



BRAND GUIDELINES 2025

Tobi Oredein

Brand System

The future of Black women's media

"*I'm building what comes next – where data meets culture, and community drives everything.*"

— Tobi Oredein, Founder & CEO, Black Ballad

BRAND PILLARS

The Trusted Guide

Wisdom walking into the room — insight over disruption

Rigorous & Different

Data-driven credibility, unapologetically forward-thinking

Warm & Commanding

Community-centered presence that commands attention

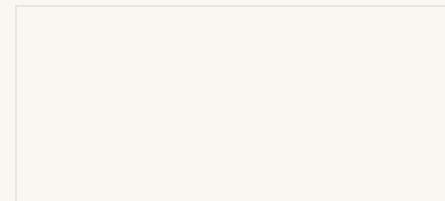
Building the Future

Media, data, community, technology — together

Color System

warm earth tones, unexpected elegance

*Warm, unexpected earth tones that feel
neither corporate nor safe — terracotta
leads, gold elevates, blush softens.*



Warm Off-White

#FAF6F1

Primary background



Blush

#E8D4D0

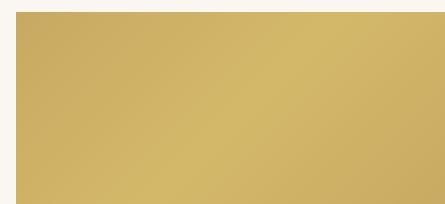
Soft sections, lifestyle feel



Deep Black

#1A1614

Dramatic moments only



Deep Olive

#5C5C3D

Sophistication, success states

Warm Gold

#C9A962

Premium, jewelry-like accents

Warm Grey

#8A8580

Captions, secondary text

Terracotta

#C4654A

Signature accent — warmth, personality

Type System

elegant voice, bold punctuation

The elegant serif leads — it's the voice of the brand. Bold display moments punctuate, they don't dominate.

PRIMARY VOICE

Cormorant Garamond Light 300

The Future of Black Women's Media

QUOTES & EDITORIAL

Cormorant Garamond Light Italic

"Building what comes next — where data meets culture, and community drives everything."

87%

BODY

DM Sans Regular 400

Every word carries weight. Body copy should feel confident and clear

— warm but never informal, intelligent but never cold.

DATA & SOURCES

JetBrains Mono 400 – Subtle, Small

Source: BB Index 2024 · n=2,847

The Interplay

how elegant and bold work together

EDITORIAL HEADLINE

Redefining What
Representation
Means

in media, in data, in culture

STAT MOMENT

87%

of Black British women say
representation matters in media

Source: BB Index 2024

"This isn't about disruption for disruption's sake. It's about building something that lasts – with data, with community, with intention."

— Tobi Oredein

UI Elements

refined, editorial, warm

BUTTONS

Learn More

View Details

Read the story →

TAGS & LABELS

MEDIA

DATA

FEATURED

DIVIDERS



QUOTE CARD

"The brands that win are the ones that understand their audience – not just demographically, but culturally."

STAT CARD

2.8M

annual audience reach

Social Templates

editorial compositions for the feed

INSTAGRAM POST – 1080×1080

Redefining What
Representation
Means

in media, in data, in culture

Tobi Oredein

LINKEDIN – 1200×627

KEYNOTE SPEAKER

The Future of Black
Women in Media

booking now for 2025

Tobi Oredein

STORY – 1080×1920

87%

*say representation
matters*

Tobi Oredein

Photography Direction

warm, authentic, lifestyle-forward

Photography should feel like a sophisticated lifestyle publication — warm natural light, rich environments, authentic presence.

Natural Warmth

01

Soft, warm lighting that feels inviting.
Golden hour energy, not harsh flash
or corporate studio.

Rich Environments

02

Layered backgrounds with texture.
Sophisticated interiors, urban
warmth, curated spaces.

Authentic Presence

03

Real moments over posed shots.
Expressions that convey wisdom,
warmth, and quiet confidence.

COLOR MOODS

PREFERRED



Natural Warm

Rich Earth

Golden Hour

Intimate Dark

Do's & Don'ts

protecting the brand voice

The brand should feel like a sophisticated lifestyle publication that happens to have incredible data — not a tech company trying to seem warm.

Do

- Lead with elegant typography

Cormorant Garamond is the voice — bold is punctuation

- Use blush and off-white generously

Light, airy, editorial — dark is for drama only

- Let terracotta bring warmth

Signature accent for personality, not just CTAs

Don't

- Over-use bold display type

Playfair Black is for stats and emphasis only

- Default to dark backgrounds

This isn't a tech brand — keep it light and warm

- Use corporate aesthetics

No Helvetica, no navy, no stock photos

- Create breathing room

White space is editorial — maximalism is strategic

- Sound like a trusted guide

Wisdom over hype, insight over disruption

- Chase trends

No "girl boss" pink-gold, no generic gradients

- Over-filter photography

Keep images natural — color accuracy matters

Tobi Oredein

Brand System

*The future of Black women's media —
where data meets culture.*