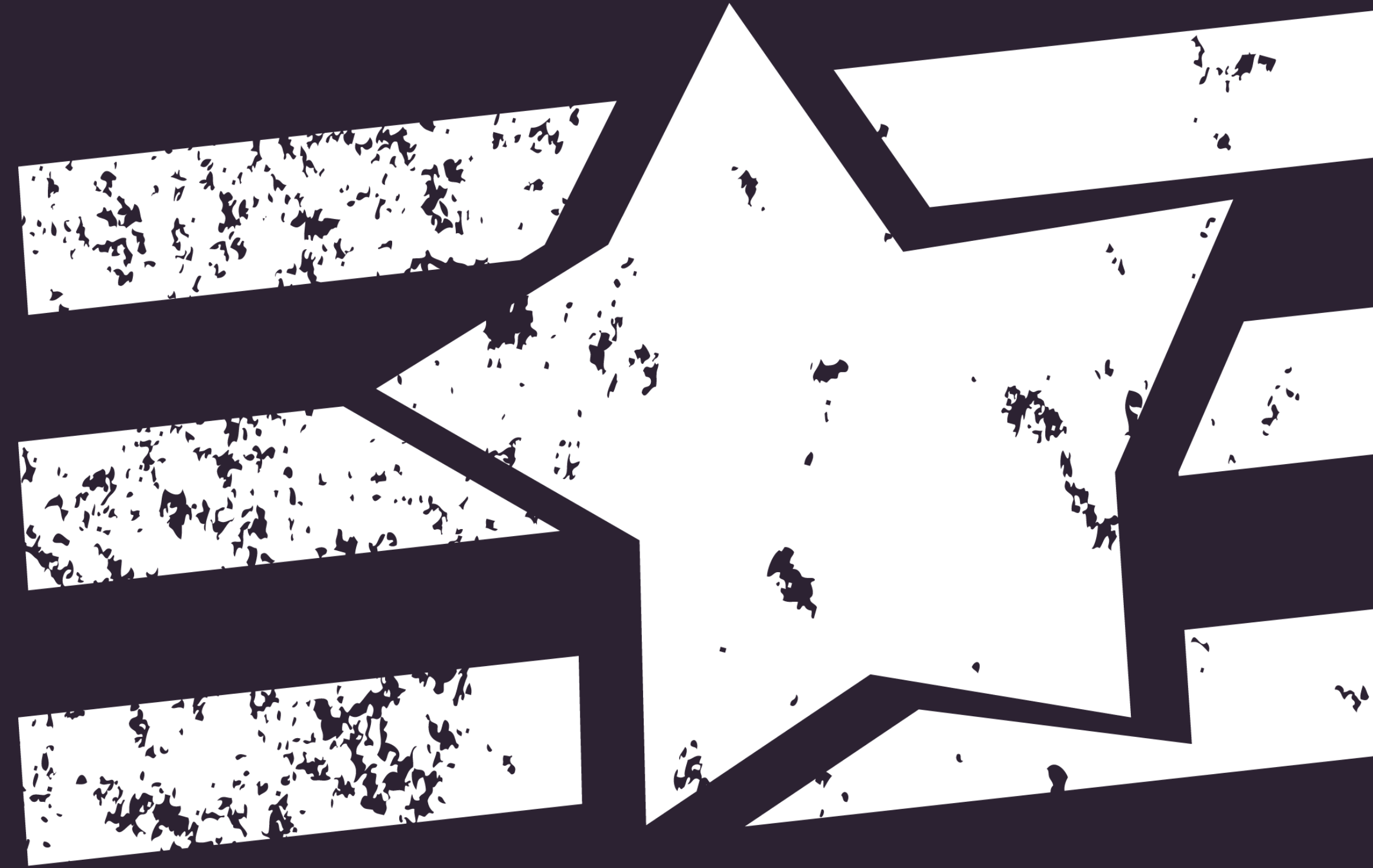


# BLACK HISTORY MONTH



BRAND GUIDE



# TONE OF VOICE

Optimistic  
Action-oriented  
Inspiring  
Trustworthy  
Non-political



BLACK  
HISTORY  
MONTH



# AFRO-AMERICAN STAR OF HONOR

the symbol that unites a nation



As our logo for Black History Month, the Afro-American Star showcases the contributions of Black Americans and POC to the United States. The Black Star, with its non-symmetrical make-up, represents the diversity and perfect imperfections that make our culture unique. The stripes are synonymous with the American flag, but a Pan-African-inspired palette pays homage to our ancestors. This intersection of symbols signifies the impact of Black culture and ideology on the country today.

# AFRO-AMERICAN STAR OF HONOR

## ALTERNATE LOGOS



Alternate logos can be utilized in special use-case scenarios for social media graphics targeting a younger demographic (ages 12-18).

