</div> <div>C100 M90 Y12 K2 #000f9f</div>	<div>Solar Red 1787U</div> <div>C0 M100 Y54 K0 #ec1556</div>
<div>ProfundoBlue 280C</div> <div>C100 M89 Y34 K22 #002169</div>	<div>Rojo Red 032U</div> <div>C10 M100 Y67 K0 #d71d49</div>
<div>Celeste Blue 277U</div> <div>C37 M0 K0 Y7 #9fdae9</div>	<div>Puro White</div> <div>C0 M0 K0 Y0 #ffffff</div>

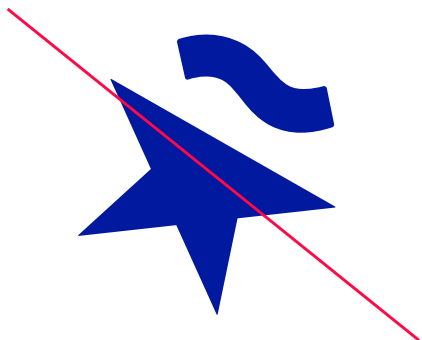
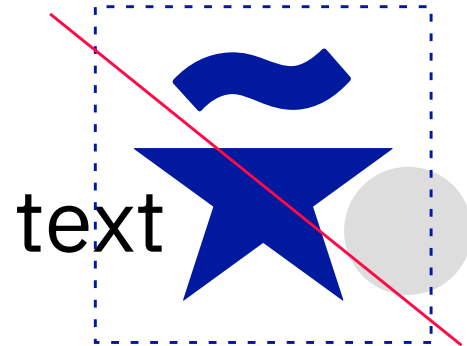


1. Don't change parts & proportions of the Hispanic Star
2. Don't change color of the Hispanic Star when using as logo (White & black excluded)
3. Don't apply the Hispanic Star at an angle
4. Don't place element inside the Hispanic Star

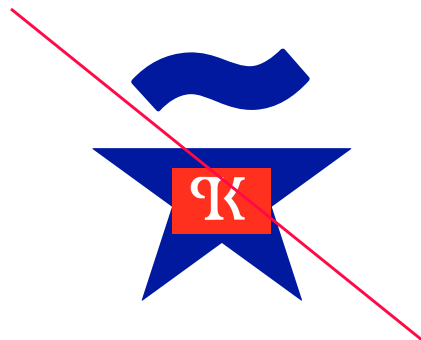
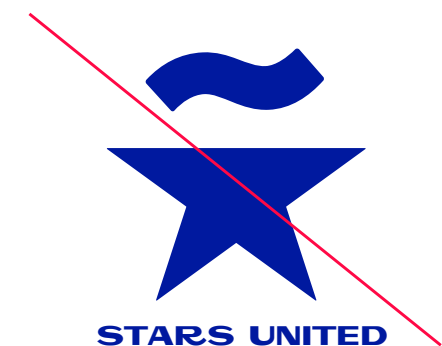
DON'TS



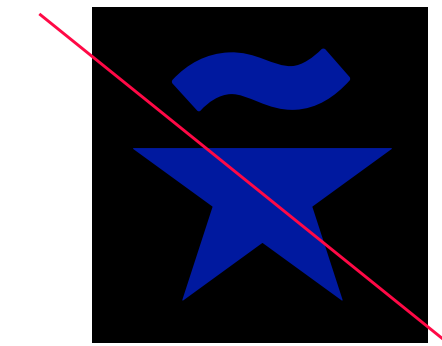
5. Don't place elements within the Hispanic Star safe zone
6. Don't place the Hispanic Star on a busy background



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

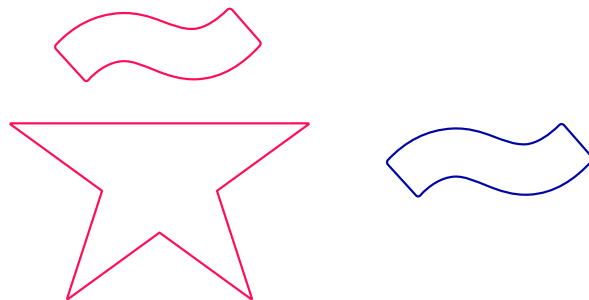


Hispanic Star 2022

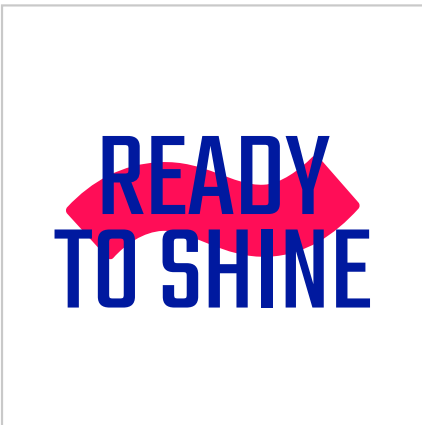


DO'S

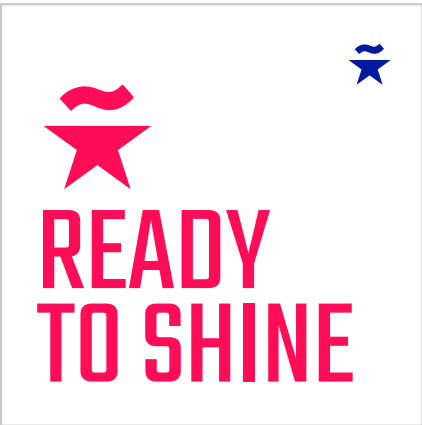
1. Use the outline of the Hispanic Star as visual element



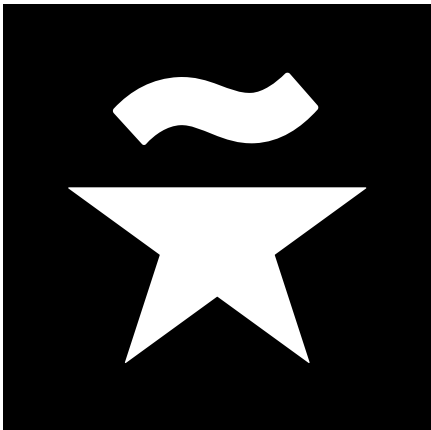
2. Use the Hispanic Star wave as visual element



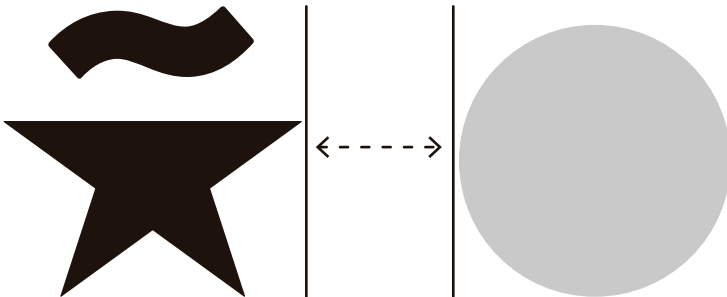
3. The Star can be used in Solar Red only when used as visual element, not logo



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



5. Leave a considerable space when using other logos





HISPANIC STAR