



CHICANOS
POR LA CAUSA

BRAND GUIDE

UPDATED FEB 21

EMAIL **MARKETING@CPLC.ORG** WITH ANY
QUESTIONS OR TO OBTAIN COPIES OF ANY
MATERIALS IN THIS BRAND GUIDE.



CHICANOS
POR LA CAUSA

Contents

PART I	THE BRAND	6
	MESSAGING 8	
	FONTS 10	
	COLORS 14	
PART II	THE LOGO	18
	PRIMARY LOGO 20	
	LOGO VARIATIONS 26	
	REGION LOGOS 32	
	PROGRAM LOGOS 34	
PART III	AREAS OF IMPACT	36
	STANDARDS & CONVENTIONS 38	
	IMPACT ICONS 40	
	IMPACT COLORS 42	
PART IV	APPLICATION & USE	52
	LOGO USE 54	
	DIGITAL MEDIA 62	
	LETTERHEAD 64	
	EMAIL SIGNATURES 66	
	BUSINESS CARDS 68	
	TYPOGRAPHY 70	
	PHOTOGRAPHY 76	



PART I

THE BRAND

MESSAGING

FONTS

COLORS

BRAND GUIDE

Messaging

All external and internal communication by or for Chicanos Por La Causa must be consistent in its values, messages, voice, and word choice to create consistency and trust with our clients, partners, and community.

WHEN TO USE

Use for **all official CPLC communications**.

VALUES

The CPLC brand is based upon the following board approved values:

MISSION

We drive economic and political empowerment.

VISION

Empowered lives

MESSAGES

CPLC COMMUNITY VALUES

When we talk about CPLC, we uphold the positive values and vision which the United States, at its finest moments, has sought to embody—that all people, without discrimination, should have the right to pursue a **dignified, meaningful life** for themselves and their families. This means access to healthcare, affordable housing, a quality education, meaningful work, and political representation.

POLITICAL AND ECONOMIC EMPOWERMENT

Our Areas of Impact—Health & Human Services, Housing, Education, Economic Development, and Advocacy—foster political and economic empowerment, which are the foundation upon which a **meaningful, self-sufficient life** is built.

VOICE

CPLC’s voice in writing or when interacting with clients, funders, or the general public can be described by the following words:

- Competent
- Dependable
- Easy to Understand
- Empathetic
- Helpful
- Inspiring
- Optimistic
- Passionate

CPLC’s voice should **NEVER** be any of the following:

- Condescending
- Confusing
- Crude
- Out of touch
- Pessimistic
- Profane
- Unclear
- Unprofessional

IDENTITY TERMS

The Latino community in the United States is broad and diverse. As such, a broad and diverse range of terms exist to identify this group of people, including “Chicano,” “Hispanic,” “Indigenous,” and “Latinx.”

Chicanos Por La Causa uses the term “Latino” when addressing the general public. However, any of these terms may be used as appropriate based on context and the “Voice” guidelines above.

Font Familia

ANDES

Andes ExtraLight
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890()?!",;.,@#\$%^&*

Andes ExtraLight Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890()?!",;.,@#\$%^&*

Andes Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890()?!",;.,@#\$%^&*

Andes Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890()?!",;.,@#\$%^&*

Andes SemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890()?!",;.,@#\$%^&*

Andes ExtraBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890()?!",;.,@#\$%^&*

Andes ExtraBold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890()?!",;.,@#\$%^&*

Andes Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890()?!",;.,@#\$%^&*

WHEN TO USE

Use whenever possible for marketing and communication pieces. **Do not use for Email.**

Alternative Font Familia

WHEN TO USE

Use for **all email communication.**

Use for all official CPLC business documents, including:

