



BRAND BOOK

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WHY WE NEED A BRAND BOOK

The Dolores Huerta Foundation passionately advocates for social justice, focusing on empowering marginalized communities through grassroots organizing, civic engagement, and education initiatives. By championing the rights of underrepresented populations, we strive to create a more equitable and inclusive society for all.

As a foundation we have some standards that help people immediately recognize DHF whenever they hear, see or interact with us.

We will use this guide to present Dolores Huerta Foundation with an unified voice and image.



OUR MISSION

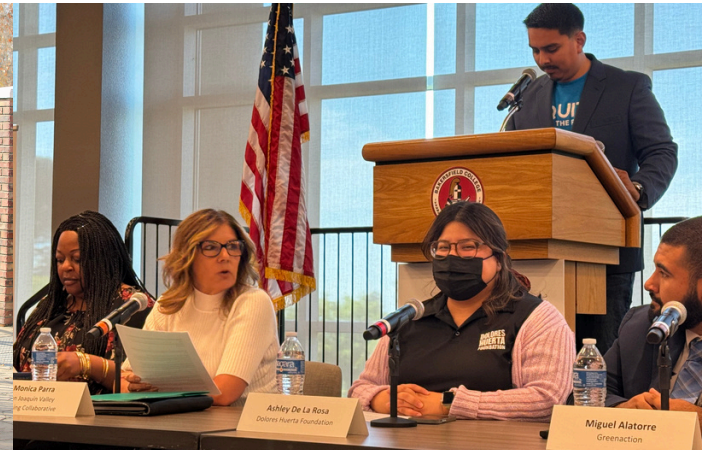
“Inspiring and organizing communities to build volunteer organizations empowered to pursue social justice.”

As a 501(c)(3) organization dedicated to inspiring and mobilizing communities, our mission is to cultivate empowered volunteer organizations actively pursuing social justice. Our grassroots organizing efforts in Civic Engagement, Education Equity, Health, and Safety, and LGBTQIA+ Equality aim to amplify the voices of those most directly affected by inequity, recognizing their inherent knowledge and capacity to implement community-driven solutions when equipped with the necessary tools, training, and resources.

OUR VISSION

In 5 years, DHF will be a **national leader** in **training** and **developing** organizers and organizations. In the Central Valley, DHF Vecinos Unidos will be a powerful example of what is **possible** through **community organizing** by growing its member Vecinos Unidos chapters and volunteer members. Nationally, DHF will establish a broad dues-paying membership base of **50,000** Vecinos, youth, donors, supporters, and voters creating an annual income of **\$1.25 million**. The Dolores Huerta Organizing Leadership Academy, DHOLA, will develop the curriculums and materials to train thousands of organizers nationally using multiple creative venues. And finally, DHF will construct a campus that can house the organization, DHOLA, a Dolores Huerta archive, and serve as a location for retreats and social functions. This will be made possible by a committed, well-trained and fully staffed DHF with the resources to focus on creative ideas, the use of new technologies, and strategic planning and results management.

WHAT WE DO



Civic Engagement

DHF's Civic Engagement department has mobilized over **20,000 local voters** via canvassing, phone banking, and educational workshops, significantly enhancing community participation and transparency. Since 2019, they have successfully passed **100 bills** in California, New Mexico, and Nevada, and played a key role in advocating for fair voting district maps at various governmental levels from 2020 to 2021.

DHF continues to champion progressive policies that emphasize equity and resource access for historically marginalized groups, ensuring that people are prioritized over profit.

Grassroots Organizing

DHF organizers use a grassroots house meeting model to form neighborhood organizations called “Vecinos Unidos®” (Neighbors United). Vecinos Unidos® members are empowered through hands-on leadership training to lead civic engagement and collective action efforts to hold elected officials accountable and secure positive outcomes to **address the needs of their community**. DHF has 12 Vecinos Unidos® chapters in Kern, Tulare, Fresno and Los Angeles (Antelope Valley) counties. Vecinos Unidos® have been successful in advocating for parks, paved roads, pools, sewer connections, and much more.

Education Equity

Our education equity programming is dedicated to dismantling the school-to-prison pipeline by collaborating closely with Vecinos Unidos and youth in the Central Valley, aiming to extend impact beyond our communities. DHF empowers Vecinos Unidos and youth across more than **17 school districts** through strategic initiatives including organizing, coalition, building and narrative development. Our programming has spearheaded over **100+** transformational policies and practices that promote health and racial equity. These include multicultural celebrations, improving quality and access to school meals, and divesting funds from policing to restorative resources within schools.

WHAT WE DO



Youth Program

Our intergenerational organizing approach is rooted in the belief that those directly affected by inequity are best positioned to lead lasting transformative change. At the heart of our youth program is recognizing that young people, given the opportunity and essential support, are ready to assume leadership roles. This initiative aims to empower young individuals by providing tools and resources, fostering a critical understanding of history and systems of inequity.



Resource Centers

The Resource Center is dedicated to fostering social justice by providing equitable access to essential services, resources, and referrals for Vecinos Unidos (Neighbors United), youth, and community members in the disenfranchised areas of Arvin, Bakersfield, California City, Palmdale, Sanger, and Tulare. The centers promote economic security, legal and civil rights, and self-empowerment. Volunteers from local communities play a pivotal role through their engagement. They receive comprehensive training aimed at nurturing transferring employment skills and fostering leadership development, enabling them to actively contribute to advancing social justice in their communities.



