

Brand Guidelines

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

Winter 2025



Index

- 01 Introduction
- 02 Brand Logos
- 03 Brand Colors
- 04 The Unity Blaze
- 05 Typography
- 06 Unity Blaze Partners
- 07 Incorrect Logo Usage
- 08 Subbrands

Introduction

01

1.1

About us



We Are The Unity Folks

The Unity Folks™ is the parent company to an award-winning brand that helps the outdoor industry create welcoming customer experiences through strategic training, data-driven and cultural relevant marketing, and ROI-driven partnerships. Founded in 2019 as Black Folks Camp Too™, the company equips leaders with tools such as the Unity Blaze Academy, Unity Blaze Certification Program, and the Unity Blaze Map to ensure everyone is connected to the outdoor industry and lifestyle.

Brand Logos

02

2.1
Primary
Logo



2.2
**Stacked
Logo**



2.3 Reverse Logo



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

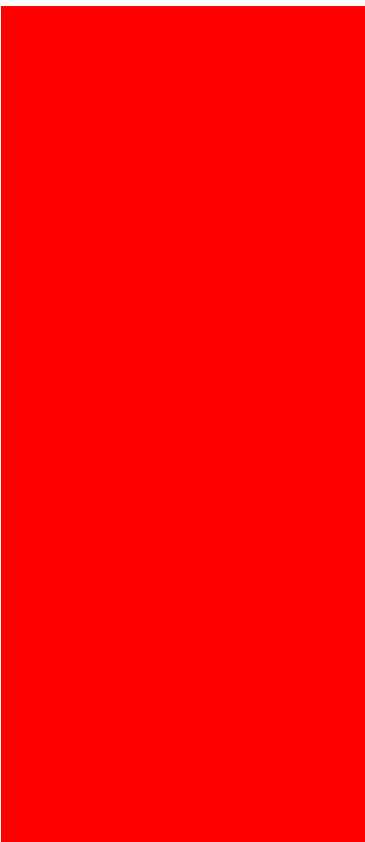
Brand Colors

03

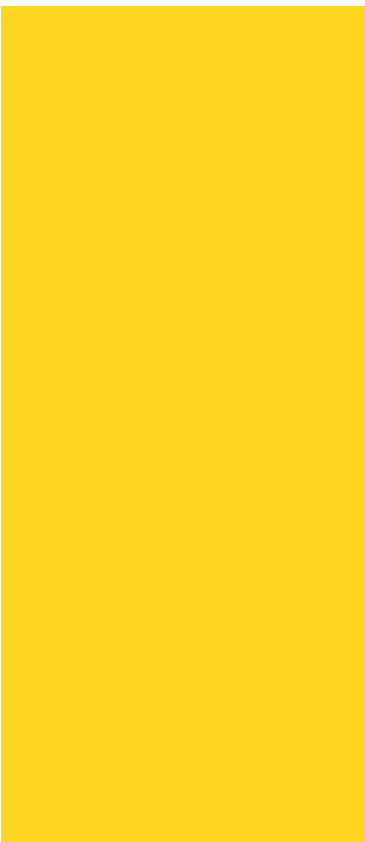
3.1

Brand Colors

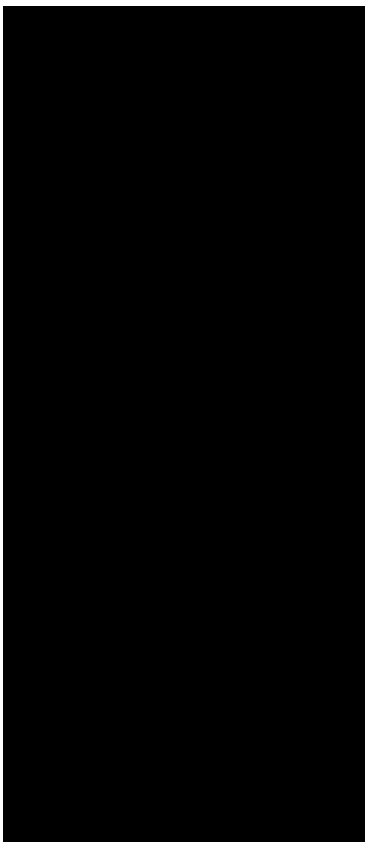
Use these colors to create brand materials that complement the logo:



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



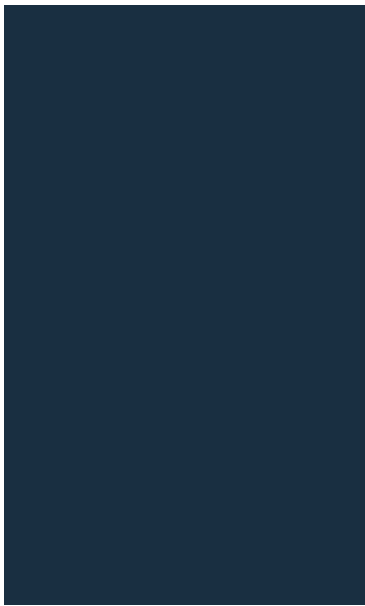
Sunflower
Hex: FED620
R: 254 G:0 B:0
C:0 M:99 Y:100 K:0



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

3.2 Color Palette

Additional colors for use across print, social, and digital materials.



