

# BLACK VETERANS PROJECT

BRAND GUIDE



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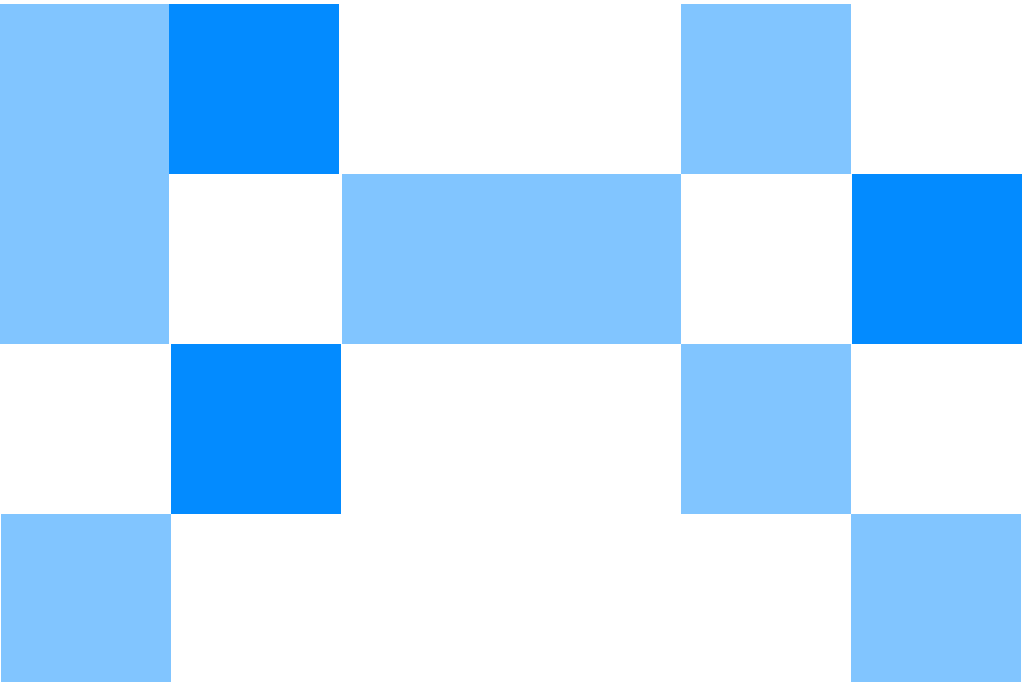
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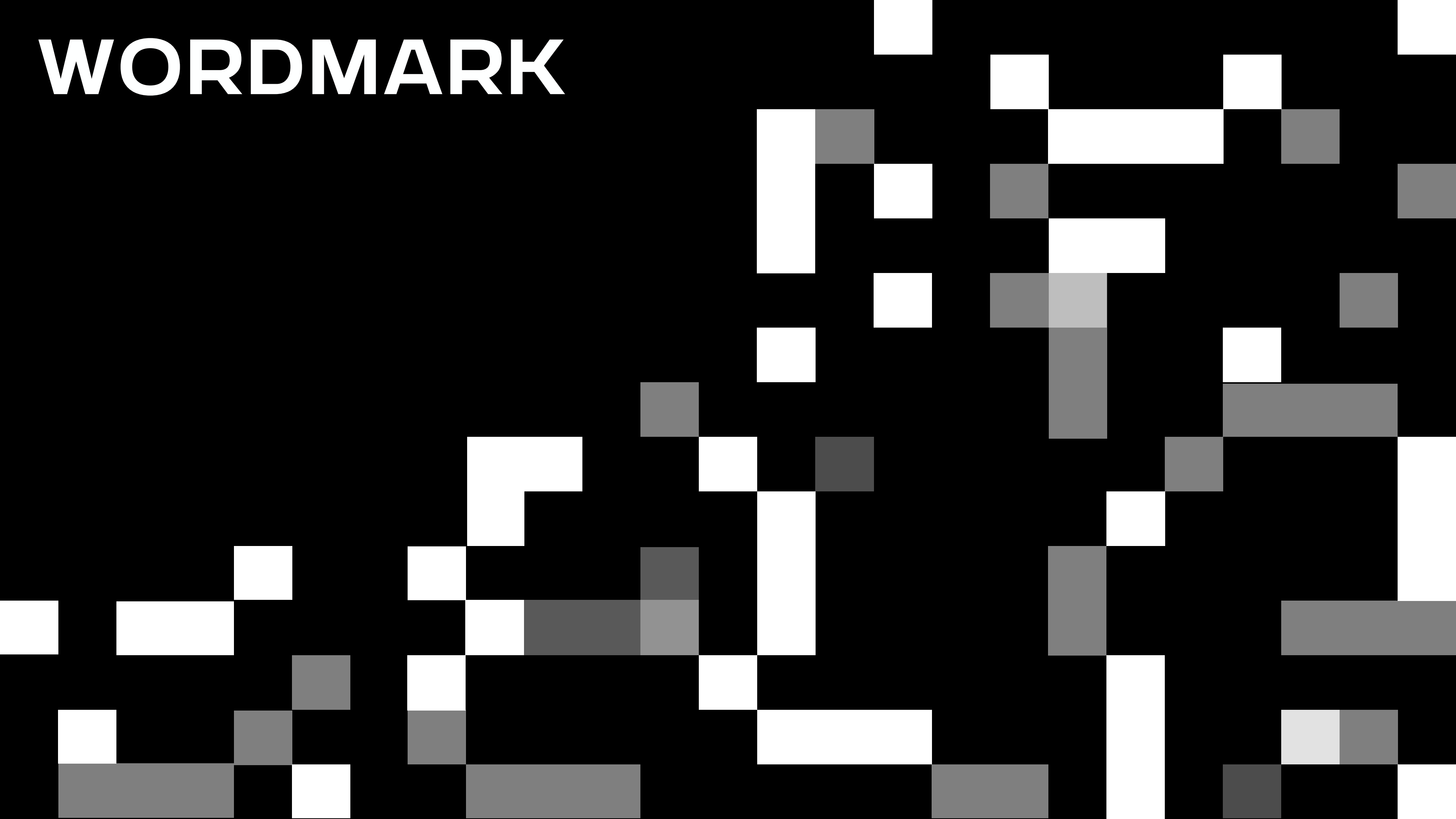
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# WORDMARK