- Letters
- Memos
- Reports

CORBEL

Corbel Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890()?!";, @#\$\$%^&*

Corbel Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890()?!";, @#\$\$%^&*

Corbel Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890()?!";, @#\$\$%^&*

Corbel Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

*1234567890()?!";, @#\$\$%^&**

Corbel Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

*1234567890()?!";, @#\$\$%^&**

Corbel Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

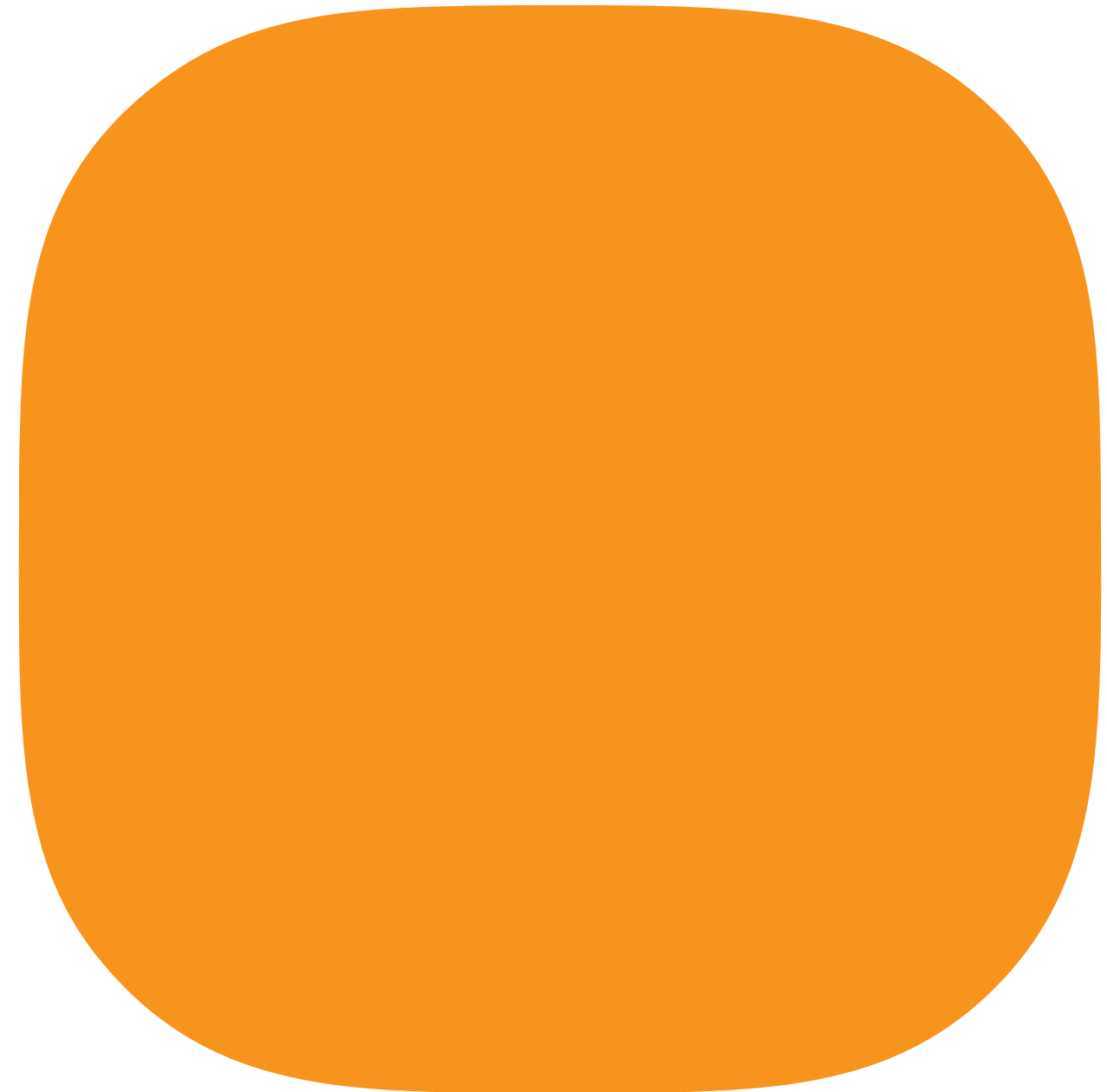
*1234567890()?!";, @#\$\$%^&**

Brand Color

CPLC ORANGE

WHEN TO USE

CPLC Orange is the **dominant color** on all CPLC collateral.



PANTONE P 20-8 C

C: 0
M: 50
Y: 100
K: 0

R: 247
G: 148
B: 30

hex code:
#F7931D

Accent Colors

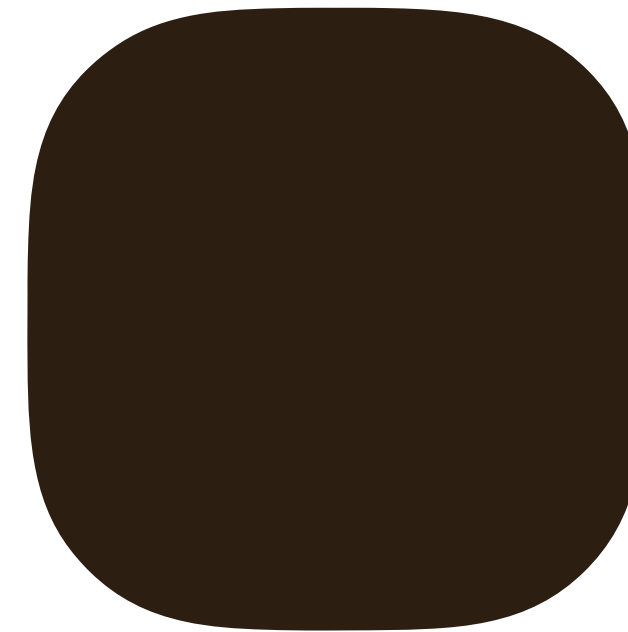
CPLC BROWN & TAN

ONLY FOR USE IN CPLC LOGO

WHEN TO USE

CPLC Brown and Tan appear **only in the CPLC logo**.

CPLC Brown and Tan should **NOT** appear anywhere else on CPLC collateral.

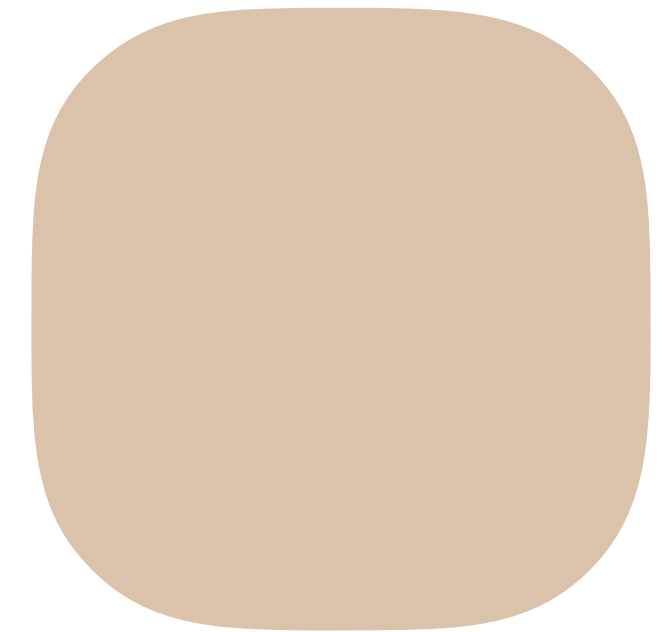


CPLC BROWN

C: 58
M: 68
Y: 77
K: 75

R: 45
G: 30
B: 18

hex code:
#2c1e12



CPLC TAN

C: 14
M: 23
Y: 31
K: 0

R: 220
G: 194
B: 172

hex code:
#dcc2ac



PART II

THE LOGO

PRIMARY LOGO

LOGO VARIATIONS

REGION LOGOS

PROGRAM LOGOS

BRAND GUIDE

Primary Logo

WHEN TO USE

Use on **white or light-colored backgrounds.**

This is the default version of CPLC's logo and should always be used except for circumstances discribed on p. 22–23 and 26–35.



Vertical Logo

WHEN TO USE

Use on **white or light-colored backgrounds.**

Use the vertical version of CPLC's logo when doing so increases readability over the primary logo.

For example, when using the logo in a space that is square or narrower than it is tall, the vertical logo may be the better option.



