



**Empowering a
New Generation
of Americans**

Brand Identity Guidelines

Brand Identity Guidelines

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Overview

Overview

Who We Are

Hispanic Unity of Florida (**HUF**) is a non-profit organization originally founded in 1982 by community leaders to guide immigrants on the journey to achieve their American dream and ease the acculturation process. With 12 programs and 30+ services in four languages, **HUF**, an UnidosUS Affiliate, is one of South Florida's largest agencies dedicated to the immigrant population, providing them with the tools they need to build a new life. Since its inception, **HUF** has helped 445,000 individuals

South Florida's unique geographic location has made it a popular destination for Caribbean and Latin American immigrants. Often arriving with little more than the clothes on their backs, a few dollars, no employment, lack of English language proficiency, or understanding of the life that awaits them in the United States – they still come with hopes and dreams. Hispanic Unity of Florida (**HUF**) is proud and grateful to be the “Ellis Island” for new immigrants arriving in South Florida.



Overview

Our Values, Vision, and Mission

Our Values

People first.
Respect & Dignity

We are transparent.
Integrity & Transparency

We keep our promises to others and each other.
Accountability

Diversity is our strength. Equity & Inclusion must be intentional.
Diversity, Inclusion and Cultural Awareness

We are Entrepreneurial and calculated risk-takers.
Commitment to Excellence

Together we are: a “force for good”.
Collaboration and Teamwork

Our values serve as a compass for our actions –
Staff, Board of Directors and Volunteers.

Our Vision

Everyone is empowered to live their American Dream.

Our Mission

Empowering immigrants and others to become self-sufficient, productive and civically engaged.



A thick yellow diagonal stripe runs from the top-left towards the bottom-right, crossing the blue background.

2

The HUF Logo



Hispanic Unity of Florida's

Name and Logo History

LOGO DESIGN AND MEANING

Hispanic Unity of Florida's (**HUF**) current logo was created in 2002 by Robin Sterne who, at the time, was a member of the marketing team at AutoNation, one of **HUF's** early and strong supporter. Sterne wanted to create a logo that would encompass the rich and vibrant community of Hispanic cultures across the world and graphically demonstrate their connectedness.

The **HUF** Globe:

The Colors: Blue, yellow and red are the three most prominent colors used by countries whose immigrants are served by **HUF**. Today, **HUF** serves clients that reflect the diversity of South Florida and represent more than 30 nations and four languages.

The Circle: Universally recognized as a symbol of unity, the circle represents that our organization serves members from across the globe.

The Path: The yellow intersects the blue and red, symbolizing the path all immigrants take to reach their American Dream.

The Words: Our name, Hispanic Unity of Florida is purposefully encircling the logo ecosystem to show the agency embraces all immigrants and their dreams within its mission.



The Logo

Visual Identity

New HUF logo includes tagline.



The minimum clear space of the logo is the width of two "H" in Hispanic.

The Logo

Logo & Tagline Lock-Up



**Empowering a
New Generation
of Americans**



2"



1"

Minimum Size
on Print Applications

Logo and tagline lock-up. The elements may not be rearranged, or the relationship altered in any way to change the logo's graphic integrity.

We have purposefully introduced our brand and logo with the "Empowering a New Generation of Americans" tagline. The intention with our tagline is to convey our impact and value in a way that is both authentic and powerful. The tagline creates a memorable connection between **HUF** and key audience. This tagline is only intended for use by **HUF** and should never be altered.

Always use the logo and tagline lock-up unless the logo is smaller than 2". If the logo is smaller than 2" the **HUF** logo should be used by itself without the tagline.

EXCEPTION

Always use the logo by itself without the tagline, IF and ONLY IF, the logo is used for social media platforms, such as Facebook, IG, Twitter, LinkedIn.

The Logo

Acceptable Logo Versions

While the full color logo is the preferred mark, the logo may also be used in a 1-color version as needed.

The 1-color version is to be used sparingly and in rare instances where 1-color printing is the only option.



