

# The Intersect

Sexual Wellness & Reproductive Justice





# Instagram Focus

Rooted in reproductive justice, our main focus is to target a younger demographic using the winning facebook content.

The Intersect Instagram will center around sexual wellness & reproductive justice.

## How do we want our audience to feel?

We want our audience to feel empowered, confident, heard and uplifted. The Intersect provides femmes with a space to bloom in their sexuality & claim their power.

THE INTERSECT



# Target Audience

- + Older Gen Z / Millennial
- + Femmes / Feminine people
- + Non-binary interested in feminine aesthetic
- + 18-35 years old (But opening it up to GenX)
- + Sex Positive & Body Positive
- + Takes Action & Liberal
- + Confidence / Knows their worth
- + Embraces their sexuality
- + Keeps up with the trends
- + Scrolls through IG and TikTok
- + Has a sense of humor
- + Frequently shares on their IG story
- + Enjoys taking care of themselves



# Tone

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Compassionate but will say it how it is / Funny & Informative

# Mood

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Bold / Fun / Modern / Classy / Sophisticated / Playful





# Brand Voice

## Persona

Essentially, The Intersect brand has a “Ziwe” personality, but a bit more toned down. Ziwe is a little too sarcastic for our brand, but she talks about the things everyone is afraid of talking about. She asks questions that people wouldn’t necessarily ask.

The Intersect strives to be informative but in a way where it’s like that cool older sister you always wanted to be like-- who tells it how it is.

## Qualities

- + Cares but doesn’t care
- + Unapologetic
- + Funny
- + Active nonchalant

MJ will be running the voice of the account in a first person view.



# The Intersect Moodboard



BOLD • MODERN • FUN • SOPHISTICATED • CLASSY • PLAYFUL



# Typography

Catchy Mager

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Avenir - Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy  
Zz

# Color Palette

#C8362C	#E54733
#F2D1C2	#F15701
#D98988	#FF96C4
#F8F1DE	#38302C

A close-up photograph of a person's hand with dark skin, red-painted fingernails, and a multi-colored, square-shaped ring on the ring finger. The hand is resting on a soft, pink, shaggy rug. A portion of a purple fabric item is visible in the bottom left corner.

# The Intersect

Sexual Wellness & Reproductive Justice

A stylized graphic featuring four small, reflective disco balls arranged in a cluster. Each disco ball has a single green leaf sprouting from its top. The background is a red and white checkerboard pattern.

# The Intersect



Current

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**The Intersect**  
Rooted in reproductive justice.

Thoughts?

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*The* INTERSECT  
Rooted in reproductive justice.



Instagram Feed — Mockup + First 6 posts

