

# SPACE FOR SISTAS

BRANDING STYLE GUIDE

## FOUNDER'S BIOGRAPHY

Born to challenge the status quo, Dr. Dominique Pritchett is a mental wellness strategist, speaker, therapist and podcaster.

She is the owner of Beloved Wellness Center™ as well as the founder and podcast host of Space for Sistas™ which centers the experiences of Black women, girls and active allies.

Majority of Dr. Dominique's research and efforts are focused on the health equity for marginalized communities.

As a strategist and international speaker, she collaborates with companies to prioritize mental wellness solutions before (or after) a crisis.

Dr. Dominique has been featured locally, nationally and internationally on BBC London Radio, Shondaland, Women's Health Magazine, The New York Times, and many more.

She is resilient! She is ready! She is... Dr. Dominique Pritchett!

# WORDS MEAN THINGS

## SPACE

/spās/ noun

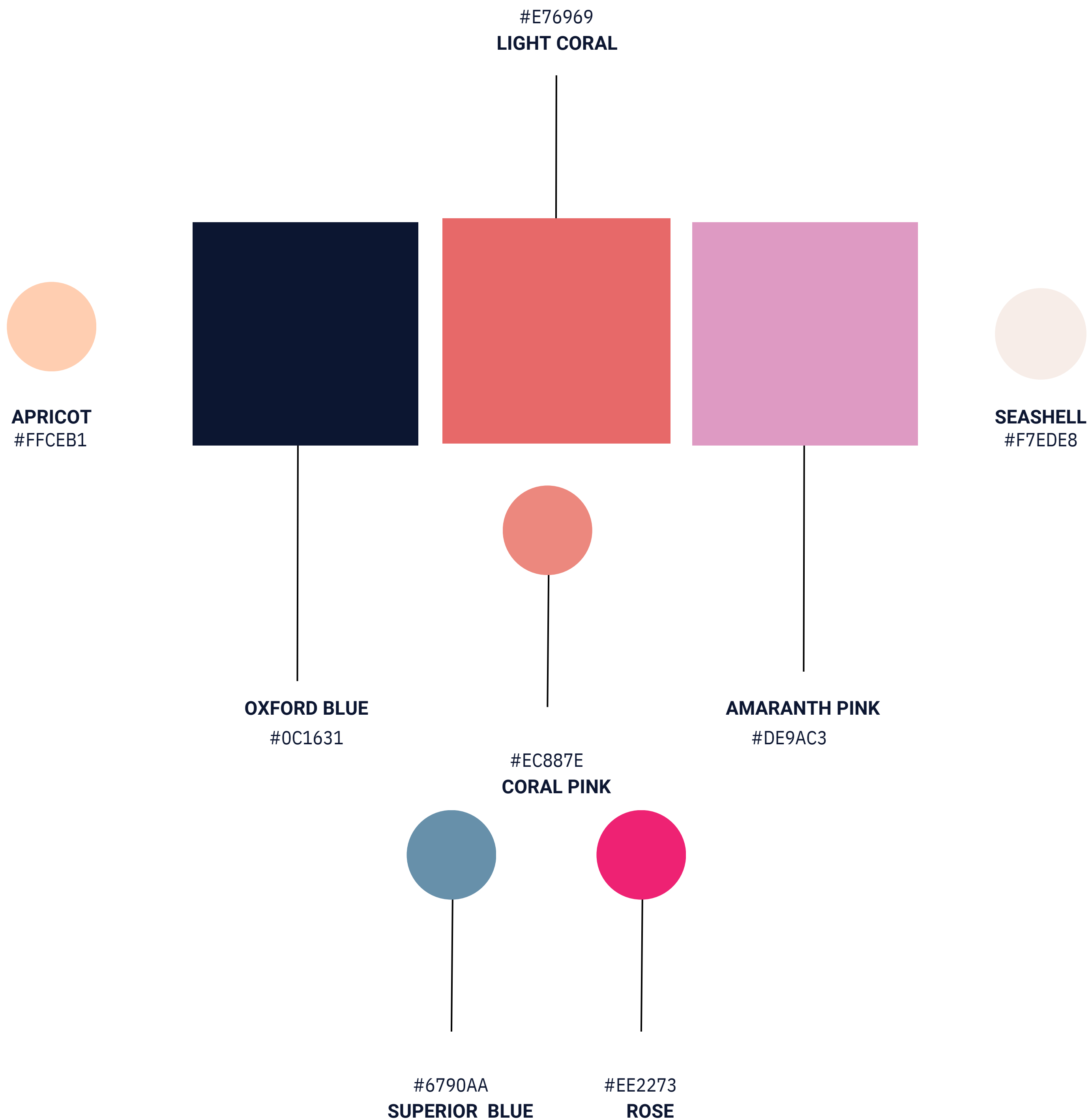
- a) a continuous area or expanse which is free, available, or unoccupied.
- b) the freedom and scope to live, think, and develop in a way that suits one.

## SISTA

/sistə/ noun

- a) African-American slang. an African-American woman. (see sister)
- b) a close female friend or associate, especially a female fellow member of a union or other organization.

# COLORS



# LOGOS

MAIN

**SPACE FOR SISTAS**

ALTERNATIVE

**SPACE FOR SISTAS**

ALTERNATIVE VARIATION

**SPACE  
FOR  
SISTAS**

# FONTS

## LEAGUE GOTHIC

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Used as a display font for headings. All letters should be used capitalized.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

## Bastia

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Used as a secondary font for headings on website. Letters can be upper or lower case.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

## MONTSEERRAT

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Used as a main font for all body copy, descriptions and sub-headings. Two versions available for usage REGULAR and CLASSIC. Use the font weights to determine importance of statement.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

## *Holiday*

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Used as an accent font for headings, signatures, etc.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

# VOICE

CHARACTERISTIC	DESCRIPTION	PLEASE, DO.	PLEASE, DON'T.
ADVOCACY	Space for Sistas is a mental wellness brand that is geared toward helping Black women and girls feel seen, supported and psychologically safe through information, initiatives and intentionality.	<ul style="list-style-type: none"> <li>• Use inclusive language</li> <li>• Empathetic</li> <li>• Communicate openly</li> <li>• Listen to learn</li> <li>• Be assertive</li> <li>• Meet people where they are</li> </ul>	<ul style="list-style-type: none"> <li>• Blur the boundaries</li> <li>• Be negative</li> <li>• Be judgmental</li> <li>• Gatekeep</li> <li>• Take a passive approach</li> </ul>
ACTION-ORIENTED	Don't just focus on being inspirational, but provided actionable takeaways through strategizing, speaking, workshops, panels, licensing content, fireside chats, podcasting, retreats, etc.	<ul style="list-style-type: none"> <li>• Make actionable takeaways attainable</li> <li>• Be uplifting and encouraging</li> <li>• Be up-to-date about current issues and needs</li> </ul>	<ul style="list-style-type: none"> <li>• Make excuses without trying</li> <li>• Complicate action steps</li> <li>• Burnout</li> </ul>
AUTHENTIC	Keep the vibe and tone true to individuality, culture and transparency. Never code switch or identity shift to fit in.	<ul style="list-style-type: none"> <li>• Strive to be real, relevant and relatable</li> <li>• Foster a strong connection</li> <li>• Be transparent, but within reason</li> </ul>	<ul style="list-style-type: none"> <li>• Be too serious</li> <li>• Over-think it</li> <li>• Be a perfectionist</li> <li>• Create an issue when there isn't an issue</li> <li>• Self-sabotage</li> </ul>