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ONYX

ONYX BRAND IDENTITY

DATA-DRIVEN CREATIVITY



ONYX BRAND NARRATIVE

Brand Narrative

In the heart of our inspiration lies a deep-seated passion for HBCUs and a fervent desire to fill a void in the realm of game day fashion. Onyx was born out of a personal quest for a beaded strap Gameday bag to celebrate the vibrant spirit of HBCU homecoming games. The realization struck hard - while other universities boasted fancy beaded straps for their game day bags, there was an undeniable absence of representation for Historical Black Colleges and Universities.

We believe that every fan should have access to cutting-edge fashion options that reflect the rich history and legacy of their alma mater. It's not just about the game; it's about celebrating the resilience and strength embedded in the very fabric of HBCU culture.

Onyx is more than a brand; it's a homage to the unwavering spirit of HBCUs. The name itself, Onyx, embodies the strength and resilience of a culture that flourished within the hallowed halls of these historical institutions. Our beaded straps are not just accessories; they are a celebration of inclusivity, diversity, and the powerful narratives woven into the tapestry of HBCU history. We strive to empower and uplift the spirit of these extraordinary institutions, one fashionable accessory at a time. Onyx - because every HBCU story deserves to be told, and every fan deserves to shine.

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