

**Black**  **Folks**<sup>TM</sup>  
— CAMP TOO —



## LOGO USAGE GUIDE | **2024**

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Any third-party advertising and/or marketing firms that are creating, marketing, or otherwise sharing Black Folks Camp Too promotional material must have explicit permission from Black Folks Camp Too.

## LOGO | VERSIONS

These are the preferred logos for all Black Folks Camp Too and Unity Blaze materials.



This is the preferred logo for when the Black Folks Camp Too and Unity Blaze appear together in all materials.



## LOGO | SIZING AND SPACING

Maintain a clear space around the entire logo. Please note that a white background is not required.



It is important that the minimum logo sizes are observed to protect readability, and that the logo always has a comfortable amount of space around it.



## LOGO | REVERSED

These are the ways to use the logos on a darker background.

Reversed, horizontal logo w/ red



Reversed, horizontal logo



Reversed, horizontal logo w/ red



Reversed, horizontal logo



Reversed, horizontal logo w/ red



Reversed, horizontal logo



## LOGO | INCORRECT USAGE

To remain a consistent brand icon, the BLACK FOLKS CAMP TOO & UNITY BLAZE logo must never be altered in any fashion. Some examples of what is not allowed:



Never compress the logo horizontally



Never compress the logo vertically



Never crop the logo



Never change the orientation of the logo



## TYPOGRAPHY | USAGE

At times it may be necessary to create brand materials that complement the logo. Use these typefaces and custom numbers:

### Preferred Fonts

Playfair Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Intro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

### Preferred Free Web Fonts

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Lora

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## COLORS | USAGE

Use these colors to create brand materials that complement the logo:



Campfire  
Hex: FF0000  
R: 255 G:0 B:0  
C:0 M:99 Y:100 K:0



Sunflower  
Hex: FED620  
R: 254 G:0 B:0  
C:0 M:99 Y:100 K:0



Midnight  
Hex: 000000  
R: 0 G:0 B:0  
C:0 M:0 Y:0 K:0



Slate  
Hex: 192F41  
R: 25 G:47 B:65  
C:0 M:99 Y:100 K:0



Meadow  
Hex: D0E157  
R: 208 G:225 B:87  
C:22 M:0 Y:81 K:0



Clay  
Hex: E34839  
R: 227 G:7 B:57  
C:5 M:87 Y:85 K:0



Sky  
Hex: 4783C4  
R: 71 G:131 B:196  
C:73 M:42 Y:0 K:0



Mist  
Hex: 656565  
R: 101 G:101 B:101  
C:60 M:51 Y:51 K:21

## LOGO | REVERSED LOGO USAGE - CERTIFIED PARTNERS

Logo usage on darker backgrounds for Unity Blaze Certified Partners.

Reversed, horizontal logo w/ red

**Black**  **Folks**<sup>™</sup>  
— CAMP TOO —



A UNITY BLAZE CERTIFIED PARTNER

Reversed, horizontal logo

**Black**  **Folks**<sup>™</sup>  
— CAMP TOO —



A UNITY BLAZE CERTIFIED PARTNER

Reversed, horizontal logo w/ red



A UNITY BLAZE CERTIFIED PARTNER

Reversed, horizontal logo



A UNITY BLAZE CERTIFIED PARTNER



**LOGO | LOGO USAGE - CERTIFIED PARTNERS**

Logo usage for Unity Blaze Certified Partners.

**Black Folks Camp Too + Unity Blaze Logo Lockup Primary**



**Unity Blaze Logo Primary**

