

Department of Defense 2019 National Hispanic Heritage Month Poster

Poster Description: The Department of Defense 2019 National Hispanic Heritage Month poster depicts a tan/brown background representing a wood grained table top. Lying on the table and slightly canted to the left is a poster depicting a blueprint with the top right corner slightly curled up. The blueprint design consists of three layers of blue drafting paper; the entire poster is covered with varying shades of white grid squares and text aligning lines. The bottom layer is a dark blue background outlining the poster. The second layer is a lighter blue template with text area and gridlines covering the top third of the poster and bottom, reflecting the header and footer areas of the blueprint. The third layer covering the bottom two thirds of the poster is darker blue matching the first layer and represents the main drafting area within the blueprint.

At the top center of the poster within the header area are the first three words of the theme spread across three lines. Each word of the theme is separated by white, text guide lines running horizontally and vertically. The first word in the theme, *Honoring* is in white italicized text and sentence case. The next word in the theme is in larger white standardized text and capitalized letters, **HISPANIC**. Immediately below is the third word in the theme in slightly smaller, white text and capitalized letters, **AMERICANS**. Immediately below the theme is a horizontal row of sixteen (16) small white stars.

Below the header area is the drafting area. At the top left of the of this area is a silver ruler which lies partly across the bottom left corner of the header and across the top left corner of the drafting area.

Immediately below the ruler within the drafting area is a map legend. It consists of five vertical squares depicting the demographic population density profile for those of Hispanic descent. The population density is depicted as white areas of varying saturation transitioning from dark white (highest density) to darker blue (lower density). To the right of the five squares is descriptive text. The top line reads (Percent). Beside the first (top), darkest white square are the words, More than 50. Besides the second, lighter white square is the percentage range, 25.0 – 50.0. Besides the third, white-blue square is the percentage range, 16.3 – 24.5. Besides the fourth, lighter blue square is the percentage range, 5.0 – 16.2. Besides the fifth, dark blue square are the words, Less than 5.0. Beneath the vertical legend is a small text box showing from where the data comes. The first line reads, 2010 Census. The second line reads, U.S. Census Bureau.

At the top right of the drafting area is a white box forming the notes and description box. In the white box is the remainder of the theme spread across two lines in blue capitalized letters. The first line reads, **ESSENTIAL TO THE BLUEPRINT**. The second line completes the theme, **OF OUR NATION**. Immediately below is a blue background section outlined in white and containing letters and numbers in white representing the observance date and blueprint filing number, 15 SEP – 15 OCT 2019, followed by 150919-151019.

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Below and centered within the main drafting area is a sketch diagram map of the continental United States. The states of Alaska and Hawaii are at the below left of the continental states. Puerto Rico, our largest Hispanic population territory, is below and to the right of Florida. The United States map is shaded from white to dark blue depicting the population demographic population density profile for those of Hispanic descent based on the vertical legend. The higher population densities (of darker white squares/areas) are in the west and southwest, southern Florida, Puerto Rico, and in some metropolitan areas in the northern states, Alaska, and Hawaii.

Around the map at various locations are white measurement lines with arrow points. Across the top of the map is a horizontal line representing the width between Washington and Maine. Above this measurement line is the observance title in white script, **National Hispanic Heritage Month**. A smaller width measurement line consists of a dashed line with arrow points between a left and right boundary mark which depicts the width between Michigan and New York.

On left side of the map is a solid vertical line representing the measurement between two areas along the west coast between Washington and Southern California. To the left of this line and oriented vertically is the word in white script, **Service**. On the right side of the map is a solid vertical line representing the measurement between two areas along the east coast between Massachusetts and Florida. To the right of this line and positioned vertically is the word in white script, **Dedication**. At the bottom of the map is a dashed horizontal line representing the measurement between Texas and Florida. Below this line is the word in white script, **Honor**.

Below the U.S. map is a white, mechanical pencil which stretches from the left of the footer area into the bottom right of the main drafting area and the tip of which slightly covers the measurement line between Texas and Florida.

At the bottom left corner is the Defense Equal Opportunity Management Institute (DEOMI) seal, a quick response code, and in smaller text the words, "Designed by DEOMI – Defense Equal Opportunity Management Institute." At the bottom right corner are the Service seals for the Army, Marines, Navy, USAF, Coast Guard, and Department of Defense in consecutive order.