

Risha



GRAPHIC STYLE GUIDE

04/11/22

THE *guide*

The purpose of this guide is to aid in the design of new materials for Risha Grant. Each section highlights the key elements which define the brand. It is our intention to put forth minimal restraints and constrictions on the design elements while still maintaining a recognizable brand by consistent and strategic use of the mark, color and typography.

LOGO VARIATIONS

Risha

SCRIPT



ICON-1



ICON-2

Risha
GRANT

STACK

Risha **GRANT**

HZN

Risha **GRANT**

HZN-ALT



BOX

LOGO VARIATIONS

LEARN WITH *Risha* **GRANT**

PRIMARY



2-COLOR ORANGE



2-COLOR BLUE



1-COLOR BLACK



1-COLOR WHITE



FILE TYPES

rishagrantsackblue.eps

The .eps file type is the original vector format. This is the highest quality version and can be used for all **print** applications.

rishagrantsackblue.png

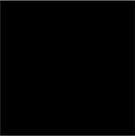
The .png file type is a high resolution format for **digital** applications. It can also be used for print applications when the logo is small.

rishagrantsackblue.svg

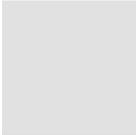
The .svg file type is a high resolution format for **web**.

COLOR PALETTE

Primary Colors

<p>Orange</p>  <p>PMS 137 C 0 36 100 0 WEB F9A016</p>	<p>Blue</p>  <p>PMS 285 C 100 45 0 10 WEB 135AFE</p>	<p>Black</p>  <p>PMS Black 0 0 0 100 WEB 000000</p>
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Secondary Colors

<p>Deep Orange</p>  <p>PMS 715 C 0 50 100 0 WEB F08B04</p>	<p>Deep Blue</p>  <p>PMS 293 C 100 63 0 35 WEB 0120FD</p>	<p>Silver</p>  <p>PMS Cool Gray 1 10 8 8 0 WEB E1E1E1</p>
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Risha

GRANT

typography

TYPOGRAPHY

The primary typeface for all Risha Grant branding is **Grota Sans**. The accent script font is **Tahu!** and is meant to be used sparingly for single word call outs. For email signatures or when the primary typeface is not available use Arial.

GROTA SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*

GROTA SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*

GROTA SANS BLACK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*

strategic

TAHU!

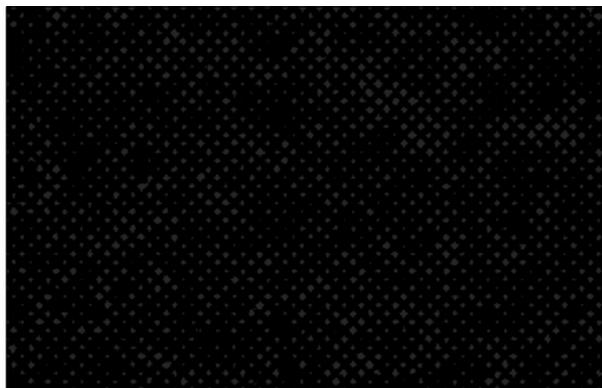
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*0123456789!@#%&**

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*

graphics

TEXTURES



risha-halftone-black.tif



risha-halftone-blue.tif



risha-halftone-orange.tif

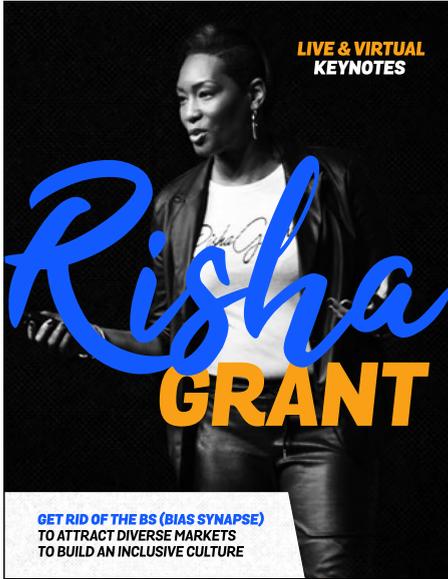


risha-halftone-white.tif

SOCIAL MEDIA POST EXAMPLES



MEDIA KIT



LIVE & VIRTUAL KEYNOTES

Risha GRANT

GET RID OF THE BS (BIAS SYNAPSE) TO ATTRACT DIVERSE MARKETS TO BUILD AN INCLUSIVE CULTURE



RAVES ABOUT RISHA CLIENT TESTIMONIALS

“D&I IS HARD WORK BECAUSE WE HUMANS ARE COMPLICATED. THE BOTTOM LINE IS, WHEN YOU NEED AN EXTRAORDINARY FACILITATOR, RISHA IS CALM, EMBODIED, COMPASSIONATE, AND UNAFRAID TO WORK ON IMPLICIT BIAS—CALL RISHA. SHE STEERED THE CONVERSATION TO ILLUSTRATE THE UNACKNOWLEDGED, UNAWARE WHITE PRIVILEGE THAT WAS UNDERNEATH MANY OF THE EXCHANGES AMONG THE PARTICIPANTS, YET ALWAYS CREATED AN ENVIRONMENT OF SAFETY. RISHA IS UNIQUELY EQUIPPED TO LEAD YOUR PEOPLE FORWARD INTO BETTER TERRITORY WHERE EVERYBODY WINS.”