CHICANOS
POR LA CAUSA

Horizontal Logo

DISCONTINUED: DO NOT USE

WHEN TO USE

The horizontal version of CPLC's logo has been discontinued. For all new applications, use the primary or vertical versions of the CPLC logo.



CHICANOS POR LA CAUSA

Logo Variations

MONO BLACK

WHEN TO USE

Use CPLC's Mono Black logo on **light-colored backgrounds when only black ink is available.**

PRIMARY



VERTICAL



Logo Variations

MONO ORANGE

WHEN TO USE

Use CPLC's Mono Orange logo when only **one color ink** is available or to reinforce a monochromatic color scheme.

Use on **light- or dark-colored backgrounds**, but not on medium-tone backgrounds.

PRIMARY



VERTICAL



Logo Variations

REVERSE LOGO

WHEN TO USE

Use CPLC's Reverse logo on **dark-colored and very bright backgrounds (including CPLC Orange)**.

PRIMARY



VERTICAL



Region Logos

WHEN TO USE

Use CPLC's Region Logos on communication pieces relating to **only one CPLC region**.

Use the same guidelines for which version to use as the main CPLC logo (p. 22–23 and 26–35.).

PRIMARY



VERTICAL



Program Logos

WHEN TO USE

Use CPLC's Program Logos on communication pieces relating to **only one CPLC program**.

Use the same guidelines for which version to use as the main CPLC logo (p. 22–23 and 26–35.).

*Note: Previously, CPLC program logos appeared in vertical and horizontal versions. However, for consistency, **program logos now only appear in the horizontal version.***



CHICANOS POR LA CAUSA
EARLY CHILDHOOD DEVELOPMENT



CHICANOS POR LA CAUSA
LUCES

Programs with names ending in “Services” do not include the word “Services” in their logo (i.e. “Supportive Housing Services”, right).



CHICANOS POR LA CAUSA
SUPPORTIVE HOUSING



PART III

AREAS OF IMPACT

STANDARDS & CONVENTIONS

IMPACT ICONS

IMPACT COLORS

BRAND GUIDE

Standards & Conventions

“Areas of Impact” is the term used to categorize CPLC’s lines of service in all public-facing communication.

WHEN TO USE

AREAS OF IMPACT

Use the phrase “Areas of Impact” in all public-facing communication.

PILLARS

Use the word “Pillars” for internal communication.

AREAS OF IMPACT VS. PILLARS

Historically, CPLC’s Programs have been categorized into four “Pillars.” Today, the term “Pillars” refers only to CPLC’s internal structure. For all public-facing communication, CPLC’s programs are divided into five Areas of Impact intended to make our services easy to understand to the general public. A program may fall under a different Area than Pillar, and programs offering multiple services may fall under multiple Areas.

PROGRAMS & SERVICES

CPLC’s services are categorized in the following five Areas of Impact:

HEALTH & HUMAN SERVICES

- Behavioral Health
- Domestic Violence
- HIV Services
- Immigration
- Parenting
- Senior Services
- Substance Abuse

HOUSING

- Housing Counseling
- Rural Housing
- Single- and Multi-Family Housing
- Supportive Housing Services
- Utility Assistance

EDUCATION

- Early Childhood Development
- Youth Enrichment
- Community Schools
- Scholarships
- Adult Education
- Teacher Appreciation

ECONOMIC DEVELOPMENT

- Financial Literacy
- Small Business Lending
- Workforce Solutions
- Commercial Development

ADVOCACY

- Legislative Action
- Policy Analysis
- Historical & Cultural Education
- *Other initiatives created based on community need, including:*
 - DACA Tuition Equity
 - US Census
 - Public Transit
 - Civil Rights
 - Migrant Rights
 - Human Trafficking
 - Health Care

ORDER

Whenever listing CPLC’s Areas of Impact as a group, always list them in the following order unless there is a strategic reason to do otherwise:

1. Health & Human Services
2. Housing
3. Education
4. Economic Development
5. Advocacy

Impact Icons

HEALTH & HUMAN
SERVICES



HOUSING



EDUCATION



ECONOMIC
DEVELOPMENT



ADVOCACY



WHEN TO USE

Use to distinguish between
CPLC's five Areas of Impact.

