

BRAND GUIDELINES 2025

# TOBI

*Oredein*

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MEDIA · DATA · COMMUNITY · TECHNOLOGY

## 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.

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

— TOBI OREDEIN, FOUNDER & CEO

### 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

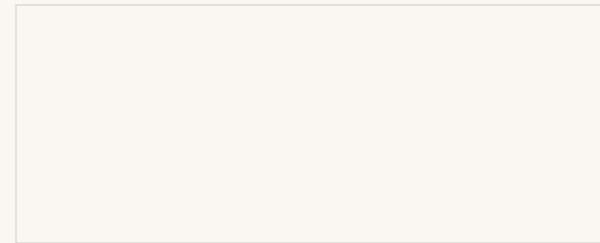
Signature accent, CTAs, emphasis



## 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

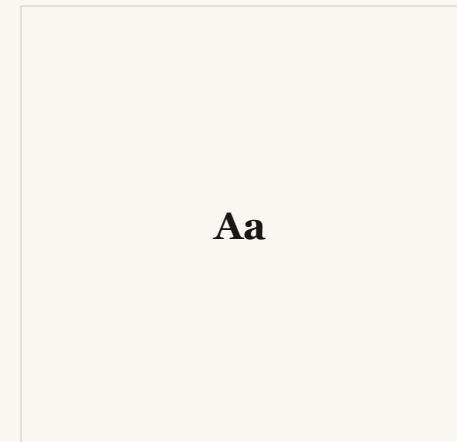
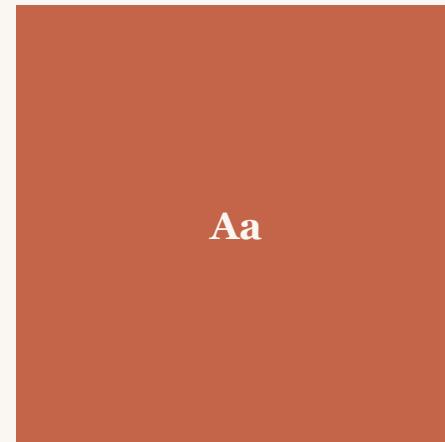
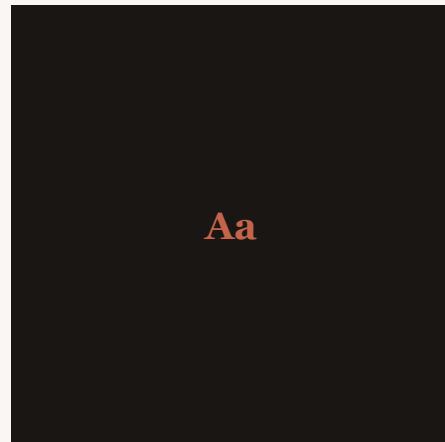
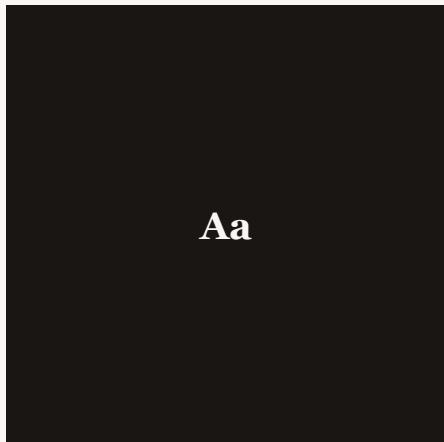
## WARM GREY

#8A8580

Secondary text, captions, dividers

### RECOMMENDED COMBINATIONS

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# TYPE SYSTEM

*bold contrast, warm authority*

DISPLAY – PLAYFAIR DISPLAY

Black 900 / Uppercase

# BUILD THE FUTURE

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ELEGANT – CORMORANT GARAMOND

Light 300 / Italic

*where data meets culture*

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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.