# TYPOGRAPHY

## HELVETICA NEUE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## ABOLITION

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Archivo

### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

### SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

The Afro-American Star uses three distinct font families in its typography system. Headlines are written in Helvetica Neue Bold, special callouts and recognitions utilize Abolition, and Archivo is used for body copy and subtitles.

# AFRO-AMERICAN STAR BRAND COLORS

The Afro-American Star color palette is a vibrant reinterpretation of the traditional Pan-African colors—red, green, and black. The vivid tints reflect and pay homage to the past while signifying Black people’s present and future impact in America. The colors are infused with the current generation’s energy, diversity, and ambition.



Liquid Black  
#2b2132



Bold Red  
ed1c23



Promised Land Gold  
#f9af3f



Generational Green  
#6d963e

# BLACK HISTORY MONTH

BRAND ELEMENTS



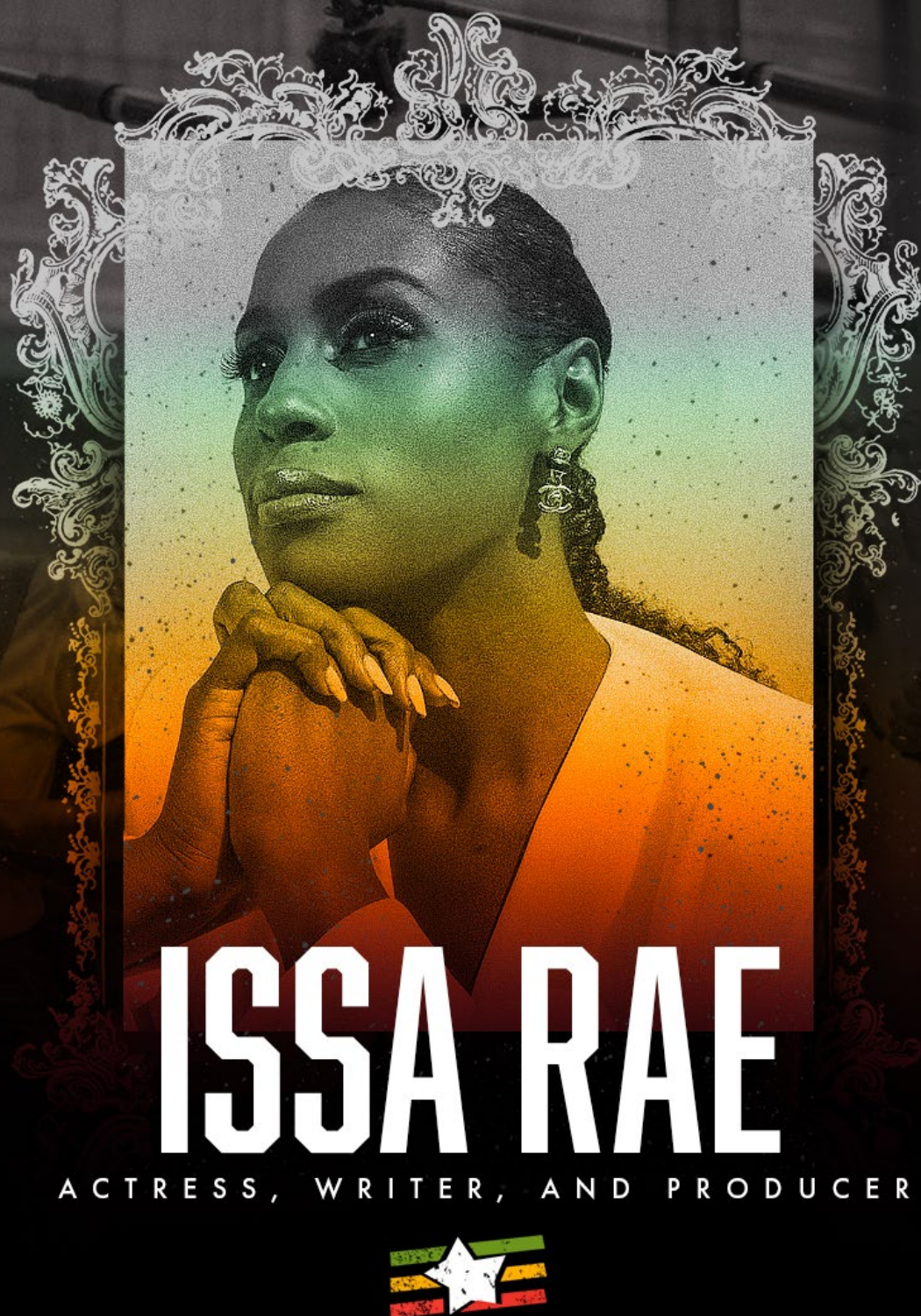
BLACK HISTORY MONTH®

# ISSA RAE

Issa Rae is a multifaceted talent known for her contributions to the entertainment industry. Renowned as the creator and star of the critically acclaimed HBO series "Insecure," Rae has not only made a significant impact with her authentic storytelling but has also become a trailblazer in promoting diversity and representation in film and television.



