



STRATEGY. CULTURE. COMMUNITY. FORWARD.

Official Brand Identity System

OUR MISSION

Provide aid and growth to disadvantaged businesses across Louisiana while promoting self-love and unity, equipping young minds with tools for professional success.

BRAND POSITIONING

DowUrk Inc. is Louisiana's premier community-focused business development organization, empowering disadvantaged businesses and aspiring entrepreneurs through comprehensive professional services, cutting-edge AI education, and transformative community infrastructure. From strategic planning to AI implementation, from early childhood education to leadership development — DowUrk builds the foundation for generational success across Tangipahoa Parish and beyond.

BRAND VOICE & TONE

● Professional yet Approachable

We speak with authority but never talk down. Our expertise is a bridge, not a barrier.

● Educational & Empowering

Every interaction is an opportunity to elevate. We teach, coach, and build capacity.

● Community-Focused & Supportive

We center the people we serve. Their wins are our wins. Their stories drive our mission.

● Forward-Thinking & Innovative

We embrace emerging tools — AI, technology, new methodologies — while staying rooted in proven strategy.

CURRENT STRENGTHS

- 01 Strong Visual Identity — Consistent green palette, recognizable logo
- 02 Clear Mission — Well-defined target audience, Louisiana focus
- 03 Comprehensive Services — 19+ offerings covering full business lifecycle
- 04 Established Presence — Est. 2016, 10th Anniversary builds credibility
- 05 Community Impact — Sports & Leadership Park demonstrates scale
- 06 Professional Design — Modern, accessible, engaging visuals

THE NAME: WHY "WURK" WITH A U

DowUrk Inc. promotes a positive lifestyle through Faith, Fitness, Foundation, Food, Fashion, Film, and Finance. The logo includes white, Lime green, and Dallas Green, representing the process of one's successful journey from beginning to end. The symbol of choice is a stake, representing a commitment to remaining grounded in unity. Because of this, we spell wUrk with a U instead of an O.

SECONDARY TAGLINE

"Cultivating Originality."

— The heart of the DowUrk ethos

OUR VISION

To build a valuable worldwide enterprise for creatives to network and build commerce with a diverse clientele. We aim to develop outreach programs for urban communities and expand on foreign trade and export opportunities.

OUR AIMS

● Job Creation

Building real employment pathways across Louisiana communities.

● Personal & Professional Development

Age-appropriate growth from youth to adult entrepreneurs.

● Unity & Love for All Mankind

Grounded in compassion, kindness, humility, and service.

TARGET MARKET TIERS

Tier 1	Ages 35-55	Primary business owners and community leaders
Tier 2	Ages 26-35	Emerging entrepreneurs and professionals
Adolescent	Ages 19-25	Higher education and early career development
Teens	Ages 13-18	Identity building and early work experience
Youth	Ages 5-12	DoyoUth program — self-esteem and world awareness

THE SEVEN F'S — BUILDING A F.U.N. PERSON

Friendly. Understanding. Noble. The seven pillars that define DowUrk's holistic approach to community building.

Faith

(SOUL)

Everyone has to believe in something. Learn to love others above yourself.

Fitness

(BODY)

Getting your inward and outward body together. Baseball, tactical training, CrossFit, yoga, meditation.

Foundation

(MIND)

Book clubs, libraries, 24/7 schooling, scholarships, daycare, etiquette, mental health and therapy.

Fashion

(APPEARANCE)

Culturati Noire fashion shows, model agency, magazine, revamping the image of minorities.

Film

(PERSONALITY)

YouTube, podcasts, TV/radio broadcast, film and video production studio.

Food

(HEALTH)

Agriculture, nutritional education, home economics, senior care, baby care, manufacturing, café.

Finance

(STABILITY)

Workshops to save and maintain money, conferences, webinars, small business development.

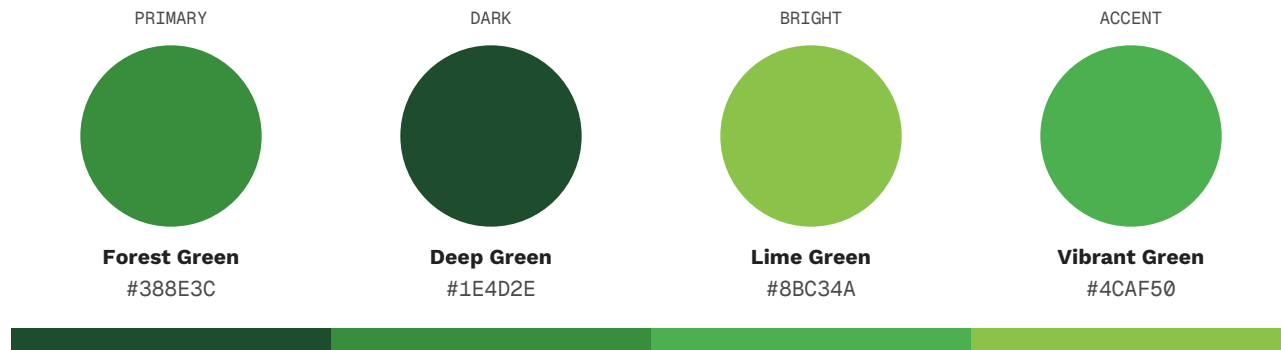
G.E.M. HEADQUARTERS

"GOING TO THE G3M TO DOWURK"