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: 222 G:7 B:57
C:5 M:87 Y:85 K:0



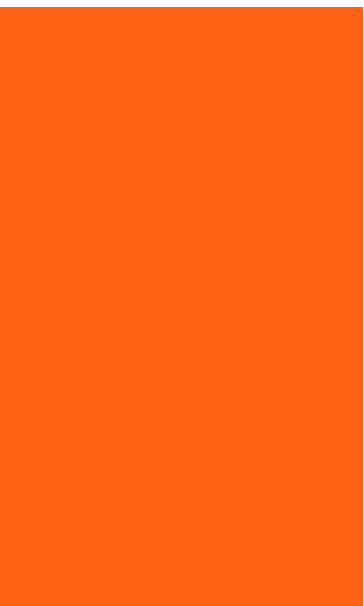
Sky
Hex: 4783C4
R: 71 G:131 B:196
C:73 M:42 Y:0 K:0



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



Spring
Hex: 70A61F
R: 112 G:166 B:31
C:62 M:14 Y:100 K:1



Sunset
Hex: FF6214
R: 255 G:98 B:20
C:0 M:76 Y:100 K:0

The Unity Blaze

04

4.1
**The
Unity Blaze**



4.2
Logo
Lockup



The Unity Folks/ The unity Blaze Logo Lockup.

Typography

05

5.1 Primary Font

Our primary font.

Aa

Font Name: Intro

REGULAR SIZE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789#@\$#

BOLD SIZE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789#@\$#

5.2
Secondary
Font

Aa

Font Name: Lora

REGULAR SIZE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789#@\$#

BOLD SIZE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789#@\$#

5.3 Preferred Font

For Print use, Digital, & Social

Aa

Font Name: Mona Sans

REGULAR SIZE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789#@\$#

BOLD SIZE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789#@\$#

5.4

Web Font

Primary font used for website headers and more.

Aa

Font Name: Roboto Condensed

REGULAR SIZE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789#@\$#

BOLD SIZE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789#@\$#

Unity Blaze Partners

Logo usage for Unity Blaze Certified Partners.

06

6.1 Partner Logos

Logo usage for Unity Blaze Certified Partners.



A UNITY BLAZE CERTIFIED PARTNER



A UNITY BLAZE CERTIFIED PARTNER

Incorrect Logo Usage

To remain a consistent brand icon, the BLACK FOLKS CAMP TOO & UNITY BLAZE logo must never be altered in any fashion.

07

7.1 Incorrect Usage

Some examples of what is not allowed:

 Never compress the logo horizontally



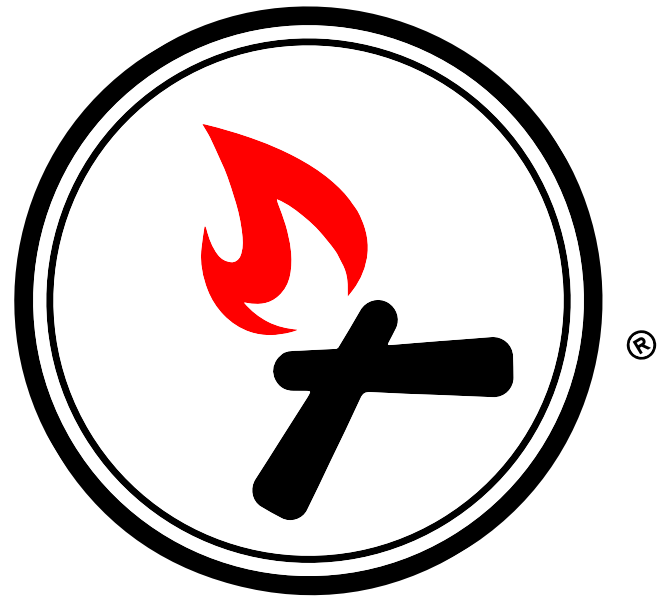
 Never compress the logo vertically



 Never crop the logo



 Never change the orientation of the logo



Subbrands

08

8.1 Subbrand Logos

