



visual guidelines

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Who we are Founded in 1990, Hispanic Federation (HF) works to empower and advance the Latino community and its institutions through programs, advocacy, grantmaking, and capacity building. The largest Latino umbrella organization in the nation, the Federation collaborates with a network of 500 nonprofits in 41 states, Puerto Rico, and the District of Columbia. HF's greatest strength lies in its deep roots in Latino communities and relationships with grassroots leaders, nonprofits, public officials, policymakers, media, small business owners, and private sector leaders. Headquartered in New York City, HF has regional offices in seven states and territories, and programs and services that span more than threequarters of the U.S.

Our Brand

The Hispanic Federation (HF) brand is vibrant, authentic, and empowering, and has been designed to reach Latinos and address hispanic causes across the U.S. and Puerto Rico.

Our brand consists of the HF logo and the tagline: “Taking **Hispanic causes** to heart”

Hispanic Federation materials must include the HF logo (unaltered in any way). On promotional materials, the HF logo, the HF tagline and HF’s website: “hispanicfederation.org” must all be included. Please see HF templates.

Acceptable variations of logo with the tagline are shown here and variations of the logo are on the following pages.

Description of the HF logo, usage, placement—including alignment, size and spacing guidelines—also follow.

Please review carefully and contact Mario Colón with any questions at mcolon@hispanicfederation.org.



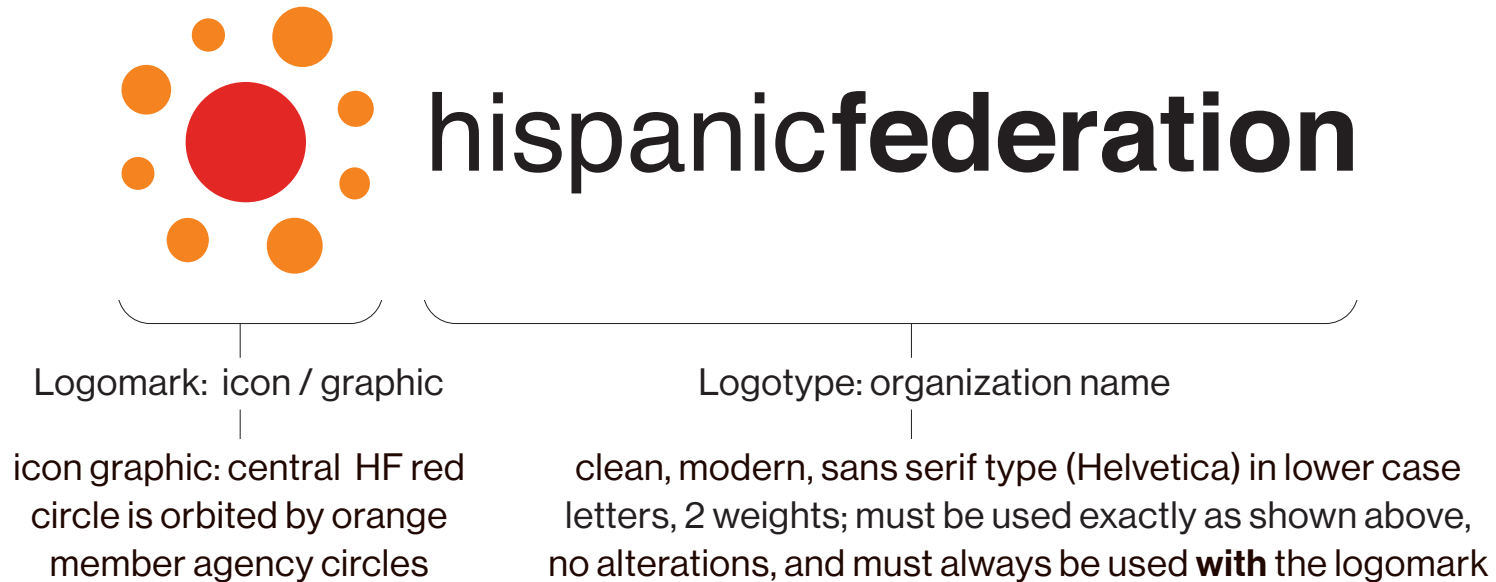
Taking **Hispanic causes** to heart
hispanic**federation**.org