Impact Colors

HEALTH & HUMAN SERVICES

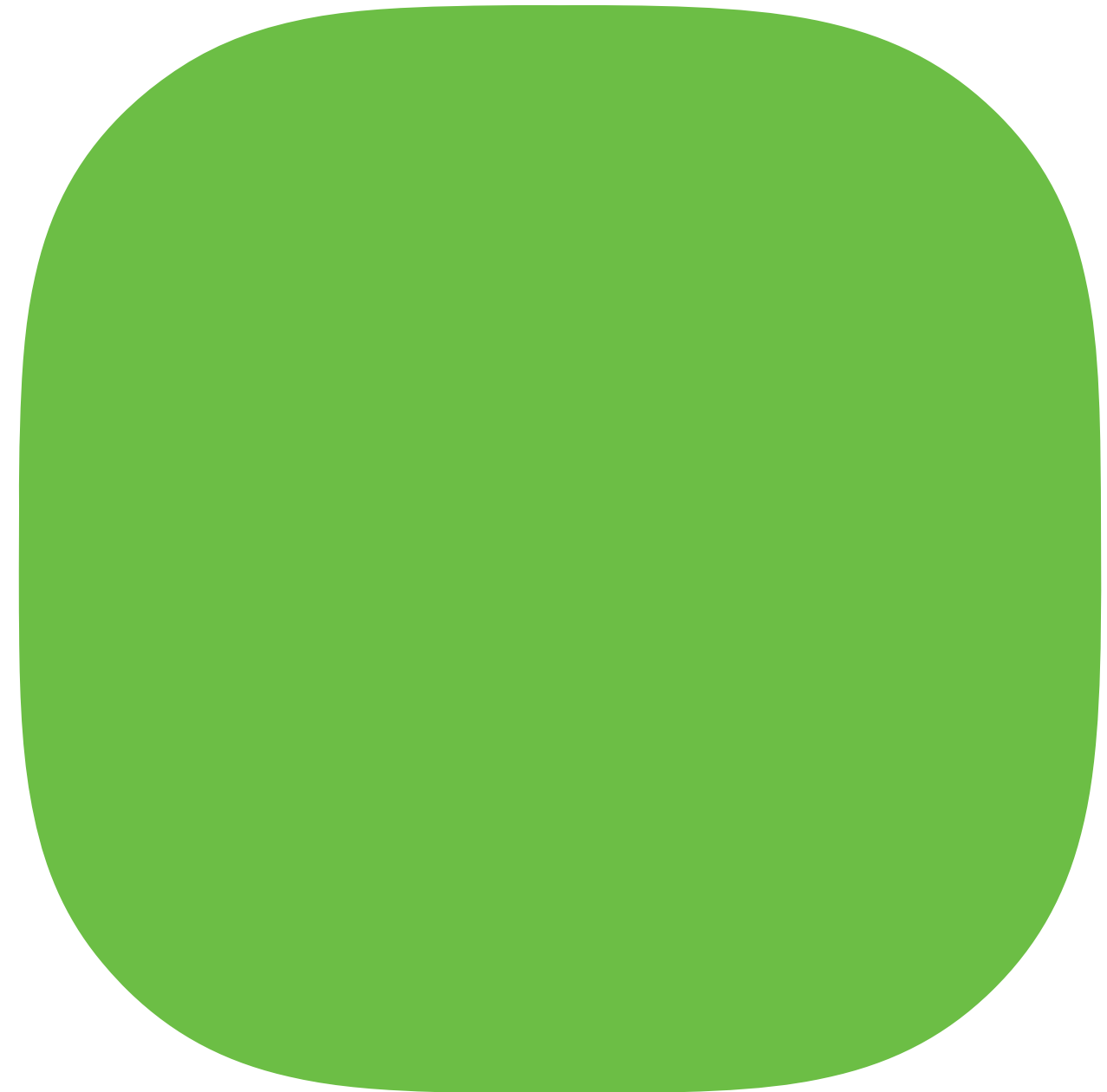
WHEN TO USE

For communication pieces which include all five Areas of Impact:

- Use as the primary color on pages devoted to Health & Human Services programs.

For communication pieces devoted solely to one or more Health & Human Services programs:

- Use as an accent color in addition to CPLC orange.



PANTONE P 154-8 C

C: 62
M: 0
Y: 100
K: 0

R: 108
G: 190
B: 69

hex code:
#6bbd44

Impact Colors

HOUSING

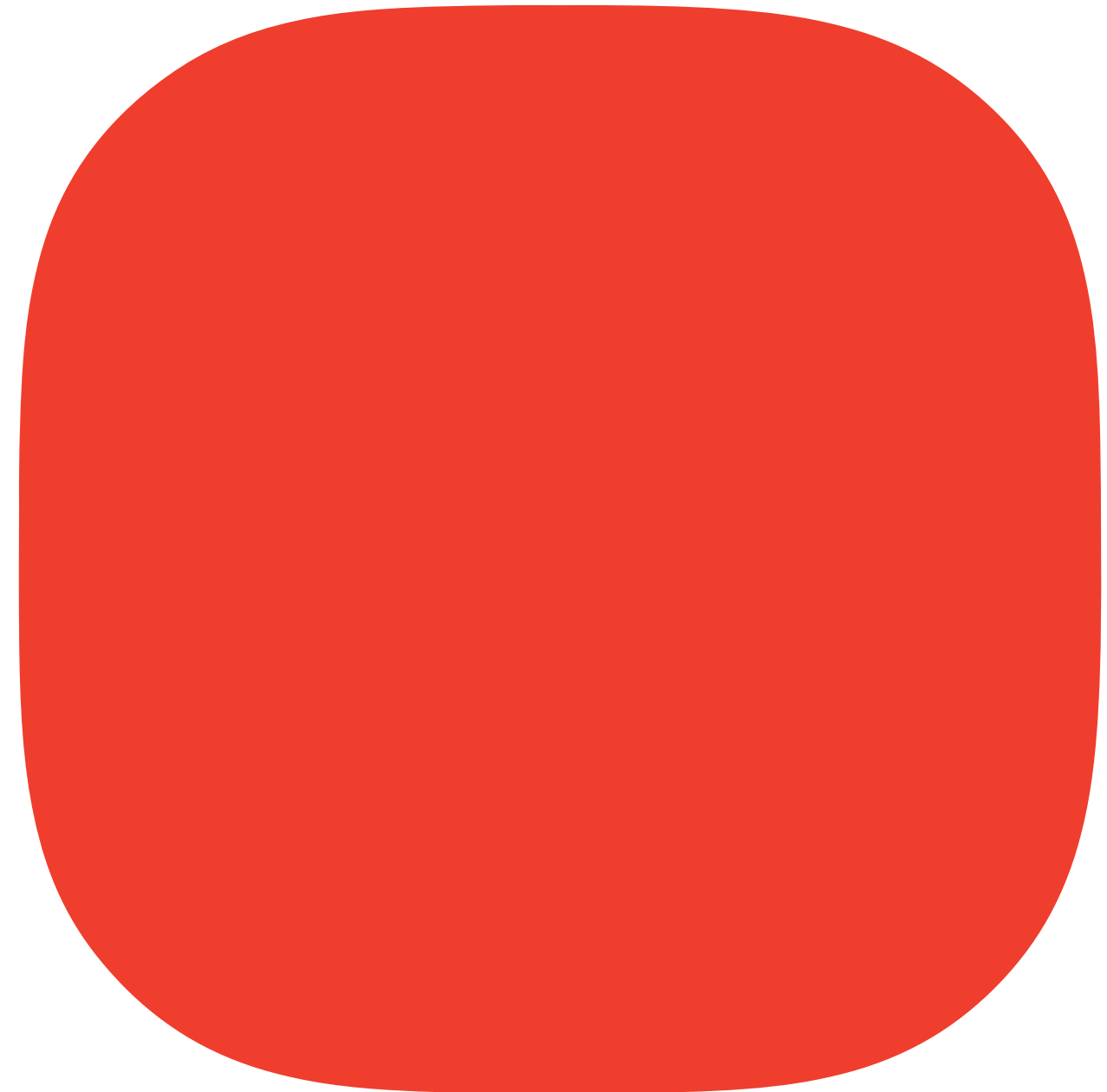
WHEN TO USE

For communication pieces which include all five Areas of Impact:

- Use as the primary color on pages devoted to Housing programs.

