



**EMPOWERING LATINOS  
TO VOTE THROUGH MUSIC**

# **BRAND**

## **GUIDELINES**



**EMPOWERING LATINOS  
TO VOTE THROUGH MUSIC**

**EMPOWERING  
LATINOS TO VOTE  
THROUGH MUSIC**

# CONCEPT

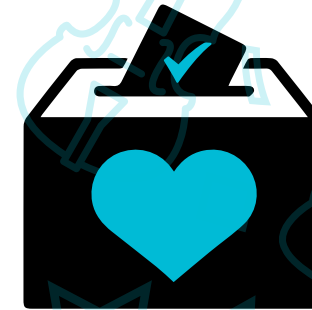
3



**GRITA**  
(Shout)



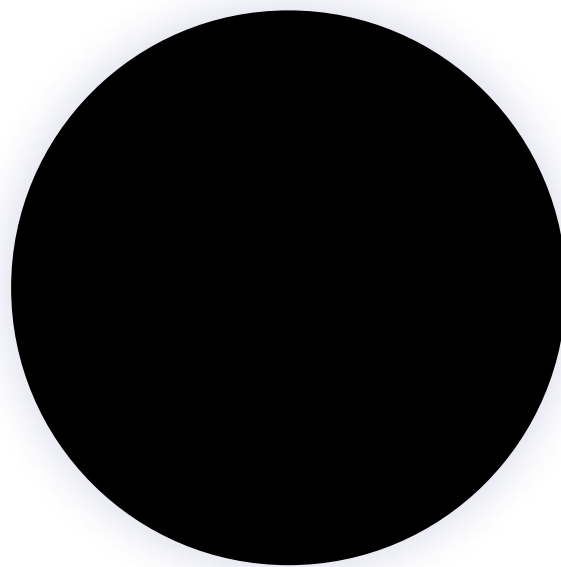
**CANTA**  
(Sing)