IBBY GOFF
Manager, Behavioral Health Service and Student Counseling and Mental Health Service, Harvard University

“*impactful*”

WE LOVED HAVING RISHA AS OUR KEYNOTE SPEAKER FOR OUR 2020 PROFESSIONALS OF COLOR CONFERENCE. THIS YEAR CAME WITH A LOT OF CHALLENGES, BUT RISHA AND HER TEAM MADE GOING VIRTUAL SMOOTH. RISHA'S CONTENT CHALLENGED THE CULTURAL NORMS AND WE APPRECIATED HER OPENLY SPEAKING HER TRUTH AND EXPERIENCES.”

AMWAY
RISHAGRANT.COM

not present

“Risha's presentation, Authenticity is Everything, was a candid discussion on how to identify and get rid of our biases so that we can show up as our authentic selves. The feedback from this discussion was overwhelming! Our members appreciated the safe space for discussion, asked thought-provoking questions that Risha answered truthfully, and walked away with tools on how to examine and overcome their own biases. Risha has such a dynamic personality that was felt even through the virtual environment (although I bet seeing her in person is even better!) and a charming manner that made it easy for us to engage with her. If you're looking for an energetic, no BS speaker to engage your organization on some tough topics, Hire Risha.”

LEAH CLERRY
Director of Education and Programming, Health Equity Women's Leaders Forum

CONSULTING CONTINUED

D&I DIAGNOSIS

You may know you have a problem, but aren't quite sure what it is or how to address it. You need a D&I Diagnosis. Let my team drill down to the root of the issue and provide recommendations to get you started with creating a more inclusive culture.

Either create your own D&I Diagnosis package by combining the comprehensive analysis report with the stakeholder assessment, the communication audit or choose both services to receive a complete outlook of your organization.

D&I Diagnosis Includes:

- **STAKEHOLDER ASSESSMENT**
Through 15+ depth interviews, focus groups or surveys we engage a segment of your stakeholders to understand your organization's D&I health translated through their eyes.
- **COMMUNICATION AUDIT**
My team will analyze how your organization communicates with internal and external audiences to assess what you are really communicating. We will evaluate your:
 - Website
 - Marketing materials
 - TV or radio commercials
 - Internet Ads
 - Social Media Accounts
 - Company videos
- **COMPREHENSIVE ANALYSIS REPORT**
We will compile our findings into a comprehensive report that will indicate where your organization falls on our Organization D&I Health Index. The report also includes recommendations to begin addressing any areas of opportunity.

D&I BRAND DEVELOPMENT

Are you looking to create or refresh your D&I brand identity? *Risha Grant LLC is the right firm.*

Our focus on honest conversation, research, inclusive leadership, and communications will let your employees and customers know that D&I is one of your company's core values. By fusing Diversity & Inclusion with communications and consulting, we tailor each plan to our client's needs.

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LEADERSHIP COACHING

Your leadership is the biggest threat to your company sustaining an inclusive culture.

For continued success, it is imperative that your leadership team learn how to address your organization's D&I needs.

We will create a custom program based on your individual or company needs to provide your leadership with the tools they need to effectively foster inclusion in your workplace and lead inclusively.

ONLINE COURSE 8 KEYS TO CREATING A CONNECTED CULTURE

MODULE 1



BY DEALING WITH DIVERSITY CHALLENGES AT THE ROOT, WE CAN EMPOWER EACH COLLEAGUE TO GO DEEP TO FIND THEIR PERSONAL POWER WHILE EMBRACING AND SUPPORTING THOSE WHO ARE DIFFERENT FROM THEMSELVES.

MODULE 2 BIASPHERE



THIS ENABLES YOUR WORKFORCE AND TEAMS TO BEGIN TO ENGAGE IN DIVERSITY DISCUSSIONS FROM A SPACE OF GREATER AWARENESS AND ACCEPTANCE.

See website for pricing or email us at contact@rishagrants.com



Branding and Style Guide created by
BlackMatter Creative. For branding
inquiries contact:
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paul@blackmattercreative.com