

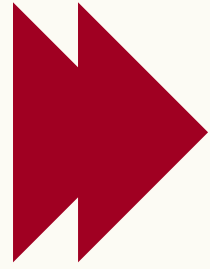
BMJL 

BAY MINETTE JUSTICE LEAGUE

A photograph of a person with their right fist raised in a gesture of protest or solidarity. They are wearing a yellow t-shirt with some text on it. The background is a blurred city street with other people and buildings. The image is overlaid with several graphic elements: a red double-line arrow pointing right in the top left, a white arrow pointing right inside a yellow double-line arrow in the top right, a white arrow pointing right inside a white double-line arrow in the bottom left, and a white arrow pointing right inside a red double-line arrow in the bottom center.

STAND FOR SOMETHING
OR FALL FOR ANYTHING

CONTENTS

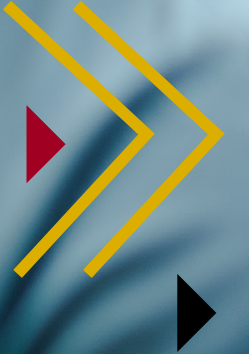


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BRAND
POSITION



ABOUT BMJL

Bay Minette Justice League was formed in light of the death of Otis "OJ" French, Jr. at the hands of Bay Minette Police Department. BMJL is made up of concerned citizens of Bay Minette who demand transparency and accountability in policing within our city.

BRAND POSITION

Empowering Communities, Demanding Accountability:
Advocates for Justice and Police Reform

BRAND PILLARS

Our brand pillars serve as guiding principles for the BMJL's actions, communications, and strategic initiatives in its pursuit of justice for wrongful deaths at the hands of the police

ADVOCACY

TRANSPARENCY

ACCOUNTABILITY

EDUCATION





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LOGO



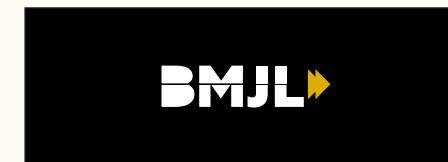
PRIMARY LOGO

The BMJL logo is Bay Minette Justice League's primary symbol. The logo is always paired with the double arrow. The double arrow can be used in any of the 4 main brand colors, but is primarily used in scarlet. When the logo is used at a height of .2" or smaller, the organization name should be removed.