"I'M ROOTING FOR EVERYBODY BLACK"



Bold Red  
ed1c23

Generational Green  
#6d963e

Promised Land Gold  
#f9af3f

Liquid Black  
#2b2132

## ABOLITION

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890  
!@#\$%&\*()

Titles & Special Call Outs

## Archivo

Regular

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890!  
@#\$%&\*()

SemiBold

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890!  
@#\$%&\*()

Body Copy





# BLACK HISTORY MONTH



Photos Courtesy of Getty Images

# BLACK FACTS

Black households in the US are a young and growing population. People who identify as Black or African American make up nearly

# 14%

of the population with 37% classified as Millennials.

Source: Nielsen

BLACK  
HISTORY  
MONTH



“

Instead of letting your hardships and failures discourage or exhaust you, let them **inspire** you. Let them **make** you even **hungrier to succeed.**

BLACK  
HISTORY  
MONTH

”





# MUHAMMAD ALI

PROFESSIONAL BOXER AND ACTIVIST



# MUHAMMAD ALI

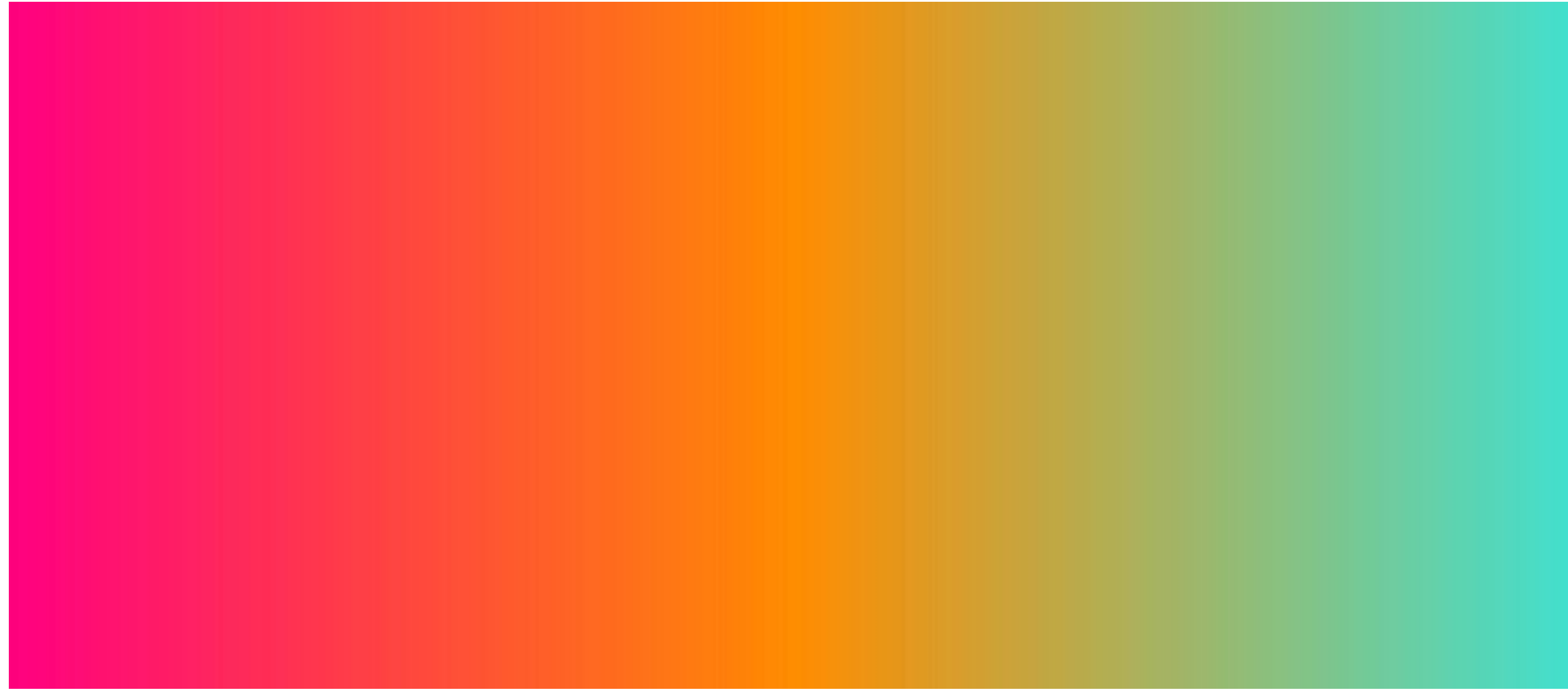
PROFESSIONAL BOXER AND ACTIVIST

Muhammad Ali was an American professional boxer and activist. Nicknamed "The Greatest", he is regarded as one of the most significant sports figures of the 20th century and is often regarded as the greatest heavyweight boxer of all time. He held the Ring magazine heavyweight title from 1964 to 1970.



