

— 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.

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

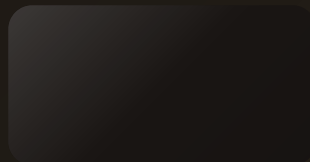
Butter brings unexpected sunshine.
Rose adds mature femininity. Together,
they create warmth that invites you in.

**Butter Yellow**

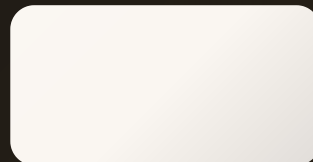
#F2D04E

**Dusty Rose**

#D4A5A5

**Warm Black**

#1A1614

**Warm Cream**

#FAF6F1

**Butter Light**

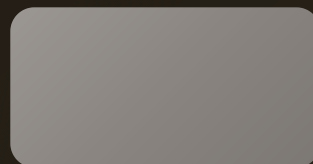
#FFEFBC

**Rose Light**

#F2E4E4

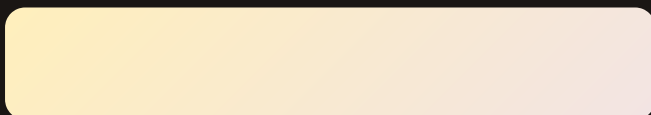
**Burnished Gold**

#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,
-0.05em

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 & 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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