



BRAND GUIDELINES

Presented by  CASHMERE

This Brand Book is everything you need to live and breathe the spirit of Red Table Talk. Use this guide to connect with our core belief system, channel our voice, and capture our visual vibe, as together we share Red Table Talk with the world.

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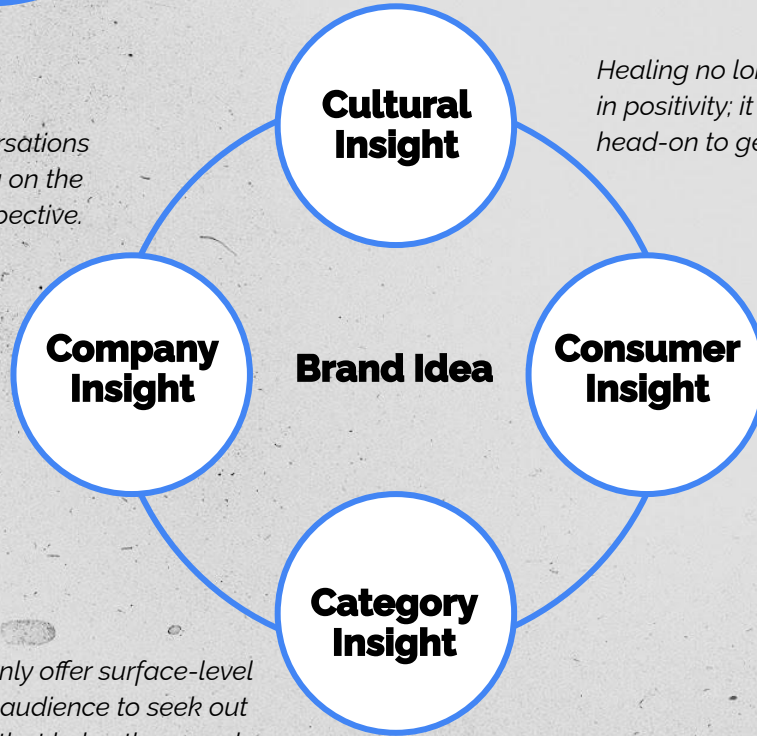


THE BRAND IDEA FRAMEWORK



Brand Insights

The Red Table turns hard conversations into healing ones, leaving you on the other side with a renewed perspective.



Healing no longer means being shrouded in positivity; it means confronting things head-on to get to a better place.

Life can often feel like a lonely, shaky balancing act, but internal and external forces provide support to navigate it, not escape it.

Traditional talk shows only offer surface-level coverage, leaving your audience to seek out unfiltered content that helps them work through their own real-life issues.

Get To The Heart

*the courage to
take action*

*the journey of
the conversation*

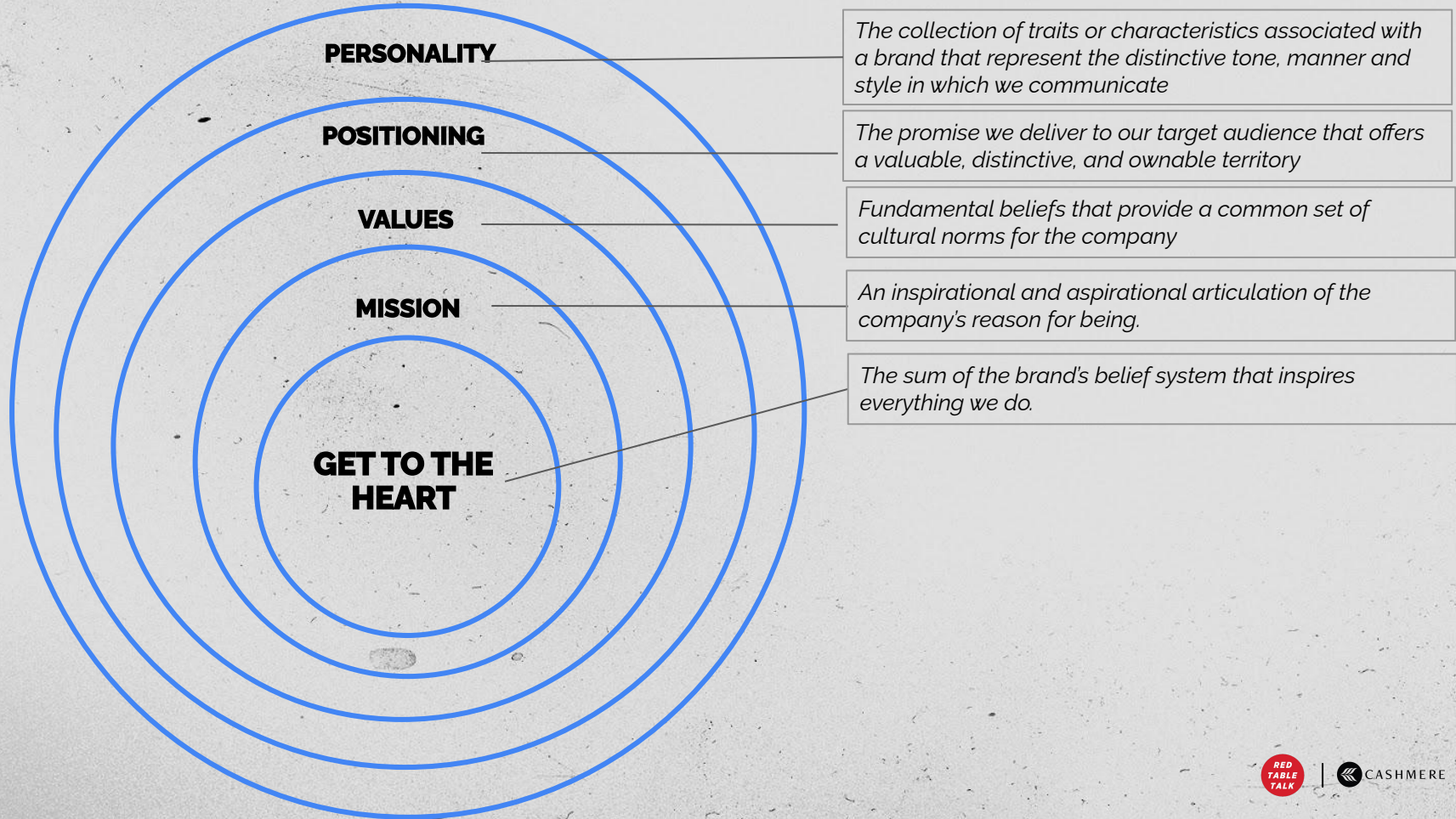
*the good, the bad, the
everything in between*



BRAND BELIEF SYSTEM



Brand Belief System



OUR MISSION



To create an intimate communal space for healing conversations.

