

ANNIVERSARY LOGO: This is the emblem that people associate with our brand for 2024.



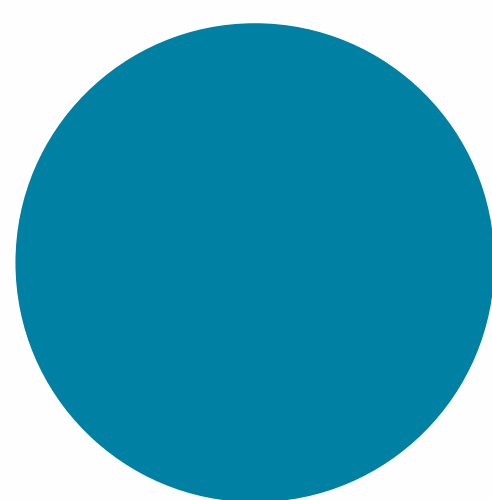
MAIN LOGOS: These are versions of our logo that can be adapted to a variety of uses.



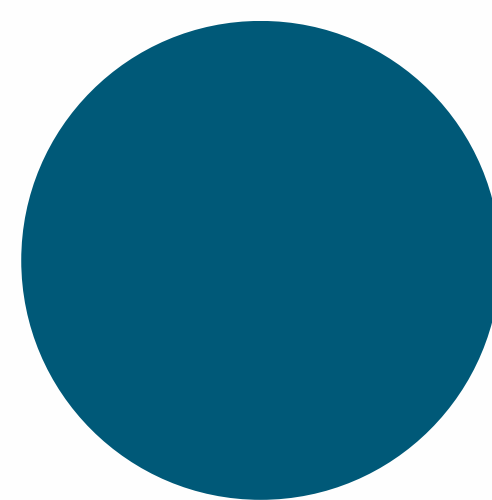
COLOR PALETTE: We use these colors to express our brand personality.



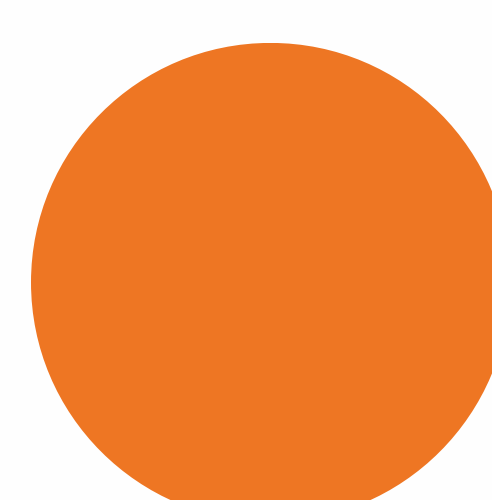
#EBF6F7



#0081A3



#005978



#EE7623

FONT GUIDE: Our fonts work best when paired well and sized correctly.

Large Heading

Sub-heading goes here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut hendrerit ipsum quam, quis convallis tellus gravida ut. Donec commodo interdum magna, eu consectetur risus faucibus eget.

FONTS IN USE: These typefaces speak for our brand.

Proxima Nova Black

Proxima Nova Bold

Proxima Nova Light

OUR MISSION: We accelerate the growth of businesses owned by people of color, as well as businesses in low-wealth communities, through transformational business education, purpose-driven research, and effective partnerships — all in service of creating an inclusive economy for all.

OUR VALUES



Bold

For us, it's more than work—it's a mission.

We embrace bold, creative ideas in our thinking and our work, as we tackle systemic issues. Our tenacity and confidence in our goals allows us to break through and strive for change that is generational in its impact.



Purposeful

Our world is constantly changing—so we are, too.

With a focus on our core mission, we approach new questions with intellectual curiosity, nimble adaptability, and methodological rigor. We are strategic in the connections we make within our work, our network, and our field.



Inclusive

Everyone has a part to play—we're in this together.

Our work directly impacts cities, neighborhoods—all of us. We intentionally collaborate and reach out across place, race, creed, and sector. We recognize that diversity—in all forms—makes us smarter, stronger, and more successful.