

Work Samples

JAWEER BROWN

JUNE 2026

01. Visual Identity

Responsible Technology Youth Power Fund

CLIENT: Hopelab

MY ROLE: Creative Director

Responsible Technology Youth Power Fund launched as a coalition effort, bringing together multiple organizations to push for safer, healthier online spaces for young people.

The brand challenge was delicate: the fund needed a visual identity strong enough to stand on its own, without leaning too heavily on any one partner organization's existing brand. I led creative direction on the RTYPF brand system — developing a logo, color palette, typography, and graphic language that felt shared rather than borrowed — then packaged it into a complete set of visual identity guidelines the coalition could use to launch the fund's kickoff deck and every piece of collateral after it.

OUTCOMES A standalone brand system that belongs to the coalition, not any single partner — built for RTYPF's kickoff deck and designed to scale across every organization involved.

[VIEW VISUAL IDENTITY →](#)



YOUTH POWER FUND

RESPONSIBLE TECHNOLOGY

VISUAL IDENTITY GUIDELINES

Brand *System*

A complete guide to the visual language, color system, typography, and graphic elements used in the RTYPF's kick off deck.

02. Social Impact Campaigning

Bank For Good

ORGANIZATION: Purpose

MY ROLE: Principal

[Bank for Good](#) set out to move everyday people to divest from banks financing fossil fuels. Funded by the Hewlett Foundation, we built a coalition of partners including Presente, Color of Change, Amalgamated Bank, Aspiration, and others. I led the team to develop a weekly drumbeat of creative: social content partners could post on their own channels, a steady stream for the Bank for Good site, and paid placements — all while delicately navigating a national racial reckoning that, appropriately, [caused us to reflect](#) on the unhelpful distance between the climate-justice and racial-justice movements.

OUTCOMES A \$400K buy drove 12M impressions, 100K site visits, and 7.4% engagement on retargeted ads; and proof that climate justice could embrace racial justice.

[VIEW CAMPAIGN REPORT →](#)



03. Accessible Branding

WCAG Accessible Branding

CLIENT: Legal Defense Fund

MY ROLE: Brand Strategist

When I joined the Legal Defense Fund, the new brand identity had just been approved. There was one problem: the visual identity didn't meet WCAG accessibility standards. I audited the guidelines to find where they fell short, where brand fidelity was breaking, and, importantly, how to fix it without a full overhaul. Then I led the design team through a considered expansion. We introduced compliant colors that preserved the original integrity and opened up a fuller brand architecture across scholarship programs, research, and flagship events – and, importantly, created guidelines for the representation of Black people, particularly around slavery, incarceration, and trauma.

OUTCOMES A refreshed brand system that meets WCAG standards without losing its soul – and a new standard for portraying Black life and Black joy on brand.

[VIEW BRAND GUIDELINES →](#)



