



BLACK TECH
GREEN MONEY

DEVELOPED BY:

BLAVITY

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PALETTE

Primary

#1DF724
(WEB ONLY)

#1DA84B

#218541

#1B5A38

#FFFFFF

#000000

85% TINT

#5FC090

#5FC090

GRADIENT

#1DA84B

GRADIENT

#000000

PALETTE

Secondary

#49CCFF

#009DDC

#004F6E

#AA67BE

#643173

#321839

#AD97C7

#7D5BA6

#3E2D53

TT Norms (Primary Typeface)

USE: For any Black Tech Green Money design application.

HEADINGS

sizes: 24 pt minimum size
kerning: -20

24 pt

Extrabold

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
1234567890

Bold

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
1234567890

TEXT

sizes: 10 pt minimum size
kerning: -20

10 pt

Regular

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
1234567890

Light

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
1234567890

FONT DOWNLOADS: [LINK](#)

Arial (Auxillary Typeface)

USE: When TT Norms is not available.

HEADINGS

sizes: 24 pt minimum size
kerning: -20

24 pt

Black

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
1234567890

TEXT

sizes: 10 pt minimum size
kerning: -20

10 pt

Bold

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
1234567890

Regular

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
1234567890

Secondary

Space Mono

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!

Recoleta (Social Typeface)

USE: Sparingly in design applications to add a "human" feel.

HEADINGS

sizes: 24 pt minimum size

kerning: -20

24 pt

Semibold

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

1234567890

Color logo on dark backgrounds:

LOGO DOWNLOAD: [\[LINK\]](#)



LOGO VARIATION
Green Brackets



LOGO VARIATION
Outlined



LOGO VARIATION
Black Brackets



LOGO VARIATION
Black on Black

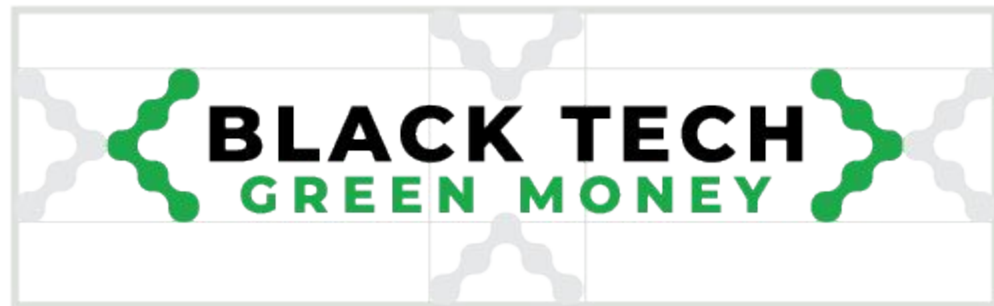


LOGO VARIATION
White Brackets



LOGO VARIATION
Seal/Condensed



**SPACING**

Any other logos of text should be a brackets distance away on all sides.

**SPACING**

Any other logos of text should be a "\$" distance away on all sides.



600 PX WIDE



400 PX WIDE



150 PX WIDE MIN SIZE



75 PX WIDE MIN SIZE



DON'T
Use the all white logo on light background.



DON'T
Use the logo in all black on a white background.



DON'T
Use the logo without the brackets.



DON'T
Rotate the logo.



DON'T
Use colors outside of the color palette.



DON'T
Use logo over busy backgrounds



DON'T
Use the logo with brackets that are a different color than the text.



DON'T
Alter the proportions of the logo.



DON'T
Use a dark logo on a dark background.



DON'T
Use gradients in the logo.



DON'T
Change the orientation of the bracket elements.



DON'T
Use the primary logo smaller than 150px.



