

Department of Defense 2021 National Hispanic Heritage Month Poster

Poster Description: The 2021 Department of Defense National Hispanic Heritage Month poster consists of a multicolored background with dark purple at the top third of the poster which transitions to medium blue in the middle to light blue at the poster's bottom and dark purple at the bottom right corner. The background has the texture of a brick wall with an appearance of slightly weathered colors. It is overlain with images/text in the style of Graffiti Mural Art. At the poster's top left corner is a large green butterfly with black highlights representing hope. The butterfly takes up the top left quarter of the poster. At the top right corner is a red hibiscus flower outlined in white with a long yellow stamen. The hibiscus flower represents love and glory and it is widely used in beverages and cuisine in Mexico. To the right of the butterfly and below the hibiscus flower is a large green Monstera 'swiss cheese plant' leaf, with white highlights. The plant, which is native to Central America, represents prosperity.

Centered on the medium blue background in the middle of the poster is the event theme spread across three lines. It reads: Esperanza: A Celebration of Hispanic Heritage and Hope. The first word, ESPERANZA spreads across the entire width of the poster and partly superimposed over the bottom of the Monstera leaf. The text is in large capitalized, multicolored red, orange, and yellow font which blend from top to bottom in each letter. The multi-colored font is outlined in first black, and then white. Centered beneath the word Esperanza is the rest of the theme spread across two lines and in smaller, white, title-cased script font outlined in dark blue. The first line reads, "A Celebration of." The second line reads, "Hispanic Heritage and Hope."

To the left of the second and third lines in the theme is a long multifoliate branch with eleven yellow leaflets outlined in white. To the right of the theme is a multi-petaled, multicolored red and orange flower outlined in white and with a yellow ovule center. Centered on the light blue background below the theme is the observance date in dark blue, script font, SEP15 – OCT 15. Centered below the date in the same dark blue font is the theme title, National Hispanic Heritage Month.

Splaying up from the poster's bottom are three blue design elements with a slight white outline similar in shape to a peacock feather. They lie upon the lighter blue background and are partially beneath the letters in the theme's title, date, and theme.

At the poster's bottom left corner is the Department of Defense and Defense Equal Opportunity Management Institute (DEOMI) seals. At the bottom right corner is a quick response code which links to the DEOMI website, www.defenseculture.mil.