

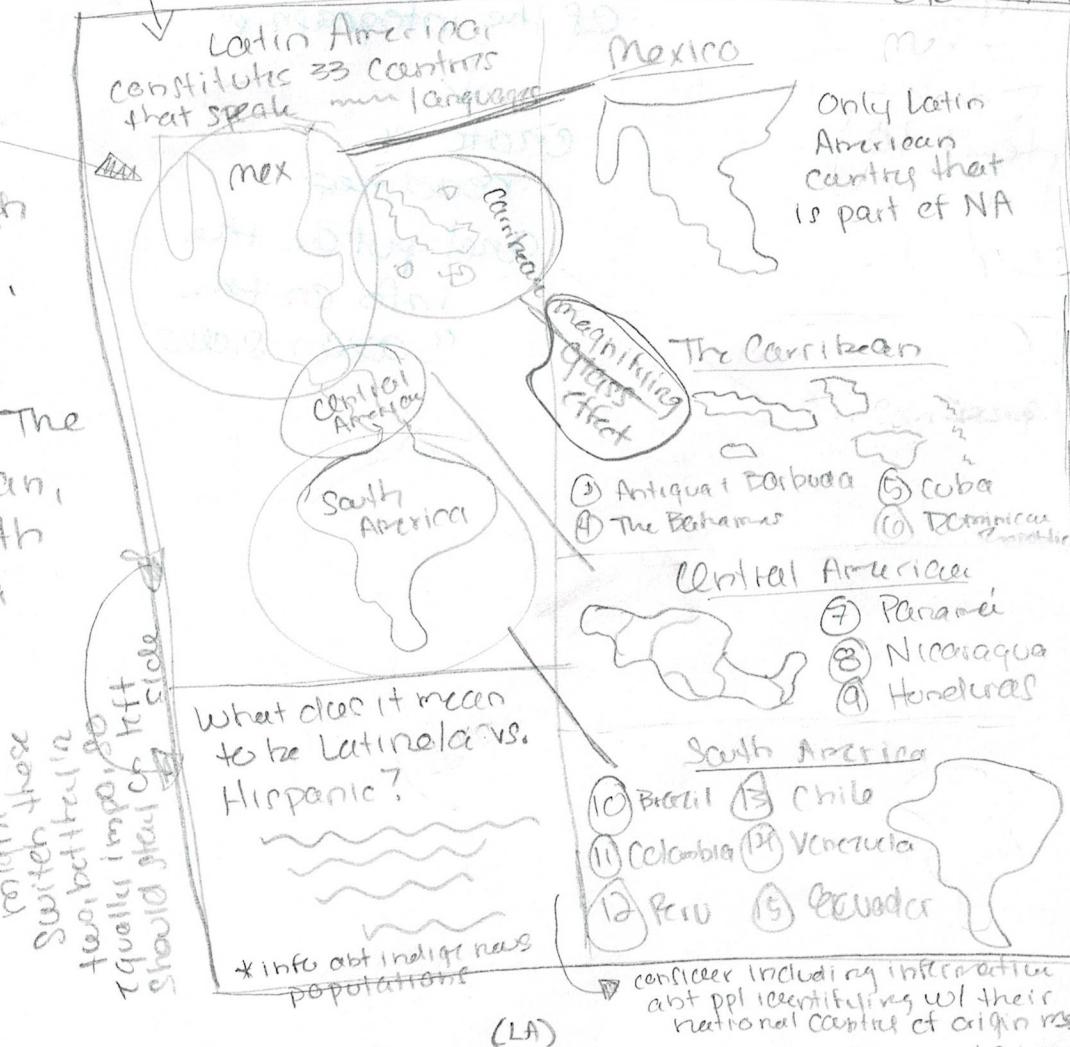
Facts: Hammersmith  
9x0

Colors: Blue, Orange, Mint Green, Shaded of Blue + white  
- white text on a lighter shade of Navy background

this first be most essential OR → color schemes that go along w/ Latin American info; viewer eye always looks at left side of page FIRST

