



**124<sup>TH</sup> NATIONAL  
BLACK BUSINESS  
CONFERENCE**

**BRAND GUIDELINES**

# TABLE OF CONTENTS

|                             |           |
|-----------------------------|-----------|
| <b>Table of Contents</b>    | <b>02</b> |
| <b>About the Conference</b> | <b>03</b> |
| <b>Logo Usage</b>           | <b>04</b> |
| <b>Color Palette</b>        | <b>05</b> |
| <b>Typography</b>           | <b>06</b> |
| <b>Brand Application</b>    | <b>07</b> |

|                            |           |
|----------------------------|-----------|
| <b>Branding Style</b>      | <b>08</b> |
| <b>Image Style</b>         | <b>09</b> |
| <b>Contact Information</b> | <b>10</b> |

# About The Conference

## INTRODUCTION

**WE ARE TOGETHER** for the first time in global history, celebrating 124 years, as the nation's leading Black business organizations have aligned towards a unified Black business agenda and conference.

**UNITED TOGETHER, DIVIDED WE FALL** during these unprecedented times, post the pandemic, of continued economic exclusion, oppression, and uncertainty. This year's conference will assemble the world's most influential entrepreneurs, professionals, corporate partners, political dignitaries, businessmen and women.

**COMBINED VALUE** for 3 days of commerce-driven education, networking, exchange, and activity with events and functions tailored to meet the attendee and partner expectations, accessing a combined alliance of 120,000+ members and 400+ chambers/leagues throughout the country and abroad.

01

### Brand Guidelines Element

In these guidelines, you will find detailed instructions on how to use the brand assets correctly, including our logo, color scheme, typography, imagery style, and tone of voice. These elements are crucial in creating a cohesive and recognizable brand presence, whether it be in marketing materials, digital content, product design, or connecting with conference attendees.

02

### Brand Guidelines Goal

Our goal with these guidelines is not to restrict creativity, but to provide a framework that ensures our brand is represented consistently and accurately, no matter where it appears. This consistency is key to building trust and recognition with our audience, which in turn, strengthens our brand's identity and market position.

