



Brand Guidelines

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OUR BRAND

We Are MAJOR.

MAJOR was founded in 2017 by social entrepreneur, Leyanis Diaz. Originally, we set out to create an online marketplace that connected minority-owned businesses with those who wanted to support them, but we quickly realized that that solution alone was not enough to solve the underlying problem. Part online incubator and development center, today, MAJOR is a one-stop shop for minority-owned businesses. We advocate for, conduct research and collect data on, offer educational programs and technical assistance to and develop technology for minority-owned business owners, providing underrepresented founders with access to opportunities and resources they may not otherwise have access to so that they can start, grow and be major.

OUR MISSION

To keep minority-owned businesses from closing their doors.



Since 2017, we have been on a mission to keep minority-owned businesses in business, working alongside minority entrepreneurs to help them start, gain traction, and qualify for more opportunities.

OUR VISION

To create a world where we all have access to the same opportunities.



Minority-owned businesses are challenged with many barriers. They have less access to comprehensive education, inexperienced management teams, insufficient financial resources, and an absence of mentors, advisors and social and professional networks.

On average, we hire fewer employees, have less sales, and smaller payrolls. We are more likely to be denied for a small business loan and receive smaller equity investments. These disparities and racial patterns in business outcomes have remained unchanged for decades and limit the potential of minority-owned business ownership and success.

OUR VALUES

Serving
Our Community

1

Empowering
People

2

Changing
Stereotypes

3

Celebrating
Culture

4

Meeting
People
Where
They Are

Going The
Extra Mile

7

Bringing
People
Together

8

Making
Entrepreneurship
Accessible

5

6

Staying True To Ourselves

9

OUR LOGO



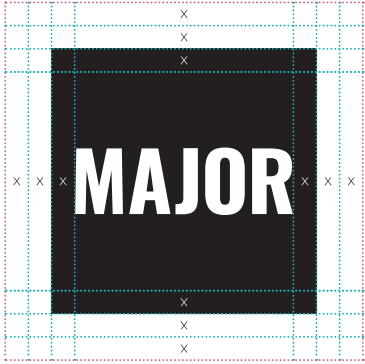
Main, Black Version

Use this version when the background is white or light.



Inverted, White Version

Use this version when the background is black or dark.



Logo Safe Zone

Always keep a minimum clear space around the logo to protect and isolate it from any competing elements. Taglines may be an exception.

LOGO WORDMARK

MAJOR

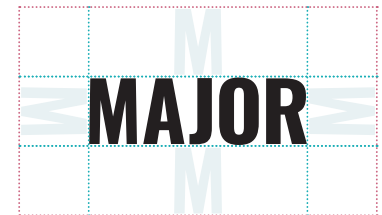
**Wordmark
Main, Black Version**

Use this version when the background is white or light.

MAJOR

**Wordmark
Inverted, White Version**

Use this version when the background is black or dark.



Logo Safe Zone

Always keep a minimum clear space around the logo to protect and isolate it from any competing elements. Use the letter M as a guide. Taglines may be an exception.

CORRECT LOGO USAGE

Use the black logo on a white or light background.



Use the white (inverted) logo on a black or dark background.