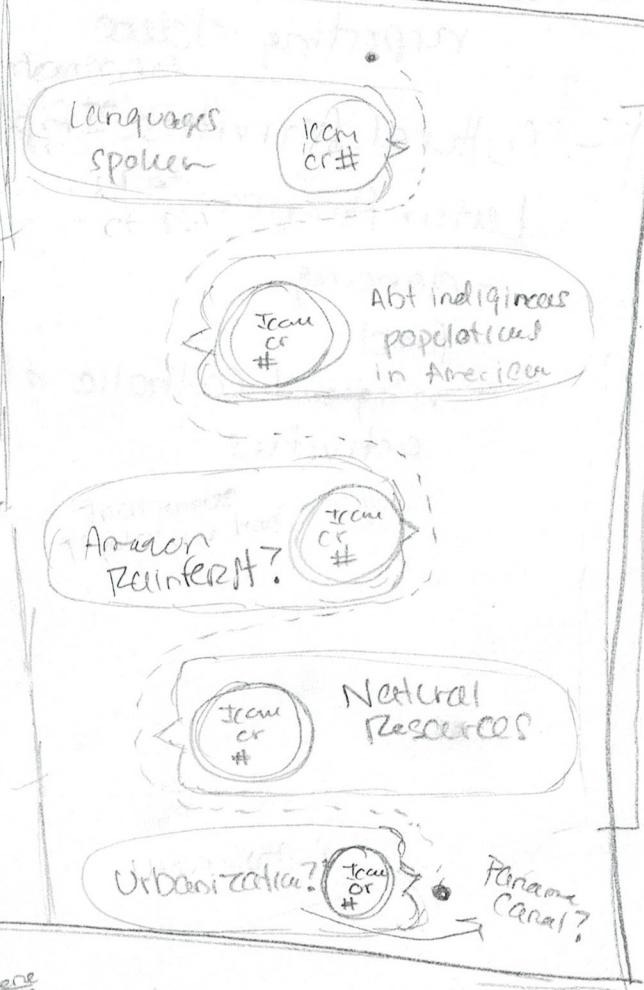
Indigenous colors - this would mean bright, vibrant colors like greens, reds, yellows + oranges  
OR → more earthy tones of these colors

Vector Images of South America, which includes Mexico, The Caribbean, and South America



Theme: The countries in Latin America; educating others on the Latino/a culture and breaking stereotypes (not all countries in LA speak Spanish, some speak indigenous)  
What does it mean to be Latino/a vs. Hispanic

→ Elements: where countries are located; what countries make up Latin America; Latino/a identity vs. Hispanic identity; population of Latin America; languages spoken in certain countries



\* order + type of into 1 design of this rightmost part is probably subject to change; ideally the topics / subjects should logically flow into the next topic; they should BUILD off one another

INDIGENOUS  
LATIN AMERICA

In 2020, US Hispanic/Latino population was 63.7 million ppl... | Hispanic/Latino Identity in the US

What does it mean to be Hispanic/Latino? → But what about terms like Latinx?

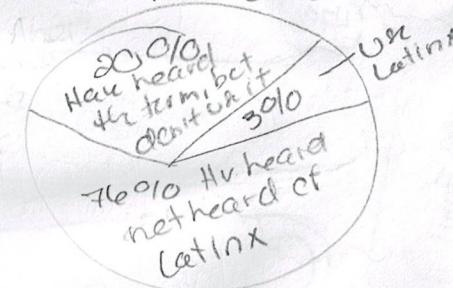
- The US uses Hispanic/Latino as an umbrella term to categorize individuals w/ Spanish-speaking backgrounds; however, most Latinx/Hispanics agree that they DO NOT mean the same thing.

► Hispanic - a person who claims heritage from a Spanish-speaking country \*

By definition, this would include those from Spain

Map of Spain

- Latinx was a US-created word, mostly used in academia as the gender neutral form of Latina/o.



And can still see自己 identify as Latino/Hispanic/Latinx at all...

~~7 may be greater + keep only the 77%~~

So, how do most Latinos/Hispanics identify in the US?

87% Latinx identity w/ country of heritage

47% of all Latinos/Hispanics identify w/ country of heritage

Stats on Latinx/Latinas from diff countries of heritage

► Latino - anyone who claims heritage from a Latin American country

- This would include the following countries:

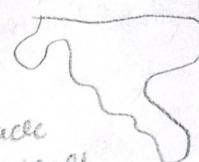


Central America

Latin America is made up of four regions:

- Mexico
- The Caribbean
- South America

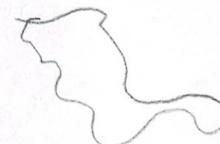
① Mexico



\* Only L.A. country part of NA

\* ideally the maps will be aligned

Central America



- ⑫ Guatemala
- ⑬ Belize
- ⑭ El Salvador
- ⑮ Nicaragua
- ⑯ Honduras
- ⑰ Costa Rica
- ⑱ Panama