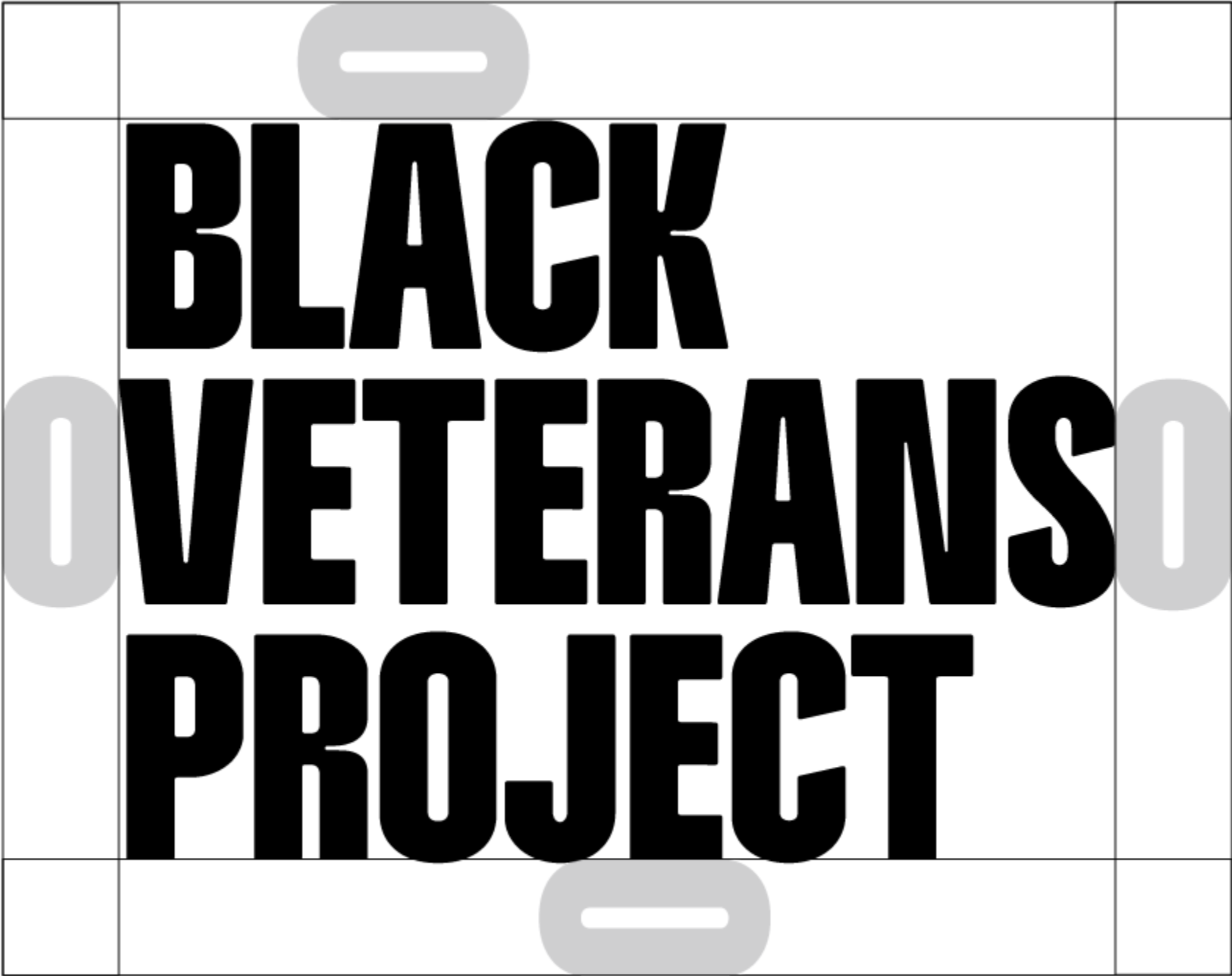


The Black Veterans Project wordmark is a statement of presence and purpose. Its bold geometry reflects the organization’s unwavering commitment to elevating the stories, experiences, and leadership of Black veterans.

BLACK  
VETERANS  
PROJECT

# OPEN SPACE: WORDMARK

**Open Space**  
Clear space around the BVP wordmark is essential to preserve clarity, legibility, and impact. This breathing room ensures the mark stands confidently on its own, prevents visual competition, and reinforces BVP’s commitment to openness, trust, and intentional design.



# WORDMARK VARIATIONS

BVP’s logo color variations are designed to ensure clarity, consistency, and impact across all applications. Each version exists to maintain legibility and brand integrity while adapting to different backgrounds, contexts, and emotional tones.

The black-and-white logo variations serve as the foundation of the system. Used interchangeably as white on black or black on white, these versions prioritize contrast and readability, making them ideal for editorial layouts, social graphics, photography overlays, and high-contrast environments. They reinforce authority, credibility, and timelessness—allowing the logo to stand confidently without distraction.

The yellow-and-white logo variations introduce a more expressive and forward-facing dimension of the brand. With yellow as BVP’s leading color, these lockups are used to signal emphasis, optimism, and momentum. Yellow on white creates a bold yet refined presence for moments of visibility and celebration, while white on yellow delivers high impact and warmth in campaign-driven or community-focused contexts.

Black logo on Insignia Yellow background



White logo on Black background



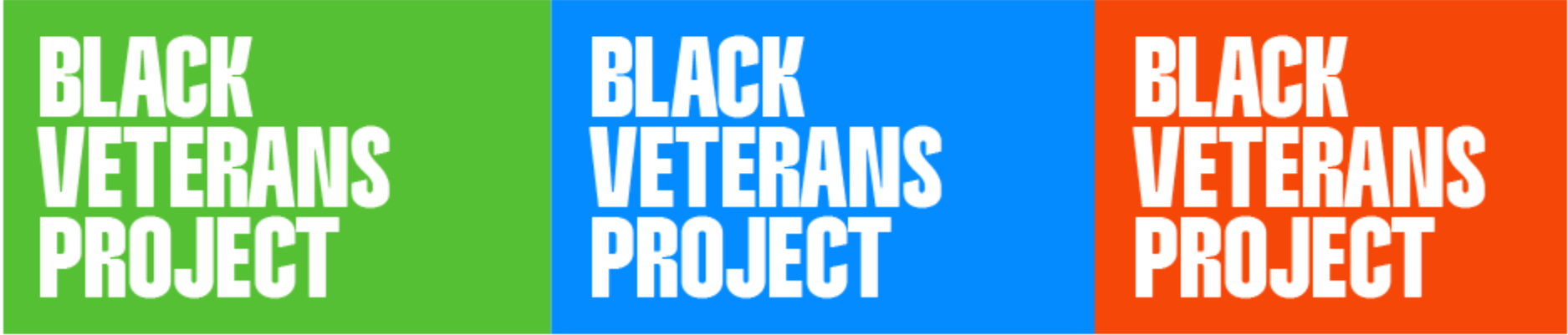
Black logo on White background



Insignia Yellow logo on White background



Alternatives



# MISUSE OF WORDMARK

Avoid altering the wordmark’s proportions, fonts, spacing, or color. It should never be rotated, stylized, or used in low–contrast environments that diminish legibility.

