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.
Our Mission

Outdoor Afro celebrates and inspires Black connections and leadership in nature.
Tagline
where Black people and nature meet
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)
Site + Social

website: outdoorafro.org
handle: @outdoorafro
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
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.
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.
Primary Palette

**Night Rider**
- Color Code: #2D2D2D
- Coordinates: 0, 0, 0, 82
- Percentages: 45, 45, 45

**Raw Sienna**
- Color Code: #D58152
- Coordinates: 213, 129, 82
- Percentages: 0, 39, 61, 16

**Nebula**
- Color Code: #C0CDC6
- Coordinates: 6, 0, 3, 19
- Percentages: 192, 205, 198

**Dingly**
- Color Code: #697A44
- Coordinates: 13, 0, 44, 52
- Percentages: 105, 122, 68

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Secondary Palette

- **Sage**
  - Hex: #94A480
  - RGB: 9, 0, 21, 35
  - HSL: 148, 164, 128

- **New Orleans**
  - Hex: #E9C088
  - RGB: 0, 17, 41, 8
  - HSL: 233, 192, 136

- **Tuscany**
  - Hex: #B06442
  - RGB: 0, 43, 62, 30
  - HSL: 176, 100, 66

- **Off Yellow**
  - Hex: #F8F2D8
  - RGB: 0, 2, 12, 2
  - HSL: 248, 242, 216

- **Paco**
  - Hex: #51392D
  - RGB: 0, 29, 44, 68
  - HSL: 81, 57, 45

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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.