

BRAND GUIDELINES 2025

# Tobi Oredein

## *Brand System*

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*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

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## **The Trusted Guide**

Wisdom walking into the room — insight over disruption

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## **Rigorous & Different**

Data-driven credibility, unapologetically forward-thinking

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## **Warm & Commanding**

Community-centered presence that commands attention

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## **Building the Future**

Media, data, community, technology — together

# Color System

*butter yellow, pink lemonade, jet black*

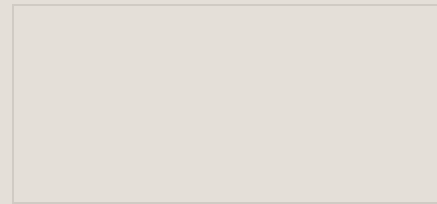
*Fresh, unexpected, and undeniably bold — butter yellow brings optimism, pink adds softness, jet grounds it all.*



## **Jet**

#24221B

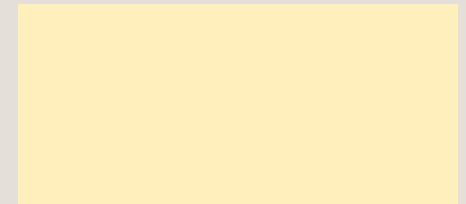
Text, grounding, drama



## **Silver**

#E4DFD8

Primary background



## **Butter Light**

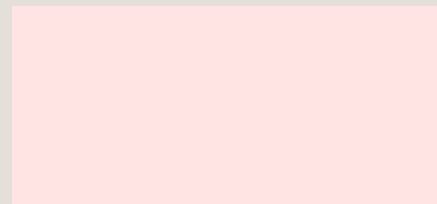
#FFEFBC

Soft sections



## **Pink Lemonade**

#FFB3B1



## **Pink Soft**

#FFE4E3



## **Cherry Cola**

#9A0D02



Warmth, feminine touch

Soft backgrounds

Accent, emphasis, CTAs

Butter Yellow

#F2D04E

Butter Yellow is a warm, sunny yellow.

# Type System

*bolder elegance, confident voice*

*Medium-weight elegance that commands without shouting. The serif leads with confidence, bold moments punctuate.*

PRIMARY VOICE

Cormorant Garamond Medium 500

## The Future of Black Women's Media

QUOTES & EDITORIAL

Cormorant Garamond Medium Italic

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

# 87%

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**BODY**

DM Sans Medium 500

Every word carries weight. Body copy should feel confident and clear  
— warm but never informal, intelligent but never cold.

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**DATA & SOURCES**

JetBrains Mono Medium 500

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

*bold, fresh, confident*

## BUTTONS

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## TAGS & LABELS

MEDIA

COMMUNITY

FEATURED

## DIVIDERS

## QUOTE CARD

## STAT CARD

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

**Tobi Oredein, Black Ballad**

**2.8M**

*annual audience reach*

# Social Templates

*bold 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

*Tobi Oredein*

*booking now for 2025*

STORY — 1080×1920

# 87%

*say representation  
matters*

*Tobi Oredein*

# Photography Direction

*warm, bright, lifestyle-forward*

*Photography should feel fresh and optimistic — natural light, warm tones, and authentic confidence.*

## **Natural Light**

01

Bright, warm lighting that feels optimistic. Morning light, golden tones, natural warmth.

## **Fresh**

02

### **Environments**

Clean, modern spaces with pops of color. Think lifestyle editorial, not corporate.

## **Confident**

03

### **Presence**

Real moments of joy and leadership. Authentic expressions, natural confidence.

**PRIMARY**

*Sunny Warm*

*Soft Pink*

*Natural Light*

***Bold Contrast***

# Do's & Don'ts

*protecting the brand voice*

*Fresh, optimistic, and confidently bold — but never garish, never corporate, never cold.*

## Do

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- **Lead with butter yellow**

It's the signature — optimistic, unexpected, memorable

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- **Use bolder font weights**

Medium/500 for elegance, Black/900 for stats

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- **Mix yellow + pink thoughtfully**

They complement each other beautifully

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## Don't

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- **Make it garish**

Balance yellow with silver and neutrals

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- **Go too light on fonts**

This palette needs confident weight

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- **Use corporate aesthetics**

No Helvetica, no navy, no stock photos

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- **Keep backgrounds light**

Silver and soft tones, dark only for dramatic stats

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- **Feel fresh and optimistic**

Energy without being overwhelming

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- **Overdo the cherry red**

It's an accent, not a primary color

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- **Lose the warmth**

This palette is about joy and confidence

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# Tobi Oredein

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