DO NOT PUT ON A BRIGHT COLORED BACKGROUND



DO NOT ROTATE THE WORDMARK



DO NOT CROP



DO NOT ADD GRADIENT



DO NOT CHANGE THE COLOR OUTSIDE OF THE PALLETE



# BRAND PARTNERSHIPS

**BLACK  
VETERANS  
PROJECT**



**HARVARD  
LAW SCHOOL**

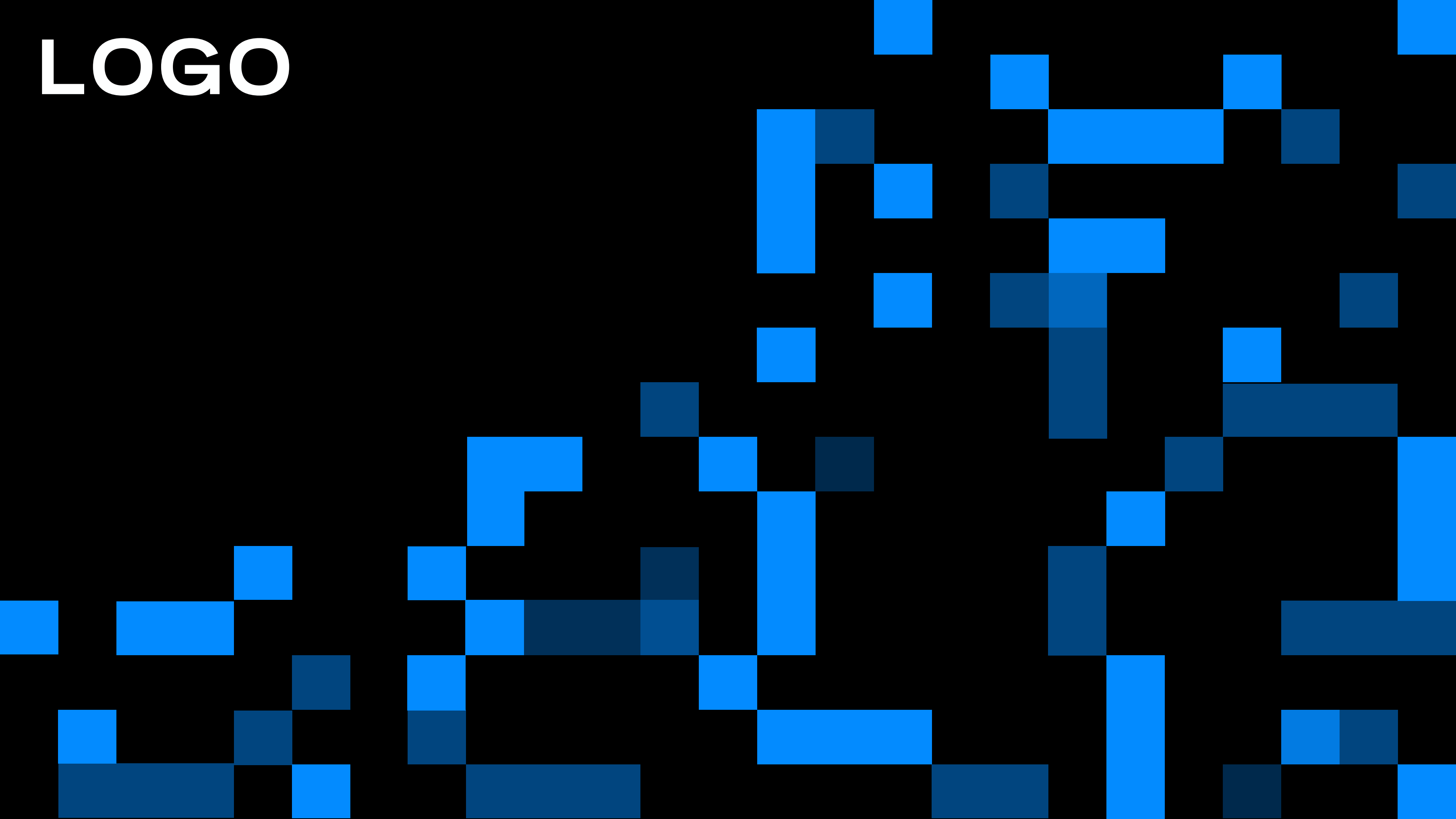
When paired with partner brands, the wordmark should maintain generous spacing to preserve clarity and hierarchy. It should always lead or follow with equal visual weight to reinforce brand presence.

