



BRAND SPECIFICATIONS for UFW FOUNDATION

LOGO

Logo Design:

Logo Font:

SELECTED

Circle design as shown

Montserrat Bold

TYPOGRAPHY

Headline Font:

Main Body Font:

Myriad Pro Bold

Fira Sans Book

COLORSCAPE

Default Color:

Primary Accent:

Secondary Accent:

Tertiary Accent:

Quaternary Accent:

UI Colors:

Rosso Corsa #D50000

Sunglow #FFCC00

Viridian Green #04989E

Bananamania #FAE6B4

Quaternary Accent #B9CAC9

Standard

ABOUT THE UFW FOUNDATION

César Estrada Chávez was an American labor leader, community organizer, businessman, and Latino American civil rights activist. Along with Dolores Huerta, he co-founded the National Farm Workers Association, which later merged to become the United Farm Workers labor union.

Born in Yuma, Arizona, to a Mexican American family, Chavez began his working life as a manual laborer before spending two years in the United States Navy. Relocating to California, where he married, he got involved in the Community Service Organization (CSO), through which he helped laborers register to vote. In 1959, he became the CSO's national director, a



**UFW
FOUNDATION**



Accent Primary Color

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SUNGLOW #FFCC00



Accent Secondary Color

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VIRIDIAN GREEN #03989E



Accent Tertiary Color

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BANANAMANIA #FBE7B4



Accent Quaternary Color

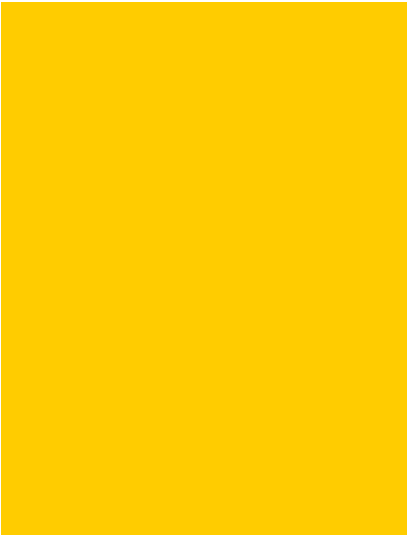
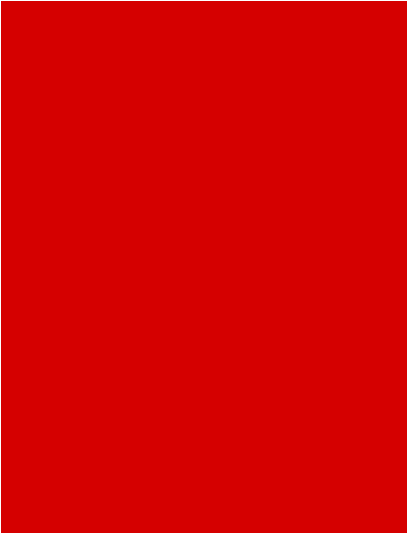
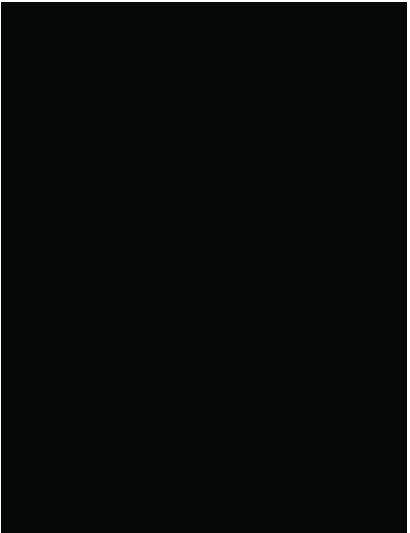
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OPAL #B9CACA



Color 1

HEX	060808
RGB	6, 8, 8
HSB	180, 25, 3
CMYK	24, 0, 0, 96

Color 2

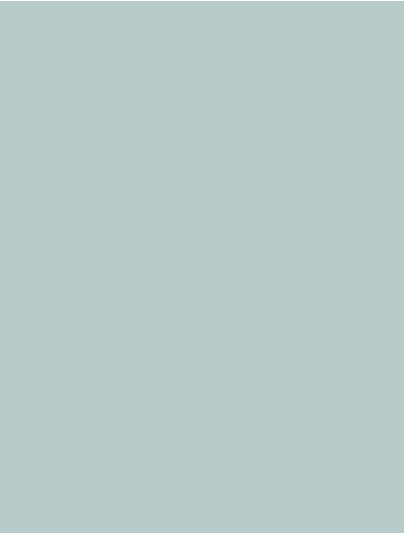
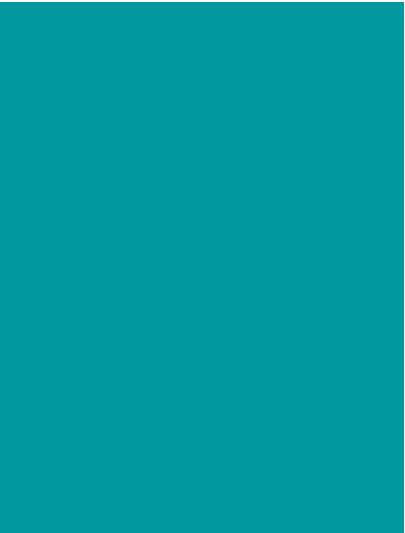
HEX	FFFFFF
RGB	255, 255, 255
HSB	0, 0, 100
CMYK	0, 0, 0, 0

Color 3

HEX	D50000
RGB	213, 0, 0
HSB	0, 100, 84
CMYK	0, 100, 100, 16

Color 4

HEX	FFCC00
RGB	255, 204, 0
HSB	48, 100, 100
CMYK	0, 19, 100, 0



Color 5

HEX	03989E
RGB	3, 152, 158
HSB	182, 98, 62
CMYK	98, 3, 0, 38

Color 6

HEX	FBE7B4
RGB	251, 231, 180
HSB	43, 28, 98
CMYK	0, 7, 28, 1

Color 7

HEX	B9CACA
RGB	185, 202, 202
HSB	180, 8, 79
CMYK	8, 0, 0, 20