03

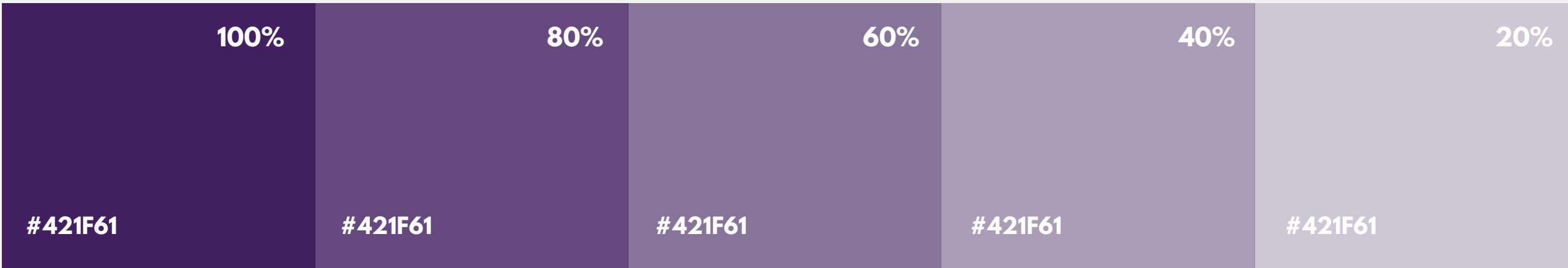
# Logo Usage



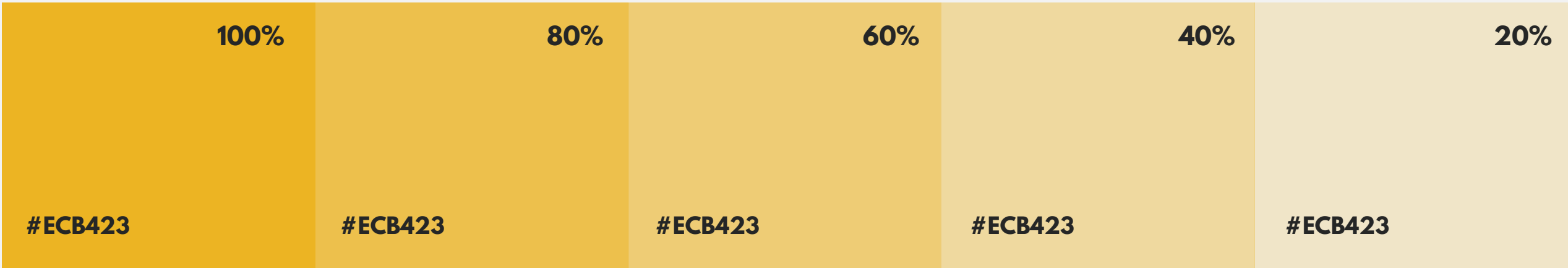
# Color Palette



## Primary



## Secondary



# Typography

124<sup>TH</sup> NATIONAL  
**BLACK BUSINESS**  
CONFERENCE

Poppins  
(Style)

AaBbCcDdEeFfGgHhIiJj  
Kk Ll MmNnOo PpQqRr  
SsTt UuVvWwXxYyZz 01  
234 5678910

Poppins  
(Paragraph)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**Aa**

**Poppins Extra Bold**

**Aa**

**Champion HTF Featherweight**

# Brand Application Examples

Brand Applications refer to the various ways a brand's identity, including its logo, colors, typography, and overall design style, is applied across different mediums and products. It encompasses how the brand's visual and communication elements are consistently and effectively used to maintain brand identity and recognition.



# Branding Style

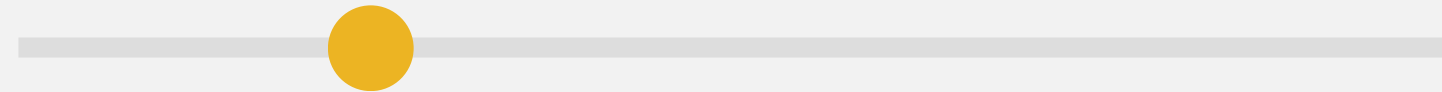


Casual



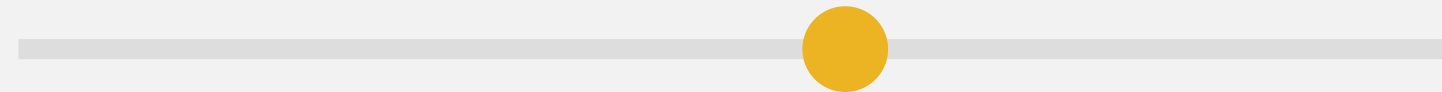
Formal

Warm



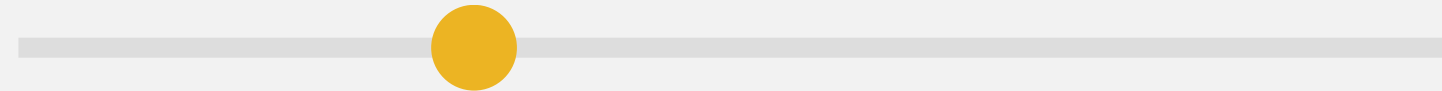
Cold

Nostalgic



Progressive

Accessible



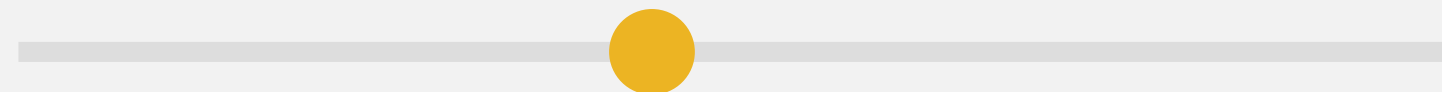
Serious

Corporate



Casual

Complex



Simple





# Imagery Style

Imagery style in art and design refers to the distinctive way that visual elements are used to create and convey meaning. It encompasses the specific techniques, methods, and aesthetic choices made by an artist or designer to craft images that resonate with viewers.



# Contact Information

If you'd like to get in touch with our team, please visit the official website of the conference.

**Email** ---

**Website** [www.nationalblackbusinessconference.com](http://www.nationalblackbusinessconference.com)

**Phone** ---

**Address** ---



**124<sup>TH</sup> NATIONAL  
BLACK BUSINESS  
CONFERENCE**