**BLACK  
VETERANS  
PROJECT**



**HARVARD  
LAW SCHOOL**

# LOGO

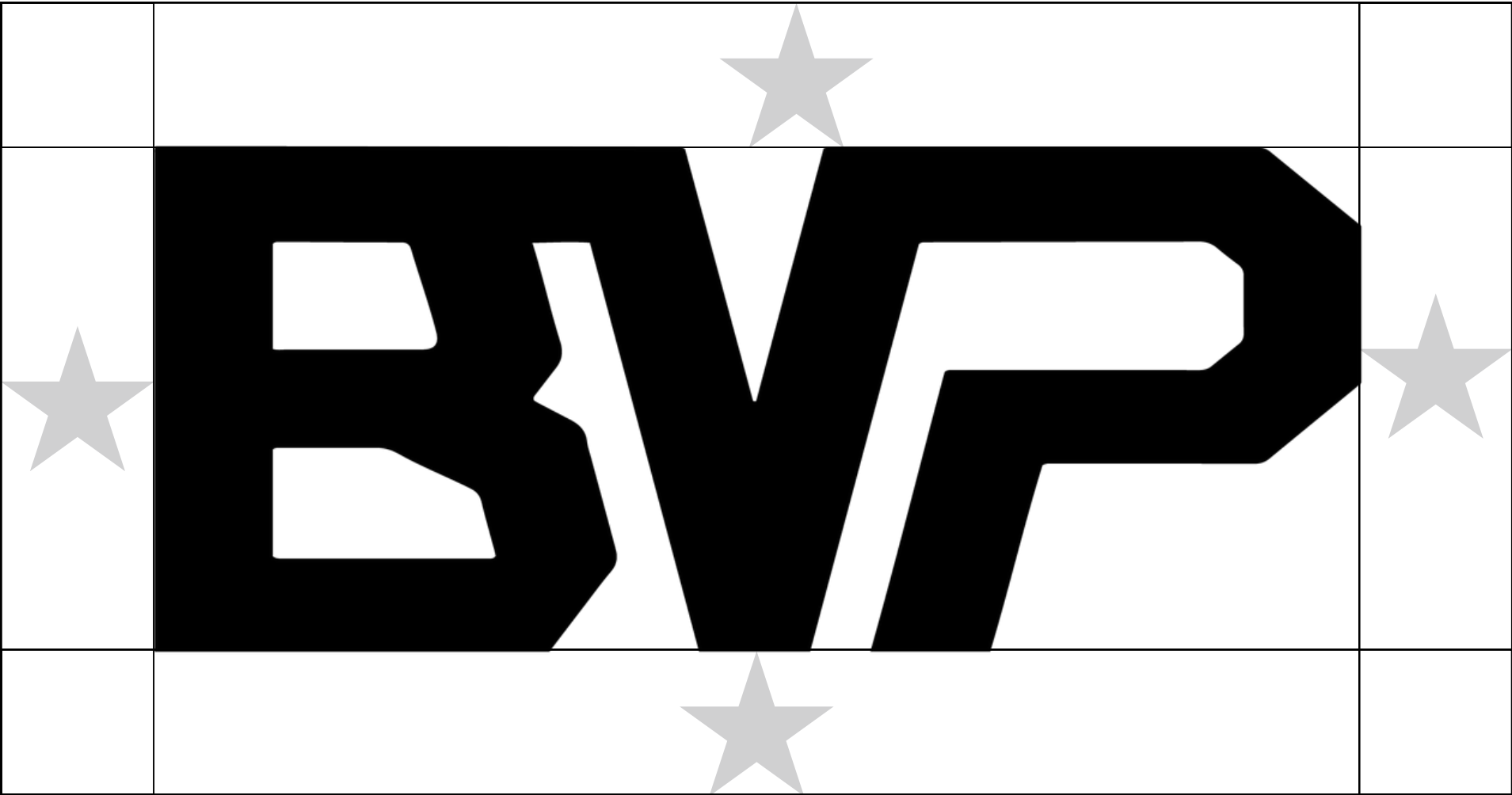


The Black Veterans Project logo is bold, assertive, and instantly recognizable. Built from strong, angular letterforms, it reflects the resilience, discipline, and unwavering presence of Black veterans throughout American history. The weight and geometry of the mark communicate strength and solidarity.



# ICON CLEAR SPACE

The BVP logo relies on clear, unobstructed space to maintain its visual power. Adequate spacing protects the integrity of the mark and ensures the star at its center remains a guiding focal point.



# MISUSE OF ICON

The logo should never be stretched, recolored, distorted, outlined, rearranged, or placed on visually crowded backgrounds. Misuse weakens the identity and compromises the clarity and meaning of the mark.

DO NOT DISTORT



DO NOT USE GRADIENT



DO NOT ADD EXTRA ELEMENTS



DO NOT USE COLORS OUTSIDE OF PALETTE



DO NOT PLACE OF COMPETING COLOR



DO NOT ROTATE



DO NOT CROP

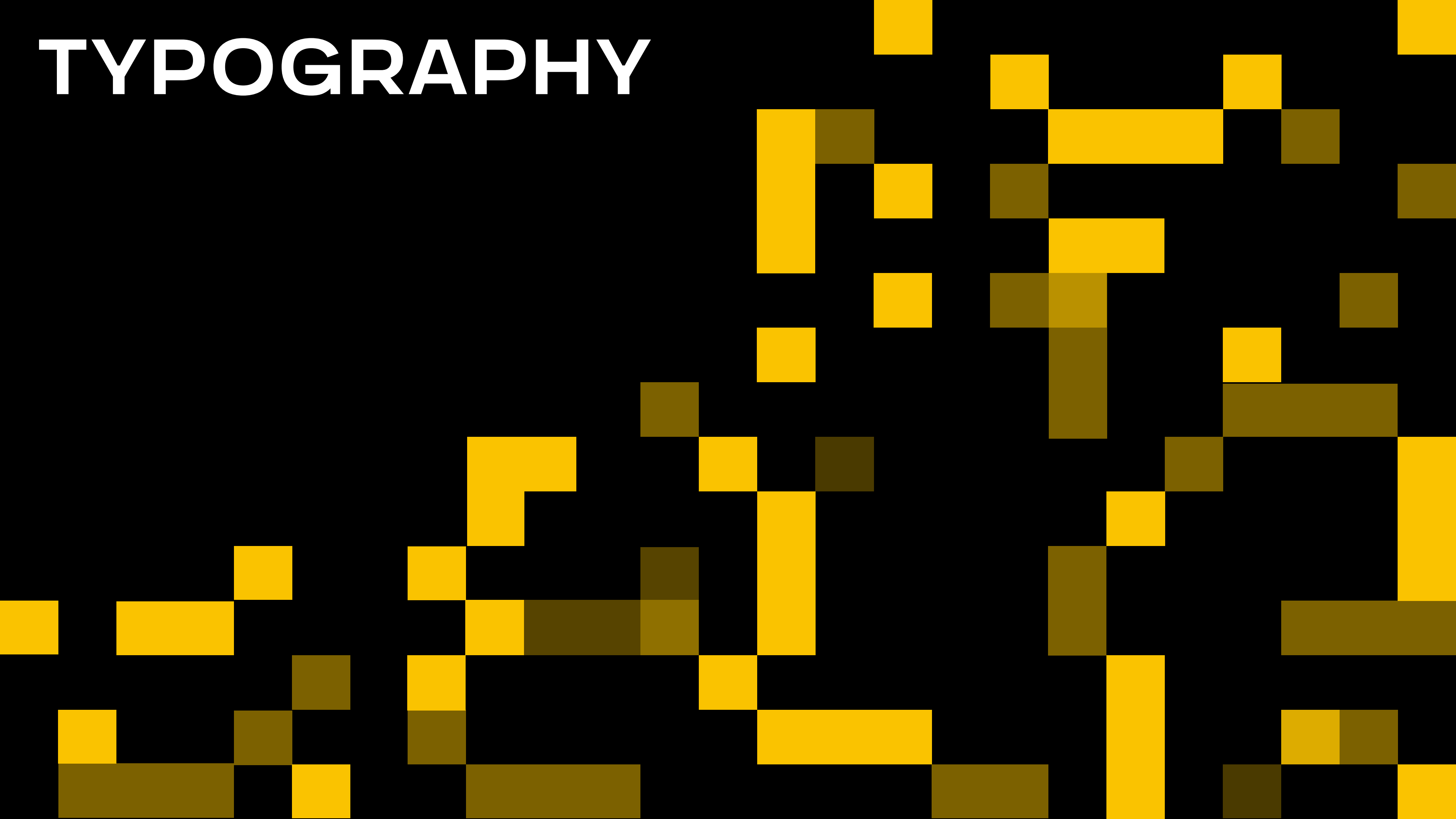


# COMBINATION MARK

The combination mark unifies the icon and wordmark to create a compact, highly recognizable signature. Use it when space is limited or when a full brand expression is needed at a glance.



# TYPOGRAPHY



**BVP Urgent Title (TBJ Ontika)**

TBJ Ontika brings balance and nuance to the BVP type system. Clean, contemporary, and highly legible, Ontika supports longer reads and informational content without competing for attention. Its refined structure and subtle personality allow the message to lead, reinforcing BVP’s focus on accessibility, trust, and understanding.