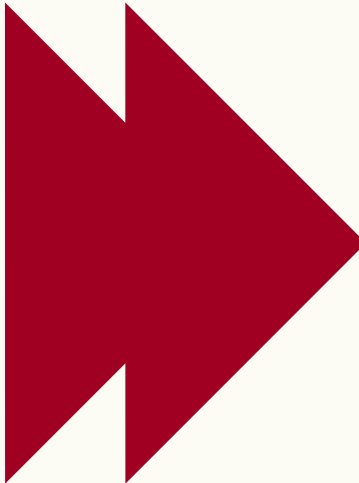
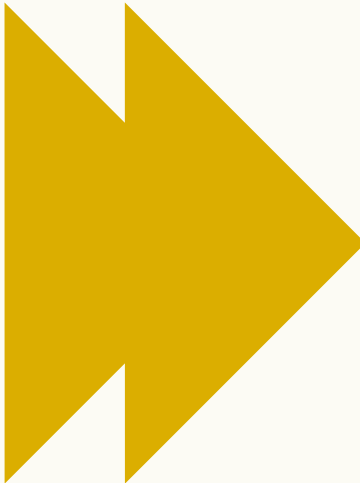
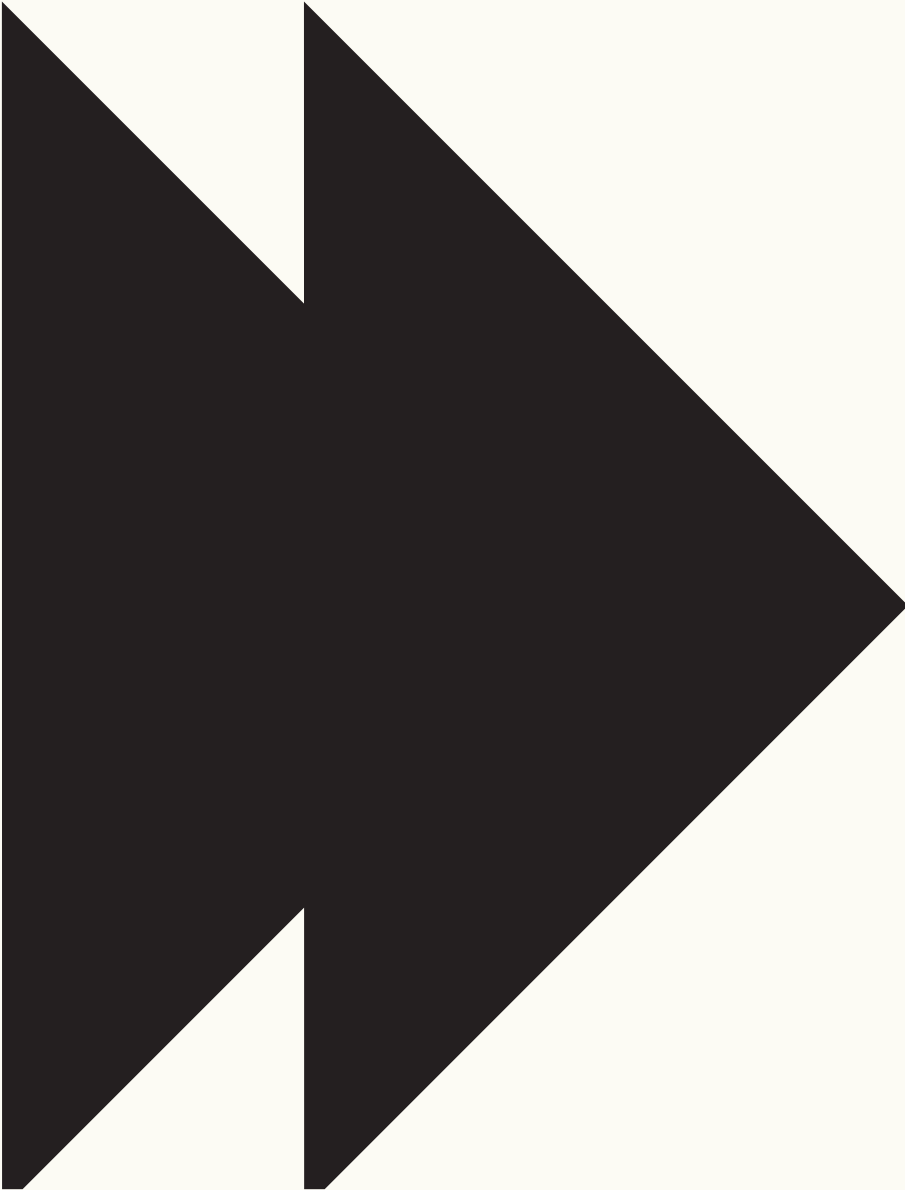
PRIMARY LOGO NEGATIVE

A negative BMJL logo is has been created for use. This version is primarily used for photo overlays.



SECONDARY LOGO

The secondary logo is comprised of the double arrow. Just like the primary logo, the double arrow can be used in any of the 4 main brand colors.



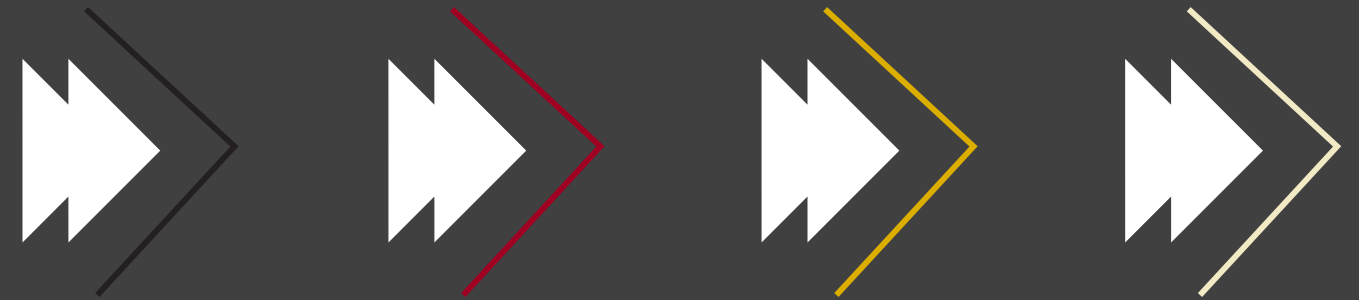
GRAPHIC ELEMENTS

ARROWS

Arrows symbolize progression, momentum, and direction, aligning with our concept of moving forward towards justice. Our arrows always point forwards, indicating positive change and advancement.