OUR VALUES



What is important to RTT?

COURAGE

EMPATHY

PASSION

HUMANITY

HOPE

COMMUNITY

Real Talk

The only way to find resolve is to be open, honest, and vulnerable. But being able to put it all out there takes courage and resilience. Confronting your feelings takes strength. Speaking your authentic truth isn't easy. And that alone has merit. We admire and respect all that it takes to bring it to the table.

Walk the Walk

We value understanding and the sharing of feelings with others because we know what it means to be vulnerable and to have to face your biggest hopes and fears, often in the public eye. We want you to learn from our experiences — mistakes and successes alike — and know that if we learned from the table, then you can too.

Ignite the Fire

No one likes to be put in the hot seat, but oftentimes that's exactly what one needs. We believe that passion, conviction, and determination are what can ultimately help one learn, grow, and evolve. And sometimes the best way to get there is by lighting a fire from within.

Embrace the Imperfect

We are all human. We all experience ups and downs, and face challenges along the way. Most importantly, we recognize that to be human means to be imperfect. We don't run away from that. We embrace it, learn from it, and grow from it.

Light It Up

We're in the business of sharing uplifting stories. With them, we hope to be a guiding light in someone's darkest days, inspiring promise and hope in every situation and circumstance.

All In

The journey of life can be a lonely one, but no one should ever feel they have to go at it alone. That's why we work hard to bring people together, giving everyone access to one another's experiences. Creating a community to share in life's most difficult and joyous conversations, to get advice, or to just simply feel heard.

REAL TALK

COURAGE

WALK THE

WALK

EMPATHY

IGNITE THE

FIRE

PASSION

EMBRACE THE

IMPERFECT

HUMAN

LIGHT IT UP

HOPE

ALL IN

COMMUNITY



OUR POSITIONING



CASHMERE 20

Red Table Talk is a storytelling platform that instigates healing conversations through raw, multigenerational perspectives, so people can confront their inner stories head on.



OUR PERSONALITY

Where does our personality come to life?

- Visual identity
- Program naming
- Influencer and talent selection
- Brand partnerships
- Internal communications
- Consumer-facing communications
(e.g., campaigns, social, newsletter)

We are
Provocative

We want to challenge people's comfort zones and go beyond surface-level conversation.

We are:

Provoking, inspirational, challenging

We are not:

Performative, offensive, intimidating

We are **Nurturing**

We care for and encourage the growth and development of ourselves and others.

We are:

Intimate, encouraging, uplifting

We are not:

Coddling, pandering, cloying

We are

Down-to-Earth

We are grounded in the human condition.

We are:

Relatable, approachable, matter-of-fact

We are not:

Average, uninspired, mundane

We are **Optimistic**

We are hopeful and positive that you'll make it through to the other side.

We are:

Promising, heartening, spirited

We are not:

Cliché, cheerful, effervescent

We are **Resilient**

We roll with the punches and adapt to the forces outside our control.

We are:

Adaptable, strong, elastic

We are not:

Erratic, volatile, hardheaded



PROVOCATIVE

NURTURING

DOWN-TO-EARTH

OPTIMISTIC

RESILIENT

IS

Provoking

Intimate

Relatable

Promising

Adaptable

Inspirational

Encouraging

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Strong

Challenging

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Matter-of-fact

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IS
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Performative