**Best used for:** Headlines, hero statements, section openers, and high–impact campaign messaging. Body copy, subheadings, captions, pull quotes, and digital content.

AaBbCc

TBJ Ontika Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#\$!%^\*

TBJ Ontika Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#\$!%^\*

TBK Ontika ExtraBold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890@#\$!%^\***

**BVP Body (Linear Grotesk)**

Gunterz is bold, direct, and unapologetically strong—making it the perfect choice for urgent titles and high–impact messages. Its heavy weight and condensed structure command attention in moments that require decisiveness, whether highlighting disparities, calling out systemic inequities, or amplifying urgent data.

AaBbCc

Linear Grotesk Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^

Linear Grotesk Bold

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890!@#\$%^**

Linear Grotesk Black

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890!@#\$%^**

**BVP Title (Alverata)**  
Alverata blends modern craftsmanship with subtle historical influences, making it ideal for headlines that need both dignity and distinction. As the primary title font, it brings a sense of legacy and refinement to the brand, echoing the depth and complexity of Black veterans’ histories. Its sculpted forms evoke strength and heritage, ensuring that every title carries weight, credibility, and respect.

**Best used for:** Headlines, hero statements, section openers, and high-impact campaign messaging.

AaBbCc

Alverata Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^

Alverata Semibold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^

Alverata Black

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^

**BVP Urgent Title (Gunterz)**  
Linear Grotesk is a contemporary sans-serif designed for clarity, structure, and modernity. As the primary body font, it delivers information with quiet authority—ideal for research summaries, historical context, and long-form narratives. Its balanced geometry ensures that stories are easy to follow, while its clean rhythm reinforces the project’s commitment to accuracy and transparency.

**Best used for:** Headlines, hero statements, section openers, and high-impact campaign messaging.

ABCD

Gunterz Regular

ABCDEFGHIJKLMNPQ  
RSTUVWXYZ12345678  
90@#\$!%^\*

Gunterz Medium

ABCDEFGHIJKLMNPQ  
RSTUVWXYZ12345678  
90@#\$!%^\*

Gunterz Bold

ABCDEFGHIJKLMNPQ  
RSTUVWXYZ12345678  
90@#\$!%^\*

Gunterz Black

ABCDEFGHIJKLMNPQ  
RSTUVWXYZ12345678  
90@#\$!%^\*

# TYPEFACE SIZING

**Our System**  
Our typography system is designed to create a clear visual rhythm that guides readers through information with intention and ease. Each size plays a specific role in establishing hierarchy, ensuring that content is not only legible but also emotionally and structurally aligned with the Black Veterans Project’s mission.

Larger headline sizes draw immediate attention and set the tone for each section, helping key messages stand out in a way that feels confident and authoritative. Mid-level headers support the narrative by organizing information into digestible sections, allowing readers to scan and navigate content intuitively. Standard body sizes are chosen for long-form readability across digital and print applications, maintaining comfort during extended reading. Smaller text styles—such as captions and overlines—offer subtle support, adding context without competing with primary messaging.

This hierarchy ensures consistency across all applications, reinforces brand voice, and makes complex stories and data easier to engage with.

|     |                 | Text Size | Leading |
|-----|-----------------|-----------|---------|
| H1  | Display Header  | 64        | 80pt    |
| H2  | Primary Header  | 48        | 40pt    |
| SH  | Subheader       | 36        | 40pt    |
| H3  | Tertiary Header | 28        | 30pt    |
| H4  | Small Header    | 22        | 24pt    |
| B1  | Body Paragraph  | 16        | 20pt    |
| CAP | Caption         | 10        | 14pt    |

Typeface Combinations

To ensure continuity and legibility of BVP’s written materials, it’s important to keep the Titles and Body font distinguished from one another. Two examples are shown of correct usage.

Pairing 1: TBJ Ontika + Linear Grotesk (Bold and Light)

**BLACK  
VETERANS  
PROJECT**

**Carrying the Flag Forward: The Untold Stories of Black Veterans**

**A closer look at the lived experiences, challenges, and contributions of Black service members.**

Black Veterans Project Leadership  
January 2025

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed facilisis velit nec risus dictum, non molestie turpis facilisis. Praesent vulputate viverra massa, at imperdiet turpis lobortis in. Integer faucibus, lacus non porta egestas, magna sem feugiat velit, vitae ullamcorper justo lorem nec neque. Curabitur a erat vitae lorem tempor fermentum vel vitae justo.

Special Typeface cases

For social media content, facts or figures that demand attention, we use the Gunterz font.

**\$100B**

**DENIED**

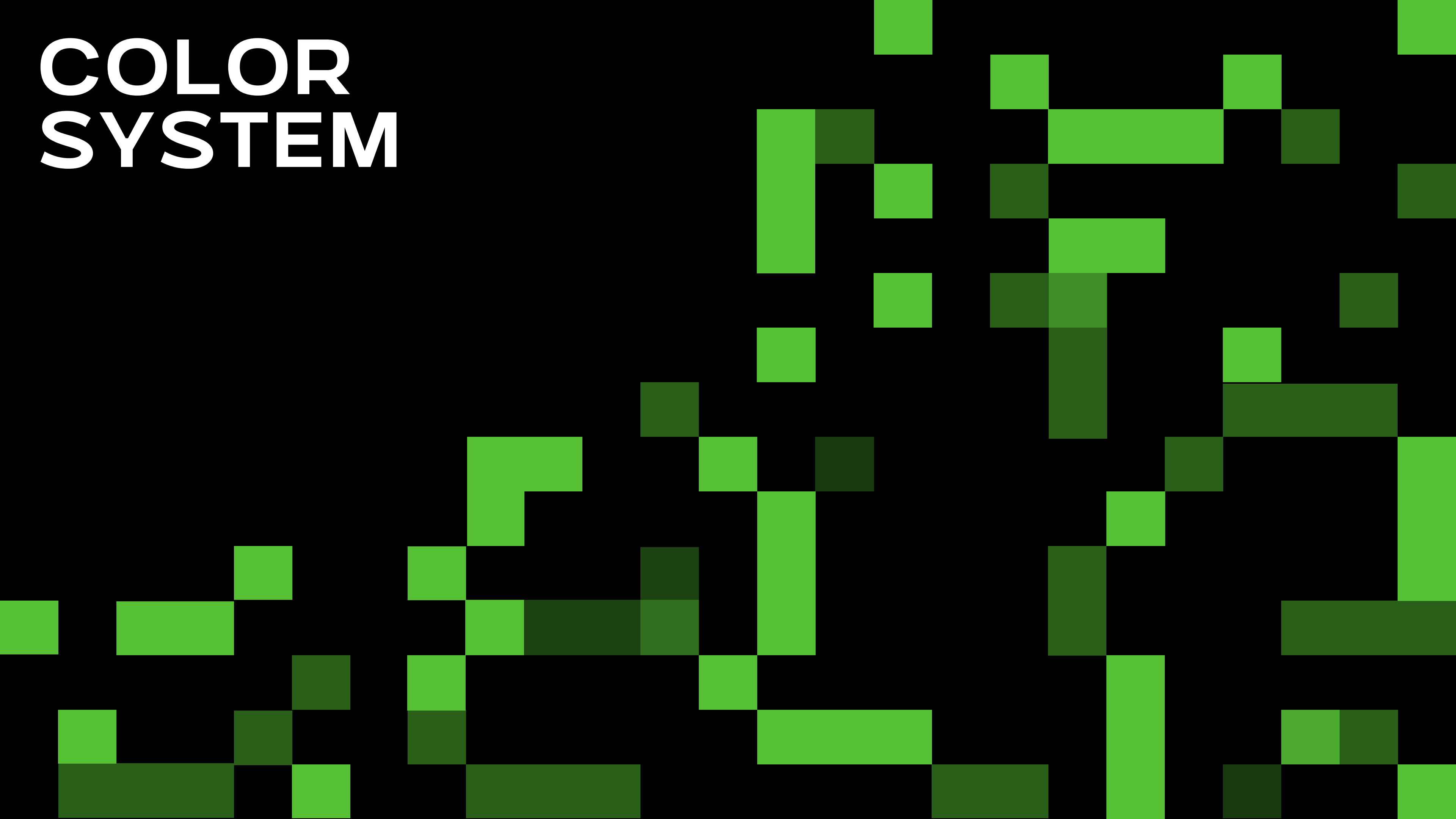
Disparities in veterans’ benefits  
have cost Black veterans and their  
families