Full Color Logo



Reverse Full Color Logo



1-Color Logo

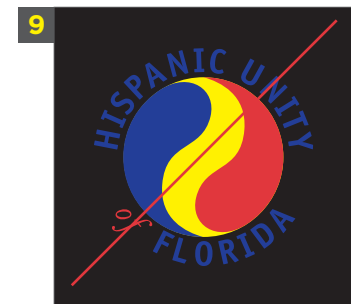
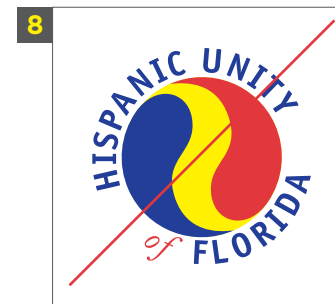
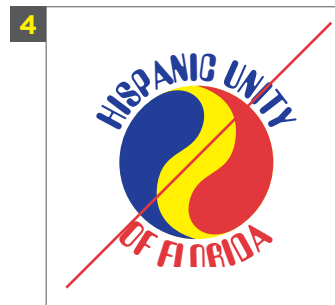
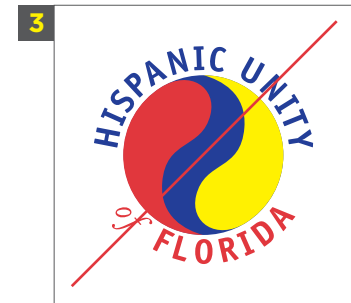
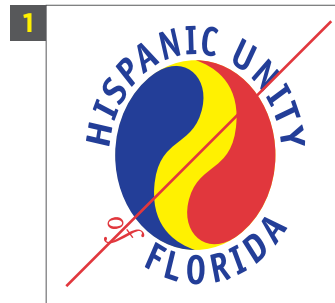


Reverse 1-Color Logo

The Logo

Logo Don'ts

- 1 // Do not stretch or distort the logo
- 2 // No shadow
- 3 // Do not switch the colors
- 4 // Do not change or alter any fonts
- 5 // No inner shadow
- 6 // No embossing or beveling
- 7 // Do not add words to lock-up
- 8 // Do not tilt logo
- 9 // Logo in color can't have a dark background behind



The Logo

Brand Colors

Primary Colors

Pantone 2736 C RGB R35 G62 B153 CMYK C100 M91 Y0 K0 HEX #1e22aa	Pantone 102 C RGB R255 G242 B0 CMYK C0 M100 Y0 K0 HEX #ffec2d	Pantone 186 C RGB R224 G58 B62 CMYK C0 M91 Y76 K6 HEX #C8102E
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Secondary Colors

Pantone Cool Gray 11 C RGB R83 G86 B90 CMYK C63 M52 Y44 K33 HEX #58595b	Pantone 7702 C RGB R72 G169 B197 CMYK C66 M8 Y7 K1 HEX #48A9C5	Pantone 2255 C RGB R147 G218 B73 CMYK C44 M0 Y86 K0 HEX #93DA49	Pantone 1495 C RGB R255 G143 B28 CMYK C0 M49 Y96 K0 HEX #FF8F1C
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Secondary colors should not be used on the logo or tagline.

Shades of the secondary palette should be used sparingly—as a compliment to the primary brand colors.

The Logo

Secondary Color Example

The secondary color palette is designed to provide creative flexibility. These colors are complementary to the primary colors and were chosen to add warmth and energy to your design.

It is not required to use a color from the secondary palette.

Thank you for visiting HUF


For your safety and the safety of our community, you must have an appointment prior to your visit.

Please call 954.964.8884
and make your appointment TODAY!



<p>PRESS 1 SNAP or Food Stamps application assistance</p> <p>PRESS 2 Medicaid and other public healthcare application assistance</p> <p>PRESS 3 Job placement and our Center for Working Families</p>	<p>PRESS 4 Financial counseling and First-time Home Buyers</p> <p>PRESS 5 Citizenship and Immigration Application Services</p> <p>PRESS 6 For all other services and general questions</p>
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www.hispanicunity.org



Find Health Care Plan Options and Get Assistance at HUF

Health is critical to our quality of life. But not everyone has access to quality healthcare. At HUF, we can help you learn, enroll, and navigate the healthcare system. Learn about affordable healthcare plans and assistance programs to meet the needs of your family.


Contact Dilma Higgins today!
954-329-5263
dhiggins@hispanicunity.org

Encuentre programas de asistencia y opciones de planes de salud en HUF

La salud es fundamental para nuestra calidad de vida, pero no todos tenemos acceso a una atención médica de calidad. En HUF, podemos ayudarle a aprender, inscribirse y navegar el sistema de salud. Aprenda sobre planes de seguro asequibles y programas de asistencia disponibles para satisfacer las necesidades de su familia.