BMJL arrows may be used as graphic elements and photography overlays. The approved arrow styles below must be used. Do not create new arrow combinations. Arrows should be used tastefully at the designers discretion. When overlaying photos, arrows should not obscure the main focal point of the image, but can be used to direct viewers to certain focal points.

BMJL Arrow Set A



BMJL Arrow Set B



BMJL Arrow Set C





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COLORS



COLOR PALETTE

The Bay Minette Justice League color palette is fierce and bold. The colors evoke a sense of empowerment, fearlessness, and solidarity.

Scarlet and Gold are the primary colors of the BMJL color palette.

<p>Strength Passion Courage</p> <p>Scarlet</p>	<p>Value Excellence Optimism</p> <p>Gold</p>	<p>Strength Solidarity Seriousness</p> <p>Shadow</p>	<p>Harmony Balance Dependable</p> <p>Ivory</p>
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<p>SCARLET PMS: 7427 C CMYK: 27 100 88 26 RGB: 147 24 39 Hex: #931827</p>	<p>GOLD PMS: 7752 C CMYK: 18 28 95 0 RGB: 212 175 55 Hex: #d4af37</p>	<p>SHADOW PMS: Neutral Black C CMYK: 70 67 64 74 RGB: 35 31 32 Hex: #231f20</p>	<p>IVORY PMS: 7499 C CMYK: 5 5 24 0 RGB: 241 234 201 Hex: #f1eac9</p>

FIGHT TODAY
FOR A BETTER
TOMORROW

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TYPOGRAPHY



TYPOGRAPHY

The typefaces for Bay Minette Justice League are simple and modern. For headlines and display use Azo Sans Medium.

Azo Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

For body copy, Source Sans Pro can be used in various weights. Source Sans Pro Light should be used in most cases. Medium and Bold weights can be used to put emphasis on words and phrases.

Source Sans Pro Light

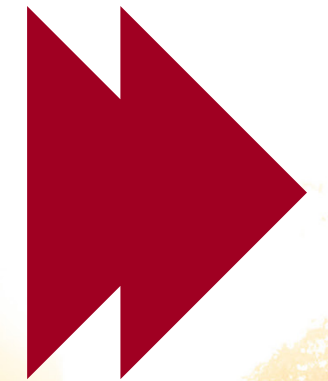
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Source Sans Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Source Sans Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



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PHOTOGRAPHY



PHOTOGRAPHY

The photography used for Bay Minette Justice League should be authentic, compelling, and emotionally resonant, effectively communicating the urgency and importance of the our mission while honoring the experiences and voices of those affected by police violence.

PORTRAITS

Portraits of individuals impacted by police violence, as well as activists, advocates, and community leaders involved in the fight for justice. Portrait photography humanizes the stories behind the statistics, showcasing the faces and voices of those seeking accountability and change.



DOCUMENTARY PHOTOGRAPHY

Authentic and candid images that capture real-life situations, protests, rallies, and community gatherings related to police brutality and activism. Documentary photography can provide a raw look at the issues and the people affected by them, emphasizing the urgency and importance of our mission. These photos can also be displayed in black and white.



PHOTOGRAPHY

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SYMBOLIC IMAGERY

This includes imagery that incorporates symbols associated with justice, activism, and unity, such as raised fists, scales of justice, candles, and protest signs. Symbolic imagery can add depth and meaning while, conveying our values and aspirations in a powerful and evocative way.



COMMUNITY ENGAGEMENT

Images that capture the BMJL's involvement in the community, including outreach events, workshops, and partnerships with local organizations. Community engagement photography highlights the our grassroots efforts to build trust, foster collaboration, and empower communities to demand accountability and reform.





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APPLICATION



APPLICATION

STATIONERY



SOCIAL MEDIA | CIVIC DUTY CAMPAIGN



APPLICATION

MEETING FLYER



**BAY MINETTE CITY COUNCIL
MEETING TONIGHT
6PM**

BAY MINETTE CITY HALL

BMJL
BAY MINETTE JUSTICE LEAGUE

SOCIAL MEDIA | TIME SINCE CAMPAIGN

DECEMBER 20, 2022 MARKED

4 MONTHS

▶ **SINCE OTIS FRENCH JR. WAS KILLED.**

STILL NO INVESTIGATIVE INFORMATION FROM BMPD OR MCU.

TODAY MARKS

3,191+ hours

▶ **SINCE OTIS FRENCH JR. WAS KILLED.**

STILL NO INVESTIGATIVE INFORMATION FROM BMPD OR MCU.

