

BRAND  
GUIDELINE



# Embodiment The Melanin

Key elements to this social media campaign



# About Embody The Melanin

## THE SOCIAL MEDIA CAMPAIGN

This campaign is created to provide a positive mental space platform for Black female athletes to gain resources on how to help cope with their mental health. This guideline will help with knowing what colors and fonts will be used when creating social media posts.

# Structure of the Logo

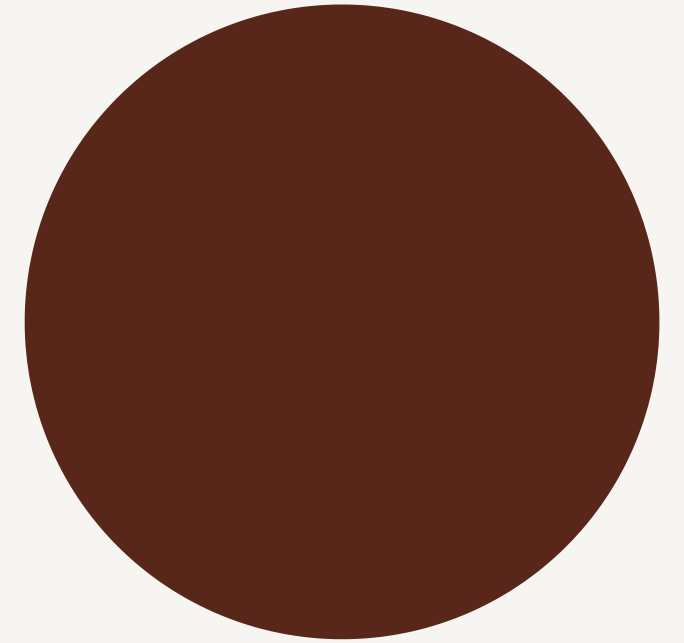
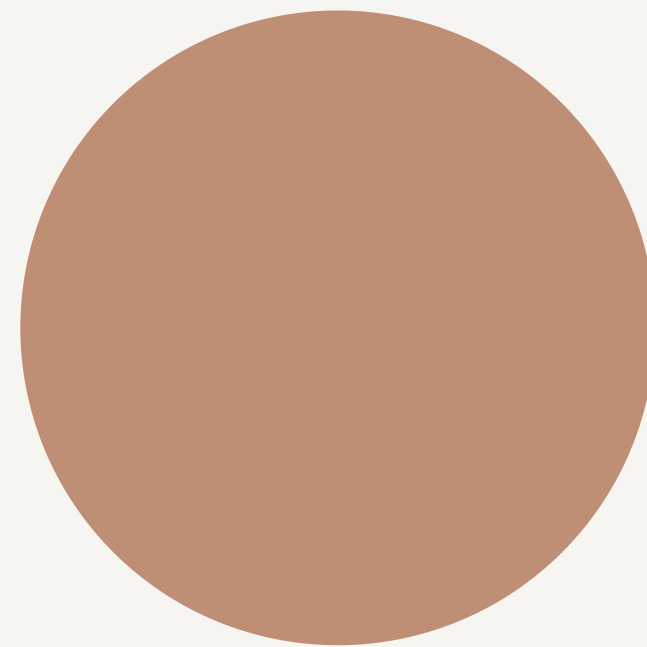
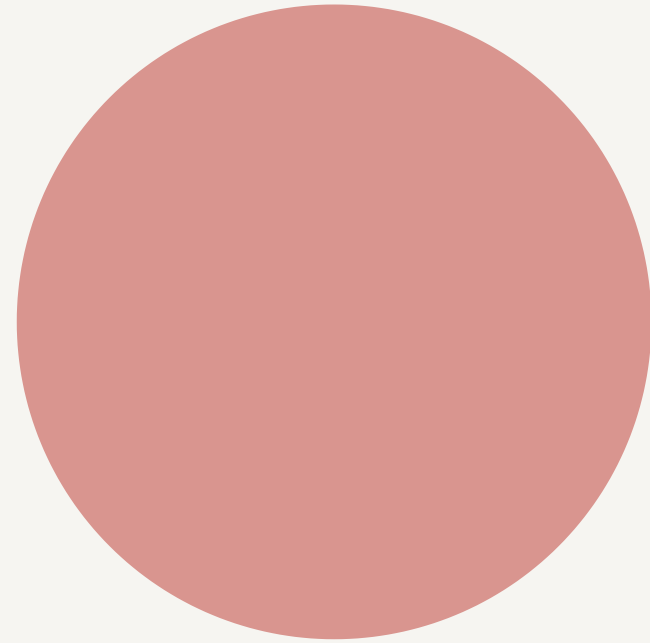
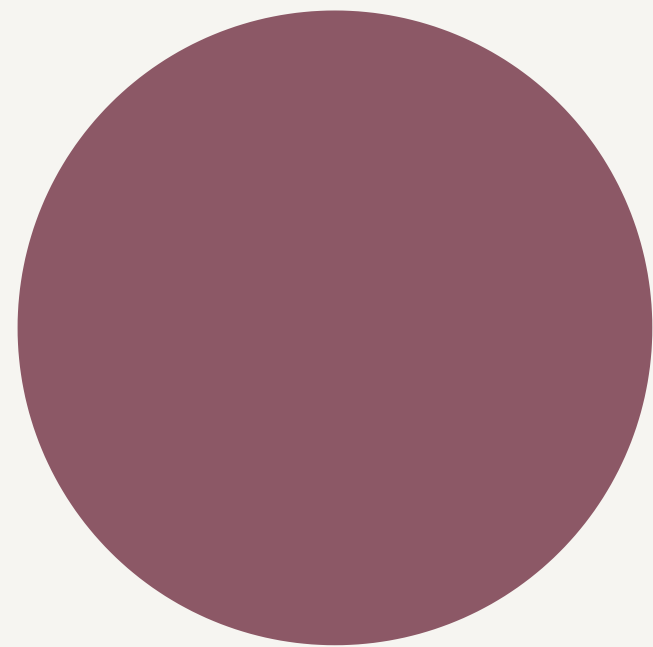
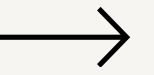