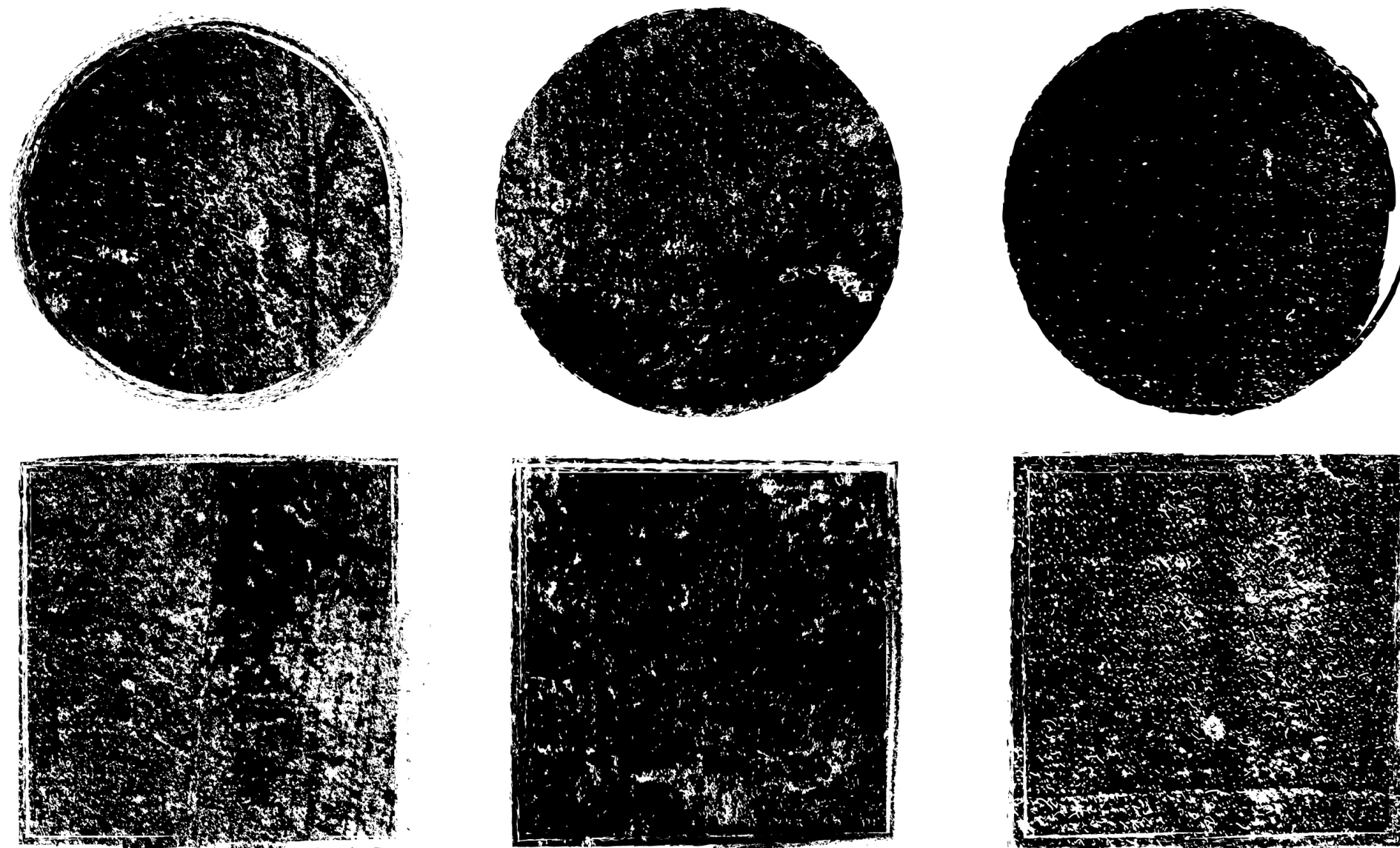
Gradient

*\*Apply only on Black & White photographs*



Vector Art

*\*To only be utilized with standard brand colors*



# PHOTOGRAPHY

Our aim with every photograph is to humanize Black individuals.

We seek pictures that:

- Are intimate, joyful, and socially conscious
- Feature people from all social and economic backgrounds
- Reflect the values of the Black community
- Highlight historical and present milestones
- Uplift and motivate