Health & Safety

In response to the pandemic, DHF has launched a multi-cultural COVID-19 education and outreach campaign with regional partners. DHF has helped host 150 vaccination clinics and administered over 10,000 vaccinations. DHF also works to promote the accessibility to food, health assistance programs, and community safety.

OUR IMPACT

Our movement-building addresses the harmful and discriminatory practices and abuses faced by marginalized individuals and families. Through a multi-pronged approach, we've been instrumental in grassroots organizing for local and state legislation.

1000+

Vecinos Unidos

50+

Staff Members

169

DHF Youth Members

22

Years of Impact

DHF TONE

When we talk about Dolores Huerta Foundation it is crucial maintain a consistent voice. This is going to help people to immediately recognize DHF whenever they hear, see or interact with the foundation.

Si se puede!

#PeoplePower

Yes we can!

Every minute is an opportunity to
change the world

DHF VALUES

At Dolores Huerta Foundation we have a set of values that help us to set a clear direction and guide every step toward DHF mission and actions. Our day to day activities, decision-making, processes and interactions are led by our values.

- **Empowerment.** We empower people to be the agents of change within their own communities.
- **Volunteerism.** We inspire a spirit of volunteerism which recognizes that the freedom of self-determination is its own reward.
- **Social Justice.** We affirm the human rights of all people to create institutional arrangements that serve everyone according to their needs and respect people's right to self-determination.
- **Yes, we can!** We always act with hope in the belief that what may seem unachievable can be accomplished.
- **Non-violence.** We believe in the use of peaceful means, not force, to bring about political or social change.
- **Pro-choice.** We believe the right to choose abortion is essential to ensuring a woman can decide if, when and with whom to start or grow a family.

CALL TO ACTION

What do you say to people who want to get involved? We always tell people to think about what they love doing and do it for DHF. We encourage people to get creative, include others and have fun promoting the cause.

Follow Us

Follow our social media accounts on Facebook, Twitter and Instagram and continue to spread the word.

Donate

Make an individual or recurring donation to support the work we do.

Campaign

Donate your birthday, run a marathon, get creative and rally friends and family to support you raise money and awareness for DHF.

Take Action

Host an event to support DHF and join/support a local Volunteer team at DHF.

Donate Your Voice

Use your social media networks to spread the word about DHF.

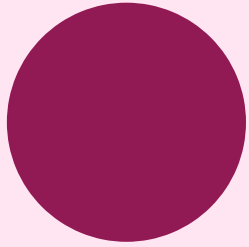
DHF LOGOS

Our logo is the face of Dolores Huerta Foundation. It is important to treat our logo with respect and care. Treating our logo well will help you to create an amazing project. When working with our logo, keep in mind both; centering and spacing.

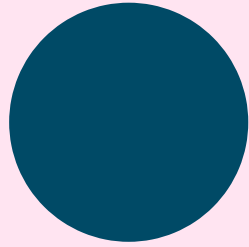


OUR COLORS

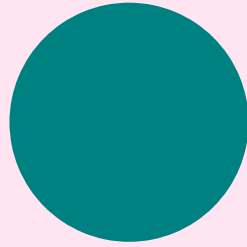
Colors can create emotion, trigger memory and communicate the values of an organization. Our core colors reflect DHF spirit.



#8C004E



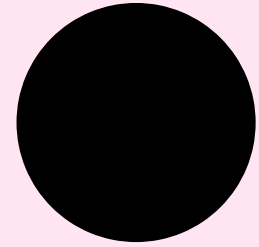
#004A67



#008181



#FFFFFF



#000000



TYPOGRAPHY

Our typography is another way for DHF to stand out from the crowd. It is most effective when everyone on our team uses the set fonts. Whenever we are communicating with outside parties, be sure to use our fonts for a polished and on-brand look.

Here are some guidelines for our fonts, but feel free to be creative and utilize them in whatever way makes sense for the project you are working on. You can use this brand book and the toolkit campaign for inspiration.

PROXIMA NOVA BOLD

WHEN TO USE: This font is great for important number, list titles, icon titles, etc. Color varies based on supporting page content

PROXIMA NOVA REGULAR

WHEN TO USE: This is for body text, the weight of which can be decided depending on legibility. Be conscious of the space between the lines of body copy; adjust the leading for maximum readability.

BEBAS NEUE

WHEN TO USE: This is for pull out text, important sentences, content headers or sub-section headers. Give the letters in this font a lot of room to breathe; don't forget to adjust the tracking.

PHOTOGRAPHY

Photography is a powerful way to tell an honest story. A photo can inspire positive change, a photo

As one of our mantras is **#PeoplePower**, we try to capture the smiles, braveness, the power and essence of people and actions on our photography.

Using your own shots

If you want to feature your own DHF shots, using photos from DHF events, use the pointers below to help keep our image consistent:

- Capture **natural** moments (think: moments that tell stories)
- Take your shots in full-color and **without a filter**. You can always adjust the color and balance later.
- Make sure to set your camera to a **high-resolution** so you can use the shots for a variety of creative needs, from print to social media.
- Keep in mind the personality of DHF and take photos that are uplifting, genuine and most importantly, respectful. **Always ask permission before taking photos of someone.**



RESOURCES AND ASSETS



LOGOS



PICTURES

This page is your go-to place for the most up-to-date DHF assets. They're all in one place to make it easier to find the materials. Directly download it all or pick and choose from the folders above. Enjoy!

So that's our foundation. Your foundation.

If you are ever in doubt about the foundation, please refer back to this document. It is important to love and respect our foundation, as it is the most effective way of uniting our work and providing a voice that we should all use to talk about DHF.