- ⑲ Brazil
- ⑳ Colombia
- ㉑ Argentina
- ㉒ Peru
- ㉓ Venezuela

maps will be aligned

The Caribbean



② Antigua + Barbados



③ The Bahamas



④ Cuba



⑤ Dominican Republic



⑥ Grenada



⑦ Kitts + Nevis



⑧ Haiti



⑨ Lucia



⑩ Vincent + Grenadines



# NATIONAL HISPANIC HERITAGE

In the 1970s, “Hispanic” was introduced as an ethnic category in the US Census. The term “Latino” was introduced in 2000. The US uses Hispanic/Latino as an umbrella term to categorize individuals with Spanish-speaking backgrounds, but they **do not** mean the same thing.



Most **Spaniards** in the US consider themselves Hispanic.

## Latino & Latina

Latino comes from the Spanish *latinoamericano*, “or Latin American.” In the US it denotes anyone with heritage from a Latin American country.

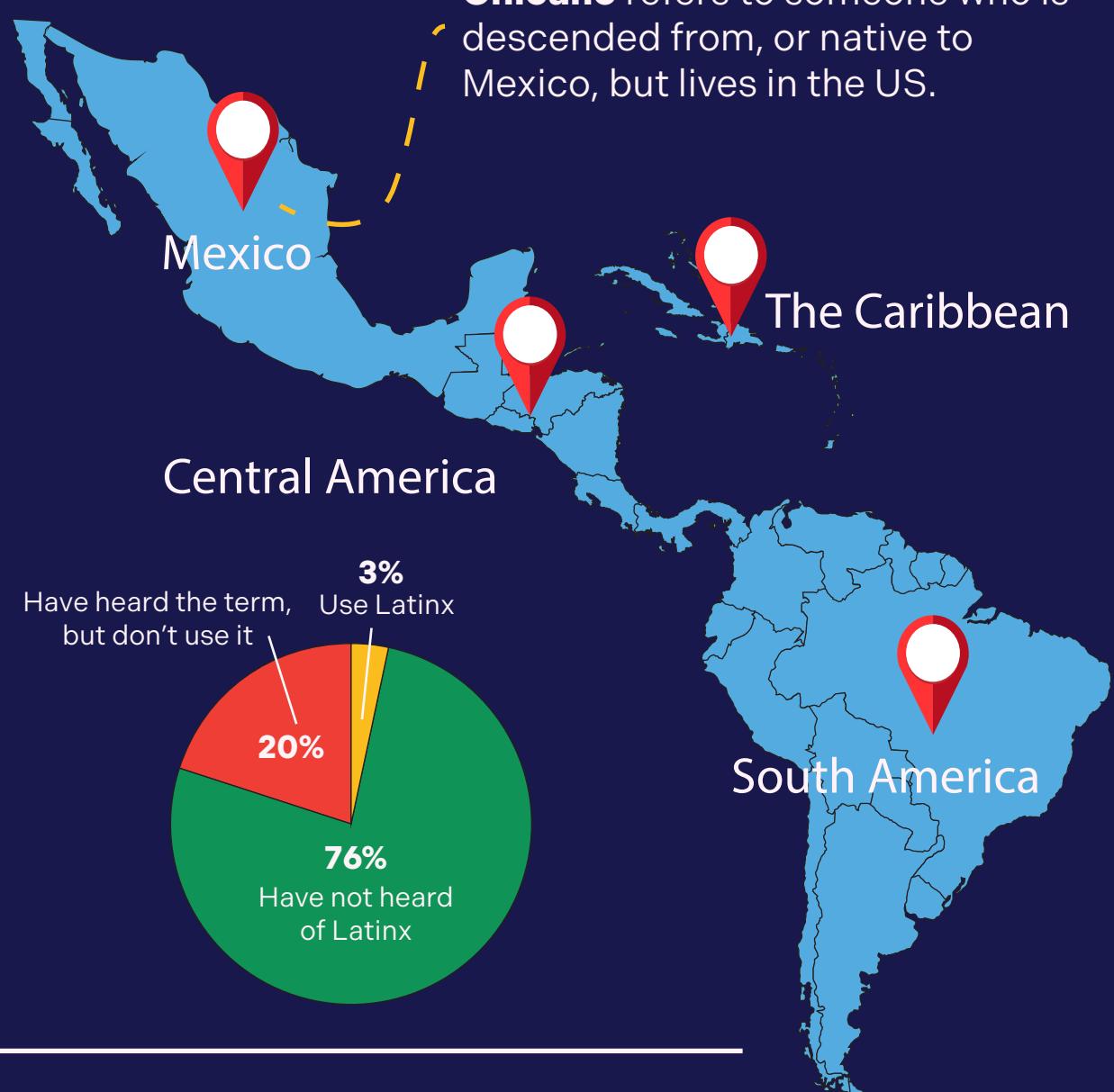
## Latinx

Latinx is a US-created term, used mostly in academia as the gender neutral form of Latino/a. Most Latin Americans in the US do not identify as Latinx, and do not know the term.

## Hispanic

“Hispanic” is derived from the Latin *Hispanicus*. The Romans referred to Spain as *Hispania*, which is the origin of the Spanish *Hispano*, meaning “Spaniard.”

In the US, “Hispanic” refers to someone from a Spanish-speaking country. The word’s historical Spanish roots is why many US-Latin Americans reject the word.



# NATIONAL HISPANIC HERITAGE

## Spain



Most **Spaniards** in the US consider themselves Hispanic.

### Hispanic

"Hispanic" is derived from the Latin word *Hispanicus*. Historically, the Romans referred to Spain as *Hispania*, which is the origin of the Spanish word *Hispano*, meaning "Spaniard."