For communication pieces devoted solely to one or more Housing programs:

- Use as an accent color in addition to CPLC orange.



PANTONE P 45-8 C

C: 0
M: 91
Y: 92
K: 0

R: 239
G: 62
B: 45

hex code:
#ee3e2c

Impact Colors

EDUCATION

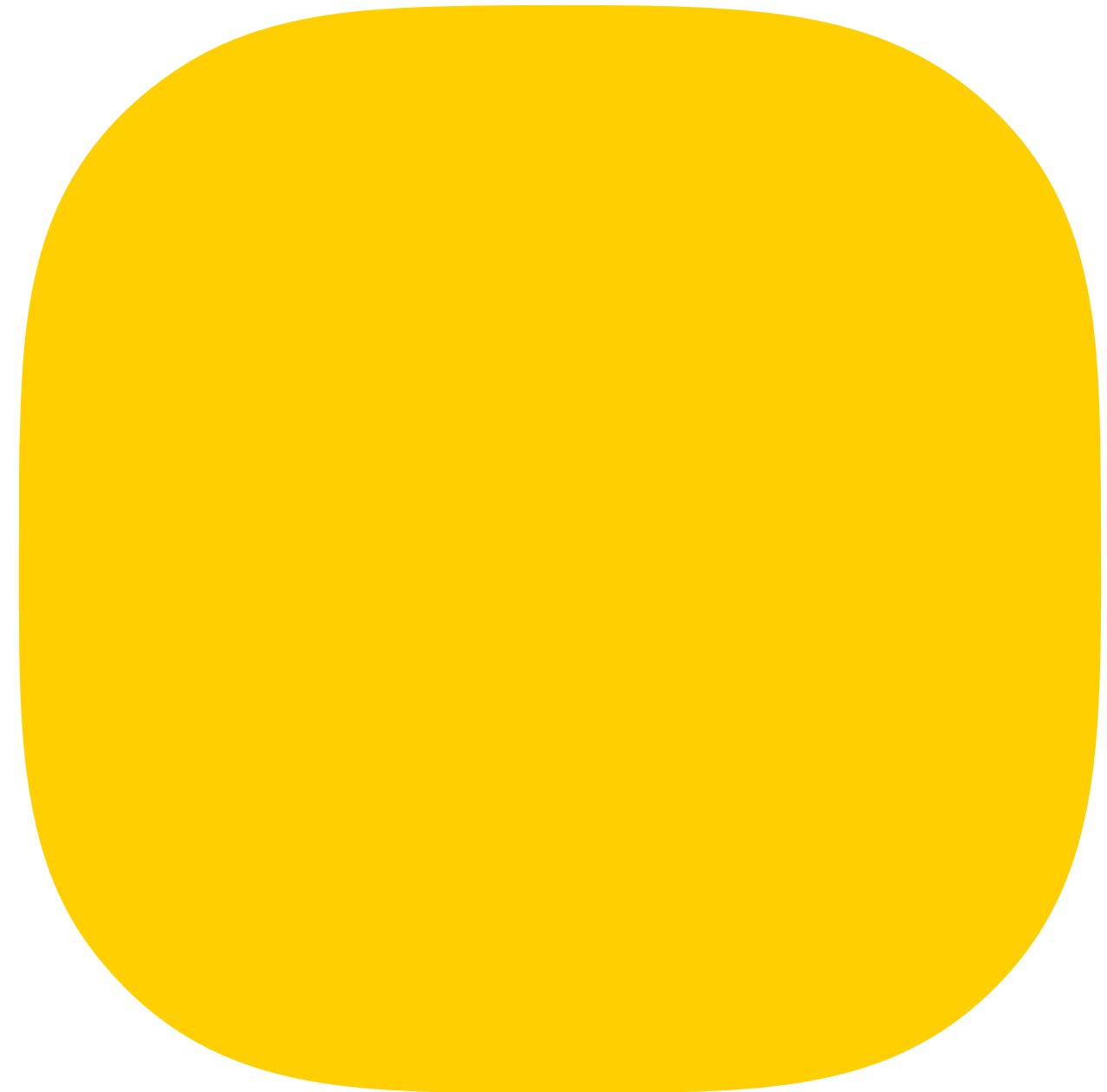
WHEN TO USE

For communication pieces which include all five Areas of Impact:

- Use as the primary color on pages devoted to Education programs.

For communication pieces devoted solely to one or more Education programs:

- Use as an accent color in addition to CPLC orange.