Llámenos hoy mismo:
Dilma Higgins, 954-329-5263,
dhiggins@hispanicunity.org



Empowering a New Generation of Americans

HISPANIC UNITY OF FLORIDA • 5840 Johnson Street, Hollywood, FL 33021

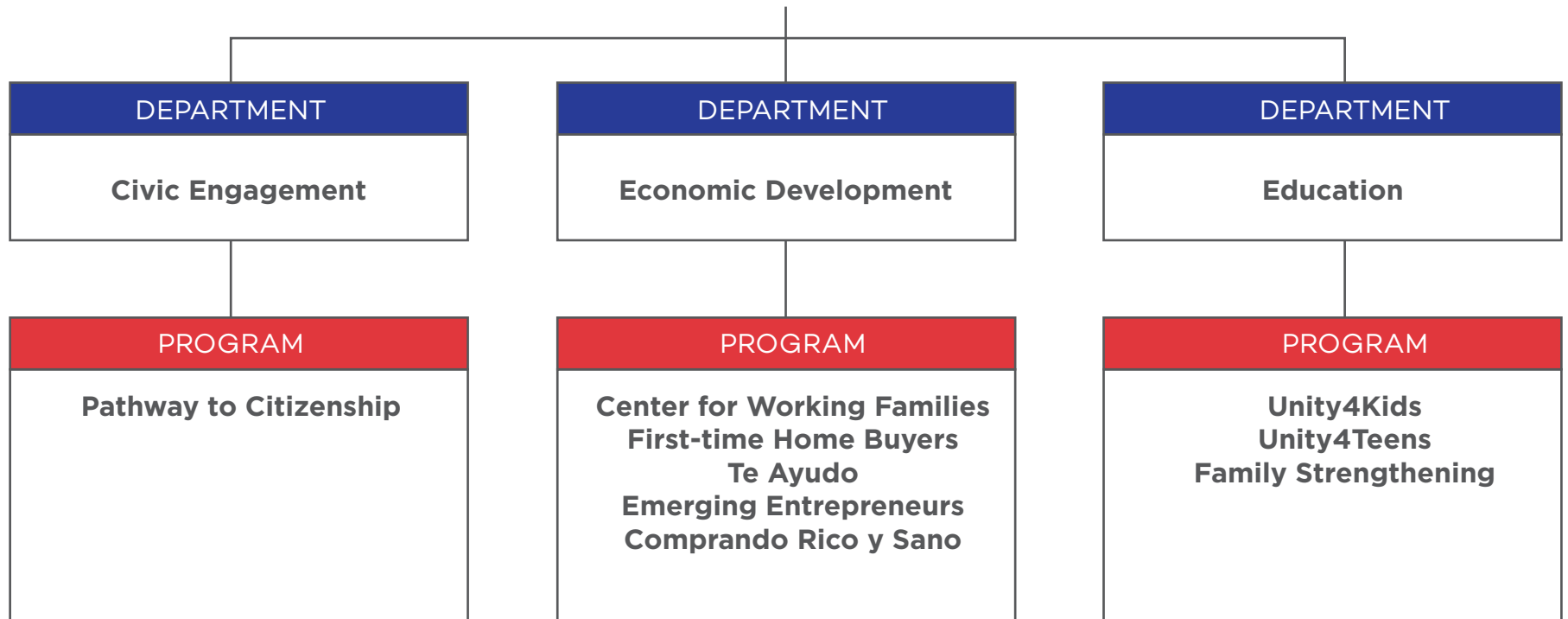
HISPANIC UNITY OF FLORIDA AT GULFSTREAM EARLY LEARNING CENTER • 120 SW 4th Ave, Hallandale Beach, FL 33009

A thick yellow diagonal bar runs from the top-left towards the bottom-right, crossing the blue background.

4 Department Logos

Department Logos

Hierarchy



Department Logos

Sub-Brands

Each sub-brand has an approved logo, which may be used on its unit-specific materials. The sub-logos are generally intended for standalone use, such as a departmental document or promotional item that is distributed separately from (main) **HUF**-branded documents/items. The **HUF** logo and sub-brand logo variants are the only logos authorized to represent **HUF**.

Here are examples of the approved **HUF** sub-brand logos, which illustrate the standard format: **HUF** logo at left; program, department, justify left on the right, divided by a red line.

Sub-Brand logos follow the same guidelines as the **HUF** logo.