Hispanic Federation (HF) logo and tagline
VARIATION – FOR SPECIFIC PROJECTS ONLY



Logo

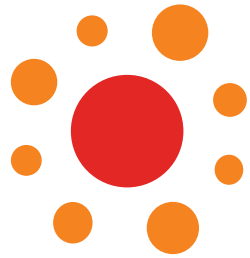
Hispanic Federation's logo is the most recognizable element of Hispanic Federation (HF)'s visual identity. The HF logo is the combination of the **Logomark** (icon / graphic) and the **Logotype** ("hispanic federation") which were carefully designed to appear in specific relationship to each other, and cannot be separated. The HF logo must always be used in approved formats and configurations:



Logomark | Color significance

The HF primary colors are red, orange and black, as used in HF's primary logo at right. For color guidelines and definitions, [see page 12](#).

HF Logomark / Icon: Significance



The HF logomark (icon / graphic) represents the HF network:

At the center, or core, the **red circle** signifies the central mechanism of Hispanic Federation both as a source of energy and support, and as the consensus builder within the network.

The **orange circles** surrounding the red circle represent the diversity of HF's member agencies, all oriented around the center, regardless of size or proximity, all relate to the center. In this way, the graphic connotes a galaxy system of member agencies orbiting the energy, warmth, inspiration and strength of the HF "sun" at its center.

The colors red and orange symbolize the vibrancy of Latine (a/o/x) culture. *Specifically >*



Red symbolizes action, strength, energy and passion. It draws attention and radiates powerful energy that motivates to take action.



Orange symbolizes enthusiasm, optimism and emotion. It exudes warmth and joy, uplifting emotional strength; it adds spontaneity and positivity and encourages social communication and creativity.

Logo | Primary & Secondary

The primary and secondary versions of the HF logo are shown below in full color (color with black type). Acceptable variations follow.

Primary Logo (horizontal)











Secondary Logo ("triangle")



The secondary logo is recommended for applications with a vertical orientation, when necessary.

Logo Variations

Variations of the HF logo have been created to optimize prominence and visibility for different uses:

	Primary (horizontal)	Secondary (triangle)
1 COLOR WITH BLACK TYPE		
2 COLOR WITH WHITE TYPE		
3 ALL WHITE		
4 ALL BLACK		

Logo Usage

To ensure visibility and integrity, the HF logo should always be displayed in a clear and consistent manner on all materials.

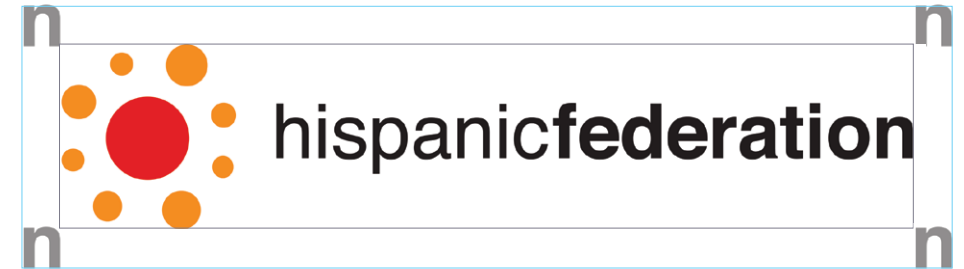
Logo spacing and clearance

The HF logo should be given space for prominence and clarity. A minimum area of padding space (“safety area”, equivalent to the “n” in the HF logotype) should be maintained around the HF logo at all times. The safety area is for minimum space only.