**Embody The Melanin**  
*Melanin-Motivated Mental Health*



These are the elements that make up the brand logo, they should be used together whenever the logo is present.

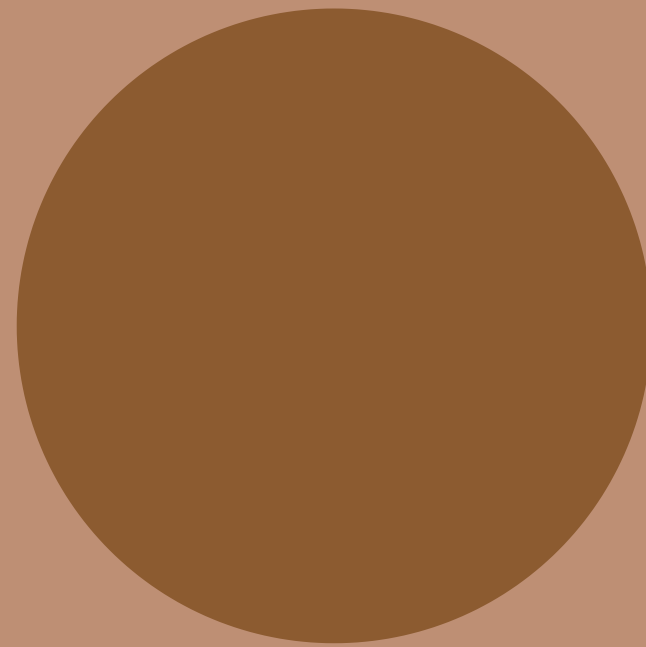
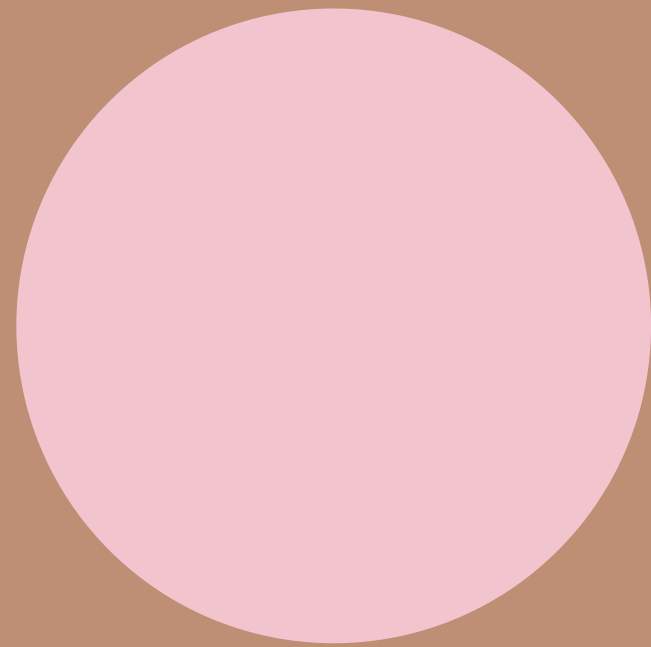
# Primary Colors



## **THIS COLOR PALETTE IS USED FOR THE LOGO**

This combination of colors is used when the logo is represented. They are considered to be the primary color and can be used for posts on social media as the main background color on graphics that are made.

# Secondary/Text Colors →



## THESE COLORS ARE USED AS ACCENTS AND TEXT

These colors will be used for any text outside of the logo and used as accent colors that will help showcase the brand and when posting on social media these colors will be used in the graphics and photos /videos that will be posted. Black will also be used with text only.

# Logo Fonts



**EMBODY THE  
MELANIN**

*Melanin- Motivated  
Mental Health*

**Mak**

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

*Bakerie Thin*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

# Secondary Fonts



**Mak**

Heading Font

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

**Luthier**

body text font

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

**These fonts will be used for header fonts and text fonts that will be included in graphics on social media posts. The font Mak will also be used in the logo**

# Content Calendar



This will be a guide to when to post during the week and what kind of posts will be posted

## Monday

Motivational

Monday posts will consist of motivational quotes, resources, different ways to cope with mental health

## Wednesday

Wednesdays will consist of posting interviews and creating discussions on different struggles Black female athletes face

## Friday

Fridays will be to celebrate Black female athletes and their accomplishments with highlight videos and photos