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Intimidating

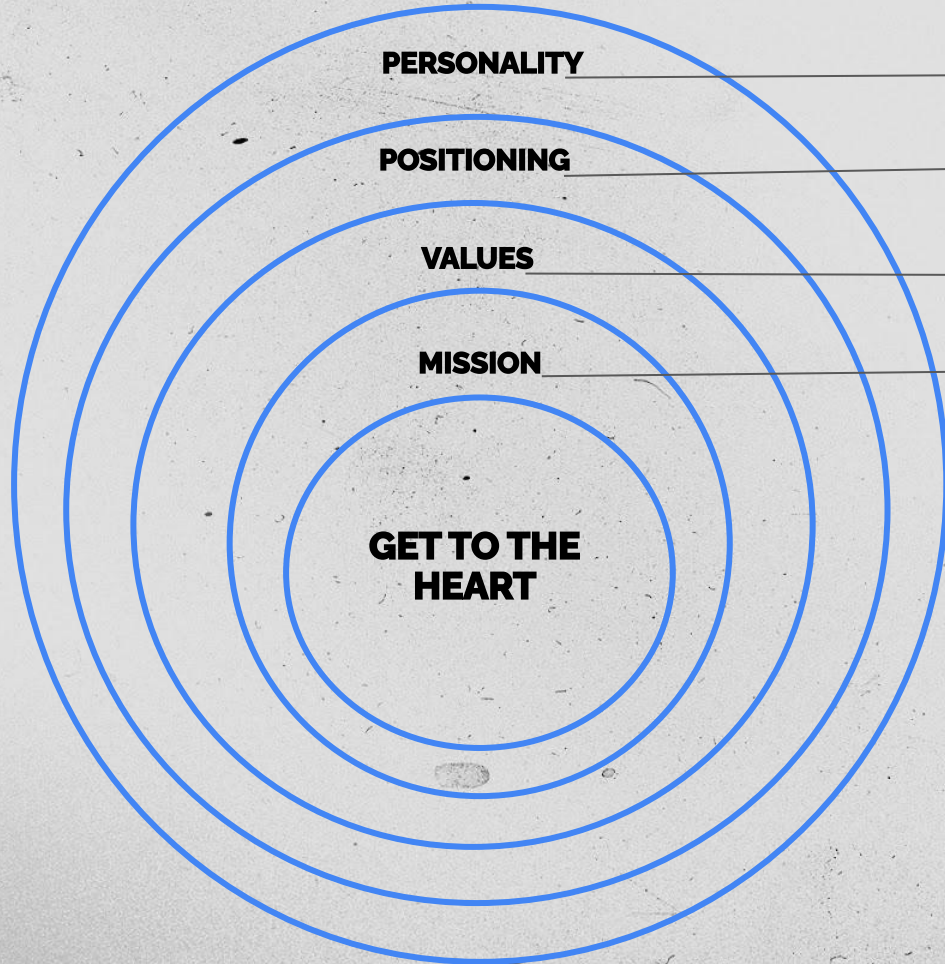
Cloying

Mundane

Effervescent

Hardheaded

Brand Belief System



We Are ... Provocative. Nurturing. Down-to-Earth. Optimistic. Resilient.

Red Table Talk is a storytelling platform that instigates healing conversations through raw, multigenerational perspectives, so people can confront their inner story head-on.

We Believe In ... Real Talk. Walking the Walk. Igniting the Fire. Embracing the Imperfect. Lighting It Up. Being All In.

To create an intimate, communal space for healing conversations.



BRAND ARCHITECTURE

31



GET TO THE HEART

MISSION

To create an intimate communal space for healing conversations.

PLATFORM

PODCASTS



LIVE EVENTS



NEWSLETTERS



SPIN-OFF SHOWS



VALUE PROPOSITION

Sacred spaces for healing on the go

An invitation to gather your tribe

Digging into the heart of what matters

Bringing fresh perspectives to the table



We've turned the table on cordial conversations.

Flipped it on rehearsed talking points and superficial ideations.
Because our table isn't a place for you to be fed, but nourished.
It's where we stress the pressure points until we reach a turning point.

And know that everything we bring to the table

will thrive.

*As trauma brings triumph,
truth brings perspective,
vulnerability brings healing,
and levity can bring hope.*

We see that even those who come to it feeling empty-handed
leave with their whole selves.

That's what makes the Red Table sacred.

The freedom to fearlessly confront what rocks our core
and powerfully unleash the human side of our journey

*until we get to the heart
of who we are.*

JADA

Jada brings fire and soul to The Red Table. Representing for GenX, she's not afraid to challenge the conversation and unleash the spirit of every story.

ADRIENNE

Adrienne brings life and tough love to the Red Table. Like a true Boomer, she'll nurture you with some *real* talk and speak up for her values.

WILLOW

Willow brings her vibrant energy to the Red Table. She'll question anything and bring that fresh GenZ perspective.

Our voice will capture the attention of anyone in the room, not because it's loud but because it's in tune. It's got that down-to-earth vibe that is fluent across cultures and heard across generations.

It channels the spirit of Jada as a champion of the humanity in every story. It's fun, candid, and engaged, with a thoughtful perspective and empowering state of mind. It keeps it real, even when that means calling itself out. And it leans into the unknown in the most powerfully authentic way. That's its fire.

Representing the strong women of the world, it honors a feminine tone while still maintaining androgynous pronouns on behalf of the brand. And, as it inspires independent reflection, it rallies communal embrace utilizing collective language. It captivates with purposeful conversations and earns your respect through personal connections and self-realizations.

It is the voice you listen for through every step of your journey.

IT IS:
CHALLENGING
NURTURING
OPTIMISTIC
HONEST
STRONG
RELATABLE
HUMOROUS
STIMULATING
INFORMATIVE
EMPOWERING

IT'S NOT:
INTIMIDATING
GODDLING
NAIVE
SELF-DEPRECATING
OVERPOWERING
TYPICAL
COMEDIC
TRIGGERING
EDUCATIONAL
PERSUASIVE

Tone & Voice In Action



Red Table Talk ✓
@RedTableTalk

We're bringing our hearts to the table tonight as we explore our future leaders' perspective on the pandemic sweeping the nation.



Red Table Talk ✓
@RedTableTalk

We're not trying to make anyone uncomfortable, but if we don't talk about the messy side of parenting ... who will?

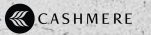


Red Table Talk ✓
@RedTableTalk

We're not putting anyone in the hot seat; we're just inviting those who we know will bring their fire.

BRAND MESSAGING

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“Get to the Heart”

As our strategic platform, this notion should be the core of everything we say and do as a brand. However, it should not be treated as a tagline or headline for the brand. Instead, language referencing “get to the heart” can naturally and seamlessly be used within longer copy, interviews, or press releases as a nod to the brand’s purpose.

DO:

“Tonight we’re bringing Snoop to the table to get to what’s at the heart of his controversial statement.”

“It’s our goal to get to the heart of everything that’s brought to the table and gain a deeper perspective.”

DON’T:

“Tonight we’re bringing Snoop to the table. Red Table Talk. Get to the heart.”

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“Red Table Talk-we get to the heart.”

Support our mission

to create an intimate communal space for healing conversations.

We want to own the tension we explore at The Red Table Talk with terms such as “confront,” “conflict,” and “challenging,” but we should always communicate that in a way that honors our promise to provide a safe space and healing conversations. To do this, we’ll lean on communal and inclusive language.

DO:

“We’re coming together to talk about the painful effects of trauma with Megan Thee Stallion.”

DON'T:

“We’re confronting Megan Thee Stallion on the details of her controversial attack.”

Inspire optimism

We want to ensure we use inspiring language, especially on our social platforms. While our Red Table Talk episodes can get deep and sometimes touch on trigger topics, we should let our messaging on the platforms that surround it stay light, positive, and optimistic. This will respect our audience's emotional space and further establish the Red Table as the sacred place for the deeper challenging conversations to be held.

