

BRAND GUIDELINES

NAME

Correct: Black Connect or BLACK CONNECT

Incorrect: Blackconnect or BlackConnect

FONTS

Open Sans: Black Connect

Optima: Black Connect

Avenir Next: Black Connect

LOGOS

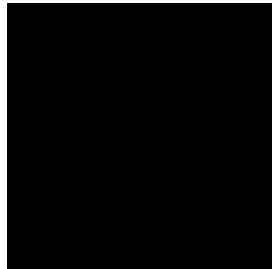


COLORS

Black, shades of gray/silver, and BC Blue

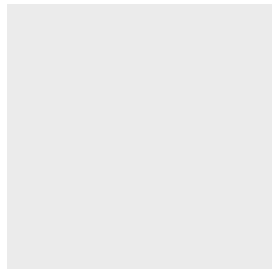
Black

Hex #000000



Shades of Gray

Hex #E6E6E6



Hex #A9A9A9



Hex #5E5E5E



BC Blue

Hex #0080FF



Mission

Blackconnect.org

Black Connect is the only national 501(c)(3) membership organization dedicated solely to eliminating the racial wealth gap in America by increasing the number and success rate of Black-owned businesses.

Blackconnect.com

Blackconnect.com is a business and social network created to enable entrepreneurial activities and promote the socioeconomic growth and empowerment of the Black Community.

Tagline

"Where people and businesses collaborate, educate, incubate, and innovate!"