

BRAND GUIDELINES 2025

TOBI

Oredein

MEDIA · DATA · COMMUNITY · TECHNOLOGY

"I'm building the future
of Black women's media
— where *data meets
culture*, and community
drives everything."

— TOBI OREDEIN, FOUNDER & CEO

BRAND STORY

THE TRUSTED GUIDE

Tobi Oredein stands at the intersection of innovation and wisdom. Her brand isn't about disruption for disruption's sake — it's about leading with insight, building with purpose, and creating spaces where Black women can define their own narratives.

RIGOROUS

Data-driven insights that
command respect

DIFFERENT

Unapologetically
forward-thinking

WARM

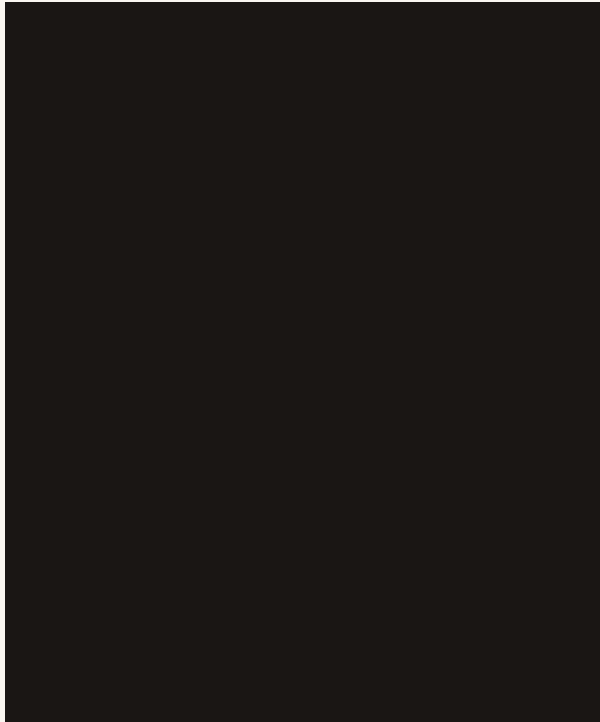
Community-centered,
never cold

FUTURE

Building what comes
next

COLOR PALETTE

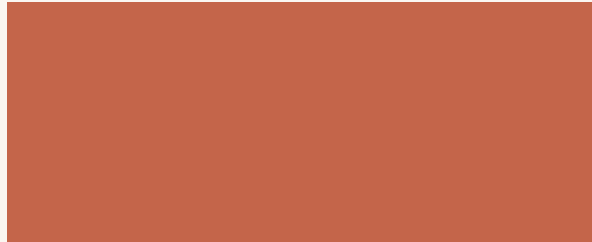
warm precision, bold restraint



DEEP BLACK

#1A1614

Primary backgrounds, headlines, anchoring elements



TERRACOTTA

#C4654A

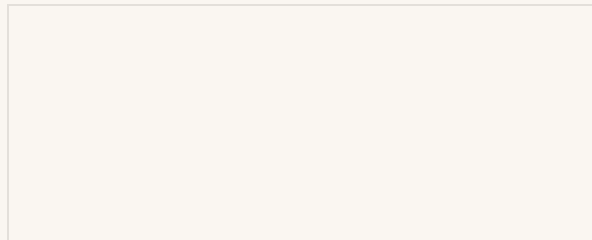
Signature accent, CTAs, emphasis



WARM GOLD

#C9A962

Premium moments, metallic accents



OFF WHITE

#FAF6F1

Light backgrounds, inverse text



DEEP OLIVE

#5C5C3D

Secondary accent, sophisticated warmth





BLUSH

#E8D4D0

Soft backgrounds, subtle accents

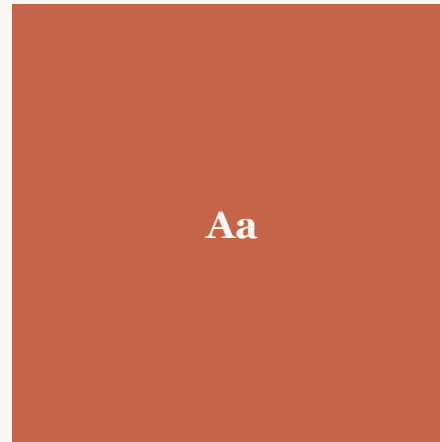
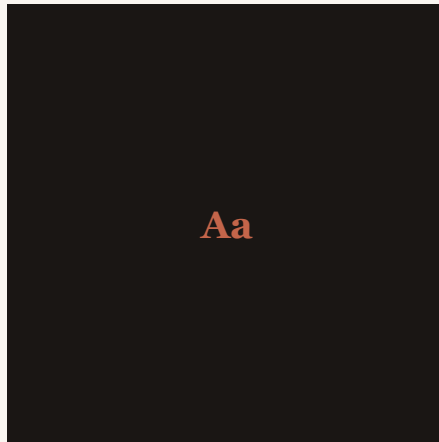
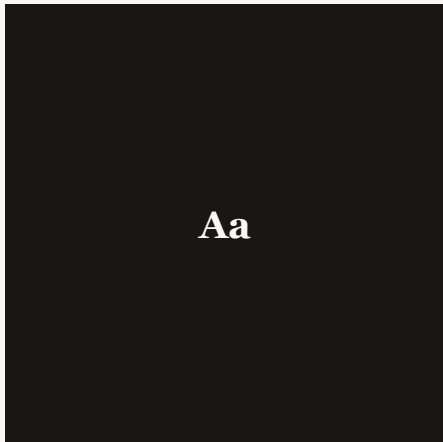