231-acre campus vision: Food/Farm Ag, R&D Center, Production Studio, Library, Fitness Center,

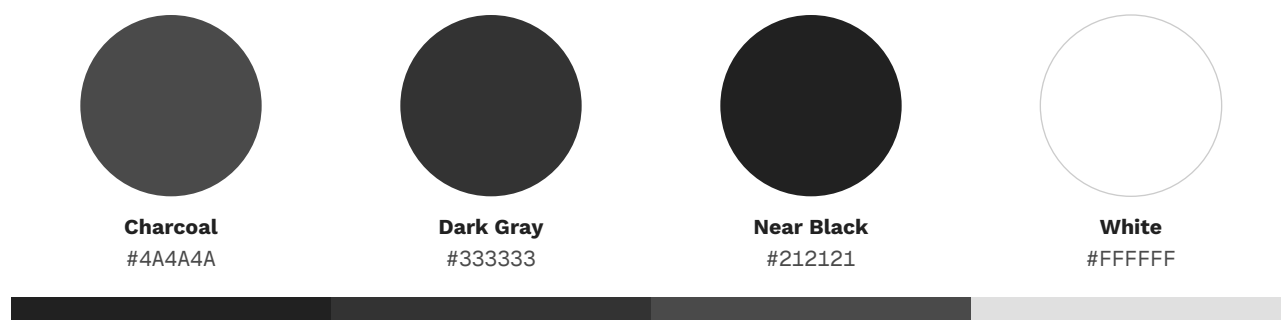
PRIMARY COLORS

The green family forms our core identity. Use these as the dominant palette across all materials.



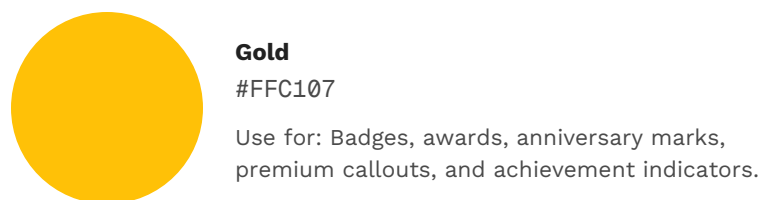
NEUTRAL COLORS

Neutrals ground the palette and ensure readability across all formats.



ACCENT COLOR

Gold is reserved for badges, awards, and moments of distinction. Use sparingly.



COLOR USAGE RATIOS

Primary Greens: 60% | Neutrals: 30% | Gold Accent: 5% | White Space: 5%+

Never use gold as a background color. Never combine more than two greens in a single element.

PRIMARY TYPEFACE — HEADINGS

Outfit Bold

ROLE: HEADINGS, TITLES, HERO TEXT | WEIGHT: BOLD | TRACKING: +2%

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 ! @ # \$ % & * ()

SECONDARY TYPEFACE — BODY

Work Sans Regular

ROLE: BODY TEXT, DESCRIPTIONS, UI COPY | WEIGHTS: REGULAR, BOLD, ITALIC

DowUrk Inc. provides comprehensive professional services, cutting-edge AI education, and transformative community infrastructure to empower disadvantaged businesses and aspiring entrepreneurs across Louisiana.

Work Sans Bold — for emphasis and subheadings

Work Sans Italic — for quotes, captions, and secondary information

MONOSPACE — TECHNICAL & LABELS

Geist Mono

ROLE: CODE, LABELS, METADATA, TECHNICAL REFERENCES | WEIGHTS: REGULAR, BOLD

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EST. 2016 | #388E3C | dowurktoday.com

TYPE SCALE

H1 / Hero

48–56 pt

H2 / Section

24–32 pt

Body

14–16 pt

Caption

10–12 pt

PRIMARY LOGO SUITE

The DowUrk brand uses four interconnected logo elements that can be used independently or combined.



Crown & Shield

The primary emblem combining authority with protection.
Used for formal branding.



Hummingbird Symbol

Represents growth, agility, and community resilience.
Used for programs & outreach.