04. Influencer Strategy

GRWM: Pride Edition

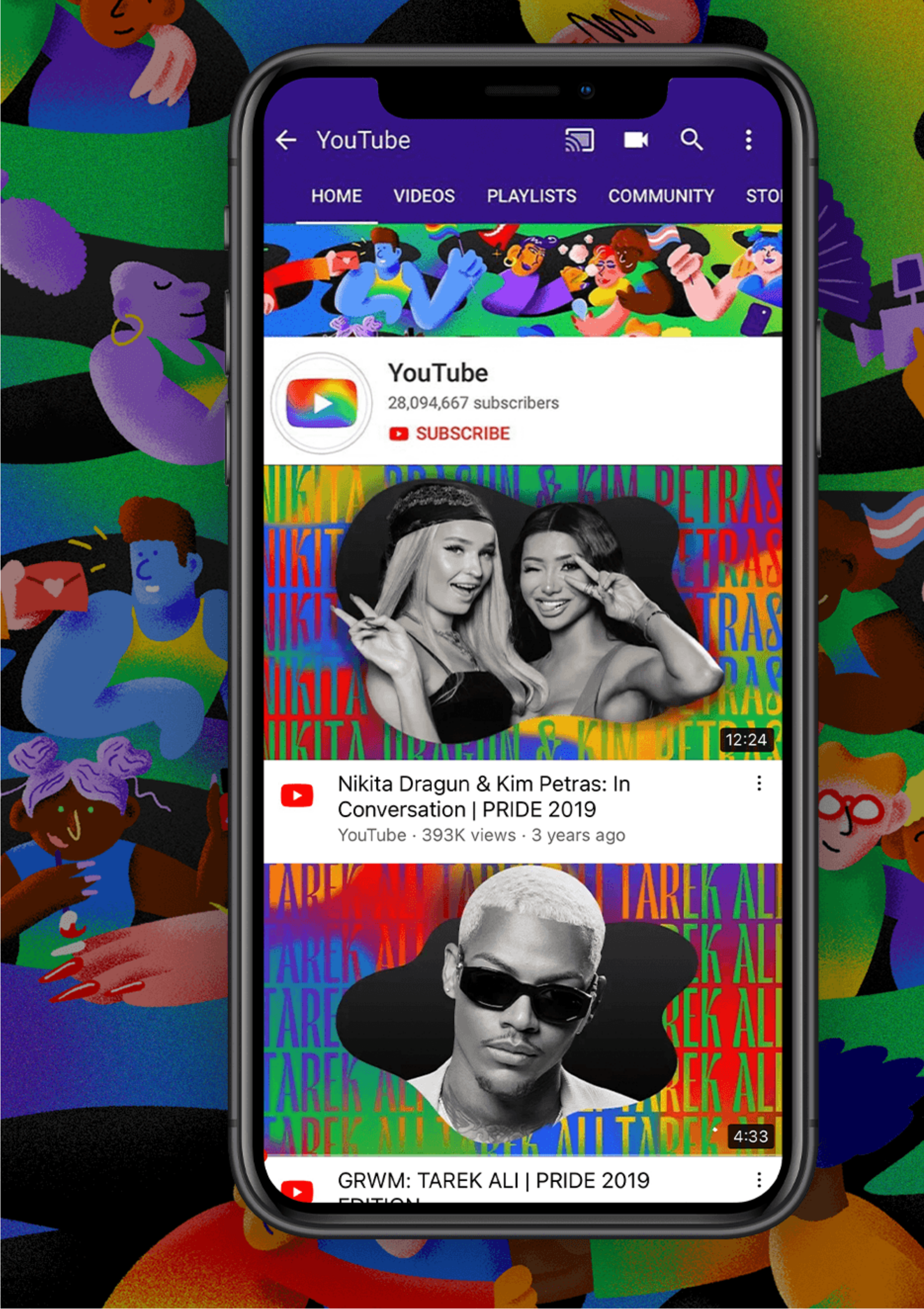
COMPANY: YouTube

MY ROLE: Social Lead, DEI // Creators Marketing

One year prior to my joining, LGBTQ and Black creators had voiced loud, fair dissent about YouTube’s Pride. Both communities had grown frustrated with deprioritization and demonetization. I was brought in to ease the tension by finding the key opinion-formers, building real relationships, and amplifying small but influential creators. That Pride, the challenge was to make something authentic to both creators and the platform — and, importantly, with no brand-damaging missteps. I tapped then-rising stars Kim Petras, Tarek Ali, and Nikita Dragun, and co-produced a Get Ready With Me video our creators’ social channels could use to celebrate Pride.

OUTCOMES Over [400K views](#) across Petras, Ali, and Dragun’s audiences. Pride celebrated authentically — and no brand-damaging escalations.

VISIT SITE ➔



Immigrants Rights Op-Ed

ORGANIZATION: ACLU // People Power

MY ROLE: Communications Strategist

After the 2016 election, the ACLU launched People Power to move new audiences toward political action offline. For the launch, Padma Lakshmi signed on as guest speaker. I ghostwrote her remarks, worked through edits with her team, and afterward shaped [the speech](#) into an op-ed to pitch. I also handled her through the weekend — briefing and accompanying her to a Joy Reid appearance ahead of the event. By the end, Padma had joined the ACLU's Celebrity Ambassador program in support of immigrants' rights.

OUTCOMES Padma Lakshmi joined the ACLU's Celebrity Ambassador program for immigrants' rights — the remarks I drafted becoming an op-ed and a lasting partnership.

[READ OP-ED ➔](#)



06. Brand Strategy

A Brand becomes a Movement

ORGANIZATION: ACLU // Centennial Celebration

MY ROLE: Brand Strategist // Creative Director

I joined the ACLU just before the 2016 election and led the rollout of a new brand identity across the national office and all 54 affiliates. As the post-election surge of new supporters looked for ways to act, I built and led the organization's first in-house creative studio — a team of ten across design, multimedia, social, and merchandise — and set the standards and workflows that held it together. We turned the ACLU's centennial into the moment to meet that energy: a 16-city tour and a \$4MM media campaign that kicked off at SXSW to over 10,000 attendees, headlined by Questlove and Tom Morello.

OUTCOMES A rebrand carried by 54 affiliates and a first-ever in-house creative team; a centennial campaign that exceeded its fundraising goals and put the ACLU on stage at SXSW in front of 10,000 people.

[WATCH VIDEO RECAP →](#)



07. Product Strategy

Eostrix

CLIENT: Personal Work

MY ROLE: Brand Strategist

In 2025 I attended MakeUp in New York, a trade show that gathers the suppliers, brands, and trendsetters across cosmetics. I was struck by the odd, conspicuous absence of men as consumers. I came home determined to design a skincare brand that could bring them into the category. From there, I conducted the research and developed the brand strategy, product placement, and brand partnerships for Eostrix. A passion project, Eostrix was me answering one nagging question: how do you open a legacy category to a new consumer, in a new era?

OUTCOMES A complete brand — strategy, product, partnerships — built from nothing but a nagging question and relentless curiosity.

[VIEW STRATEGY →](#)



Thank You

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