**VOTA**  
(Vote)

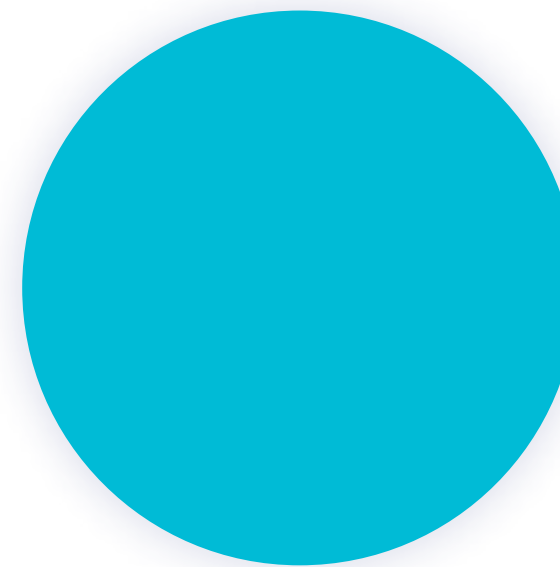
# COLOR

4



**#000000**

C=100 R=0  
M=100 G=0  
Y=100 B=0  
K=100



**#00bbd6**

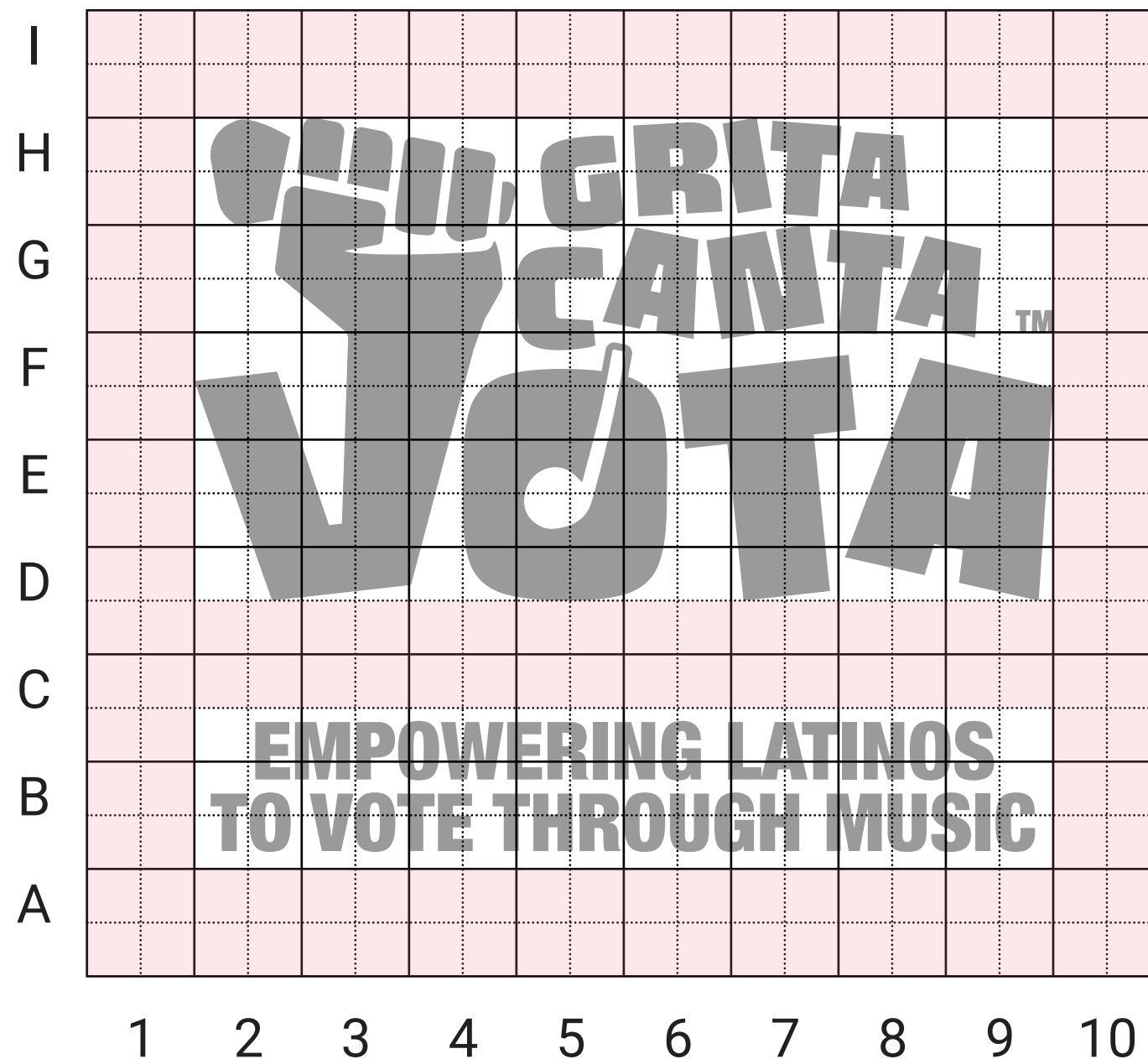
C=75 R=0  
M=0 G=187  
Y=15 B=214  
K=0



**#FFFFFF**

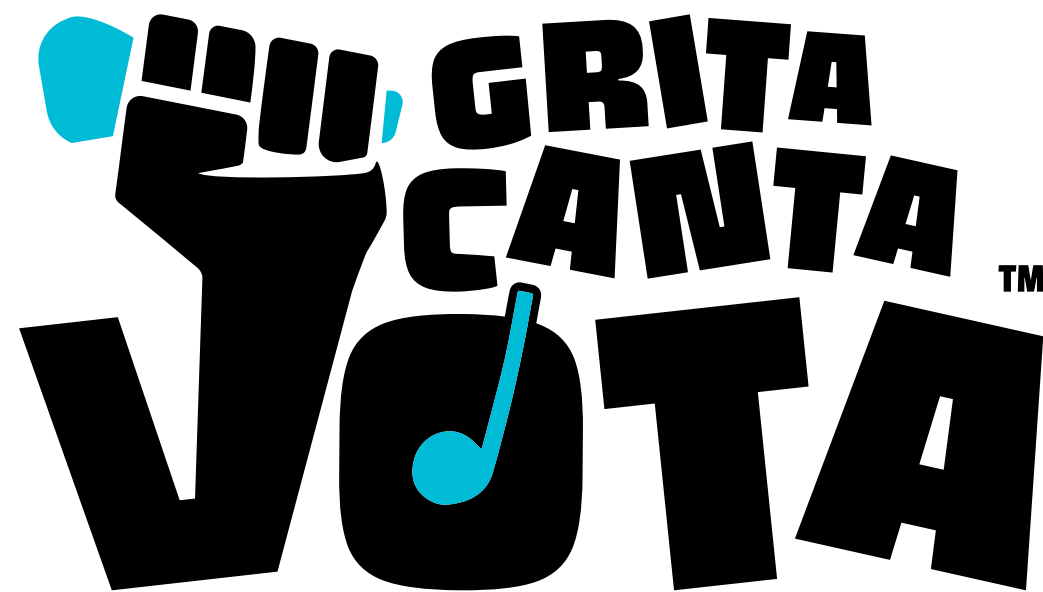
C=0 R=255  
M=0 G=255  
Y=0 B=255  
K=0

# GRID VERTICAL



It is valid to  
remove the slogan  
for end-user if you  
if it is considered  
necessary.