Center for Working Families
Economic Development



Pathway to Citizenship
Civic Engagement



First-time Home Buyers
Economic Development



Te Ayudo
Economic Development



Unity 4Kids
Education



Emerging Entrepreneurs
Economic Development



Unity 4Teens
Education



Comprando Rico y Sano
Economic Development



Family Strengthening
Education

Department Logos

Tagline - Sub-Brands



1.5"

Minimum Size on
Print Applications

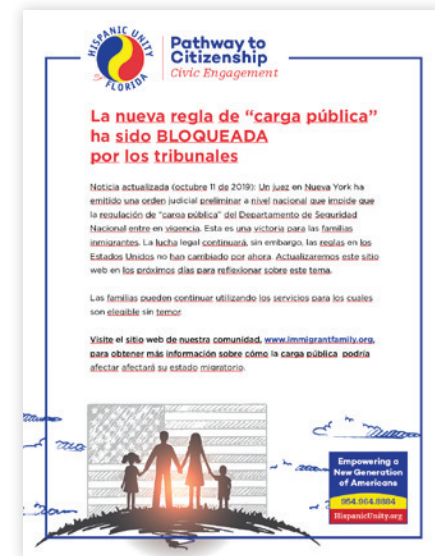
When using a department logo The Tagline-Footer should be used in all materials. Does NOT include social media posts

A horizontal and vertical version are provided.



7"

Minimum Size on Applications



Example of Usage

4

Decision Tree

Logos

Decision Tree



**Empowering a
New Generation
of Americans**

If the communication piece is overall **HUF** branded and NOT specific to one program, always use Logo with tagline



**Emerging
Entrepreneurs**
Economic Development

If the communication piece is program specific, use the **HUF** logo with the program sub brand, and the tagline must be used as a block on the footer - vertical and horizontal options available.

Empowering a New Generation of Americans | **954.964.8884** | **HispanicUnity.org**

**Empowering a
New Generation
of Americans**
954.964.8884
HispanicUnity.org



3

Typography

Typography

Primary Designer Font



Gotham Font Family should be used in all printed materials alone or in combination with the Secondary Font.

For USE only by graphic designers, collateral vendors and printers.

Gotham

Gotham
AaBbCcDdEe123

abcdefghijklmnopqrstuwxyz
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ
£!@#\$\$%^&*()_+ -=[]{};'\./:”|<>?

Font weights

Light AaBbCcDdEe123
Book AaBbCcDdEe123
Medium AaBbCcDdEe123
Bold AaBbCcDdEe123
Black AaBbCcDdEe123
Ultra AaBbCcDdEe123

Gotham Font supports most languages, and is constantly developed.

àáâãäåæçèéêëìíîïðñòóôõ÷øùúûýþÿ
ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐÑÒÓÔÕÖ

Typography

Secondary Designer Font

Egyptienne Font Family should be used in all printed materials in combination with the Primary Font.

For USE only by graphic designers, collateral vendors and printers.

Egyptienne

Egyptienne
AaBbCcDdEe123

abcdefghijklmnopqrstuwxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ
£!@#\$%^&*()_+~[]{};'\,./:"|<>?

Font weights

Roman AaBbCcDdEe123
Bold AaBbCcDdEe123
Black AaBbCcDdEe123

Egyptienne Font supports most languages, and is constantly developed.

àáâãäåæçèéêëìíîïðñòóôõ÷øùúûüýþÿ
ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐÑÒÓÔÕÖ

Typography

In-house Font

Arial Font Family should be used in all documents, memos, emails, power points, and any Microsoft Office-produced materials.

For use only by staff.

Arial

Arial
AaBbCcDdEe123

abcdefghijklmnopqrstuwxyz
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ
£!@#%&*()_+ -=[]{};'\,./:'|<>?

Font weights

RegularAaBbCcDdEe123
Bold AaBbCcDdEe123

Arial Font supports most languages, and is constantly developed.

àáâãäåæçèéêëìíîïðñóôõö÷øùúûüýþÿ
ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐÑÓÔÕÖ

