


From: Ayana Miyoshi ayana@mccalman.co 
Subject: Re: MoAD 2026 Nexus Identities Color Options (V2)
Date: January 27, 2026 at 11:03 AM

AM

To: Joan Rosenberg jrosenberg@moadsf.org

Cc: George McCalman tuffgee@gmail.com, Monetta White mwhite@moadsf.org, George McCalman george@mccalman.co, Miriam Thompson miriam@mccalman.co

Hi Joan!

No problem. I've listed the color codes below.

The palette/color codes can also be found in the swatches panel in the illustrator file that we sent over.

Deep Maroon (Used in Option 1 Background)

C=57, M=82, Y=60, K=74

R=49, G=17, B= 29

HEX= #31111d

White

C=0, M=0, Y=0, K=0

R=255, G=255, B= 255

HEX= #ffffff

Burnt Orange

C=0, M=72, Y=80, K=24

R=192, G=85, B= 51

HEX= #c05533

Wine

C=24, M=85, Y=62, K=27

R=150, G=57, B= 67

HEX= #963943

Dark Pink

C=13, M=88, Y=45, K=11

R=192, G=62, B= 94

HEX= #c03e5e

Bright Orange

C=0, M=70, Y=91, K=0

R=243, G=112, B= 48

HEX= #f37030

Orange

C=0, M=70, Y=84, K=2

R=237, G=109, B= 58

HEX= #ed6d3a

Let me know if you need anything else.

Best,
Aya

On Tue, Jan 27, 2026 at 8:00 AM Joan Rosenberg <jrosenberg@moadsf.org> wrote:

Amazing, thanks so much!

Do you have the color ID#'s for the new logo / background?

Do you have the color ID#s for the new logo / background:

From: Ayana Miyoshi <ayana@mccalman.co>
Sent: Monday, January 26, 2026 10:29 AM
To: Joan Rosenberg <jrosenberg@moadsf.org>
Cc: George McCalman <tuffgee@gmail.com>; Monetta White <mwhite@moadsf.org>; George McCalman <george@mccalman.co>; Miriam Thompson <miriam@mccalman.co>
Subject: Re: MoAD 2026 Nexus Identities Color Options (V2)

Hi Monetta and Joan,

Attached below is the final Nexus 2026 package including the identity in both color options, website banners, newsletter banners, and IG posts/stories. I've also included the live AI file for any additional design that is needed. (for Jose)

Best,
Aya

On Sun, Jan 25, 2026 at 1:50 PM George McCalman <tuffgee@gmail.com> wrote:

Will do, Monetta.

George McCalman
CCO, Co.Principal
artist | design therapy | author

2023 NAACP Award Winner
2025 ASME Lifestyle Journalism Award Winner
2025 James Beard Award MFK Fisher Distinguished Writing Category



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On Sat, Jan 24, 2026 at 6:26 PM Monetta White <mwhite@moadsf.org> wrote:

Please remember to update dates and remove Experience .
Thank you!

Mw

Monetta White (she/her)
Executive Director & CEO
415.358.7212
Museum of the African Diaspora

img-86e252e0-e736-



4725-a133-bee716bc518a

142 KB



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From: George McCalman <tuffgee@gmail.com>

Date: Friday, January 23, 2026 at 10:10 PM

To: Joan Rosenberg <jrosenberg@moadsf.org>

Cc: Ayana Miyoshi <ayana@mccalman.co>, Monetta White <mwhite@moadsf.org>, George McCalman <george@mccalman.co>, Miriam Thompson <miriam@mccalman.co>

Subject: Re: MoAD 2026 Nexus Identities Color Options (V2)

We'll send the files on Monday.

George McCalman

CCO, Co.Principal

artist | design therapy | author

2023 NAACP Award Winner

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On Fri, Jan 23, 2026 at 5:39 PM Joan Rosenberg <jrosenberg@moadsf.org> wrote:

#1 is the one! Just reviewed with Monetta!!

Sent from my iPhone

On Jan 23, 2026, at 5:03 PM, Ayana Miyoshi <ayana@mccalman.co> wrote:

Good afternoon Monetta and Joan,

Attached below is the second round of color options for the 2026 Nexus identity. There are four options in total. Let us know which direction you'd like to move forward with, or if you have any feedback.

Thank you!

Thank you:
Aya

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Ayana Miyoshi
Associate Designer
design | socials | graphics



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<MoAD_Nexus2026_Logo_V2.pdf>

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Ayana Miyoshi
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