# LOGOS FULL COLOR

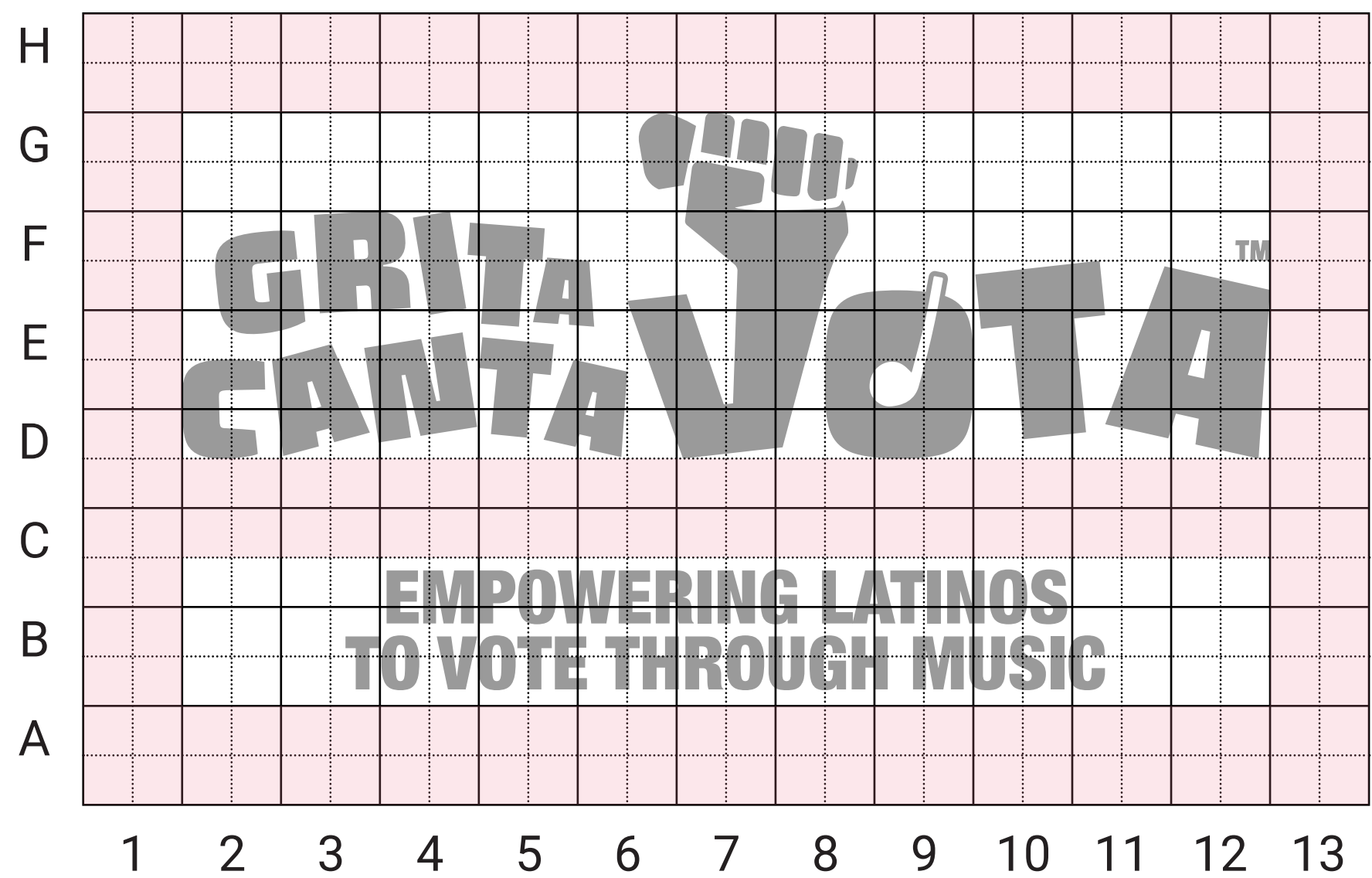


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# GRID HORIZONTAL



It is valid to  
remove the slogan  
for end-user if you  
if it is considered  
necessary.

