



BRAND GUIDELINES

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For decades, **LATINO PUBLIC BROADCASTING** has been the trusted home for Latino stories, elevating independent voices that illuminate our history, celebrate our culture, and reflect the richness of the Latino American experience. Through the power of storytelling, we have informed, inspired, and connected communities, proving that while our voice is unique, our stories are universal.

As storytelling continues to evolve, so must the language that defines who we are and how we connect with audiences. The transition to **LATINO PUBLIC MEDIA** reflects a broader, more contemporary vision. While broadcasting speaks to a single medium, media embraces the full spectrum of platforms where stories live, travel, and create meaningful connections. This evolution honors our legacy while expanding our ability to champion bold voices, inspire new perspectives, and illuminate our shared humanity through stories that resonate across generations and beyond borders.

This Brand Guide establishes the visual and verbal standards for the **LATINO PUBLIC MEDIA** identity, providing clear guidelines to ensure a consistent, recognizable, and inspiring brand experience across every touchpoint, from print and digital to public media and the emerging platforms shaping the future of storytelling.

MISSION

We elevate independent storytelling that inspires, connects, and enriches the **Latino American** experience on public media and beyond.

VISION

To create a world where stories transcend borders, cultures inspire connection, and the **Latino American** experience helps illuminate our shared humanity.

LOGO

LOGO OVERVIEW

Our new Latino Public Media Brand identity celebrates the Latino community and its unique light—how it shines across this country with resilience, creativity, and heart.

At its core, three radiant dots crown our “i”s, each one a spotlight: on the individuals who power our stories, the ideas that carry us forward, and the identity that binds us across borders. Each dot glows with a gradient of warm colors—yellow to orange, orange to red—echoing the warmth, passion, and continuity woven into Latino stories. Together, they rise like the sun at dawn, heralding a new day and a fresh beginning—for our brand, and for our people. Against the deep blue of the letterforms, representing the tradition and greatness of the United States, this vibrant accent becomes both contrast and complement: an energy of growth flowing through our shared story.

The bold, all-uppercase wordmark was crafted to feel timeless yet modern. Every letter carries intention, with subtle refinements in the “A” and “E” that add distinction and character. Here, the humble “i” becomes more than a letter: it is every storyteller, every dreamer, every audience member. A reminder that each voice matters.

Together, these voices form the colorful mosaic of Latino identity—united, radiant, and rising.



FULL COLOR LOGO SET

WHITE BACKGROUND

The Latino Public Media logo system consists of three distinct configurations designed to provide maximum flexibility while maintaining a consistent visual identity.

Together, these three configurations ensure the brand remains recognizable, balanced, and consistent across every touchpoint.



STACKED

The stacked logo is the primary expression of the brand and should be prioritized whenever space allows.



HORIZONTAL

The horizontal version is optimized for panoramic formats and applications with limited vertical space.



ACRONYM

The LPM acronym functions as a compact brand mark for smaller applications, digital platforms, and other instances where the full logo cannot be reproduced effectively.

FULL COLOR LOGO SET

DARK BACKGROUND



STACKED



HORIZONTAL



ACRONYM

SINGLE COLOR LOGO

WHITE BACKGROUND



BLACK BACKGROUND



CLEARSPACE

Clearspace defines the minimum amount of empty space that must surround the Latino Public Media logo at all times. This protected area ensures the identity remains legible, distinctive, and visually prominent, free from competing graphic or verbal elements.

The height of the “L” in the wordmark serves as the unit of measurement for the minimum clearspace and should be maintained on all sides of the logo across every print and digital application.



TYPOGRAPHY

TYPOGRAPHY

Raleway has been selected as the primary typeface for Latino Public Media across both digital and print applications. Its modern, elegant design supports clarity, accessibility, and a contemporary visual expression aligned with the brand.

Raleway's wide range of weights allows for efficient use and clear typographic hierarchy, making it versatile across headlines, subheads, body copy, and captions. The typeface is readily available through Adobe Fonts and Google Fonts, ensuring consistency and ease of use across all platforms and teams.

RALEWAY

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()-=+

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()-=+

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()-=+

Semi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()-=+

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()-=+

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()-=+

COLOR PALETTE

COLOR PALETTE

The Latino Public Media color palette is anchored in a deep blue and white foundation, establishing a confident, institutional presence rooted in trust, clarity, and public media values. This core palette provides a timeless and versatile base across both digital and print applications.

An accent gradient—transitioning from orange to red—is introduced as a point of warmth and expression. This gradient is used selectively to highlight the dots on the “i”s within the logo, adding vibrancy and emphasis without overpowering the primary palette.

At its core, the three radiant dots crowning our “i”s act as spotlights: honoring the individuals who power our stories, the ideas that carry us forward, and the identity that binds us across cultures and borders. Together, they represent illumination, connection, and the enduring spirit of Latino storytelling.