PANTONE 7-8 C

C: 0
M: 18
Y: 100
K: 0

R: 255
G: 207
B: 1

hex code:
#ffce00

Impact Colors

ECONOMIC DEVELOPMENT

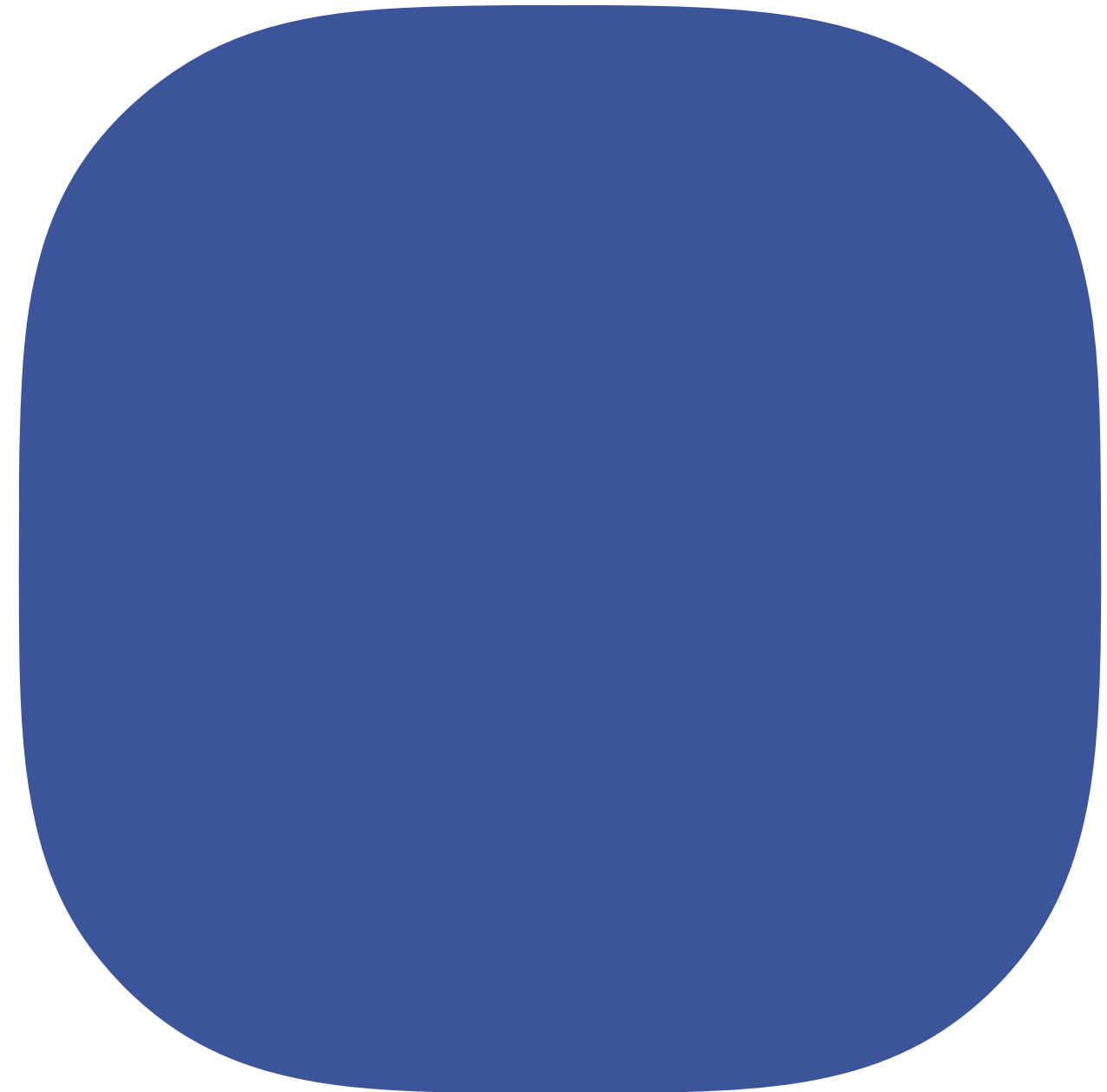
WHEN TO USE

For communication pieces which include all five Areas of Impact:

- Use as the primary color on pages devoted to Economic Development programs.

For communication pieces devoted solely to one or more Economic Development programs:

- Use as an accent color in addition to CPLC orange.