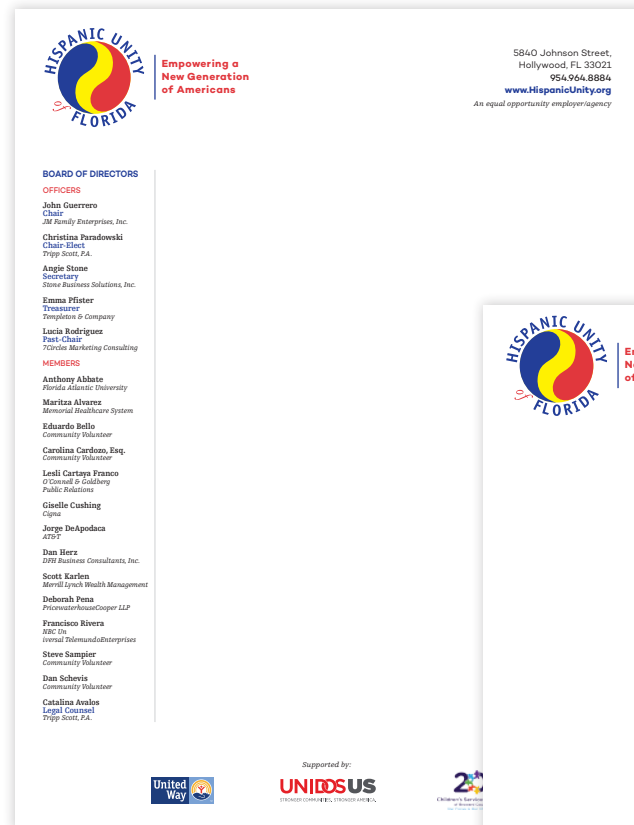
5

Corporate Elements

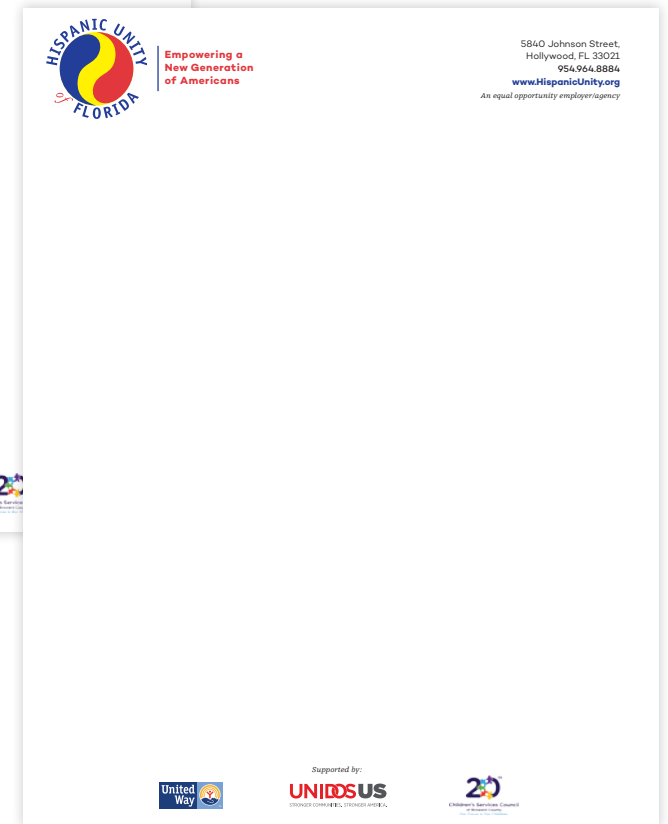
Corporate Elements

The Company Letterhead

This shows the approved layouts with the primary element of the **HUF** stationery system.



Digital Use Letterhead



Pre-printed letterhead

Corporate Elements

The Company Business Card

This shows the approved layout of the HUF stationery system for business cards.



Corporate Elements

The Company Email Signature

Treat emails like all other forms of corporate communications

A professional email signature is designed to reflect a company's ethos and credibility. When a signature is designed well, it easily promotes your brand in a positive and professional manner.

Email signatures are provided as templates in Outlook.

DO NOT design your own email signature.



Empowering a
New Generation
of Americans

Kathy Gallego | Marketing Director
Mobile 954.329.5262 | kgallego@hispanicunity.org
www.hispanicunity.org

UnidosUS Affiliate of the Year



Corporate Elements

Social Media Guidelines

Social media is changing the way we work, offering a new model to engage with customers, colleagues, and the world at large. We believe this kind of interaction can help you to build stronger, more successful business relationships.

And it's a way for you to take part in global conversations related to the work we are doing at **HUF** and the things we care about.

These are the official guidelines for participating in social media for **HUF**. If you're an **HUF** employee or contractor creating or contributing to blogs, social networks, virtual worlds, or any other kind of social media, these guidelines are for you.

- 1 // Follow logo DOs and DON'Ts
- 2 // Use only primary and secondary colors
- 3 // Use primary or secondary designer fonts
- 4 // When possible use tagline in image or part of the post



A thick yellow diagonal stripe runs from the top-left towards the bottom-right, crossing the blue background.

6 Visual Identity

Visual Identity

Photography Style

Photography is one of the most powerful elements of any design; therefore, great care should be taken when creating and selecting imagery. Photographs should impart emotion and information, giving the viewer a sense of what **HUF** is all about and what we value.

Photography that portrays diverse people in a hopeful, aspirational tone is an important part of the brand.

When selecting photography, look for these components:

- Hopeful, authentic expressions – looking directly at or off-camera.
- Preferably on location, in a South Florida environment where change is happening.
- Composition features individuals in an active environment, preferably where change is happening
- Where possible, in clothing or backgrounds bring in secondary colors that tie to South Florida.
- Individuals or small groups.
- When possible use **HUF** photography before using stock images.