BLUE RGB: 46, 58, 82 HEX: #2E3A52 CMYK: 87, 74, 43, 36 PANTONE 654	WHITE RGB: 00, 00, 00 HEX: #000000 CMYK: 0, 0, 0, 0 PANTONE 000	LIGHT GREY RGB: 240, 240, 240 HEX: #000000 CMYK: 0, 0, 0, 0 PANTONE 000
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LOGO GRADIENTS

The Latino Public Media primary logo utilizes three approved gradient configurations that bring warmth, dimension, and movement to the identity. These gradients are an integral part of the brand system and should be applied consistently to maintain a cohesive visual language across all touchpoints.

The following color specifications illustrate the approved gradient combinations for every version of the logo, ensuring accurate and consistent reproduction in both digital and print environments.



GRADIENT 1

		
DARK RED		RED
RGB: 147, 43, 40		RGB: 203, 55, 50
HEX: #932B28		HEX: #CB3732
CMYK: 24, 99, 97, 20		CMYK: 7, 99, 98, 1
PANTONE 000		PANTONE 000

GRADIENT 2

		
RED		RED ORANGE
RGB: 203, 55, 50		RGB: 211,93,54
HEX: #CB3732		HEX: #D35D36
CMYK: 7, 99, 98, 1		CMYK: 6, 82, 100, 0
PANTONE 000		PANTONE 000

GRADIENT 3

		
RED ORANGE		ORANGE
RGB: 211,93,54		RGB: 221, 124, 59
HEX: #D35D36		HEX: #DD7C3B
CMYK: 6, 82, 100, 0		CMYK: 4, 66, 98, 0
PANTONE 000		PANTONE 000

ACCENT GRADIENT

The orange-to-red gradient is intended to be used sparingly and with intention. Applied in a subtle and tasteful manner, it serves as a refined accent to introduce warmth and emphasis when needed, without overwhelming the core color palette.

Its use should always enhance the brand, never compete with it.

LEFT

CENTRE

RIGHT



ORANGE

RGB: 221, 124, 59
HEX: #DD7C3B
CMYK: 4, 66, 98, 0
PANTONE 000



RED

RGB: 203, 55, 50
HEX: #CB3732
CMYK: 7, 99, 98, 1
PANTONE 000



DARK RED

RGB: 147, 43, 40
HEX: #932B28
CMYK: 24, 99, 97, 20
PANTONE 000

ACCENT GRADIENT USAGE



PARTNERSHIP LOGOS

PARTNERSHIP LOGOS

For brand partnerships the Latino Public Media logo can also be combined with a partner logo. Both logos are arranged in such a way that they look equal in size. They are separated visually by a fine line.

If different partner logos have to be placed on one layout, special rules must be observed. This includes, on the one hand, the size and color of the logos and, on the other hand, their placement.

Logos set in optically the same size, the same gray value like the Latino Public Media logo.



Logo configuration example.