DO:

"Let's discuss the fears we face as women and what it would take to live without them."

DON'T:

"Rape is a threat to women everywhere, everyday. Let's talk about

Embrace our entire community.

We're family.

On behalf of the brand, we will always use inclusive and collective language to reinforce our unity with our community. We'll never publicly refer to our target as "viewers" or "audience" because the Red Table Talk is meant to be an intimate experience shared together.

Other words to describe our audience and subgroups within or across cultures:

Family
The Red Table Fam
RTT fam
Our Community
The Red Table Community
Our People
Our future generation or leaders (Gen Z)
Our trailblazers (boomers)
Our brothers and sisters (fellow men and women)
Our Allies (supports cross-culturally)
Our friends within the industry (celebs)
Our friends all over the world (international)

Fluent across generations

Jada, Willow, and Adrienne each bring a unique voice and spirit to the the Red Table. While individually they have opportunities to tap into their own markets, the strength of Red Table Talk lies in their ability to explore one conversation across generations in a fluid way.

We'll continue to represent the Red Table brand voice as a harmonious trifacta of the three co-hosts and leverage their individual quotes to naturally lean in to the generation that relates to them the most.

For every topic introduced, we'll ensure we explore all three perspectives with individual quotes or visual reactions from each individual co-host.

For example:

On the topic of porn ...

Gammy: There is something about porn that is unnatural.

Jada: It's a slippery slope.

Willow: Let's not stigmatize it.

GUARDRAILS

Let's not talk about...

Wait, hold up; there's nothing we *can't* talk about. The Red Table is an open table. We're all about having the conversations that don't make it to the table anywhere else, and so real talk is our specialty.

But here is what we should *carefully* talk about and how:

Gender: Staying up to date with the appropriate language to describe various gender-related identities or nonspecific gender pronouns is important. It shouldn't just be when discussing the topic or talking to guests who have declared their identity, but also carefully respected in the social space in general.

Race: Racial descriptors are constantly growing and evolving, with new words and acronyms. As a leader of content for a diverse demographic, we have a responsibility to keep up with them.

Ourselves: We shouldn't talk about ourselves as a brand often, as we should always try to choose the more personal touch of talking about our hosts. When we talk about ourselves, we should still use the collective and inclusive "we" as a way to show unity with our audience.

DO:

Use gender pronouns when they have been made known.

Use racial descriptors when discussing topics on race.

"We did it! The entire RTT community came through to show support for BLM."

DON'T:

Assume the gender or racial identification of those who are unknown.

Use gender or racial descriptors of someone if it's not relevant to the conversation or topic.

"We're proud to announce Red Table Talk

COMMUNITY MANAGEMENT

We Listen Up

The Red Table lives on social and thrives on socially relevant conversations. Let's do what we do best, and listen to the social conversations happening online to find opportunities to break through “superficial” or “trendy” surface conversations.

DO:

Challenge social conversations and topics to go deeper.

Find personal ways to connect with the audience publicly and privately.

DON'T

Challenge individual people in social conversations.

Put our audience on the spot in a way that exposes their vulnerabilities.



WHEN AND HOW TO RESPOND

Amplifying the good.

We value having a seat at the table and listening to everyone around it. We listen to each other, to ourselves, to our guests, and to what the world has to offer. This isn't about us taking a stand on issues so much as it is exploring and revealing the true heart of the issues that are brought to the table.

We'll exemplify this in the social media space by amplifying the voices and sentiments that align with our values. Any time we see our audience modeling this, we will give them a shout-out, thank them, praise them, retweet them, or highlight what they've done.

Example of Instagram Post Response:

@soandso: I'm not religious, but Ciara really made me appreciate spirituality in a different way.

@RedTableTalk: We love to hear that. It inspires us to see that you're open to understanding different belief systems.

Leveraging opportunities for growth.

There is one thing we won't stand for:
Disrespect.

Everyone who takes a seat at the table is expected to respect those at the table regardless of disagreements or varied insights and perspectives.

This is just as important for our publicly vulnerable social platforms. We'll stand up for anyone who is disrespected and reinforce the practice of having difficult but kind conversations, even on the internet.

We will respond to negative comments that arise about our guests and RTT fans, and in doing so, we'll reference our brand values to reestablish where we stand.

Example of Instagram Post Response:

@soandso: I can't stand her ...

@RedTableTalk: We are all trying to practice showing more empathy and being supportive of each other's unique journey.



Brand Design System

Presented by  CASHMERE

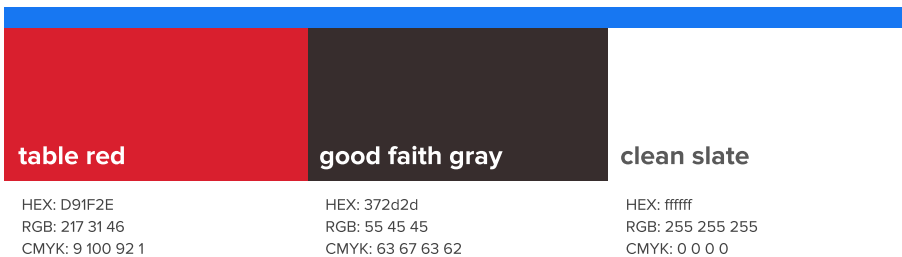
Design System colors

Our primary brand palette uses the signature red and white from our logo, as well as an almost-black gray. To make them pop, we enlist five additional hues in the secondary palette. The overall combo feels conversational, welcoming, and daring.

