

Outdoor Afro HQ



Brand Guidelines

2023-2024

Who We Are

Founded in Oakland, California, Outdoor Afro is the nation's leading, cutting-edge organization that celebrates and inspires Black connections and leadership in nature. In short, we're where Black people and nature meet. What started as a kitchen table blog by Founder and CEO Rue Mapp in 2009 is now a national not-for-profit organization that reconnects Black people with nature through outdoor education, recreation, and conservation.

2023-2024

Our Mission

Outdoor Afro celebrates and inspires Black connections and leadership in nature.

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Tagline

where Black people and nature meet

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Organizational Facts

2009: the year Rue Mapp founded Outdoor Afro as a social enterprise

2015: the year Outdoor Afro became a 501 (c)(3) not-for-profit organization

60,000: our participation network

1,200+: online and in-person events held

100+: selected and trained volunteer leaders nationwide

60: cities across the country

32: states with local networks, including Washington, D.C.

4: network regions (Northeast, Midwest, South, and West)

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Site + Social

website: outdoorafro.org

handle: @outdoorafro

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What We Do

change the visual representation of who gets outside

bring together people who care about building community

create Black outdoor leaders for now and for the future

highlight Black excellence and Black expertise in nature

reconnect Black people with nature through recreational activities

harness the value of connecting people together and connecting people to nature in the same conversation

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What We Say (and don't)

We say Black Americans, not African Americans or people of color.

We stress "volunteer" leaders since they are volunteering their time and talents to our organization.

We never say or use BIPOC in our brand story or messaging.

We say networks or communities, not members, chapters, or memberships.

We don't describe ourselves as minorities.

We don't comment on anything political.

We don't believe Black people don't have a relationship with nature. We always have.

Photography/Videography Direction & Style

Our visuals are 90 percent filled with Black people expressing Black joy and healing.
We produce content that is authentic and shows us living, loving, and learning in nature.
We take a multigenerational approach to our creative content.

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Branding Introduction

One of the key priorities for a successful brand is a consistent presentation that is easy to recognize and identify with. Regardless of where and when someone encounters the brand (online, in a store, or on a postcard), the brand must always feel the same way: “It can only be Outdoor Afro.” The following guidelines show the components that make up Outdoor Afro's modern brand identity. The identity includes a simple kit. Parts, if used together carefully with the correct relationships, will form distinctive visual expressions. This document outlines details about our brand. Every element has been created to ensure expression of Outdoor Afro and its values. The identity is designed to connect naturally with our brand story.

Logo

A logo is the visual representation of our brand. It is an icon that symbolizes Outdoor Afro's history, culture, and values. It can be used on print media, advertising platforms, websites, and both internal and external communications. Logo placement guidelines: The Outdoor Afro logo should become prominent and visible in all visual communications. It should not be placed with another graphic or edited to create a new image. For legibility, keep the area around the logo clear. Logo colors cannot be changed or modified. Use only the provided official images.

Outdoor Afro Logo

Square logo. Do not alter. Logo can be used as white on a dark background, as black on a white background, or with one of Outdoor Afro's brand colors.

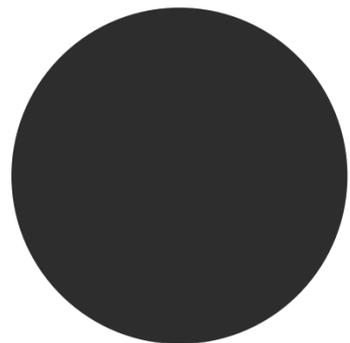


Color Palette

The color palette sets a visual tone for the brand. Colors can also create strong brand recognition when it is associated with our brand.