PARTNERSHIP LOGOS CONFIGURATIONS



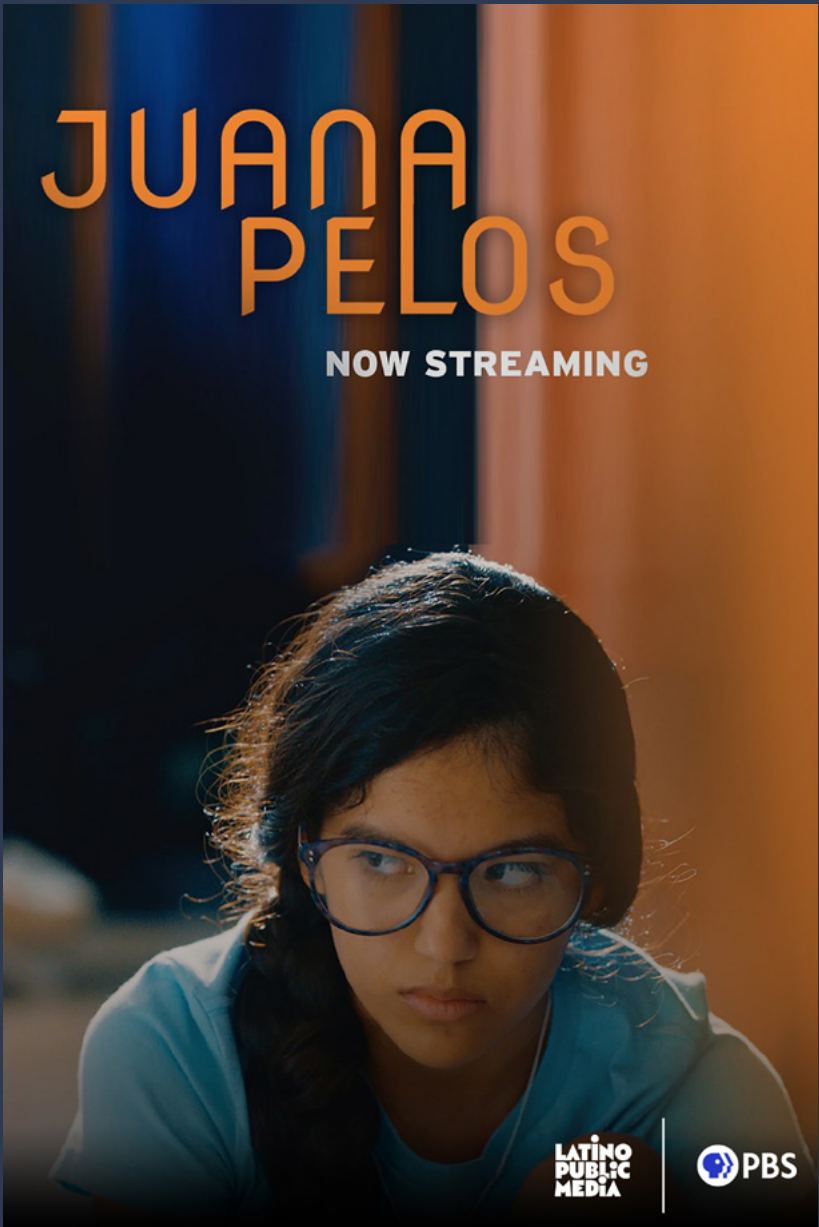
STACKED

HORIZONTAL

ACRONYM

PARTNERSHIP LOGOS

Layout example



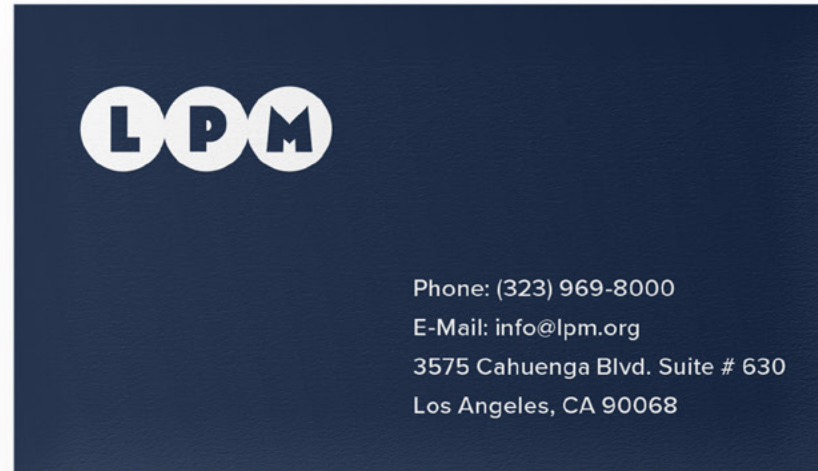
APPLICATIONS

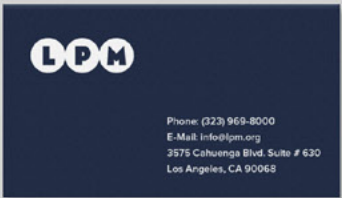
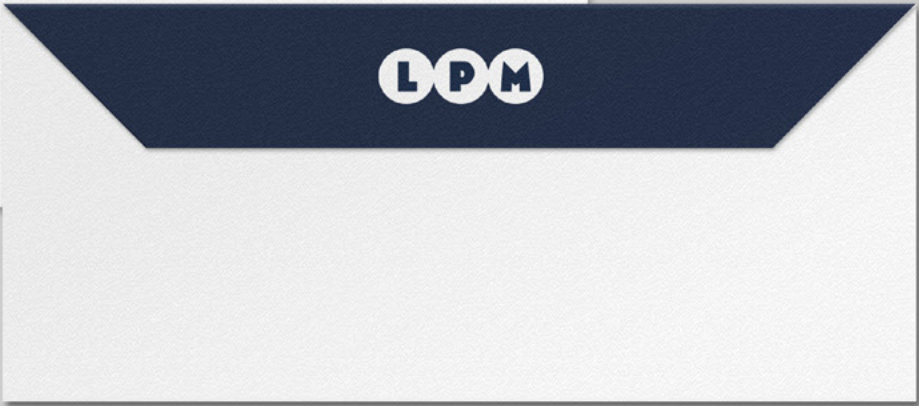
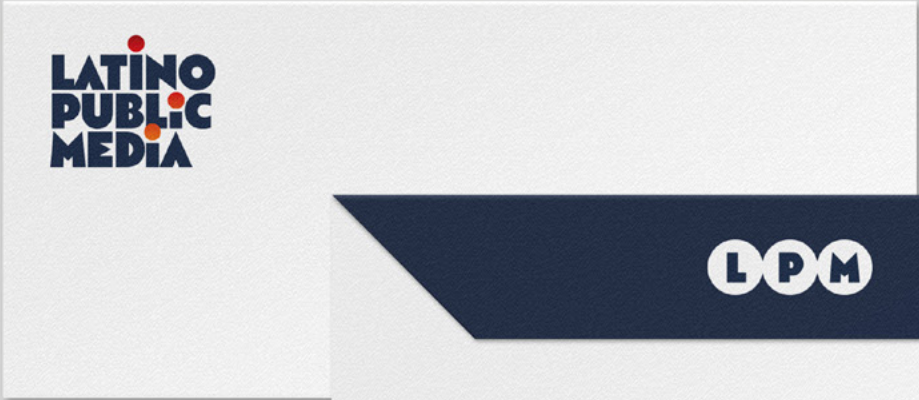
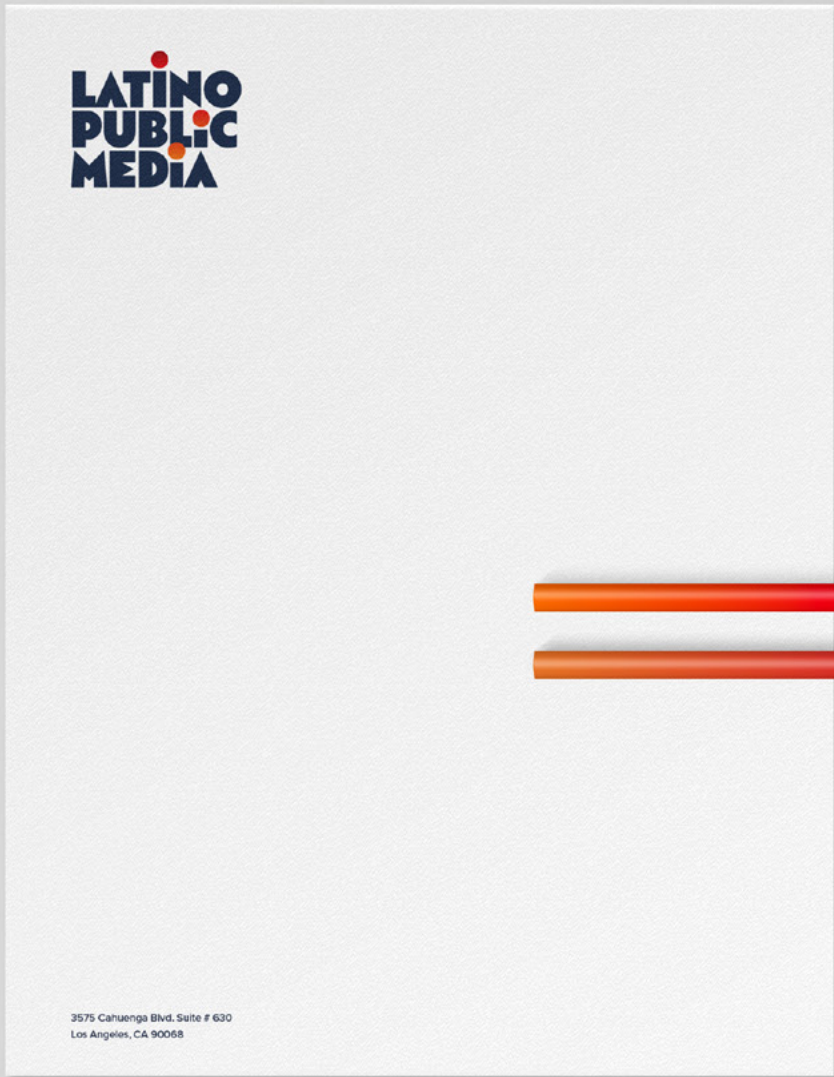
APPLICATIONS

The following applications demonstrate how the Latino Public Media brand lives and breathes across a wide range of contexts. These examples illustrate how our core visual elements—logo, color, typography, and imagery—come together cohesively in real-world scenarios.

They are intended to serve as both inspiration and guidance for extending the brand into new applications, ensuring consistency, clarity, and recognition across all mediums. Whether expressed through a digital layout, a printed piece, a web experience, or a campaign asset, these applications show how the brand can adapt while remaining rooted in its purpose, values, and visual integrity.















BRAND ASSETS

[DOWNLOAD BRAND ASSETS](#)

**WE ARE
LATINO CULTURE.
WE ARE
AMERICAN STORIES.**