**32X**

**WEALTH GAP**

White veterans hold 32 times more  
wealth than Black Veterans.

# COLOR SYSTEM



# COLOR SYSTEM

The BVP color palette is rooted in both symbolism and lived experience, balancing national identity with cultural grounding and forward momentum. Drawing from the visual language of service, community, and resilience, the palette reinforces BVP’s role as a bridge between military legacy and the present-day realities of Black veterans.

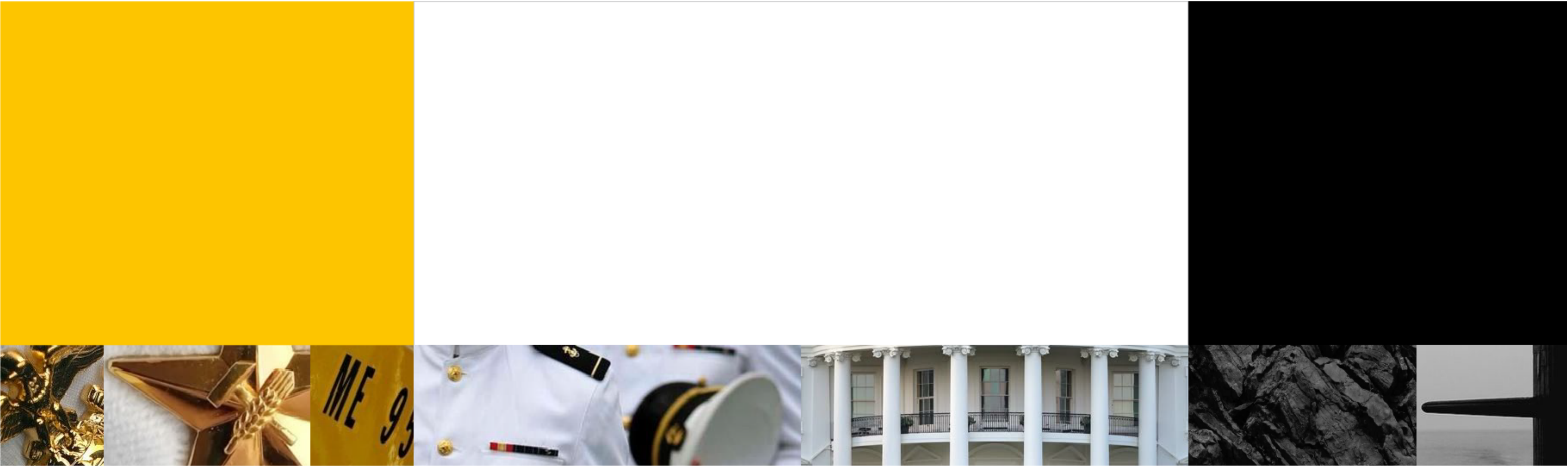


# BASE COLORS

**Insignia Gold**  
Leads the charge of BVPs work and mission. It illustrates honor and reqard paired with timeless sacrifice.

**Crisp White**  
Calm and clarity; allows breathing room for the visual elements.

**Black Ops**  
Resolute, strong and gives a distinctive edginess and sense of grounded familiarity to the BVP brand.



# SECONDARY COLORS

**General Application**

The Secondary accent colors are ideal for printed graphics, digital platforms, and informative and published material across the BVP brand. They can be used to signify a specific mission pillar of BVP + new work and organizational developments. The wordmark and logo should remain the acceptable Yellow, Black, or white; it should not adopt the secondary color scheme unless approved by BVP leadership. Body copy should remain black or white.

Large titles for published work may use secondary colors aligned with BVP's thematic pillars – determined by leadership.



# COLOR DEFINITIONS

**Gradient Use**  
Designers may use lighter–opacity applications of BVP’s core colors to create depth, hierarchy, and emphasis. Opacity should be adjusted intentionally to support clarity and balance, and should never compromise legibility or overpower the primary brand elements.

