

PEOPLE'S BLOCK PARTY

The People's Block Party is a three day festival dedicated to service and celebrating culture. Our three day lineup consists of panels, workshops, food, art, live music, and health services. Join us in the true spirit of the Black Panther Party's dedication to education, safety, health, and wellness.

***Lake Merritt,
Oakland, CA***

***Dec 8-10, 2023
8am-8pm***

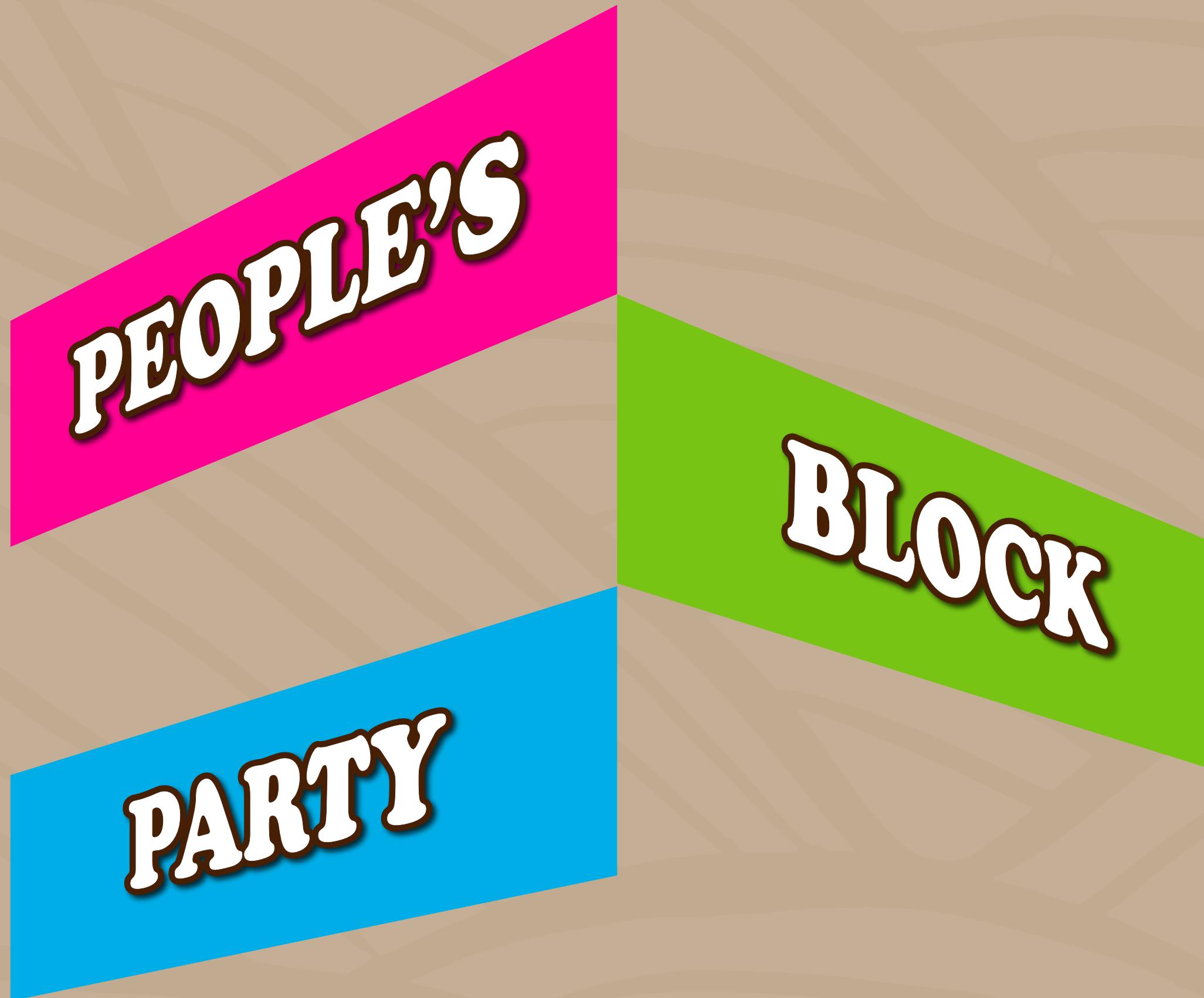
PEOPLE'S BLOCK PARTY

Moodboard



PEOPLE'S BLOCK PARTY

Logo Explorations



PEOPLE'S BLOCK PARTY

Color

PRIMARY SWATCHES



#ff0090

CMYK
0 96 2 0
RGB
237 33 141



#8cc63f

CMYK
50 0 99 0
RGB
139 195 65



#29abe2

CMYK
69 14 0 0
RGB
41 171 226



#c59b6d

CMYK
23 40 62 1
RGB
195 152 109



#F4901E

CMYK
1 52 100 0
RGB
243 143 30

ACCENT SWATCHES



#603813



#ffffff



#823be5



#ea1c24

PEOPLE'S BLOCK PARTY

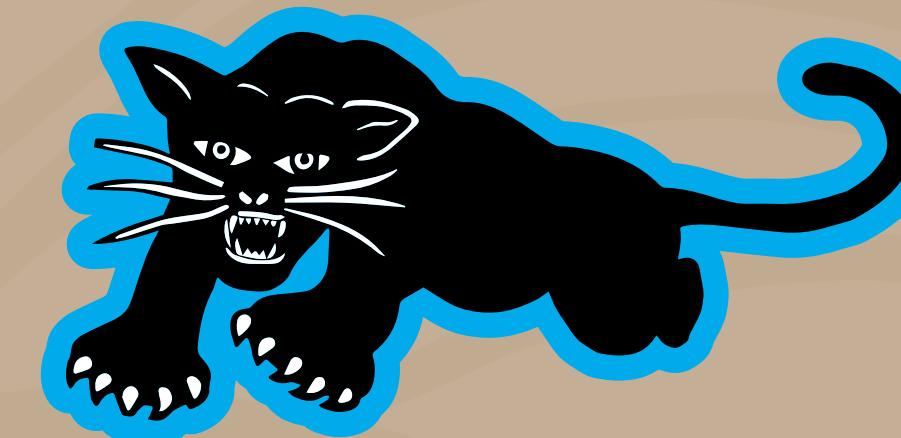
Patterns & Other Design Elements

Background Texture/Overlay



Inspired by the
official city of
Oakland emblem

Texture
Opacity: 9%,
Soft Light



PEOPLE'S BLOCK PARTY

Typography

PRIMARY HEADINGS

COOPER STANDARD BLACK

Secondary Headings

Cooper Standard Black Italic

TERTIARY HEADINGS

PROXIMA NOVA BLACK

Body

Proxima Nova Semibold

Event Dates, Locations

Proxima Nova Italic

PEOPLE'S BLOCK PARTY

Sample Type Layout

PRIMARY HEADINGS

150PX

Secondary Headings

100px

TERTIARY HEADINGS

65PX

Body

50px

Event Dates, Locations

40px