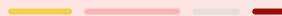


— BRAND IDENTITY SYSTEM —

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, not disruption for disruption's sake. It bridges the tension between tech precision and cultural warmth, data rigor and community heart.

The visual language feels editorial and sophisticated — a lifestyle publication with the backbone of intelligent data. Modern and bold, yet warm and inviting. Future-forward, but never cold.



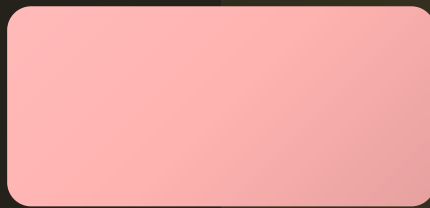
"Different, rigorous, and unmistakably the future — that's the first impression we create."

— Brand Positioning Statement

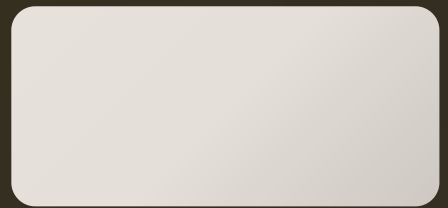
Colors that dance together — butter yellow brings warmth, pink lemonade adds softness, and silver grounds the palette in sophistication.

**Butter Yellow**

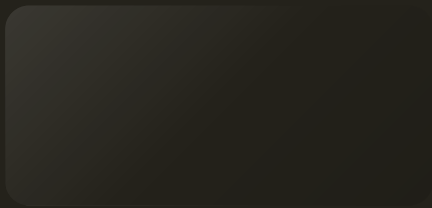
#F2D04E

**Pink Lemonade**

#FFB3B1

**Silver Stone**

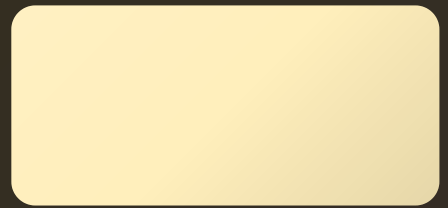
#E4DFD8

**Jet Black**

#24221B

**Cherry Cola**

#9A0D02

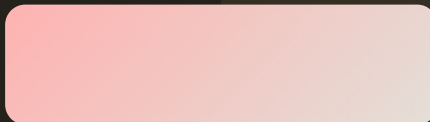
**Butter Light**

#FFEFC

GRADIENT COMBINATIONS



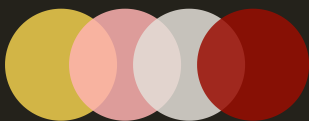
Butter → Pink



Pink → Silver



Full Blend

*Colors in conversation, not isolation*

The typography creates a dialogue between elegant femininity and bold presence. Cormorant Garamond leads with sophistication; Playfair Display punctuates with power.

PRIMARY VOICE

Cormorant Garamond
Medium 500

The Future of Media

ELEGANT ACCENT

Cormorant Garamond
Italic 400

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

BOLD MOMENTS

Playfair Display
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 style.

DATA & SOURCES

JetBrains Mono
Regular 400

Source: BB Index 2024 | n=2,847

Bold and elegant working in harmony. The elegant serif sets the tone; bold moments provide punctuation. Data appears with confidence but never dominates.

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

STATEMENT

*"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

Data

Media

STAT CARD

2.8M

Monthly Reach

STAT CARD

94%

Engagement Rate

Social content uses the full color palette in flowing gradients. Colors blend naturally, creating a cohesive and recognizable visual identity across platforms.

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, not staged perfection. The colors of the palette should echo naturally in imagery.

IMG

IMG

IMG

Natural Warmth

Warm color temperatures, golden hour tones, and 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 the palette — warm woods, soft blush tones, butter yellows appearing naturally.

✓ Do

- Blend colors using gradients and overlapping elements
- Lead with elegant serif typography
- Use bold display fonts for stats and key moments
- Create breathing room with generous white space
- Let colors dance together across sections
- Keep the tone warm, intelligent, and feminine
- Use monospace subtly for data sources only
- Feel editorial and lifestyle-first

✗ Don't

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

Let's Build What's Next

Together, with warmth and wisdom



hello@tobioredein.com