

we are Black Fish.

BRAND STYLE GUIDE

The visual and verbal system behind We Are Black Fish - colour, type, imagery and voice - gathered in one place.

WE ARE BLACK FISH CIC

FISHERMAN'S BEACH, HYTHE, KENT

2026

01 / BRAND ESSENCE

A COASTAL COLLECTIVE, RECONNECTING THROUGH FISHING.



WHO WE ARE

Black Fish is a community CIC built around learning to fish as a way of bringing together people who have been systematically separated from the water.

WHAT WE DO

Monthly Hook Ups at Fisherman's Beach in Hythe. No experience needed - we bring the rods, the bait and the food.

WHO IT'S FOR

Space that prioritises Black, queer and global majority people, who have often been pushed to the margins of outdoor culture.

LOGOS

we are Black Fish.

WORDMARK
The main logo. Website header and covers, in yellow on dark or dark on light.



ROUNDEL
Site icon, footer and social avatars.



FLAG
Shorthand mark for page intros, stamps and small spaces.

ALWAYS "BLACK FISH" OR "WE ARE BLACK FISH" - NEVER "BLACKFISH".

COLOUR

A warm, earthy palette from the shoreline: olive and khaki do the quiet work, acid yellow and orange do the talking. Cream keeps everything feeling printed, not digital.

ACID YELLOW
#F4FD30
Wordmark, highlights, roundel

YELLOW
#DEDC00
Paper bands and calls to action

ORANGE
#FF741F
Donate, buttons, flags

GREEN
#3AAA35
Accent, illustrations

OLIVE
#A7AE61
Footer, page intros

MID OLIVE
#7D8240
Sections, photo washes

KHAKI
#6B7236
Feature panels, cards

DARK OLIVE
#2F3311
Body text, deep sections

TYPOGRAPHY

COME FISH WITH US

GILROY EXTRABOLD / HEAVY

Headlines, always in capitals with tight tracking. Matches the wordmark. Fallback: Outfit.

HOOK UPS / DONATE / SHOP

SIGNATURIDE SANS

Wide capitals for labels, menus, buttons and the scrolling tagline. Fallback: Krona One.

Hook Ups happen every month at Fisherman's Beach in Hythe.

APERCU LIGHT / MEDIUM

Body copy, light by default, medium for emphasis. Fallback: Hanken Grotesk.



05 / PHOTOGRAPHY

REAL PEOPLE, REAL WATER

Beth's 35mm film photos lead, Ana's digital shots support. Film borders trimmed. Behind text, photos sit under an olive wash so words stay readable. No stock imagery, no video.



06 / TEXTURE & ILLUSTRATION

PAPER, TEARS AND DOODLES

Flat brand colours with a fine paper grain, torn-paper edges between sections, and hand-drawn marks used large and loose, peeking behind photos.



NO BIRDS. NO SPIRALS. NO ILLUSTRATIONS ON THE BLOG.

HOW WE SOUND

Warm, direct and plain. We talk like friends on the beach: "we bring the rods, the bait and the food." Short sentences, British spelling.

Use a spaced hyphen (-), never an em dash. Hook Ups are always capitalised. Playlist names keep their own case.

BUTTONS

DONATE

BOOK A HOOK UP

JOIN THE MAILING LIST

ROUNDED PILLS, WIDE CAPITALS.