In the US, "Hispanic" refers to someone from a Spanish-speaking country. However, because of the word's meaning in Spanish, usually only people from Spain consider themselves Hispanic.

Population in Millions

## Latin America

### Latino & Latina

"Latino" comes from the Spanish word *latinoamericano*, or "Latin American." In the US, it denotes heritage from a Latin American country. Most US Latin Americans identify as Latino, but may not identify as Hispanic because of the word's meaning in Spanish.



### Latinx

Latinx is a US-created term, used mostly in academia as the gender neutral form of Latino/a. Most Latin Americans in the US do not identify as Latinx, and do not know the term.

Sources: Pew Research Center, Center for Puerto Rican Studies, National Geographic, "Ethnicity and Ethnically 'Mixed' Identity in Belize: A Study of Primary School-Aged Children"

\*Data obtained from a 2019 Pew Research Center study, 3,030 U.S. Hispanic/Latinos were surveyed.\*

# NATIONAL HISPANIC HERITAGE



## Spain



### Hispanic

"Hispanic" is derived from the Latin word *Hispanicus*. Historically, the Romans referred to Spain as *Hispania*, which is the origin of the Spanish word *Hispano*, meaning "Spaniard."

Most **Spaniards** in the US consider themselves Hispanic.

In the US, "Hispanic" refers to someone from a Spanish-speaking country. However, because of the word's meaning in Spanish, usually only people from Spain consider themselves Hispanic.