Size

Large sizes: When using the logo larger than 6 inches wide, **use vector outline (.eps or .ai) versions of logo, which can be scaled to any size.** *Do not use jpegs (.jpg) or .png files for large print jobs.*

Small sizes: To ensure legibility, the HF logo must not appear smaller than 1.5” wide in print or 108 pixels wide digitally (at right).



minimum logo width

PRINT: 1.5” wide

SCREEN: 108 pixels

Logo Misuses



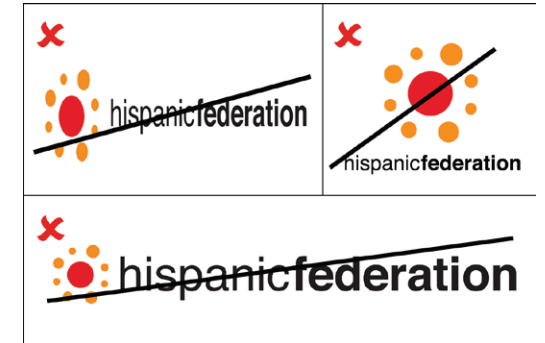
NO ALTERATIONS.
Always use logo
art files exactly
as provided.



- DO NOT change or recreate logotype—do not typeset Federation name.



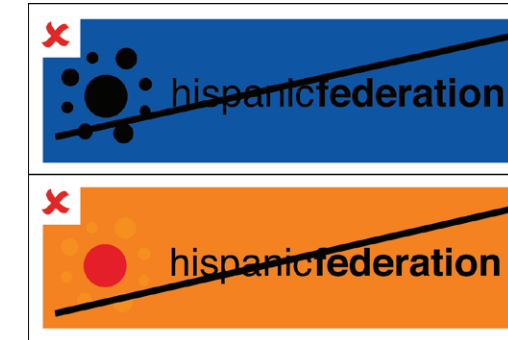
- DO NOT change colors or redraw icon / graphic.



- DO NOT change scale or re-size any element of the HF logo.



- DO NOT place logo on faces or on busy images that do not allow for proper **contrast** and ease of readability of the HF logo and HF colors.



- DO NOT place logo on color backgrounds that do not allow for proper contrast and ease of readability of logo and logo colors.



- DO NOT place text or graphic elements too close to the HF logo.

Logo Formats available for download

FILE FORMATS

Downloads available are zipped folders with the following file formats:

PRINT:

- **EPS** High resolution vector format for design/print (**ai** files are also suitable). Transparent background, scalable to any size. Colors available: CMYK (full color), Spot (Pantone/PMS ink separations) or all Black.

DIGITAL:

- **PNG** Low resolution suitable for web and PowerPoint. Transparent background. PNGs are only available in RGB color system (for electronic and digital use only).
- **JPEG** For general use; to be treated as an image – cannot be used on a color background or over another image. See logo usage (below) regarding sizes. JPEGs are not transparent. Digital files that are scaled / increased in size too much will appear pixellated.

NB: RGB colors on screen will not match exactly what you see in print (CMYK or Spot)

Colors | Color definitions

HF’s colors are comprised of primary and secondary / accent color palettes. Most elements will use the primary color palette.

Color definitions are provided at right for different color systems and uses:

For print, use: CMYK for full color printing (press & internal / office use), or Pantone/PMS ink colors for limited color print/press jobs.

For digital/online (web and social media), use: RGB or HEX colors.

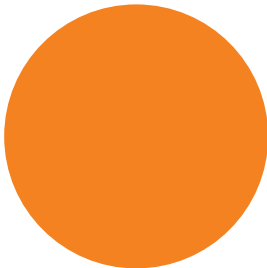
Secondary or accent color combinations must complement the primary color palette. Assure that HF primary colors stand out, are bright and colorful, and provide contrast so that elements are legible and accessible.* Sample accent colors are at right.

****COLOR ACCESSIBILITY:** When choosing colors, especially when placing text on background colors, use color combinations that have enough contrast to ensure elements are distinguishable and legible for those who are visually impaired or have color vision deficiency. (Mix, match and test color pairings with a tool like contrastchecker.com. Double check combinations with a color blindness simulator like color-blindness.com)*