INCORRECT LOGO USAGE



1. Do not rotate.



2. Do not stretch or skew.



3. Do not add elements inside the logo's safe zone.



4. Do not use the wordmark with a background shape. See #11.



5. Do not use unapproved colors.



6. Do not add drop shadows or other effects.



7. Do not use a different typeface.



8. Do not add accentuating marks to emphasize the logo. See #3.



9. Do not unlock and rearrange parts.



10. Do not resize the type. Do not use the black logo on a black background.

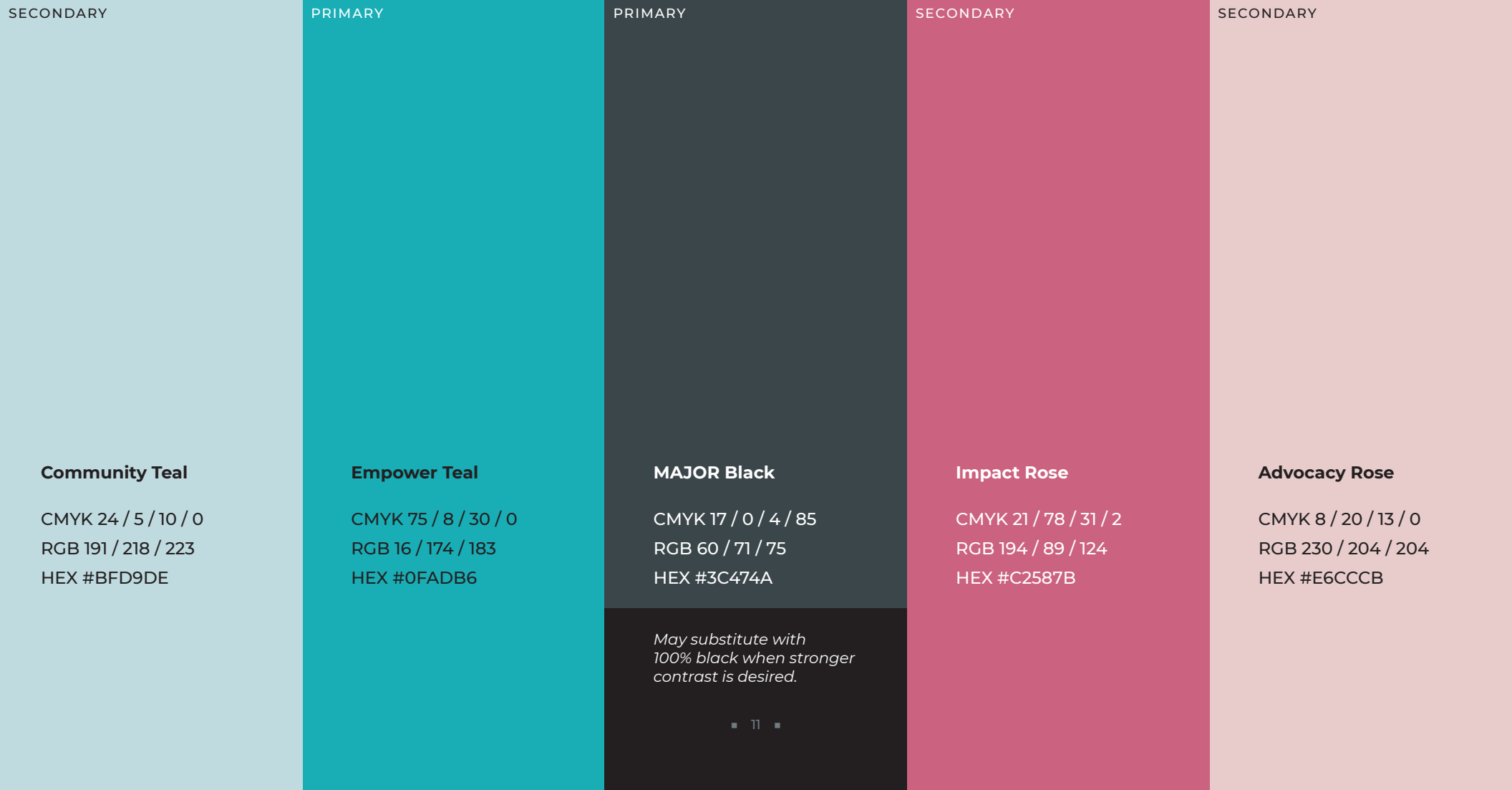


11. Do not change the shape.



12. Do not recreate the wordmark by typing. The alignment of the letter J is the telling difference.

OUR COLORS



SECONDARY

PRIMARY

PRIMARY

SECONDARY

SECONDARY

Community Teal

CMYK 24 / 5 / 10 / 0
RGB 191 / 218 / 223
HEX #BFD9DE

Empower Teal

CMYK 75 / 8 / 30 / 0
RGB 16 / 174 / 183
HEX #0FADB6

MAJOR Black

CMYK 17 / 0 / 4 / 85
RGB 60 / 71 / 75
HEX #3C474A

*May substitute with
100% black when stronger
contrast is desired.*

Impact Rose

CMYK 21 / 78 / 31 / 2
RGB 194 / 89 / 124
HEX #C2587B

Advocacy Rose

CMYK 8 / 20 / 13 / 0
RGB 230 / 204 / 204
HEX #E6CCCB

COLOR USAGE



OUR TYPEFACES

OSWALD

KEEPING MINORITY-OWNED BUSINESSES IN BUSINESS

MONTERRAT

Keeping Minority-Owned
Businesses In Business

**Keeping Minority-Owned
*Businesses In Business***

**Keeping Minority-Owned
*Businesses In Business***

IBM PLEX SERIF

Keeping Minority-Owned
Businesses In Business

**Keeping Minority-Owned
*Businesses In Business***

**Keeping Minority-Owned
*Businesses In Business***

TYPOGRAPHY

1 WE ARE MAJOR.

MAJOR was founded in 2017 by social entrepreneur, Leyanis Diaz. Originally, we set out to create an online marketplace that connected minority-owned businesses with those who wanted to support them, but we quickly realized that that solution alone was not enough to solve the underlying problem. Part online incubator and development center, today, MAJOR is a one-stop shop for minority-owned businesses. We advocate for, conduct research and collect

2 WE ARE MAJOR

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5 We Are Major

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1.

Text Type: Headline
Typeface: Oswald

Always all-caps.

2.

Text Type: Subheader
Typeface: Montserrat

Must be heavier than nearby body text.

3.

Text Type: Body
Typeface: Montserrat

Montserrat is the primary typeface for all body texts.

4.

Text Type: Callout
Typeface: IBM Plex Serif

Shown in Medium Italic. May be Italic or Roman when paired with a body text in Montserrat.

5.

Text Type: Subheader
Typeface: Montserrat

6.

Text Type: Body
Typeface: IBM Plex Serif

IBM Plex Serif is the secondary typeface for body texts. Use when communicating a more serious tone.

7.

Text Type: Callout
Typeface: Montserrat

Shown in Extra Bold. May be paired with body text in Montserrat.

MAJOR

Stay MAJOR

wearemajor.com