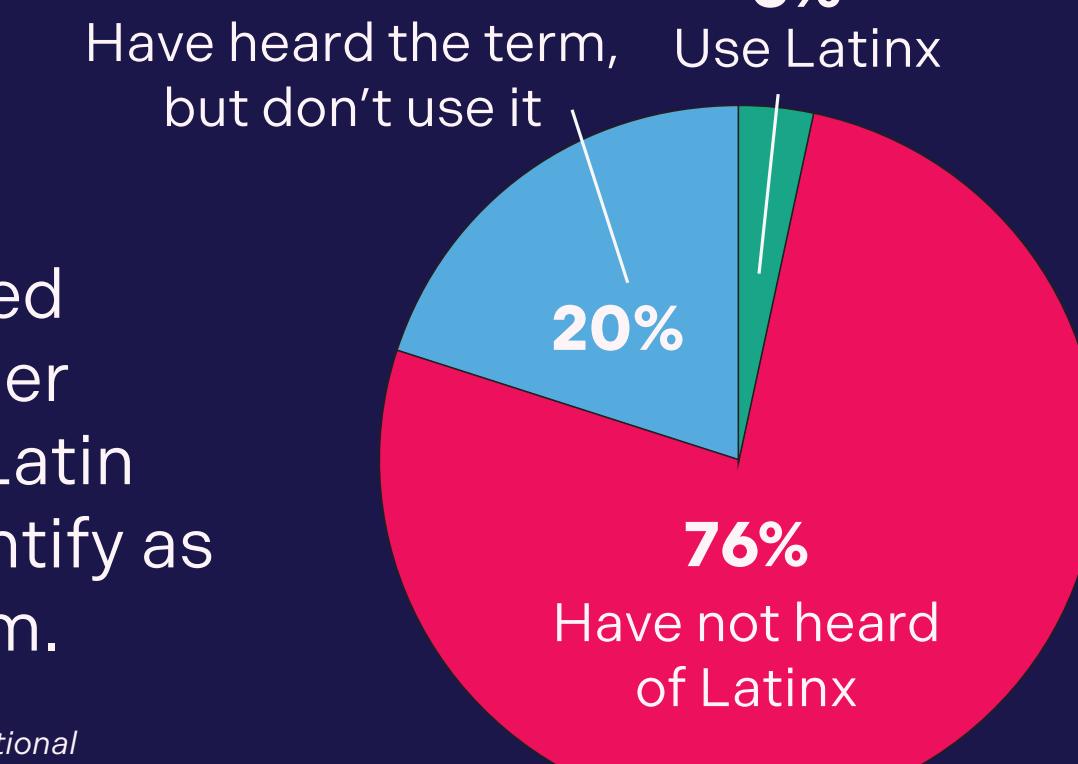
## Latin America

### Latino & Latina

"Latino" comes from the Spanish word *latinoamericano*, or "Latin American." In the US, it denotes heritage from a Latin American country. Most US Latin Americans identify as Latino but may not identify as Hispanic because of the word's meaning in Spanish.

### Latinx

Latinx is a US-created term, used mostly in academia as the gender neutral form of Latino/a. Most Latin Americans in the US do not identify as Latinx, and do not know the term.



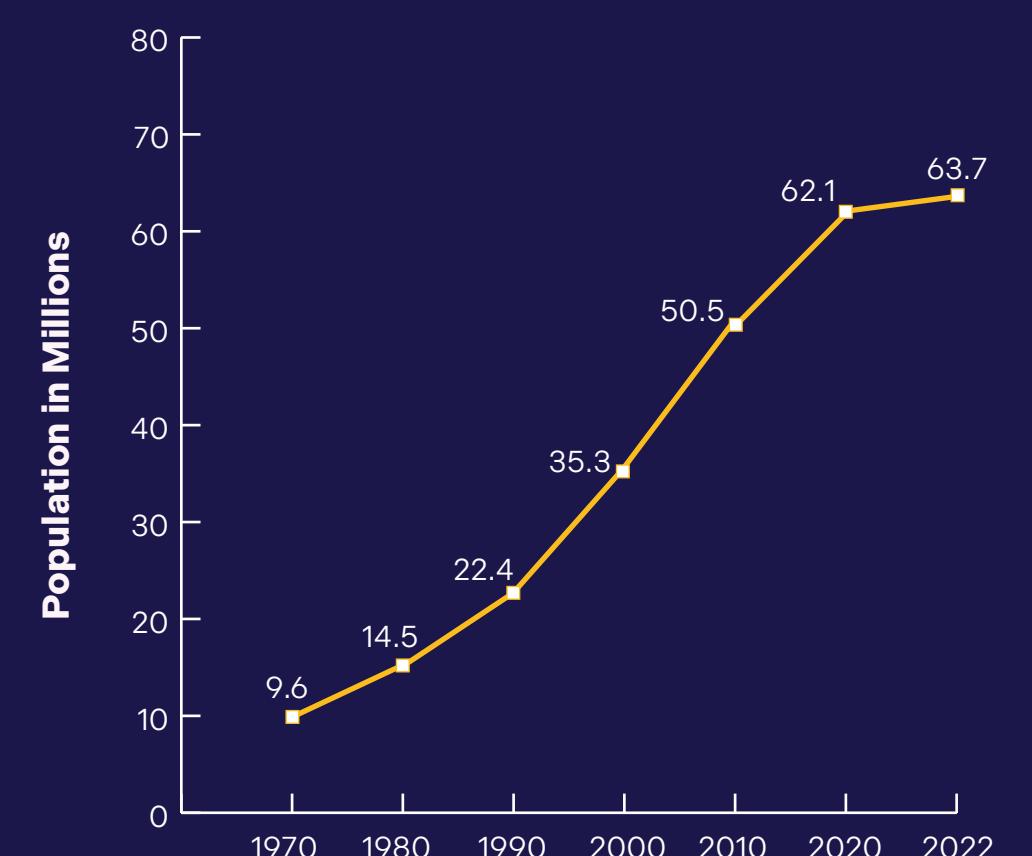
Sources: Pew Research Center, Center for Puerto Rican Studies, National Geographic, "Ethnicity and Ethnically 'Mixed' Identity in Belize: A Study of Primary School-Aged Children"

