

Outdoor Afro HQ



MarComm Cheat Sheet

2023-2024

Brand Messaging Dos

DO use "Black" Americans, "Black" people, or "Black" communities.

DO stress and use "volunteer" leaders since they are volunteering their time and talents to Outdoor Afro.

DO use "networks" or "communities" to describe our local Outdoor Afro groups.

DO know that Outdoor Afro's nature and community work centers Black joy and healing.

Brand Messaging Don'ts

DO NOT use African Americans or people of color.

DO NOT connect our brand to "pain and peril" narratives.

DO NOT say or use BIPOC as part of our brand story/messaging. We center Black people and Black communities.

DO NOT refer to leaders, networks, and local participants as members, chapters, or memberships.

DO NOT describe our organization as a "minority" or "underrepresented/underserved" organization.

DO NOT comment on anything political on behalf of Outdoor Afro.

DO NOT fall into storylines that believe Black people don't have a relationship with nature. We always have.



Created By

Outdoor Afro Marketing & Communications Department

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

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