

Brand Guide



Mission & Vision

Mission: To create interactive, affirming children's books that help kids see themselves in stories, celebrate who they are, and imagine who they can become.

Vision: To become a nationally recognized empowerment publishing brand that transforms literacy into a confidence-building experience.

Brand Pillars

- Representation Matters – Children deserve to see themselves reflected positively.
- Confidence Through Literacy – Reading builds voice, identity, and self-worth.
- Interactive Empowerment – The photo-insert feature makes the child the main character.
- Faith & Foundation – Identity rooted in purpose.
- Community Impact – Literacy tours, book giveaways, and corporate partnerships.

Target Audience

- Black children ages 3–10
- Parents seeking affirming representation
- Schools (especially Title 1 schools)
- Churches and youth ministries
- Corporate sponsors supporting diversity initiatives
- Independent bookstores and gift buyers

Visual Identity & Color Palette

Primary Brand Colors:

Royal Gold (#D4AF37)

Deep Purple (#4B2E83)

Warm Brown (#5C4033)

Soft Blush Pink (#F4B6C2)

Secondary Accent Colors:

Teal (#008080)

Cream (#F8F1E4)

Gold should always feel premium and elevated.

Messaging Framework

Core Phrases: Picture Your Power. See Yourself. Believe Bigger. More Than a Book — A Mirror.

Elevator Pitch: My OmniBooks creates interactive children's books that allow kids to insert their own photo — so they don't just read the story... they see themselves in it.

Future Expansion Strategy

- Affirmation cards and journals
- Classroom curriculum guides
- Character plush dolls
- Hair accessories and branded merchandise
- School Empowerment Kits™
- National literacy tour partnerships

My OmniBooks is more than a publishing brand. It is a movement designed to build identity early, nurture confidence, and empower children to see themselves as limitless.