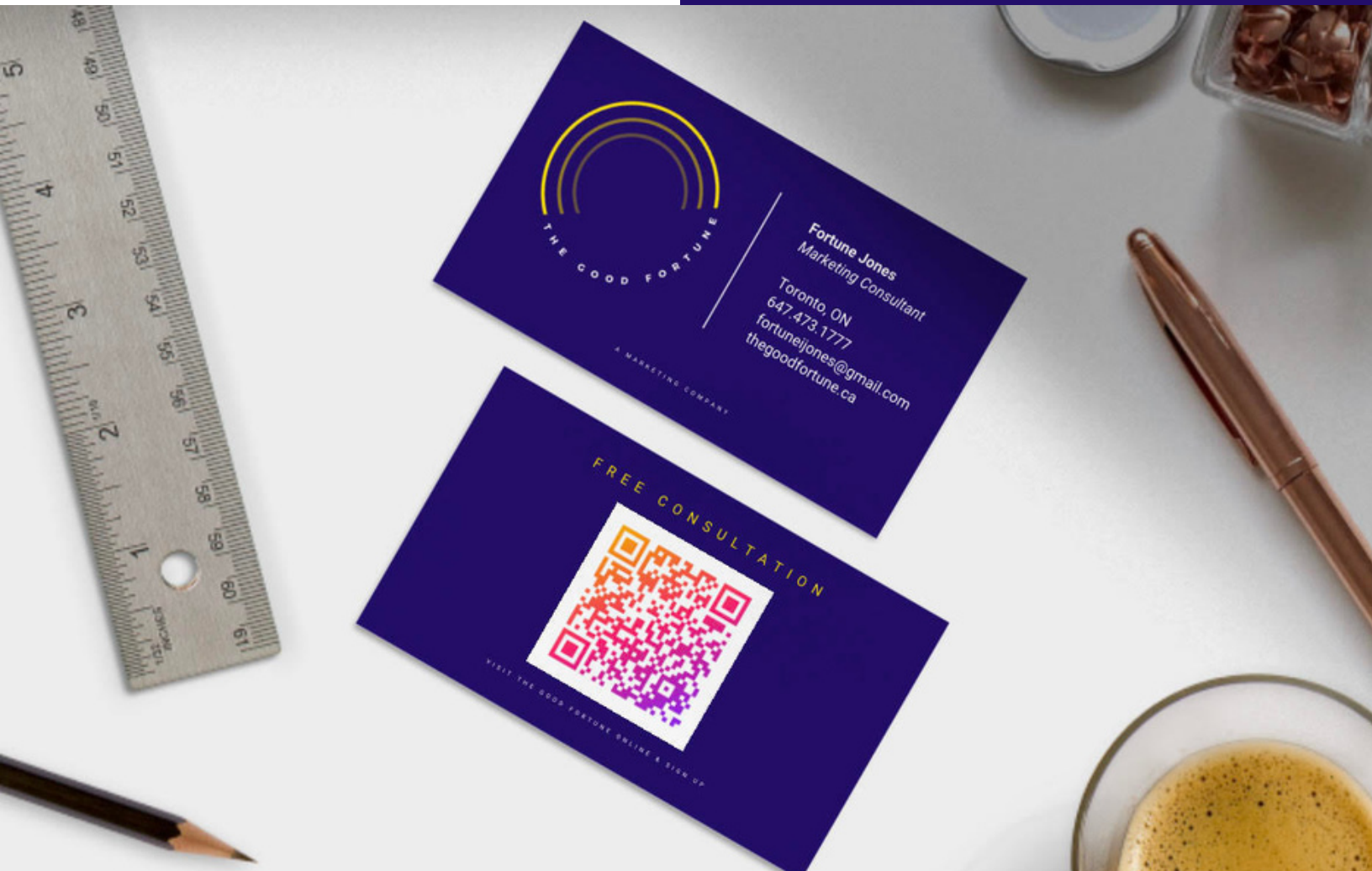




THE GOOD FORTUNE

BRANDING
GUIDELINES & BEST PRACTICES





LOGOS



#230e6a

#ffde59

#000000

#ffffff

P A L E T T E

Roboto

Roboto Condensed

Roboto Mono Light

Roboto Mono Regular

F O N T S



FORTUNE JONES





Created in 2022, The Good Fortune was launched to bridge the gap between Canadian Fashion and the international world of Fashion. We serve fashion designers across all ten provinces and three territories with a focus on BIPOC designers.

The Good Fortune is a multi-faceted marketing Agency specializing in creative story-telling, intentional community building, make'em wanna buy it-ism (profit growth), and philanthropic brokering between fashion brands and non-profit organizations.

Our services include: Social Media Marketing, Performance Media and Paid Media, Brand Campaign Production & Social Content Creation, E-commerce Strategy, Influencer Marketing, Experiential & Event Marketing, and Philanthropic brokering. We are a full-stack agency that utilizes the latest tools and technology to expand our client's reach and visibility, exponentially.

We have a growing national and international team of professionals who are specialized in everything from content to creation to critical data storytelling. Our team is focused on a human-first approach because fashion designers are human beings, and the people who consume fashion are human beings, therefore, we work together to ensure that everything we do is ethical, respectable, and logical for us and the planet.

Fortune Ibare-Jones is the CEO, tastemaker, and visionary of The Good Fortune. She has been in the industry for 15+ years and has dedicated herself to charting new paths to position Canada as one of the world's top hubs for fashion design. She is a creative marketer, eccentric speaker, and Master of Ceremonies.



Fortune Ibare-Jones is a Digital Marketing Specialist and the CEO of The Good Fortune, a full stack marketing agency.

With over 15+ of experience in Toronto's fashion epicenter, Fortune has worked with various designers, fashion labels, models, and creative directors. She has developed effective strategies to help them gain visibility, profit growth, and develop national and international partnerships.

Fortune predominately works with BIPOC designers because her mission is to support creatives from low-income situations to support their business growth.

Fortune created the Fashion Filanthropy program to support BIPOC people and give them the tools and resources they need to position themselves in the fashion landscape.

Fortune continues to work on uplifting the BIPOC creative community at large. She is also working on contributing to inclusive and diverse marketing initiatives to ensure BIPOC brands are represented fairly and creators are paid equally and accordingly.