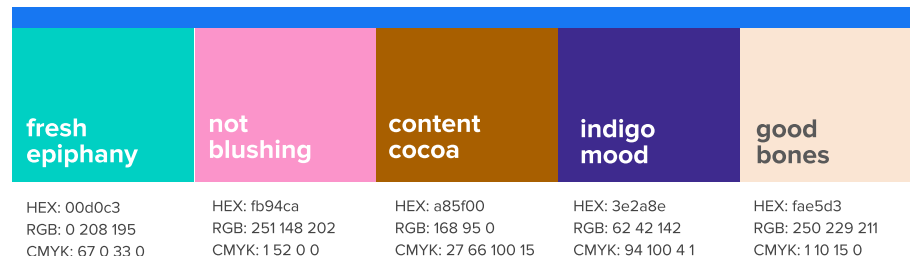
Use a max of four brand colors in any one image or graphic. Red should always be one of them.

Note: Facebook colors will appear alongside ours in the system, so they are here as a reference only. They should not be used in our graphics.

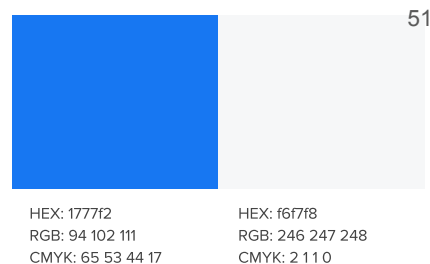
Primary colors:



Secondary colors:



Facebook brand colors:



Gotham Black and Black Italic are used for headlines, subheads, and paragraphs. This typeface can also be outlined as an accent in a graphic image.

Gotham Medium is the go-to for long-form body copy. It can also be used at extra-large sizes to create drama and contrast with Eloquent.

Eloquent JF Pro [all lowercase] is used for callouts, keywords, and accents. It should only be used on a singular word or phrase, never for complete sentences or at small sizes.

PRIMARY FONT

GOTHAM OUTLINED

BLACK

**A Á B C D E É F G H I Í J K L M N
Ñ O Ó P Q R S T U Ú V W X Y Z
a á b c d e é f g h i í j k l m n ñ o
ó p q r s t u ú v w x y z
1 2 3 4 5 6 7 8 9 0 ! i ¿ ? & * “ ”**

BLACK ITALIC

**A Á B C D E É F G H I Í J K L M N
Ñ O Ó P Q R S T U Ú V W X Y Z
a á b c d e é f g h i í j k l m n ñ o
ó p q r s t u ú v w x y z
1 2 3 4 5 6 7 8 9 0 ! i ¿ ? & * “ ”**

ACCENT FONT

Eloquent JF Pro

Regular

**a á b c d e é f g h i í j k l m n ñ o ó p q r s t u ú v w x y z
1 2 3 4 5 6 7 8 9 0 ! i ¿ ? & * “ ”**

Italic

**a á b c d e é f g h i í j k l m n ñ o ó p q r s t u ú v w x y z
1 2 3 4 5 6 7 8 9 0 ! i ¿ ? & * “ ”**

MEDIUM

**Aa Áá Bb Cc Dd Ee Éé Ff Gg Hh Ii Íí
Jj Kk Ll Mm Nn Ññ Oo Óó Pp Qq Rr
Ss Tt Uu Úú Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! i ¿ ? & * “ ”**

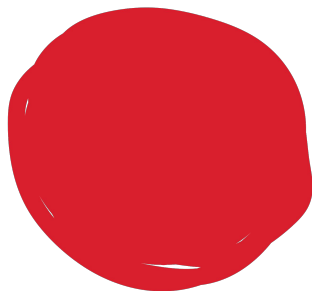
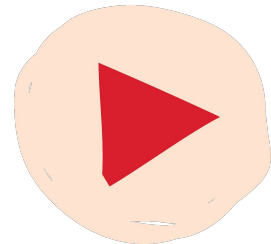
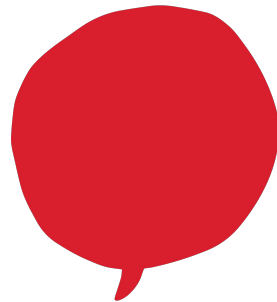
MEDIUM ITALIC

**Aa Áá Bb Cc Dd Ee Éé Ff Gg Hh Ii Íí
Jj Kk Ll Mm Nn Ññ Oo Óó Pp Qq Rr
Ss Tt Uu Úú Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! i ¿ ? & * “ ”**

Imperfect organic shapes are the perfect complement to our perfectly circular logo. They help to make our images feel friendly and conversational. They're reminiscent of talking, dreaming, and journaling.

These shapes can be used (in any of our brand colors) in the background of images, as a way to crop images, or as a buffer between patterns and text.

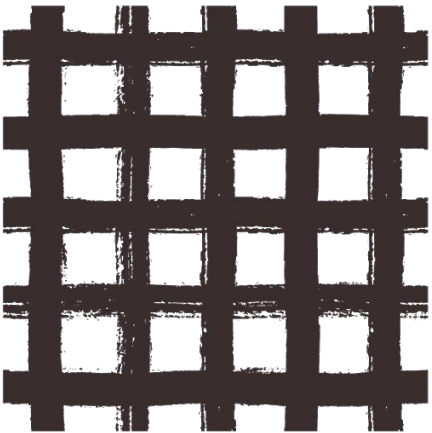
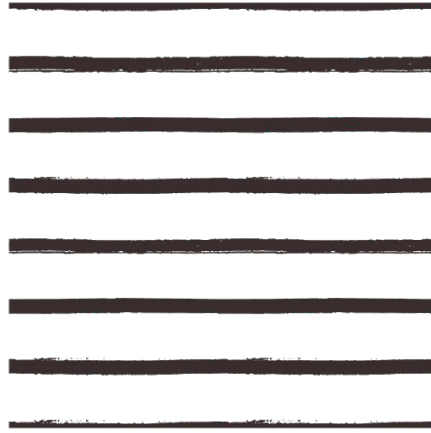
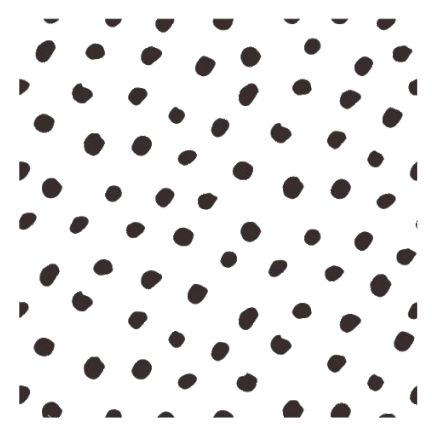
They can be used with photography, episode teasers, and guest announcements, and across the RTT network.



