

— BRAND IDENTITY SYSTEM —

# TOBI OREDEIN

*The future of Black women's media*



# BUILDING THE FUTURE OF *BLACK WOMEN'S* MEDIA

This brand represents a trusted guide — wisdom walking into the room. It bridges the tension between data precision and cultural warmth, rigorous insights and community heart.

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The visual language feels editorial and sophisticated — a lifestyle publication with the backbone of intelligent data. Warm and inviting, yet unmistakably forward-thinking.

*"Different, rigorous, and unmistakably the future — that's the first impression we create."*

— Brand Positioning Statement

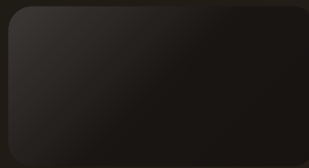
BUTTER BRINGS UNEXPECTED  
SUNSHINE. ROSE ADDS MATURE  
FEMININITY. TOGETHER, THEY  
CREATE WARMTH THAT INVITES YOU  
IN.

**Butter Yellow**

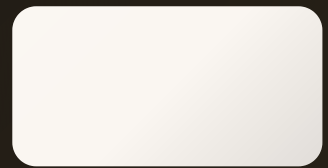
#F2D04E

**Dusty Rose**

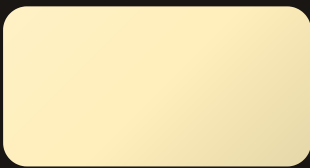
#D4A5A5

**Warm Black**

#1A1614

**Warm Cream**

#FAF6F1

**Butter Light**

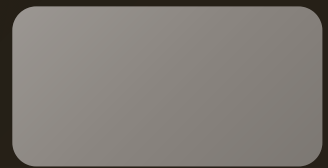
#FFE4BC

**Rose Light**

#F2E4E4

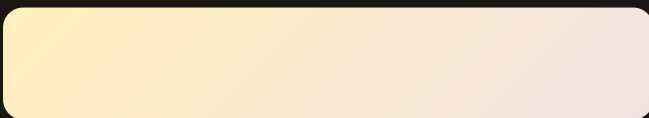
**Burnished Gold**

#B8860B

**Warm Grey**

#8A8580

## GRADIENT BLENDS



Butter → Rose (Warm)



Sunset (Bold)

*Colors in warm conversation*

DM Sans leads with clear confidence and tight tracking. Lora adds elegant warmth in quotes. Fraunces punctuates with bold personality. Together they create a voice that's modern, intelligent, and distinctly approachable.

**PRIMARY VOICE****DM Sans**

SemiBold 600,  
-0.07em, CAPS

# THE FUTURE OF MEDIA

**ELEGANT ACCENT****Lora**

Italic 400

*"Building what comes next, with  
warmth and wisdom"*

**BOLD MOMENTS****Fraunces**

Black 900

# 87%

**BODY TEXT****DM Sans**

Regular 400

Clear, readable, and modern. Perfect for longer passages that inform and engage the reader with substance and warmth.

**DATA SOURCES****JetBrains Mono**

Regular 400

Source: BB Index 2024 | n=2,847

DM Sans sets the tone — clear, confident, modern. Lora adds elegant moments in quotes. Fraunces punctuates with bold stats. Data appears with confidence but never overwhelms the warmth.

## STAT WITH CONTEXT

**87%**

of Black women say  
representation in media  
directly impacts their sense of  
belonging

Source: Black Ballad Index 2024

## EDITORIAL HEADLINE

## THE CONVERSATION THAT CHANGES EVERYTHING

*How community shapes the future of media*

## PULL QUOTE

***"WE'RE NOT JUST REPORTING ON CULTURE —  
WE'RE BUILDING THE INFRASTRUCTURE FOR IT."***

## PULL QUOTE

*"The future belongs to those who see possibility where others see barriers."*

**Tobi Oredein**

Founder &amp; CEO

## BUTTONS

**Primary Action****Secondary****Accent**

## TAGS

Community

Lifestyle

Media

Data

## STAT CARD

**2.8M**

Monthly Reach

## STAT CARD

**94%**

Engagement Rate

Social content uses warm gradients and Lora's elegant voice for editorial moments. DM Sans leads headlines. Fraunces appears for stat callouts. The feeling is always inviting, never cold.

## The Future Is Being Built Right Now

*And we're the ones building it*

# 73%

feel underrepresented in  
mainstream media

*"Every voice matters. Every  
story counts. Every woman  
seen."*



@tobioredein

Photography should feel warm, natural, and editorial. Rich environments with natural lighting. Real moments, authentic connection. Colors that echo the palette naturally.

IMG

IMG

IMG

### **Natural Warmth**

Golden hour tones, warm color temperatures, natural skin tones celebrated authentically.

### **Editorial Quality**

Magazine-worthy compositions. Thoughtful framing. Intentional negative space.

### **Real Moments**

Authentic connection over posed perfection. Joy, thought, conversation captured naturally.

### **Color Harmony**

Environments that echo butter and rose — warm woods, soft textiles, natural light.

 **Do**

- Lead with DM Sans for clear confidence
- Use Lora for elegant quotes and accents
- Use Fraunces only for bold stat moments
- Blend colors through gradients
- Create generous breathing room
- Keep the tone warm and inviting
- Let butter yellow add unexpected energy
- Feel editorial, lifestyle-first

 **Don't**

- Use colors in isolated blocks
- Let data aesthetics dominate
- Make it feel cold or corporate
- Overcrowd with too many elements
- Use pure black or pure white
- Make it feel like a tech startup
- Use "girl boss" or bubblegum pink
- Sacrifice warmth for minimalism

# Let's Build What's Next

*Together, with warmth and wisdom*



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