PERCENT SYMBOL



DOLLAR SIGN



BRACKETS



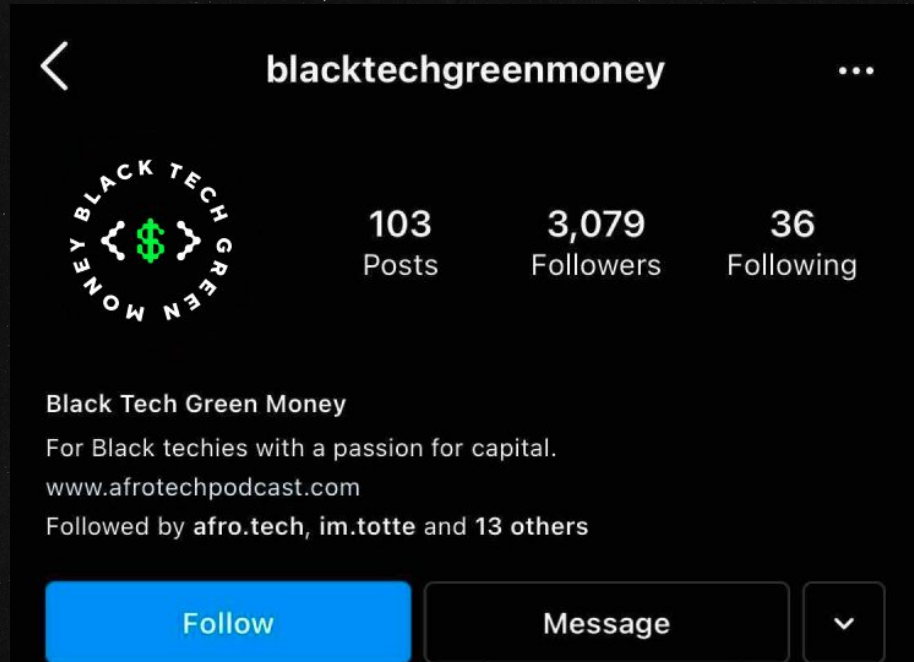
BRANDING ELEMENT
Dynamic "Ticker" or Static Seal

BLACK TECH GREEN
MONEY

IG

CANVA: [\[LINK\]](#)

Branding for IG:
New icon should match the Dark Mode in instagram and blend seamlessly with the background.



IG 4:5

SPEAKER POST:

The goal of the speaker assets is to show up more visually appealing. We're hopeful to communicate the episode info through the post copy.



CANVA: [\[LINK\]](#)



IN GRID VIEW



IG 4:5

CANVA: [\[LINK\]](#)

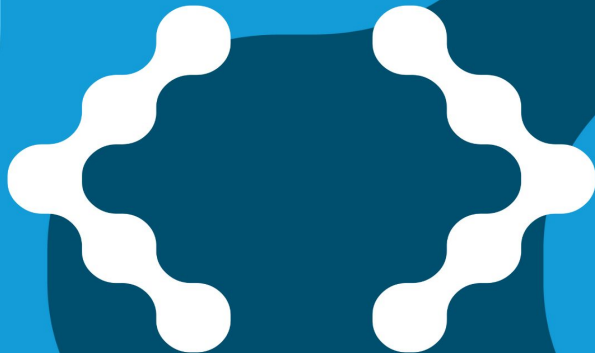
BLACK TECH
GREEN MONEY



EP 39: BIMMA WILLIAMS

How Creatives Claim A Seat At
The Table Or Build Their Own

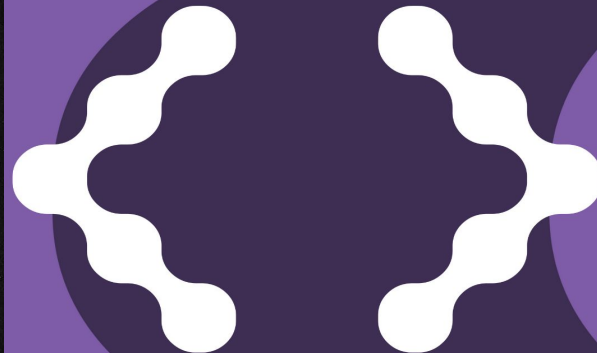
BLACK TECH
GREEN MONEY



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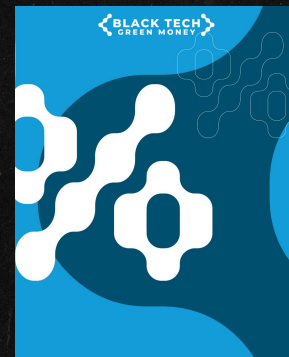
IG 4:5

CANVA: [\[LINK\]](#)



IG 4:5

CANVA: [\[LINK\]](#)



IG 4:5

CANVA: [\[LINK\]](#)



IG 4:5

VIDEO SLIDES POSTS
(CAROUSEL INTRO)

EXAMPLE:

DROPBOX: [\[LINK\]](#)



“GRUNGE”

CANVA: [\[LINK\]](#)



IN GRID VIEW

IG 4:5

VIDEO SLIDES POSTS
(WITH IMAGE)
(CAROUSEL INTRO)

