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

![Logos Image]
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!"