



# Media Kit

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**Equify Life.**

**Diversify Boards.**





**Mission.**

# **Equify Life.**

## **Diversify Boards.**

### **Media Kit Content.**

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# Key Values.

The landscape of America is changing, and being a part of that change is critical to staying relevant. Making space at the boardroom table is one way to use privilege to enable inclusion. Diversity is a strength that gives rise to sustainability and resilience. Not just for individuals, but also for corporations. We believe that highly functioning boards embody diversity, complementary skills and cultural fit.

Take Your Seat is a breakthrough platform that easily and efficiently delivers success oriented board seat selection outcomes for Black executives and committed companies. Our vision is to create systemic change one board seat at a time because we believe equity turbocharges business.

## Launch Pad.

In July of 2020, Steve Sandstrom and David Baldwin resigned their seats on the board of The One Club for Creativity and requested that those seats be filled by Black board members. This has substantially changed the makeup of the One Club's board and has made it more reflective of the landscape of American culture. This can only make the board stronger and help the organization move forward more powerfully into the future. We wondered, how can we spark more people to do the same?



# Logo.

The Take Your Seat logo is a 2-color logo composed of a chair shape and a stacked logotype set in ITC Avant Garde.



## Usage on Background.

The Take Your Seat logo should only be used on white or black backgrounds. This upholds the readability of the logo and the integrity of branded content.



## Clear Space

To protect the clarity of the Take Your Seat logo, we have identified a clear space around the marque that is equal to the 'O' of "YOUR".



Clear space is equal to the height of the letter "o" in the word YOUR.

## Logo Misuse

It is important that the appearance of the Take Your Seat logo remains consistent.

To the right are a few examples of incorrect ways to use the logo.



Do not distort, stretch, or display the logo at an angle.



Do not use any color other than black, white, and yellow for the logo and do not alter with other colors. (Even those found in our color palette.)



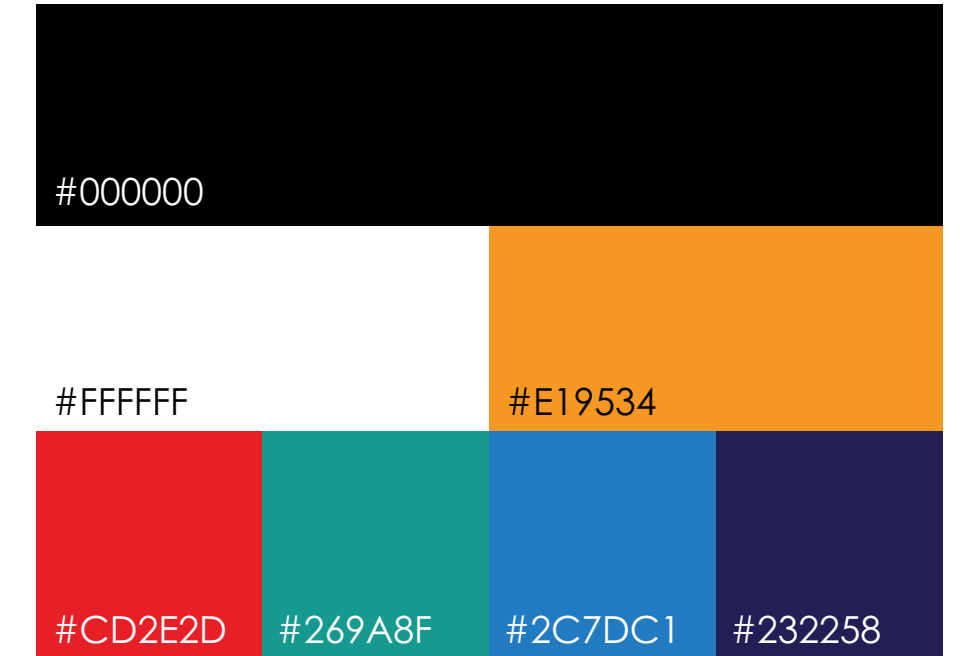
Do not turn logo into an outline, even if colors match the original logo.

The Take Your Seat core colors are black, white, and yellow, however to ensure our brand remains as diverse as our candidates we have added a few more vibrant colors .

-  Midnight
-  Blue Steel
-  Magens Bay
-  Paprika
-  Canary
-  Snow
-  Raven

## Color Hierarchy

When working with the brand there are certain colors that will be utilized more than others. The hierarchy here should be replicated throughout the rest of the brand.





# Logo Font.

ITC Avant Garde is the primary typeface for the Take Your Seat logo. The logo is the only area where this should be used.

## ITC Avant Garde

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Font weights**  
**Bold** | Medium | Book

On all display work (ie. the website, social media, virtual communications, etc.) the typeface Poppins should be used as the primary.

Their secondary display typeface is Montserrat and should be used for body copy and Call to Action's.

## Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Font weight examples:

**Bold** | Medium | Book + 15 other options

## Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Font weights

**Bold Italic** | **Bold** | *Italic* | Regular +13 other options



**TAKE  
YOUR  
SEAT.**

A yellow office chair with a sign that says "TAKE YOUR SEAT." The sign is a yellow square with the text in white, bold, sans-serif font. The chair has three legs and casters.