EXAMPLE:


DROPBOX: [\[LINK\]](#)



**"There's a space and
a place for you to show
up in the industry in
different ways."**


EP. 39
<BIMMA WILLIAMS>

How Creatives Claim A Seat At
The Table Or Build Their Own



"GRUNGE"

CANVA: [\[LINK\]](#)



**"There's a space and
a place for you to show
up in the industry in
different ways."**

EP. 39
<BIMMA WILLIAMS>

How Creatives Claim A Seat At
The Table Or Build Their Own



IN GRID VIEW

IG 4:5

VIDEO SLIDES POSTS
(CAROUSEL INTRO)

EXAMPLE:

DROPBOX: [\[LINK\]](#)



“WALL”

CANVA: [\[LINK\]](#)



IN GRID VIEW

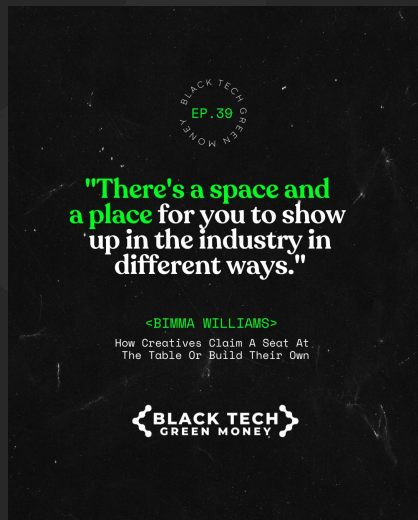
GUEST CARDS - IG IN-FEED (4:5)



IG Feed | [Canva Link](#)

QUOTE CARDS - IG IN-FEED (4:5)

"Grunge"



"Wall"



"Fold"



"Cement"



IG Feed | [Canva Link](#) | [Photoshop Link](#)

QUOTE CARDS - IG IN-FEED (4:5)

Treatment of Episode Number | the episode number should always come first and be displayed as either "EP. ###" or "EPISODE ##" using Space Mono font

Speaker Name | the guest name and episode title should always be listed together, beneath or below the hero content.



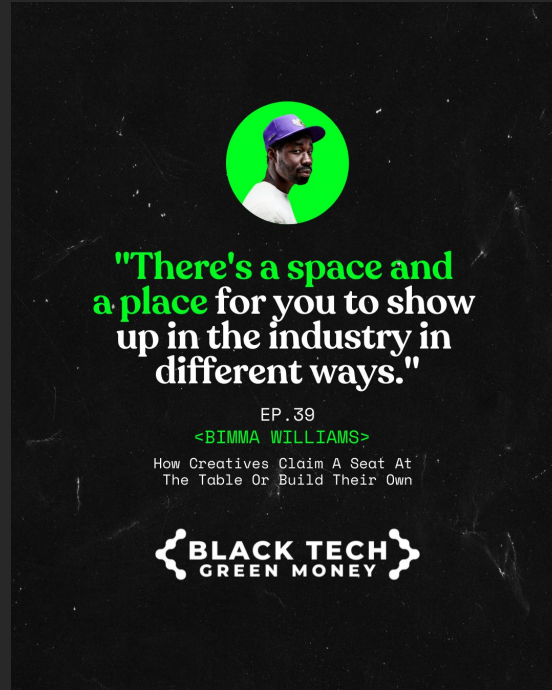
Brand Textures | there are several brand textures used frequently throughout Black Tech Green Money Podcast social media assets.

Pull Quote Treatment | take an important soundbite from the episode and emphasize part of the text in the BTGM digital green. For posts with audio, words should appear on-screen along with the audio.

IG Feed | [Canva Link](#) | [Photoshop Link](#)

Brand Elements | are uploaded to Canva. AT | Afro Tech > AT | Podcasts > Black Tech Green Money Podcast

QUOTE CARDS w/ IMAGE - IG IN-FEED (4:5)



IG Feed | [Canva Link](#)

Brand Elements | are uploaded to Canva. AT | Afro Tech > AT | Podcasts > Black Tech Green Money Podcast

IG STORY

Example of Dynamic Story



Example of Static Story



IG Story | [Canva Link](#)

HOW TO BUILD

IG Story “Anatomy”

IG Story | [Canva Link](#)