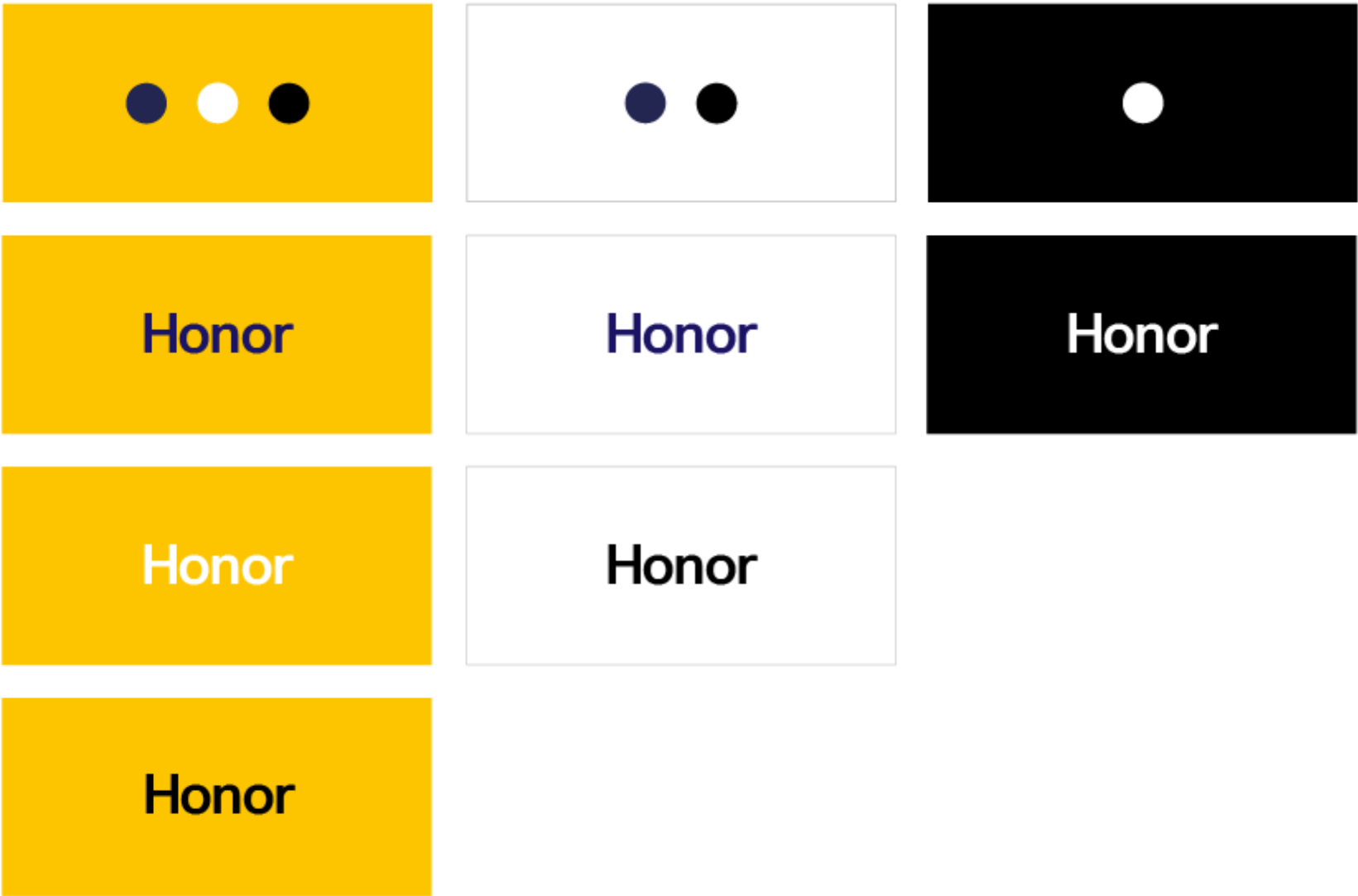
|  |                | HEX     | RGB           | CMYK             |  |      |  |      |  |      |
|--|----------------|---------|---------------|------------------|--|------|--|------|--|------|
|  | INSIGNIA GOLD  | #FDC500 | 253, 197, 0   | 0, 22, 100, 1    |  | 100% |  | 100% |  | 100% |
|  | WHITE          | #FFFFFF | 255, 255, 255 | 0, 0, 0, 0       |  | 90%  |  | 90%  |  | 90%  |
|  | BLACK OPS      | #000000 | 0, 0, 0       | 75, 68, 67, 90   |  | 80%  |  | 80%  |  | 80%  |
|  | FLARE ORANGE   | #F44708 | 244, 71, 8    | 0, 87, 100, 0    |  | 70%  |  | 70%  |  | 70%  |
|  | DEEP RED       | #720C0C | 114, 12, 12   | 31, 100, 100, 45 |  | 60%  |  | 60%  |  | 60%  |
|  | TACTICAL GREEN | #56C035 | 86, 192, 153  | 67, 0, 100, 0    |  | 50%  |  | 50%  |  | 50%  |
|  | RANGER GREEN   | #143601 | 20, 54, 1     | 77, 51, 92, 63   |  | 40%  |  | 40%  |  | 40%  |
|  | SKY BLUE       | #038BFF | 3, 139, 255   | 74, 44, 0, 0     |  |      |  |      |  |      |
|  | MIDNIGHT NAVY  | #232651 | 35, 38, 81    | 97, 92, 38, 35   |  |      |  |      |  |      |
|  | STEEL GREY     | #A1A1A4 | 161, 161, 164 | 39, 32, 30, 0    |  |      |  |      |  |      |
|  | SAND           | #F4E7C3 | 244, 231, 195 | 4, 7, 26, 0      |  |      |  |      |  |      |

# COLOR PAIRINGS

General Application

BVP color pairings are designed to ensure clarity, contrast, and versatility across applications. High-contrast combinations—such as white, black, or blue on yellow, blue and black on white, and white on black—should be used to maintain legibility and visual impact. Designers may also draw from the full color palette across light, dark, and neutral backgrounds, provided pairings remain balanced, accessible, and aligned with the brand’s confident, open visual language.

