HITEC Brand Guidelines
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These branding guidelines are designed to ensure a consistent look and tone in all of HITEC’s communications.

The Hispanic Technology Executive Council (HITEC) brand communicates the influence of the Hispanic/Latino Executive’s professionalism and excellence in technology.

The following pages will help you understand our brand, what it stands for and how to represent HITEC in the best possible way.
HITEC is a premier global executive leadership organization of senior business and technology executives who have built outstanding careers in technology. HITEC’s premiere network spans the Americas and is focused on building stronger technology and executive leaders, leadership teams, corporations, and role models in a rapidly changing, flatter, and technology-centric world. These global leaders include executives leading Global 1000 corporations while others lead some of the largest Hispanic-owned technology firms across the Americas.
Vision and Mission

Vision
To accelerate the power and impact of Hispanic technology leaders, achieving lasting equity from the classroom to the boardroom.

Mission
Empower Hispanic technology professionals to accelerate leadership capacity through access to a network of business leaders and decision-makers at the highest levels of the global economy.

Provide culturally relevant leadership development, educational programming, and mentoring.

Inspire Hispanic students and professionals to develop confidence and a path to their ambitions while positively impacting lasting equity for our shared community.
Our logo

Logo usage
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With other partner logos
**Logo usage**

Our logo is the face of HITEC - the primary visual representation that we use to identify ourselves.

The HITEC logo is the combination of the symbol and the wordmark.

The first of two elements is the ‘H’ which we call our symbol, and the second of the elements is the words ‘Hispanic Technology Executive Council’ which we call our logotype.
Logo proposition

The stroke widths, the letter spacing, and the size relationships of the various components of the logo have been carefully developed and should **never** be altered or recreated.

This is a carefully crafted and engineered guide to the logo’s proportions.

We strongly advise against recreating the logo, but in rare instances, this provides a guide for spacing.
Logo variations

Primary Logo
The use of the primary HITEC logo will depend on the background and production method. When using the logo on a white background, the full-color version can be utilized.

Primary Icon
The ‘H’ icon can be used alone, when appropriate, to symbolize the brand. However, it should not be used exclusively.
Clear space

The gray area around the logo defines the minimum space that must be left between the logo and any other graphic elements such as text, illustrations, borders and other logos.

This is to ensure that the logo retains a strong presence wherever it appears. The “x” measurements in this diagram are used to indicate equal spaces the height/width of the logo.
Full color logo

In the HITEC identity, the use of color is very important. The full color logo should be used whenever possible. The consistent use of the colors will brand HITEC communications for immediate recognition.

Hex: #3884ff
CMYK: 72, 49, 0, 0

Hex: #18478b
CMYK: 100, 82, 16, 3

Hex: #1f365d
CMYK: 97, 83, 37, 28
To ensure the HITEC logo can be used on most backgrounds, we have developed three color options — full-color, full-color with white text, and grey and white.

**Full-color**
The primary logo. Used on most collateral unless it is not easily seen. Versions B and C can be considered when version A doesn’t work.

**Full color with white-text**
This logo is to be used when the background is too dark to see the original logo, A.

**Grey and white**
This version of the logo is to be used when both the blue of logos A and B is unable to be seen.
Logo on backgrounds

Always place the full color logo directly on photographs and color backgrounds when possible. Choose photos and backgrounds that have sufficient contrast to the logo colors in order to preserve the logo’s integrity.

When it is not possible to place the logo directly on a photo or color background, a color band or gradient may be used to help see the logo better.
Unacceptable logo use

- **Do not** flip lockup
- **Do not** distort horizontally
- **Do not** add a drop shadow
- **Do not** change relationship of elements
- **Do not** outline
- **Do not** distort vertically
- **Do not** box
- **Do not** change typeface
- **Do not** add texture
- **Do not** make 3D
- **Do not** blur
- **Do not** change the colors even if they look similar
- **Do not** place wordmark above symbol
- **Do not** place wordmark over symbol
- **Do not** use gradient
- **Do not** warp
With other partner logos

When the HITEC logo is shown alongside the logos of partner organizations, all logos should appear to be approximately the same size.
Color

Primary colors
Secondary colors
Primary colors

Colors are as important to our brand as the logo itself. Just as punctuation and volume set the tone for written and verbal style, color helps set the tone for our visual style.

- **Primary colors**
  - PMS: 2727 C
  - Hex: #3884ff
  - CMYK: 72, 49, 0, 0
  - RGB: 56, 132, 255

- **Primary colors**
  - PMS: 7686 C
  - Hex: #18478b
  - CMYK: 100, 82, 16, 3
  - RGB: 24, 71, 139

- **Primary colors**
  - PMS: 534 C
  - Hex: #1f365d
  - CMYK: 97, 83, 37, 28
  - RGB: 31, 54, 93

- **Primary colors**
  - PMS: Black C
  - Hex: #000000
  - CMYK: 0, 0, 0, 100
  - RGB: 0, 0, 0
Secondary colors

We have also developed a secondary color palette to complement our primary colors. These colors help play up our progressive, yet classic vibe, but also help differentiate our products. They should be used sparingly and only with accordance to these guidelines.

PMS: 144 C
Hex: #f58a07
CMYK: 0, 55, 100, 0
RGB: 245, 138, 7

PMS: 1505 C
Hex: #ff6d00
CMYK: 0, 57, 100, 0
RGB: 255, 109, 0

PMS: 1485 C
Hex: #f9ab55
CMYK: 97, 83, 37, 28
RGB: 249, 171, 85
Typography

Primary design typeface
Secondary design typeface
Primary design typeface

**SF Pro** is a neutral, flexible, sans-serif typeface is the system font for iOS, iPad OS, macOS and tvOS. SF Pro features nine weights, variable optical sizes for optimal legibility, four widths, and includes a rounded variant. SF Pro supports over 150 languages across Latin, Greek, and Cyrillic scripts.

**SF Pro** is our organization’s main typeface and should be used in all instances where typography is required.

Applying the correct weights and sizes will help give a unified look across all platforms.

**SF Pro Regular**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&@#$%*:;.,!?  

Used for body copy, general text

**SF Pro Bold**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&@#$%*:;.,!?  

Used for emphasis in text, headlines and sub-headlines

**SF Pro Black**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&@#$%*:;.,!?  

Used for headlines, titles, where exaggeration/emphasis is needed

or visit [https://developer.apple.com/fonts/](https://developer.apple.com/fonts/)
Secondary design typeface

Perfectly Nineties is a classic, tightly-spaced serif font created by Jen Wagner.

Perfectly Nineties

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&@#$%*:;.,!? 
```

Perfectly Nineties Italics

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&@#$%*:;.,!? 
```

Used to complement, and for design aesthetic in graphics

Download Perfectly Nineties or visit https://jenwagner.co/products/perfectly-nineties-a-nostalgic-serif/
Tone of voice

Our tone of voice
Our tone of voice

Tone of voice refers to how HITEC communicates with our audience, which can include word choice, communication style, and emotional tone.

It helps us differentiate ourselves from the competition and communicate our brand values to our audience.

We are professional       We are NOT overly casual
We are conversational      We are NOT coarse
We are smart              We are NOT snarky
We are informative        We are NOT funny
Thank you!
Gracias!