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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

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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

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- **Use bold/elegant contrast**

Pair heavy display type with light italic sublines

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- **Lead with terracotta**

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

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- **Embrace strategic density**

Bold moments need breathing room around them

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- **Keep photography warm**

Natural light, rich environments, authentic moments

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- **Sound like a trusted guide**

Wisdom over disruption, insight over hype

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# DON'T

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- **Use safe, muted palettes**

No cream/beige/gray-only combinations

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- **Default to corporate minimal**

Avoid Helvetica, navy, stock photos

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- **Use "girl boss" aesthetics**

No pink/gold clichés, no motivational poster energy

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- **Over-filter photography**

Keep images natural, no heavy color treatments

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- **Clutter layouts**

Strategic maximalism ≠ chaotic density

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# PHOTO GUIDELINES

*warm, authentic, commanding*

## NATURAL LIGHT **O1**

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

## RICH ENVIRONMENTS **O2**

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

## CONFIDENT PRESENCE **O3**

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

### TREATMENT OPTIONS

PREFERRED

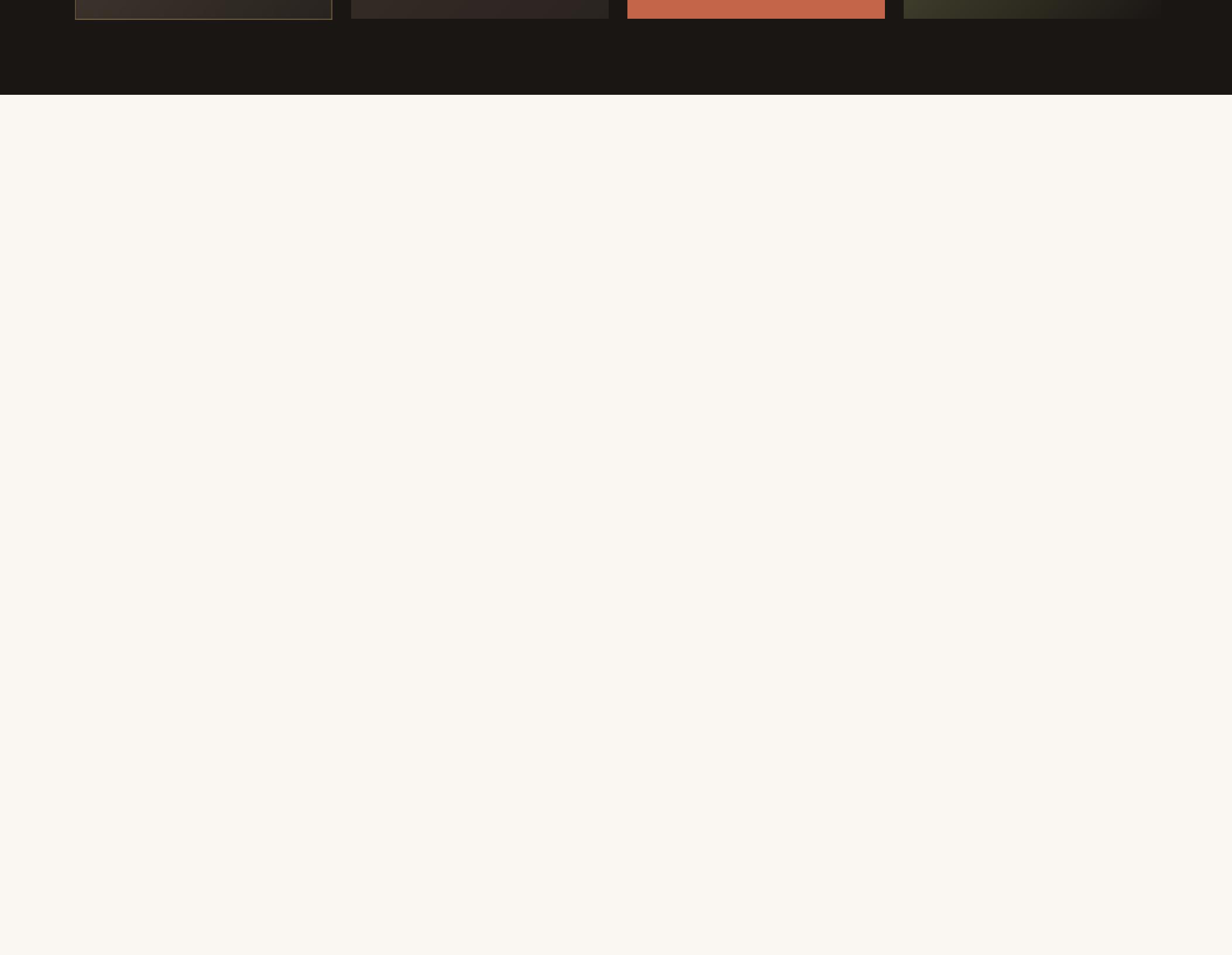
NATURAL WARM

WARM GRADE

TERRACOTTA OVERLAY

SPARINGLY

DUOTONE



# TOBI

*Oredein*

*Building the future of Black women's media.*