

— 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**

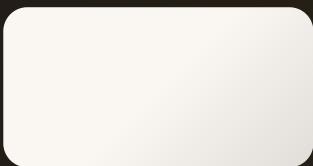
#F2D04E

**Dusty Rose**

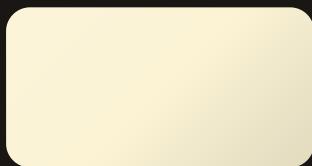
#D4A5A5

**Warm Black**

#1A1614

**Warm Cream**

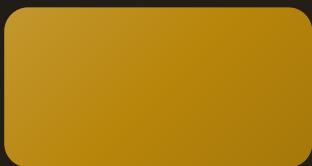
#FAF6F1

**Butter Light**

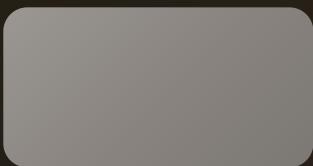
#FBF3D4

**Rose Light**

#F2E4E4

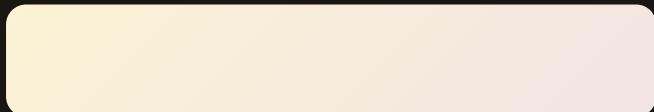
**Burnished Gold**

#B8860B

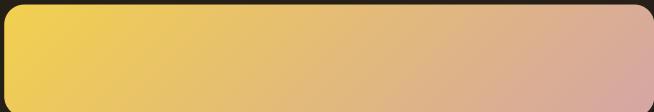
**Warm Grey**

#8A8580

## GRADIENT BLENDS



Butter → Rose (Warm)



Sunset (Bold)

*Colors in warm conversation*

Lora leads with warm sophistication. Fraunces punctuates with bold personality. Together they create a voice that's friendly, intelligent, and distinctly feminine.

**PRIMARY VOICE****Lora**

SemiBold 600

# 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**

Medium 500

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

**DATA SOURCES**

Source: BB Index 2024 | n=2,847

**JetBrains Mono**

Regular 400

Lora sets the tone — warm, wise, welcoming. Fraunces punctuates with bold moments. 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 friendly voice. 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.

IMGIMGIMG

### Natural Warmth

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

### Real Moments

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

### Editorial Quality

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

### Color Harmony

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

 **Do**

- Lead with Lora for warm sophistication
- 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
- Use dusty rose for mature femininity
- 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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