WARM GREY

#8A8580

Secondary text, captions, dividers

RECOMMENDED COMBINATIONS



TYPE SYSTEM

bold contrast, warm authority

DISPLAY — PLAYFAIR DISPLAY

Black 900 / Uppercase

BUILD THE FUTURE

ELEGANT — CORMORANT GARAMOND

Light 300 / Italic

where data meets culture

BODY — DM SANS

Regular 400 / 1.8 line height

Every word carries weight. Body copy should feel confident and clear — never cluttered, never cold. Write like you're speaking to someone who's ready to level up.

TECHNICAL — JETBRAINS MONO

Regular 400 / Data + Labels

INSIGHT_001 // 87% of Black British women...

NAME TREATMENT

the bold/elegant contrast

PRIMARY — LIGHT BG

TOBI
Oredein

PRIMARY — DARK BG

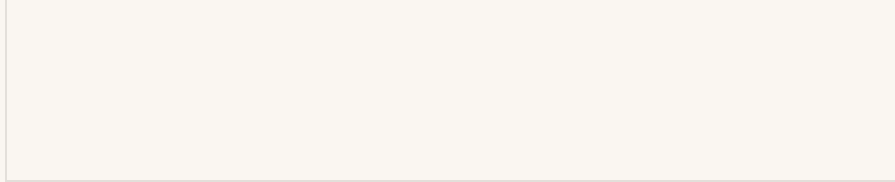
TOBI
Oredein

HORIZONTAL

TOBI *Oredein*

MONOGRAM

T *o*



CLEAR SPACE

Maintain minimum clear space equal to the height of the "T" around all sides of the wordmark.

SOCIAL TEMPLATES

commanding the scroll

INSTAGRAM POST — 1080×1080

INSIGHT

DATA IS THE NEW CURRENCY

*and we're leading the
exchange*

TOBI OREDEIN

LINKEDIN — 1200×627

KEYNOTE SPEAKER

THE FUTURE OF BLACK WOMEN IN MEDIA

booking now for 2025

TOBI

Oredein

STORY — 1080×1920

NEW EPISODE LIVE

swipe up to listen

TOBI OREDEIN

DO'S & DON'TS

protecting the brand

DO

- **Use bold/elegant contrast**

Pair heavy display type with light italic sublines

- **Lead with terracotta**

Use as the signature accent — it's what makes us recognizable

- **Embrace strategic density**

Bold moments need breathing room around them

- **Keep photography warm**

Natural light, rich environments, authentic moments

- **Sound like a trusted guide**

Wisdom over disruption, insight over hype

DON'T

- **Use safe, muted palettes**

No cream/beige/gray-only combinations

- **Default to corporate minimal**

Avoid Helvetica, navy, stock photos

- **Use "girl boss" aesthetics**

No pink/gold clichés, no motivational poster energy

- **Over-filter photography**

Keep images natural, no heavy color treatments

- **Clutter layouts**

Strategic maximalism ≠ chaotic density

PHOTO GUIDELINES

warm, authentic, commanding

NATURAL LIGHT

01

Soft, warm lighting that feels inviting yet professional. Golden hour energy, not harsh flash.

RICH ENVIRONMENTS

02

Layered backgrounds with texture and warmth. Think sophisticated interiors, urban settings.

CONFIDENT PRESENCE

03

Authentic expressions that convey wisdom and authority. Real moments over posed shots.

TREATMENT OPTIONS

PREFERRED

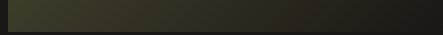
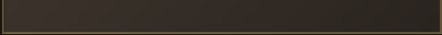
NATURAL WARM

WARM GRADE

TERRACOTTA OVERLAY

SPARINGLY

DUOTONE



TOBI

Oredein

Building the future of Black women's media.