**RED
TABLE
TALK**

Our imperfect patterns and textures are used in every graphic image we make. They can completely fill the background of an image, or just a section. They can also be added to quotes and extension logos for visual interest.

Do use these textures in any of our brand colors according to the guidelines. **Don't** use them directly behind text; put a solid colored shape over the pattern for legibility.



For photos, we'll use striking images in which the subject stares down the camera lens. The light should be natural and inviting.

We'll crop most images to an organic shape to embrace the humanity of the people in them.

For some images, we'll colorize them to one of our softer brand hues.

Do not colorize images when they have too many colors as is (e.g., group photos where people are in multiple colors). Don't colorize images in bold or harsh hues, or overly manipulate the contrast.





Main lockup

Primary use. Can be used on all communications: organic and paid social, across entire RTT network.



Emotive lockups

Can be used with photography, episode teasers, guest announcements, and across RTT network.



Main lockup:



**Logo alternatives:

**recommended usage for video assets only



Good Faith Gray + Clean Slate Type



Clean Slate + Table Red Type



Table Red + Knockout Type
Opacity: 65%

**RED
TABLE
TALK**

Good Faith Gray +
Clean Slate Type





Clean Slate +
Table Red Type





**Table Red +
Knockout Type**
Opacity: 65%








hero



extension lockups



-  Podcast — quotable conversations
-  News — forward slash, find additional links to resources online
-  Live — asterisk to mark a special event
-  Colon to present the international shows
-  Bridge to spin-offs



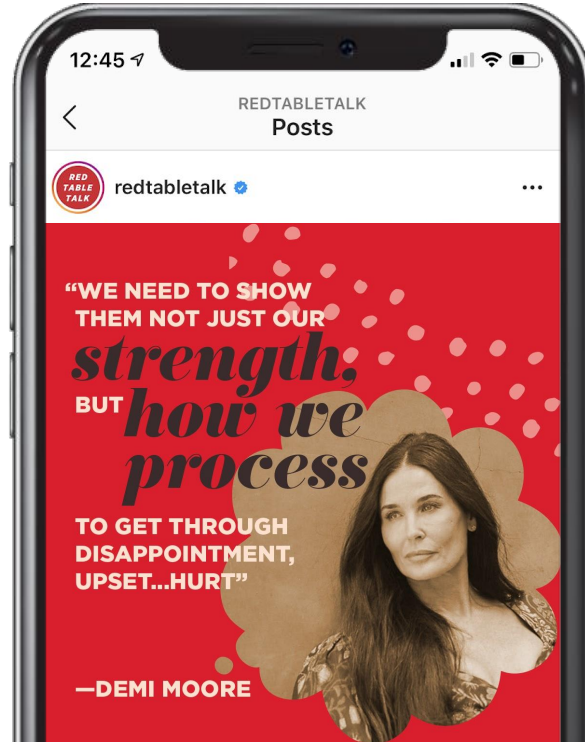
Social Styles sticker Set

The sticker set is a toolkit of fun for our users. We'll make it available on social so fans can add a touch of our brand to their own content. Red Table Talk is already embedded in the culture, and these stickers will let our followers shout us out in style.



Social Styles quotes by others

When posting quotes by others, we'll use Table Red along with our brand neutrals. For texture, any of the others that aren't assigned to Willow, Jada, or Gammy can be used. We'll include a colorized photo of the quoted person inside the thought bubble to help our followers recognize these other voices.



Example 1



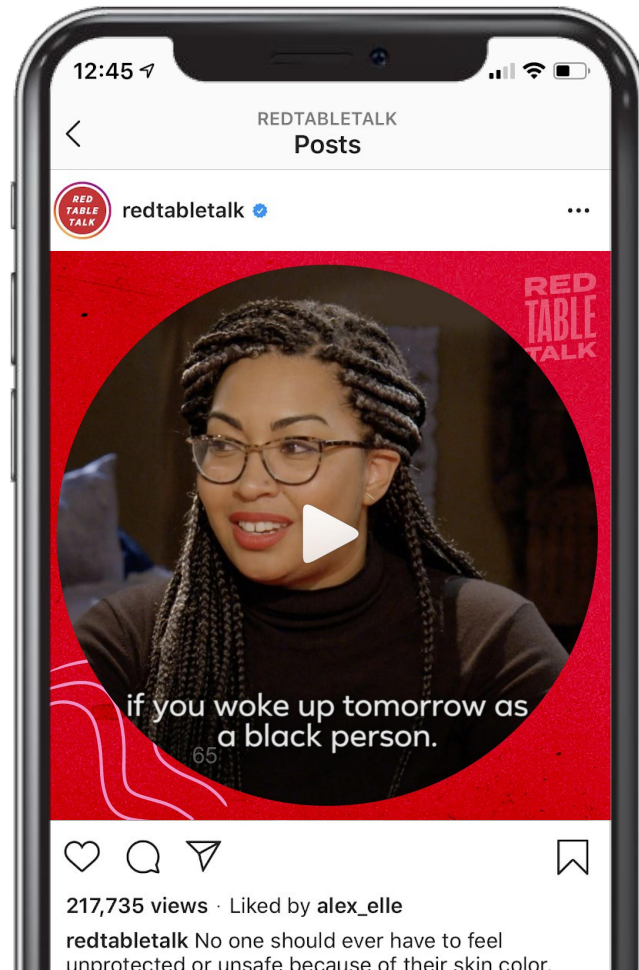
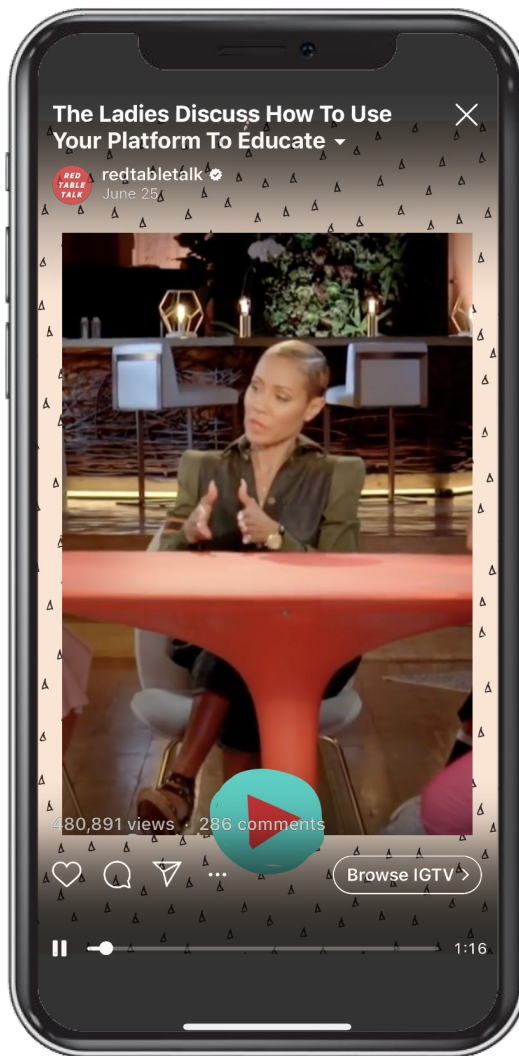
Example 2