PANTONE 102-15 C

C: 83
M: 69
Y: 0
K: 12

R: 59
G: 84
B: 154

hex code:
#3a549a

Impact Colors

ADVOCACY

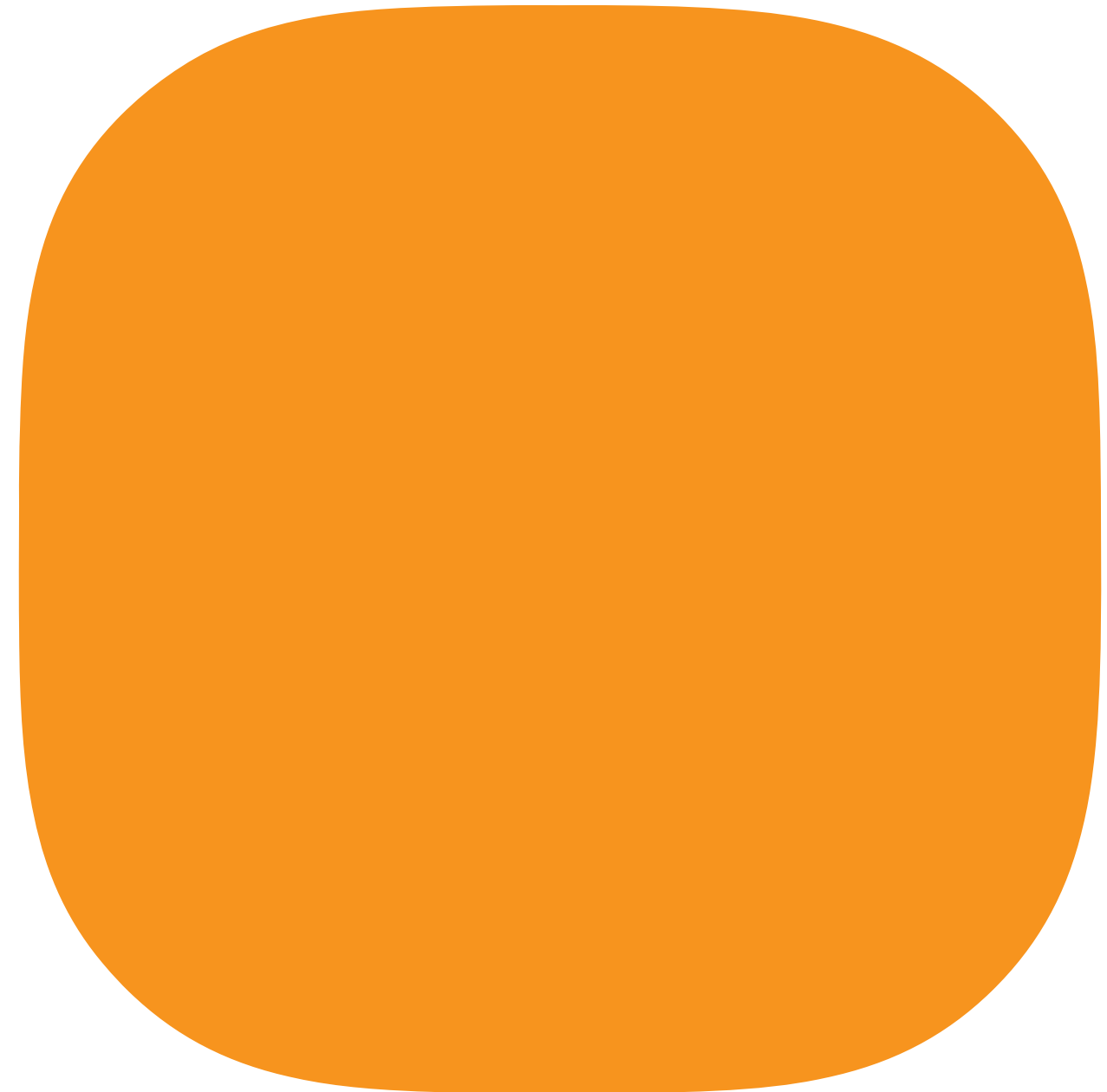
WHEN TO USE

For communication pieces which include all five Areas of Impact:

- Use as the primary color on pages devoted to Advocacy programs.

For communication pieces devoted solely to one or more Advocacy programs:

- Use as the primary color.



PANTONE P 20-8 C

C: 0
M: 50
Y: 100
K: 0

R: 247
G: 148
B: 30

hex code:
#F7931D



PART IV

APPLICATION & USE

LOGO USE

DIGITAL MEDIA

EMAIL SIGNATURES

LETTERHEAD

BUSINESS CARDS

TYPOGRAPHY

PHOTOGRAPHY

BRAND GUIDE

Logo Use

THE CPLC ICON

DISCONTINUED: DO NOT USE

Historically, the CPLC icon has been used on its own without the “Chicanos Por La Causa” wordmark. This is no longer part of CPLC’s brand. Instead, use one of the approved logo formats shown right and on pages 20–23.

WHEN TO USE

Never use the CPLC icon by itself. Instead, use one of the approved logo formats (p. 20–23):

- Primary
- Vertical

The **only** exception to this rule is for social media profile pictures, which use a specific version of the CPLC icon. (p. 62)

PRIMARY



VERTICAL



DO

DO NOT



Logo Use

CLEARANCE

WHEN TO USE

Always leave space equal to or greater than the size of the “C” in the logo icon around the logo.

PRIMARY



VERTICAL



Logo Use

UNACCEPTABLE USE

WHEN TO USE

Follow these usage guidelines for any use of any version of CPLC's logo.



Do **not** rotate, skew, or bend the logo



Do **not** unevenly scale the logo



Do **not** use the wrong version of the logo (see p. 20–35)



Do **not** change the color of the logo
(Without approval from the Marketing Department)



Do **not** scale only one element of the logo



Do **not** remove any element(s) of the logo



Do **not** change the text of the logo in any way



Do **not** add any effects to the logo

Logo Use

PREVIOUS LOGOS

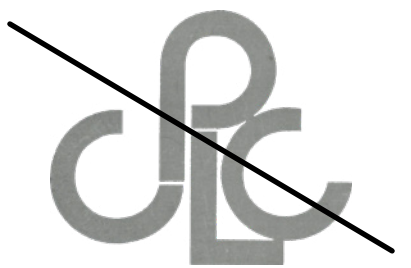
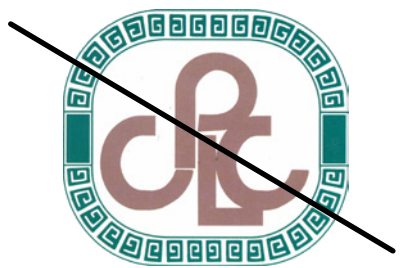
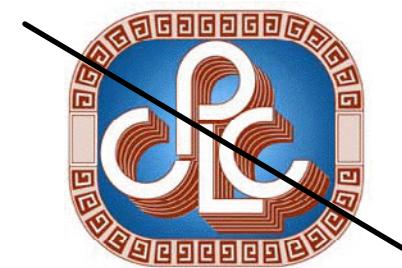
DISCONTINUED: DO NOT USE

WHEN TO USE

Do not use obsolete logos for any new materials.

Programs may continue to use existing printed materials that have one or more obsolete logos (see p. 61), but **all new materials must use the new, approved logos** (p. 20–35).

OBSOLETE LOGOS



Digital Media

The Marketing Department is committed to empowering CPLC programs to create and post digital content about their program/services.

WHEN TO USE

All digital media by programs/services must be approved by the Marketing Department, including:

- Facebook pages
- Instagram
- Twitter
- Websites
- Email repositories
- Other social media

To submit for approval, email **Marketing@cplc.org**

PROFILE PICTURE

Use the mono orange CPLC icon as the profile picture on any official CPLC-related social media page, including the CPLC main page, CPLC program pages, and CPLC region pages.

This is the only approved use of the CPLC icon by itself.



SOCIAL MEDIA

CPLC programs have the option to submit content to the CPLC Marketing Department to post to CPLC's main social media pages or create a dedicated program social media page after receiving training from the Marketing Department.

Please note that all digital content must be approved by Marketing and utilize brand-compliant templates.

All social media pages, social media accounts, or social usernames that utilize CPLC in the name must be approved by Marketing, provide Marketing with administrative control, and remain the property of CPLC, even if the employee managing the account leaves the organization.

