ne ntersect Sexual Wellness & Reproductive Justice

BRANDING DOCUMENT

INSTAGRAM ACCOUNT



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 / Millenial
- + 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

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

Mood

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 necessarilly 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



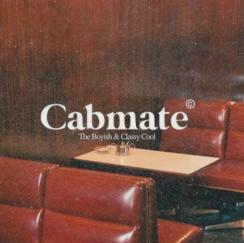
BOLD • MODERN • FUN • SOPHISTICATED • CLASSY • PLAYFUL











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

BOLD • MODERN • FUN • SOPHISTICATED • CLASSY • PLAYFUL

Color Palette



The Intersect

Sexual Wellness & Reproductive Justice

The Intensect



Current

The Intersect Rooted in reproductive justice.

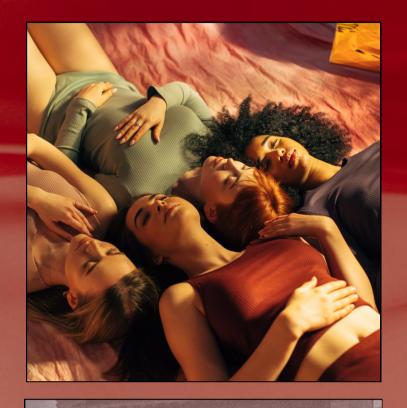
Thoughts?



Rooted in reproductive justice.

BRANDING DOCUMENT

Instagram Feed — Mockup + First 6 posts



The Intersect

Beginner Friendly Edition
KINK 101 5

The Intersect

SEXUAL WELLNESS



INTRODUCING

The Intersect

Sexual Wellness & Reproductive Justice

Vaginal steaming

Here are some

facts

The Intersect

THE INTERSECT