Social Styles Video Posts

When posting videos on social, we'll use custom frames to create a varied yet cohesive look on our pages, as well as to make sure our brand comes across as users share the videos on their own pages.

We'll use a rectangle for vertical videos, and a circle for square videos, surrounded by popping patterns and a graphic element.

Do vary the colors and texture used in the video frames. **Don't** use more than four brand colors per video.



Social Styles

Guest Announcements

When posting guest photos on social, we'll cut out the person from their background and place it in a branded space instead.

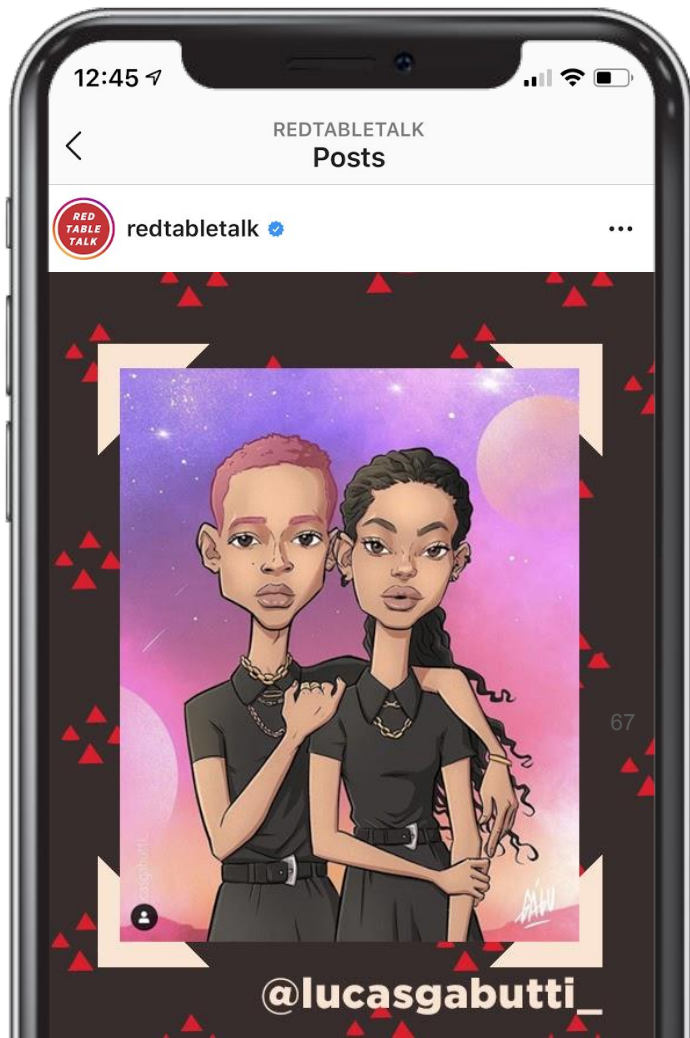
We'll slightly colorize the image in one of our brand colors, and use another neutral brand color for a textured background. Hand-drawn graphic elements can also be added, but not in the signature textures reserved for Jada, Willow, and Gammy.

For guests, we'll always place a red hand-drawn circle behind their head to indicate that they are coming to the table.



Social Styles Fan Art

When posting fan art on social, we'll place the artwork in these triangles that resemble the padding around a photo frame. Behind the triangles, we'll use a background pattern in our brand colors to maintain consistency with the rest of our page. **Do** include the social handle of the artist.





For photos and quotes featuring Willow:

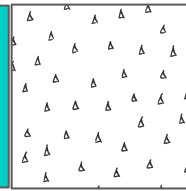
Lead with Fresh Epiphany.

Use outlined triangle texture.

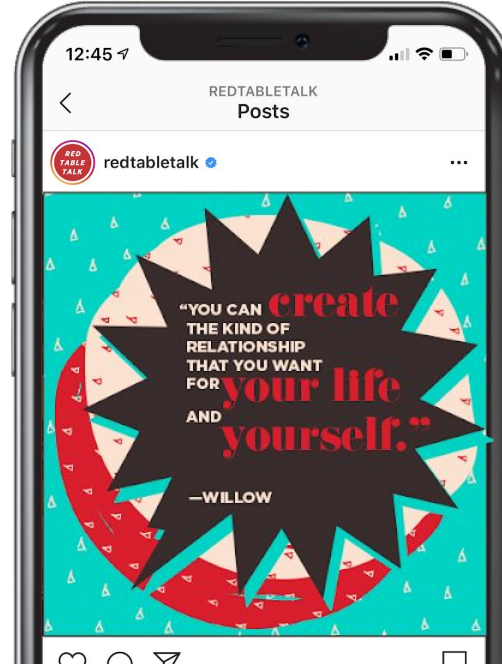
Play with layers.