Designed by Kaitlin Coyle

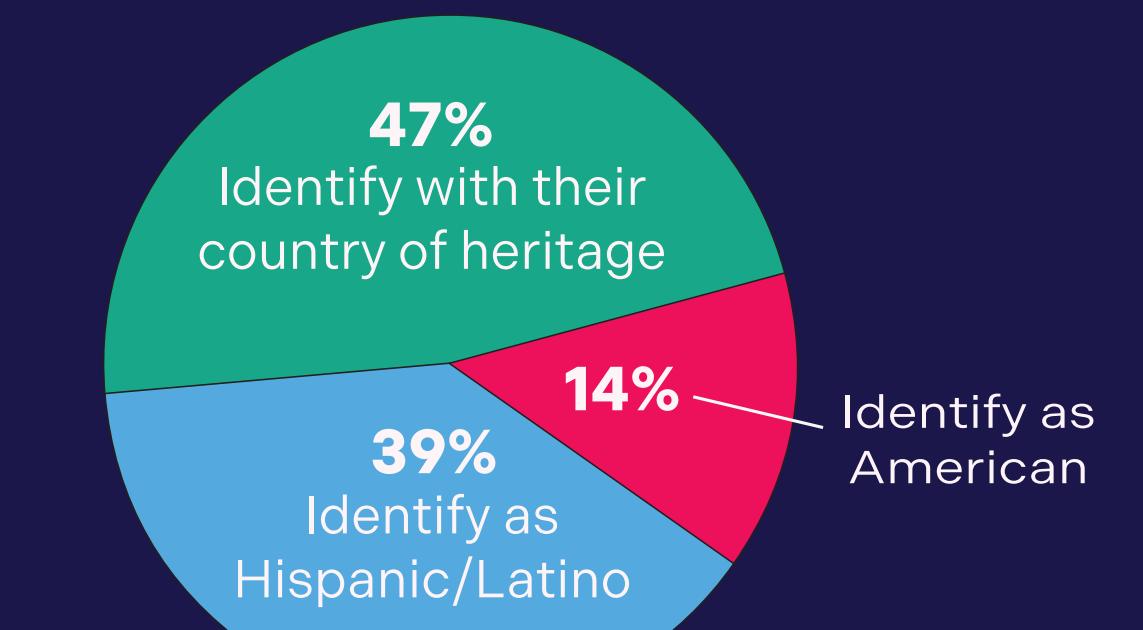
**"...being Hispanic or Latino means different things to different people."**

- Pew Research Center

## US Hispanic/Latino Population



## Of all Hispanic/Latinos in the US in 2019...



Source: Pew Research Center (2019)  
\*3,030 US Hispanic/Latinos were surveyed.\*

## Hispanic/Latino Origin in the US, 2021

Hispanic Origin	Population
Mexicans	37,200,000
Puerto Ricans	5,800,000
Salvadorans	2,500,000
Dominicans	2,400,000
Cubans	2,400,000
Guatemalans	1,800,000
Colombians	1,400,000
Hondurans	1,100,000
Spaniards	990,000
Ecuadorians	830,000
Peruvians	710,000
Venezuelans	640,000
Nicaraguans	450,000
Argentines	290,000
Panamanians	240,000

## México



Some **Mexicans** identify as **Chicano**, someone who is descended from, or native to México, but lives in the US.



## South America



## Central America



## The Caribbean

## Puerto Rico



Some Latin Americans from the Caribbean may also identify as **Caribbean**.



The primary language spoken in Brasil is Portuguese. For this reason, the US census does not consider **Brazilians** to be **Latino/Hispanic**, however, many still self-identify as such because of the country's location in Latin America.



## Belize

English is the official language of Belize, but they also speak Spanish, Creole, Yucatec, Mopán, and Kekchí.

Belize's Mayan connections and history as a British colony are why many **Belizeans** identify as **Creole, Mestizo, Garifuna, and Mopán, Kekchí, or Yucaten Maya**.