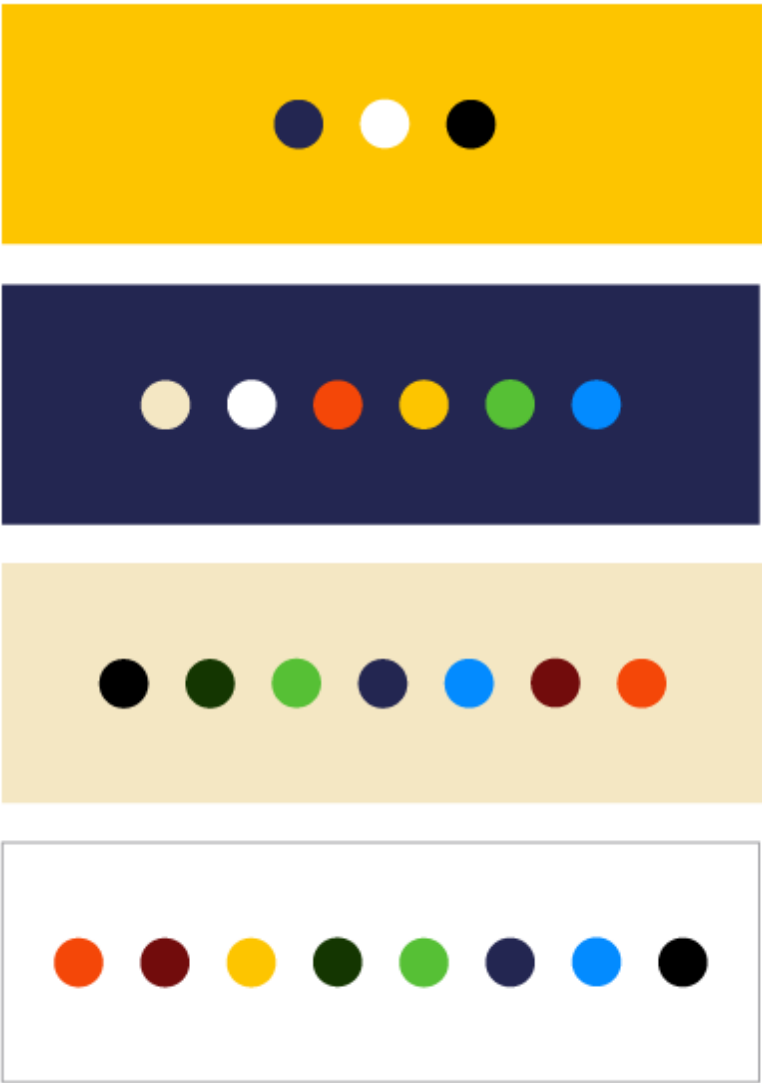
Copy/Reading Material



Titles



Graphics/Illustrations



# VISUAL UNIVERSE



# BRAND IMAGERY

The Corner Store Agency



**Biographical**  
The mission of BVP is rooted in storytelling and using it as a tool to effect change. BVP captures the individual face -- their history and their lived experiences that shape who they are. BVP is capturing intimacy with clarity and respect.

**Boots on the Ground**  
A veteran is more than just their military affiliation, they are a collection of life experiences. Place and things that represent the Black veteran experience. The pictures are dynamic, grounded, and observational, emphasizing authenticity over staging.

**Collage**  
Use collage to intentionally group images that complement or contrast each other, forming a cohesive visual story rather than standalone shots.

# VISUAL ELEMENT: BVP CAMO

The BVP Camouflage pattern reimagines traditional camouflage as a mosaic of lived experiences , a blend of facets, fragments, and interconnected pieces that mirror the stories of Black veterans. It highlights the collective strength, heritage, and unity that define military service. As a core visual element of the brand, the camouflage will appear across digital, print, and environmental assets to symbolize identity, community, and the power of many stories coming together as one.

**Parts of a Whole**

Like the branches of the military working in unison, these pieces represent the collective contributions of Black veterans. Each part stands strong alone, but together they create a unified and powerful whole.



**Connectedness** reflects the unbroken thread linking generations of Black veterans, their families, and their communities. Each story is connected to a larger history, strengthening the fabric of military service and national memory.

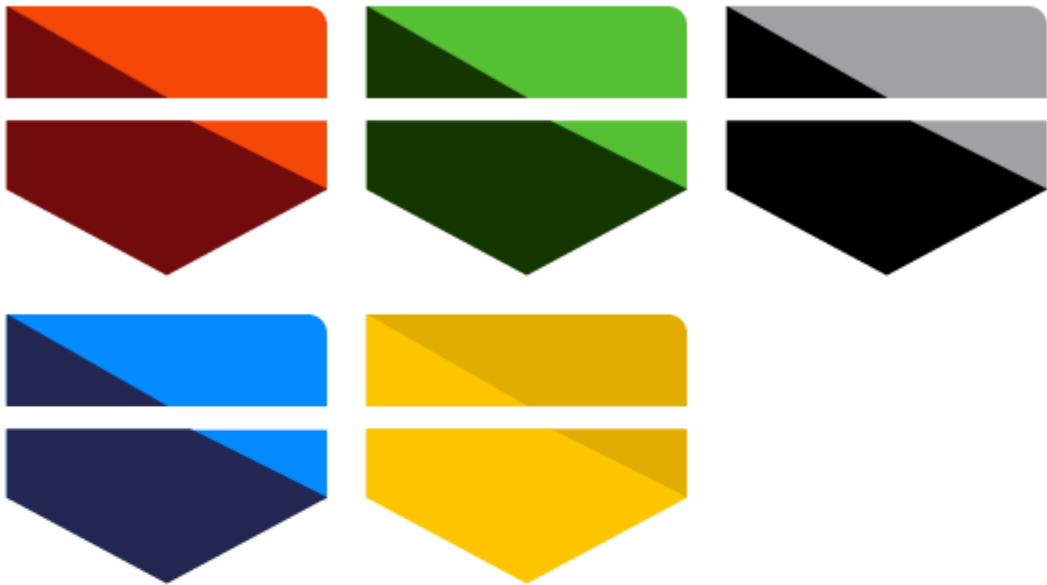
**Fragments** symbolize the individual memories, moments, and battles—both seen and unseen—that shape a veteran’s journey. When assembled, they form a deeper narrative of honor and perseverance.

**Our Symbols**

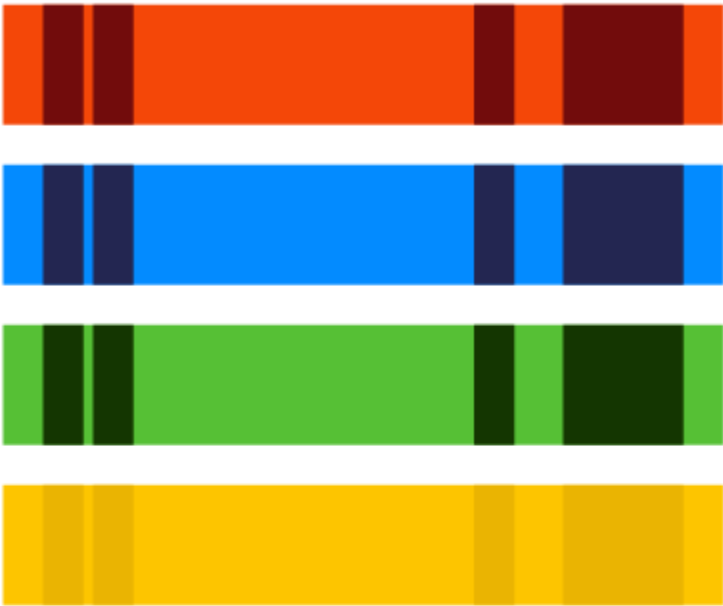
The BVP icon system is designed to honor military service while translating its visual language into a contemporary, social-ready format. Drawing inspiration from traditional symbols of service—medals, rank bars, shields, and the American flag—each icon reflects the values of discipline, sacrifice, unity, and earned distinction. Rather than replicating official military insignia, the system abstracts these forms to remain respectful, accessible, and distinctly BVP.

The icons are intentionally simplified and modular, allowing them to function at small scales without losing meaning or impact. Clean linework and balanced proportions ensure clarity across digital environments, from social posts and story overlays to educational graphics and campaign materials. This restraint reinforces credibility and avoids visual clutter, letting the message—and the people it represents—remain the focus.

Shields



Military Bars



Alerts





# BLACK VETERANS PROJECT

BRAND GUIDE