Use Eloquent Regular (not Italic).

fresh
epiphany



Eloquent Pro Regular
abcdefghijklmnopqrstuvwxyz
0123456789 & ? ! ! & @ ' ' " "
« » % * ^ # \$ £ € / () [] { } . . ® ©



68



gammy

For photos and quotes featuring Gammy:

Lead with Not Blushing.

Use rough stripe texture.

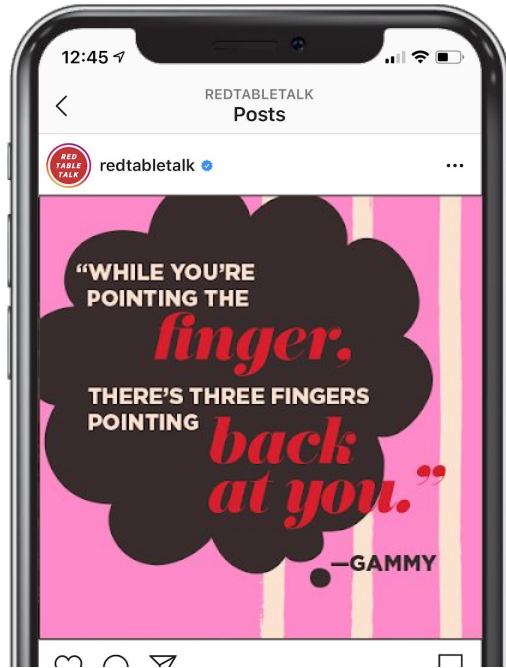
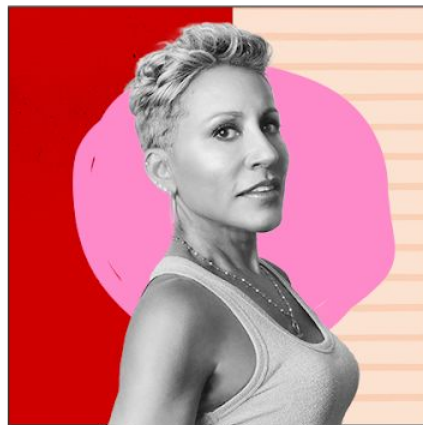
Play with duality of dark/light.

Black-and-white photos may be used.

Use Eloquent Italic.



Eloquent Pro Italic
abcdefghijklmnopqrstuvwxyz
0123456789 & ? ! : & @ ' " " "
< > % * ^ # \$ £ € ¢ / () { } . , ® ©



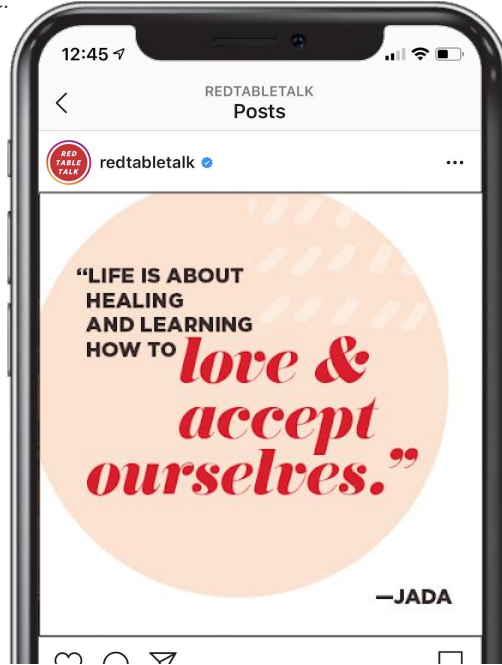


For photos and quotes featuring Jada:

- Lead with Clean Slate.
- Use dash texture.
- Play with opacity.
- Use crisp shapes.
- Keep it airy.
- Use Eloquent Italic.



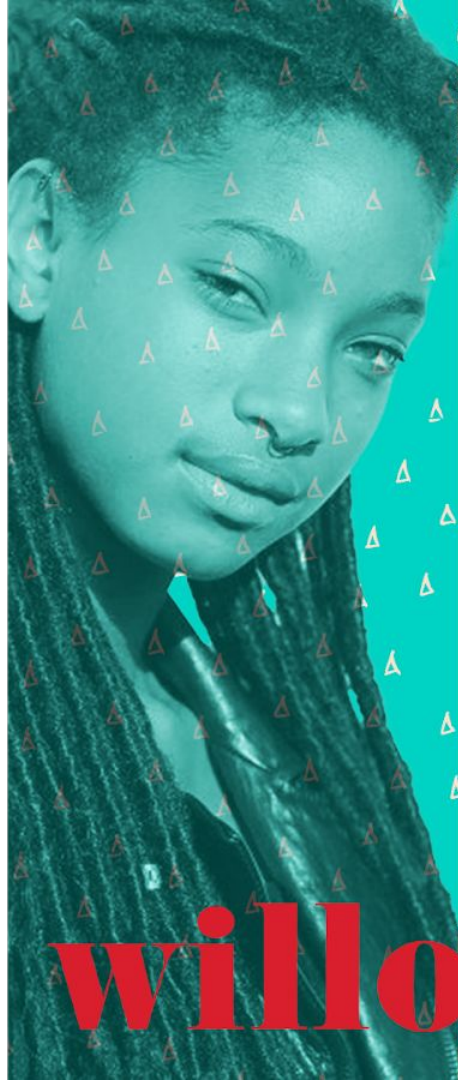
Eloquent Pro Italic
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Social Styles

How It Hangs Together



willow



jada



gamma



**THANK
YOU.**