# LOGOS FULL COLOR

8



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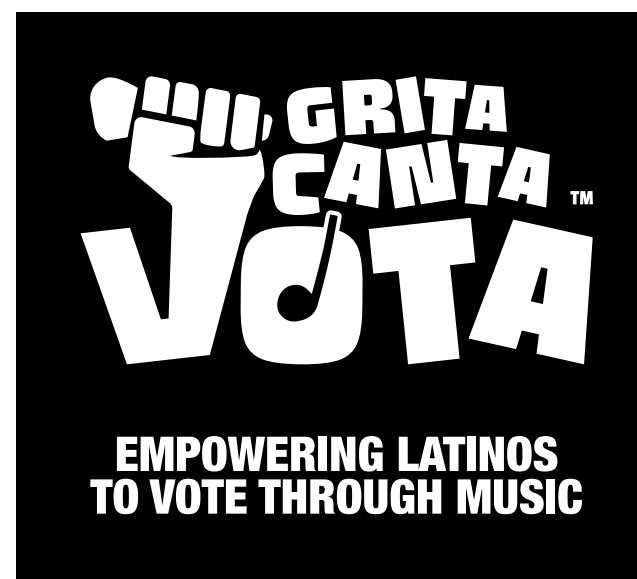
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# LOGOS MONOCHROME



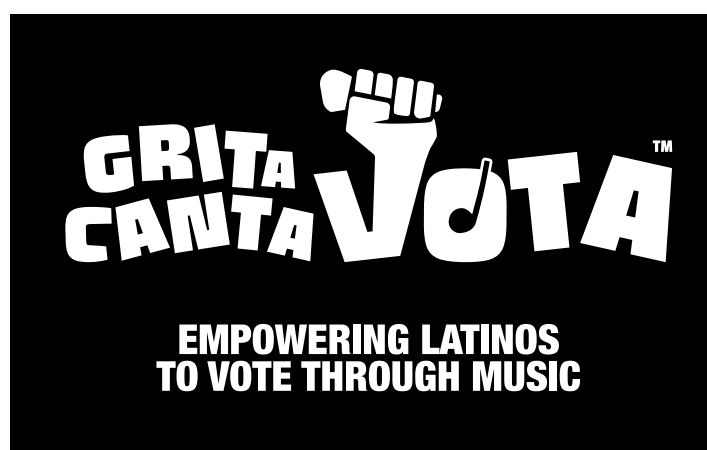
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# SYMBOL & FAVICON

10



# EXAMPLE

11



**TITLES**  
 & HIGHLIGHTS

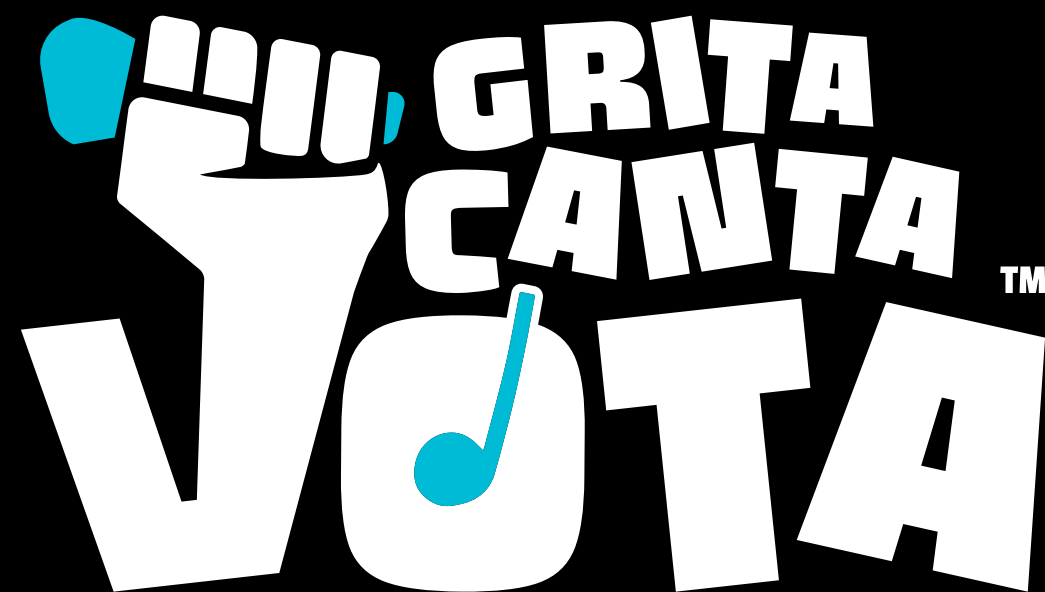
**Helvetica Neue Condensed black**  
**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v x y z**  
**1 2 3 4 5 6 7 8 9 0 - = ! @ # \$ % ^ & \* ( ) \_ +**



It is valid to add other  
 typefaces only for  
 advertising purposes.

PARAGRAPH

Helvetica Neue  
 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
 a b c d e f g h i j k l m n o p q r s t u v x y z  
 1 2 3 4 5 6 7 8 9 0 - = ! @ # \$ % ^ & \* ( ) \_ +



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