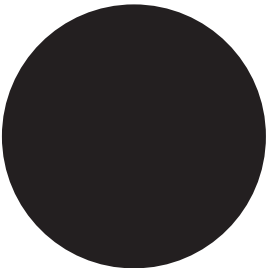
Primary Colors



HF RED
CMYK: 6c 98m 100y
PMS 485 C
RGB: R225 G37 B27
HEX: E1251B

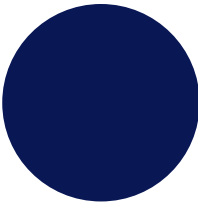


HF ORANGE
CMYK: 60m 100y
PMS 151 C
RGB: R245 G130 B32
HEX: F58220

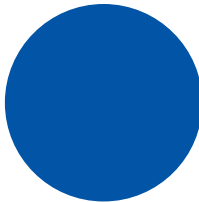


BLACK
CMYK: 100k
Pantone Black
RGB: R 0 G 0 B 0
HEX: 000000

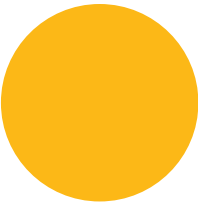
Secondary Colors



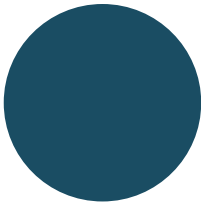
DARK BLUE
CMYK: 100c90m10y50k
RGB: R0 G 42 B 66
HEX: 002A42



COBALT BLUE
CMYK: 100c75m
RGB: R0 G78 B168
HEX: 004DA8



YELLOW
CMYK: 30m 100y
RGB: R253 G185 B19
HEX: FDB813



DARK TEAL
CMYK: 90c60m40y30k
RGB: R 28 G 77 B 99
HEX: #1C4D63

Typography | Fonts & preferred styles

Typography is an important part of HF's identity and creates a distinctive look for all materials and marketing collateral. It is integral to building a unique image and strong brand recognition.

HF's logotype and primary typeface is Helvetica. Acceptable variations are: Helvetica Neue or New / Helvetica Now / Helvetica World. *Because Helvetica is not available on all systems, other Sans Serif typefaces may be used, such as: Arial, Franklin Gothic, Montserrat, Century Gothic, or Grotesque / HF Grotesk (see next page).*

PREFERRED STYLES FOR SETTING TYPE ON HF MATERIALS:

- **Headlines/Titles** should be set in Bold variations of Helvetica or a similar, clean, Sans Serif — flush left (rag right) or centered alignment. No hyphenation.
*NOTE: For particular projects an alternative standout font **may be used for titles only**.*
- **Body text** should be set in a Sans Serif font similar to Helvetica (Regular / *Italics* / **Bold**), **no hyphenation**.
- **Alignment:** Body text should be justified (left-justified) or centered (if header is centered).
- **Line spacing** or Leading should be set between 1.0 and 1.2 type size (for example: 11.5 point body text with 14 point leading), with one-half to one full line space between paragraphs.
- **Indentation:** Do not indent 1st line of body text paragraphs. Bulleted text and pullquotes may be indented.
- **Pullquotes** should be set at 25-30% the size of body text and indented, either italicized with quotes or set in color with a colored line, align left or right with ample space surrounding for prominence.

Primary Typeface

Helvetica

a clean, modern and versatile Sans Serif, known for its readability

Styles

Headline/Title Bold

Body text runs justified, with space between paragraphs, no indents, and no hyphenation. Line spacing should be standard (between 1.0 and 1.2 – not too loose).

*“Pullquote style A
on a couple lines”*

**Pullquote style B
on a couple lines**

Typography | Alternative fonts

When Helvetica is not available or not practical to use (for example: internally produced documents such as email and MS PowerPoint presentations), secondary typefaces may be substituted. Sans Serif fonts that are clean, with a look similar to Helvetica, and available on different platforms are listed below (note: some alternate fonts may need to be set with different letterspacing).

Alternative Fonts	Microsoft	Canva	Adobe Cloud	Google
Helvetica Neue / Now – Regular / Bold		x (Pro)	x	
Helvetica World – Regular / Bold		x		
Arial – Regular / Bold	x	x	x	
Franklin Gothic – Regular / Bold	x		x	
Neue Haas Grotesk – Display 55 Roman / 75 Bold			x	
Roboto – Regular / Bold		x	x	x
Montserrat – Medium / Bold		x	x	
HF Grotesk – Medium / Bold (Open Source)	x	x	x	x
Grotesque – Regular / Bold	x			
Century Gothic – Regular + Bold	x		x	
Area / Area Normal – Regular / Bold	x		x	