"F" Emblem

Standalone lettermark for compact applications.
Used for icons & favicons.

DOWURK®

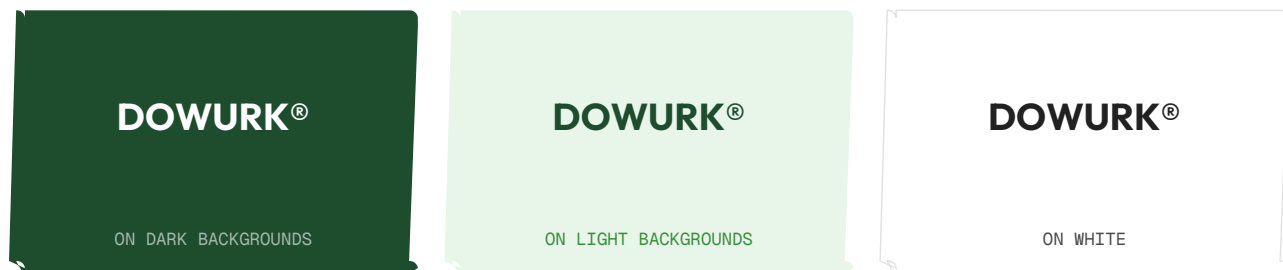
DOWURK® Wordmark

The full registered wordmark.
Always in bold sans-serif.
Used for headers & signage.

CLEAR SPACE & MINIMUM SIZE

- Maintain clear space equal to the height of the "D" in DOWURK on all sides of the logo.
- Minimum digital size: 120px wide for wordmark, 32px for emblem.
- Minimum print size: 1.5" wide for wordmark, 0.5" for emblem.
- Never stretch, rotate, or alter the proportions of any logo element.
- Never place the logo on busy photographic backgrounds without a solid backing.

LOGO COLOR VARIATIONS



USAGE GUIDELINES

DO

- Use approved color combinations only
- Maintain minimum clear space
- Use on solid or simple backgrounds
- Keep logo proportions locked
- Use Forest Green as the primary brand color
- Pair bold headings with regular body text
- Include ® symbol with DOWURK wordmark

DON'T

- Stretch or distort the logo
- Use unapproved color variations
- Place on busy photo backgrounds
- Add drop shadows or 3D effects
- Use gold as a background color
- Mix more than two greens per element
- Alter the crown or shield proportions

TAGLINE USAGE

The tagline should always appear in uppercase monospace, tracked wide, and never modified.

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BRAND ENHANCEMENT ROADMAP

01 Digital Brand Consistency

Ensure the web platform matches the professional aesthetic of the Media Kit 2026. Use consistent green gradients, maintain typography hierarchy, and keep the crown logo prominent in navigation. Every digital touchpoint should feel like the same organization.

02 AI Services & Solutions Positioning

Position DowUrk as a leader in AI education for entrepreneurs. Create dedicated AI training programs, develop implementation case studies, build an AI tool recommendation service for small businesses, and launch an "AI Generalist for Entrepreneurs" certification.

03 Strengthen Online Presence

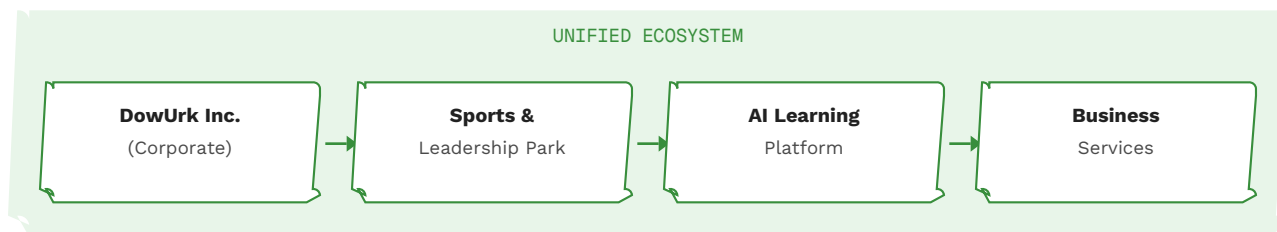
Build interactive web experiences like the AI Generalist platform. Create video content showcasing success stories, develop online learning modules, and launch a podcast series interviewing Louisiana entrepreneurs.

04 Brand Storytelling

Amplify human stories. Feature testimonials prominently, create video case studies, showcase before-and-after business transformations, and highlight community impact metrics with real numbers and real faces.

05 Unified Digital Ecosystem

Connect all DowUrk initiatives: Corporate, Sports & Leadership Park, AI Learning Platform, and Business Services. Cross-promote across properties, unify branding at every touchpoint, and build a shared success metrics dashboard.





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Tangipahoa Parish, Louisiana
Est. 2016