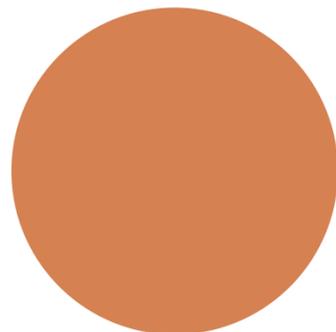
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Primary Palette



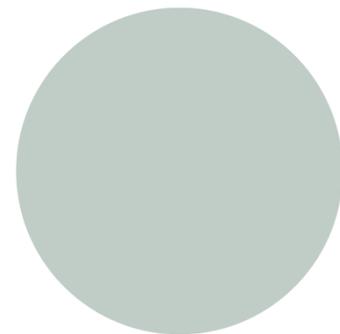
Night Rider

#2D2D2D
0, 0, 0, 82
45, 45, 45



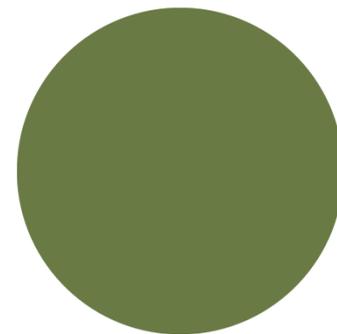
Raw Sienna

#D58152
213, 129, 82
0, 39, 61, 16



Nebula

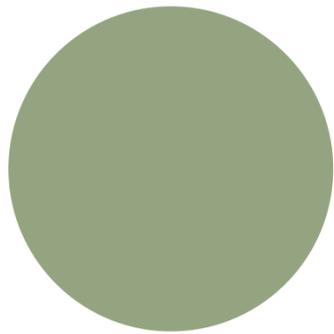
#C0CDC6
6, 0, 3, 19
192, 205, 198



Dinglry

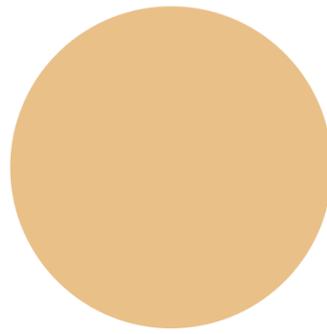
#697A44
13, 0, 44, 52
105, 122, 68

Secondary Palette



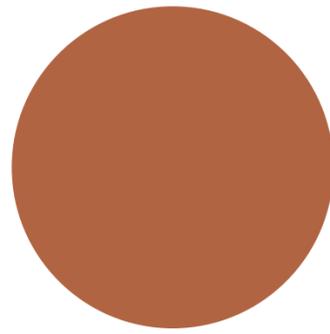
Sage

#94A480
9, 0, 21, 35
148, 164, 128



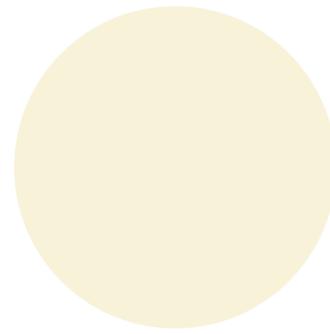
New Orleans

#E9C088
0, 17, 41, 8
233, 192, 136



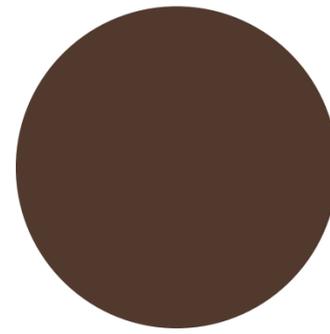
Tuscany

#B06442
0, 43, 62, 30
176, 100, 66



Off Yellow

#F8F2D8
0, 2, 12, 2
248, 242, 216



Paco

#51392D
0, 29, 44, 68
81, 57, 45

Typography

Having a signature font contributes to a impactful brand. It is considered as a visual component and should be consistent throughout content creation.

Typography

Header and Title Font

Roboto

Use for large text, headlines, buttons

Primary weight: Bold

Secondary weight: Medium

Example:

Outdoor Afro celebrates and inspires Black connections and leadership in nature

Typography

Paragraph and Body Font

Libre Franklin

Use for paragraph and body text

Primary weight: Medium

Secondary weight: Regular

Example:

where **Black** people and nature meet



Created By

Outdoor Afro Marketing & Communications Department

Please email communications@outdoorafro.org if you have any questions about the organization's brand guidelines.

2023-2024