CPLC FACEBOOK PAGE VS. PROGRAM FACEBOOK PAGE

A program which wants exposure on Facebook has two options:

POST FROM MAIN CPLC PAGE

Pros:

- Existing audience of 34,000+
- Budget available to boost content to niche markets
- Program not responsible for constant content creation or moderation

Cons:

- CPLC main page represents all programs; programs may not be able to post as often as desired

CREATE A DEDICATED PROGRAM PAGE

Pros:

- Niche market of people interested in that program only
- Program can post as often as desired

Cons:

- Facebook is pay-to-play; programs need a budget to pay for Facebook ads to build an audience and get their content seen
- Content creation is a unique skill and very time consuming
- Facebook moderation is time consuming, requiring someone to answer questions, respond to messages, and moderate inappropriate comments

Letterhead

WHEN TO USE

Use for all official CPLC letters.

To obtain updated letterhead, visit the Marketing intranet site.



CHICANOS POR LA CAUSA
1112 E. Buckeye Rd. | Phoenix, AZ 85034
(602) 257-0700 cplc.org

Email Signatures

EXAMPLE SIGNATURE

Corbel Bold 18 pt.

Corbel all caps 8 pt.

Maria Lopez

PROGRAM DIRECTOR

CPLC DE COLORES

Corbel 10 pt.

Corbel Bold all caps 8 pt.



CHICANOS

POR LA CAUSA

DE COLORES

CPLC Logo,

Program Logo,

or Region Logo

Corbel Italic 10 pt.

Corbel 10 pt.

Corbel Bold 8 pt.

1234 S. Sample St. | Phoenix, AZ 12345

W (123) 456-7890 | C (123) 456-7890

maria.lopez@cplc.org

website | facebook

All vertical lines dividing

information are 7.5 pt.

WHEN TO USE

All email communication must use the appropriate CPLC email signature.

Direct any questions about email signatures to **Marketing@cplc.org**

* “Post-nominal letters” refer to abbreviated certifications or degrees, such as “PhD”, “MBA”, or “JD.” This portion of the email signature may also be used to specify preferred gender pronouns for employees who wish to do so. Multiple degrees must be separated by commas, and degrees and pronouns must be separated by a semicolon (e.g. “MBA, JD; she/her/hers”).

STAFF TYPE

EXECUTIVE
STAFF

CCS STAFF

STAFF OF
MULTIPLE
PROGRAMS
IN AZ

ALL
PROGRAM
STAFF

REGIONAL
EXECUTIVE
STAFF

REGIONAL
ADMIN

STAFF OF
MULTIPLE
PROGRAMS
OUTSIDE AZ

SIGNATURE TEMPLATE

Name

post-nominal letters*

TITLE

DEPARTMENT OR AREA OF IMPACT



CHICANOS

POR LA CAUSA

Address Line 1 | Address Line 2

Phone Number 1 | Phone Number 2

Email Address

website link | facebook link

Name

post-nominal letters*

TITLE

PROGRAM NAME



CHICANOS

POR LA CAUSA

DE COLORES

Address Line 1 | Address Line 2

Phone Number 1 | Phone Number 2

Email Address

website link | facebook link

Name

post-nominal letters*

TITLE

DEPARTMENT OR AREA OF IMPACT



CHICANOS

POR LA CAUSA

NEW MEXICO

Address Line 1 | Address Line 2

Phone Number 1 | Phone Number 2

Email Address

website link | facebook link

Business Cards

FRONT



BACK



WHEN TO USE

To order CPLC business cards,
email Marketing@cplc.org

Typography

TEXT STYLES

Andes ExtraLight all caps 14-20 pt.

Andes Black 30-60 pt.

Andes ExtraLight 14-16 pt.

Andes Black all caps 14-16 pt.

Andes ExtraBold all caps 8-10 pt.

Andes Book 10-12 pt.

AREA OF IMPACT OR REGION

Program Name

Introductory Paragraph

SUBHEADING 1

SUBHEADING 2

Body text

CPLC brand color or Area of Impact color

WHEN TO USE

Use these text styles for any internal documents and forms as well as public-facing written documents except email.

A **pre-formatted Word template**

is available to all CPLC employees at the Marketing intranet site.

Corbel may be substituted for Andes if you do not have Andes installed on your computer (see p. 12–13).

Typography

TITLES AND DIVIDERS

Andes ExtraBold all caps 10-14 pt.

Andes Black all caps 30-60 pt.

Andes ExtraBold all caps 14-16 pt.

Andes Book all caps 10-12 pt.
Andes Book Italic 10-12 pt.

Andes ExtraLight 30-60 pt.

Andes ExtraBold all caps 10-12 pt.

SECTION NUMBER OR CATEGORY

SECTION TITLE

SUBTITLE OR CATEGORIES

CALLOUT HEADING

Callout body text

123

STAT EXPLANATION

WHEN TO USE

These text styles provide additional options, particularly for titles and dividers.

A **pre-formatted Word template** is available to all CPLC employees at the Marketing intranet site.

Corbel may be substituted for Andes if you do not have Andes installed on your computer (see p. 12–13).

Typography

EVENTS AND CAMPAIGNS

Titles may use wordmark and colors
branded to specific event or campaign

All other text must follow
CPLC brand standards

ESPERANZA
LATINO TEACHER AWARDS

AREA OF IMPACT OR REGION
Introductory Paragraph

SUBHEADING 1

SUBHEADING 2

Body text

Event or campaign color scheme may be used instead of CPLC colors

WHEN TO USE

Special events and campaigns may be granted an exception to use colors and title text branded to the specific event or campaign.

All events and campaigns which use colors and title text that differ from CPLC's standard brand **must receive approval from CPLC's marketing department.**

To seek permission to brand an event or campaign, email **Marketing@cplc.org**

Photography

CPLC photography depicts individuals with dignity. It seeks to build a sense of empathy without looking down on the subject.

Images should avoid relying on or reinforcing negative stereotypes about Latinos or low-income individuals.

WHEN TO USE

All CPLC communications to our funders, partners, clients, and the general public must use professional, high-quality, high-resolution photography whenever possible and appropriate.

For help obtaining client photography, email marketing@cplc.org

SAMPLE PHOTOGRAPHY





EMAIL **MARKETING@CPLC.ORG** WITH ANY
QUESTIONS OR TO OBTAIN COPIES OF ANY
MATERIALS IN THIS BRAND GUIDE.



CHICANOS
POR LA CAUSA