1) Choose Brand Texture



2) Add Podcast Guest



3) Add Gradient



4) Add Episode Number, Title, Logo, and CTA



YOUTUBE THUMBNAIL



YouTube | [Canva Link](#)

FACEBOOK / TWITTER

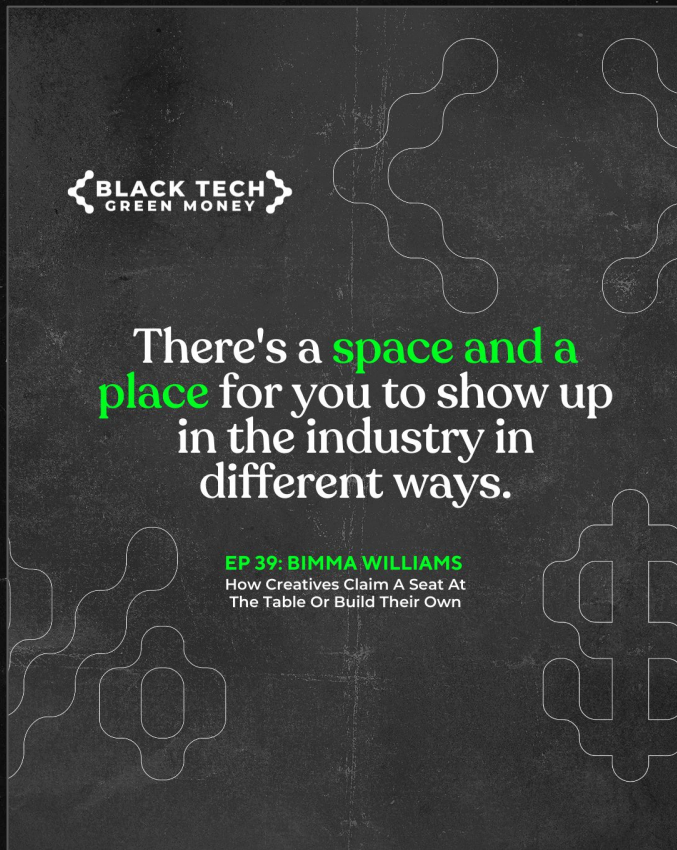


FB/TW | [Canva Link](#)

IG 4:5

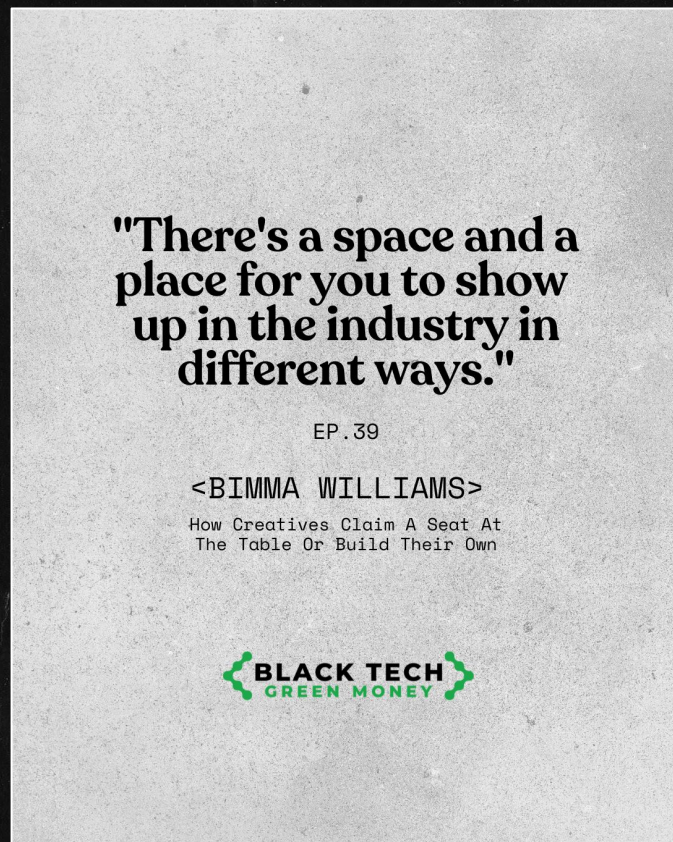
VIDEO SLIDES POSTS
(CAROUSEL INTRO)

EXAMPLE:



"FOLD"

CANVA: [\[LINK\]](#)



"CEMENT"

YOUTUBE

[CANVA LINK](#)



[FIGMA LINK](#)