

Brand Identity

Elevator Pitch

Who you are

My name is Jonathon [LAST NAME], and I founded BLKTHT to establish a new black standard.

What you do

We are creating a sanctuary for the new diaspora that will give rise to black realization through tradition.

How you do it

Through a shared family language, we will connect people in powerful ways that will reverse our powerless position and transform our legacy.

Why you do it

Many of us had our culture stripped away generations ago. We want to promote healing and release among our people before establishing a joyful tradition that will inspire action to close the gap.

Putting it all together

My name is Jonathon [LAST NAME], and I founded BLKTHT to establish a new black standard. We are creating a sanctuary for the new diaspora that will give rise to black realization through tradition. Through a shared family language, we will connect people in powerful ways that will reverse our powerless position and transform our legacy. Many of us had our culture stripped away generations ago. We want to promote healing and release among our people before establishing a joyful tradition that will inspire action to close the gap.

Brand Identity

Healing a Community

It's time for a mindset evolution. BLKTHT is about creating a new way of being that will bring a sense of harmony, belonging, peace for people whose culture has been stripped away. We are about restoration and renewal so we can understand our rightful place. You are a part of the new diaspora and here is your sanctuary.

Establishing a New Tradition

We are building a framework for creating generations of wealth and a sense of family. This framework will be our legacy, giving us courage, creating accountability, and reversing our powerless position. We are about creating black realization through traditions; traditions that will connect the new diaspora and give us a new family language for our community.

Inspiring Action

This is what you've been waiting for. Our family, our traditions, our framework will be the catalyst for a wealth revolution. We will be an incubator of black excellence. We will be an accelerator of black entrepreneurship. We will elevate ourselves higher than you can imagine.

The Time is Now

We see a void in the black community. A void that can be filled with self-sustaining legacies that we can pass on for generations. At BLKTHT, we're about creating joy, establishing connections, and finding truth. We are creating the foundation for a community that can purify and renew each of us. Join us.

IMPORTANT: This written material has been prepared based on sources which you provided. Neither Flocksy or the creative who wrote the copy makes any claims whatsoever as to the accuracy of the information contained within, and they are not responsible for any legal or financial difficulty resulting from the use of this written material. We encourage you to review it thoroughly before disseminating it or using it in trade.

SOURCES USED:

Project brief materials