



# **SAN FRANCISCO** **PRIDE**

**Brand Guidelines 2021**



About San Francisco Pride	3
Our Name	5
Personality	6
Tone	7
Logos	8
Color Palette	13
Preferred Words Usage and Flag	14
Typography	15
Social Media	17
Applying the Brand	18
Choosing Images	21
Contact Information	24

# CONTENTS







San Francisco Pride is a world leader in the global Pride movement. We work year-round to build our community, create opportunities for LGBTQ+ people to connect, and support the efforts of dozens of diverse nonprofit organizations. Our work culminates every June, when the city comes to life with the sights, sounds, and ideas of Pride.

The San Francisco Lesbian Gay Bisexual Transgender Pride Celebration Committee® is a registered 501(c)(3) non-profit organization. SF Pride is also a grant-giving organization through its Community Partners Program. Since 1997, SF Pride has granted over \$3 million dollars in proceeds to local nonprofit LGBTQ+ organizations and organizations working on issues related to HIV/AIDS, cancer, homelessness, housing rights, and animal welfare.

The San Francisco Pride Celebration and Parade is one of the largest gatherings of the LGBTQ+ community and allies in the world.

# SAN FRANCISCO PRIDE

## Mission

The mission of the San Francisco Lesbian, Gay, Bisexual, Transgender Pride Celebration Committee is to educate the world, commemorate our heritage, celebrate our culture, and liberate our people.





## Origins

The annual Pride Celebration commemorates the rebellion of LGBTQ+ patrons — in particular, Black trans women — of the Stonewall Inn in New York City’s Greenwich Village in response to a routine police raid on June 27, 1969.

The following year, a “Gay-In” that took place on June 27, 1970 was the early progenitor of the current Pride Celebration. Since 1972, the event has been held every year, though under various names: “Christopher Street West” in 1972, “Gay Freedom Day” from 1973 to 1980, then “International Lesbian & Gay Freedom Day Parade” from 1981 to 1994, and finally, its present appellation, **San Francisco Lesbian Gay Bisexual Transgender Pride Celebration**.

From this history of rebellion grew the mission of **San Francisco LGBT Pride**: to educate the World, celebrate our culture, commemorate our heritage, and liberate our people.

## Annual Parade and Celebration

From modest beginnings, **San Francisco Pride** has grown to be one the largest and most well-known Pride events in the world. Pride has come to symbolize several things: the long history of lesbian, gay, bisexual, transgender, and queer dignity, the freedom of all people to meaningfully and proudly express their sexual and gender identities, and the commitment of LGBTQ+ people to combat oppression.

Every year, we welcome nearly 1 million attendees to our in-person celebration and parade. From the rainbow flags that line Market Street for the entire month of June to our commanding Main Stage at the steps of City Hall; from one of the largest parades in the world to a two-day celebration with 200 parade contingents and exhibitors, and more than 20 community-run stages and venues, the **SF Pride Celebration and Parade** lies at the heart of Pride month festivities in San Francisco.

In 2020, the fiftieth anniversary of Pride celebrations in San Francisco, the world faced a challenge only seen once in many generations. The global COVID-19 pandemic, while forcing us to drastically revise our plans for commemoration, have showcased the resilience and creativity of our communities.



# OUR NAME

The San Francisco Lesbian Gay Bisexual Transgender Pride Celebration Committee® is the official name of our organization. San Francisco Pride is a registered 501(c)(3) non-profit organization.

## As An Organization

In official and non-marketing capacities, please use our full name, "The San Francisco Lesbian Gay Bisexual Transgender Pride Celebration Committee" once at first mention. Subsequent mentions should use "San Francisco Pride" as an acceptable abbreviated version. (For example, articles and press releases.)

There is no need to use our full name in marketing capacities. When communicating our brand in marketing capacities, "San Francisco Pride" or more casually, "SF Pride" is acceptable. Use "San Francisco Pride" at first mention. Subsequent mentions may use either "San Francisco Pride" or "SF Pride". (For example, advertisements, brochures, marketing materials).

## As An Event

At first mention, refer to the event as "The San Francisco LGBT Pride Celebration and Parade" or if referring separately to the parade, "The San Francisco Pride Parade". Subsequent mentions may also use "San Francisco Pride Celebration", "SF Pride Parade" or "SF Pride Celebration".

Other abbreviations are not acceptable.

## EXAMPLES

### Official / Non-Marketing

The San Francisco Lesbian Gay Bisexual Transgender Pride Celebration Committee® is a 501(c)(3) non-profit membership organization founded to produce the San Francisco LGBT Pride Celebration & Parade. San Francisco Pride is dedicated to education, to the commemoration of LGBTQ+ heritage and to the celebration of LGBTQ+ culture and liberation. SF Pride is proud to be a leader in empowering LGBTQ+ everywhere.

### Marketing Use

With over 200 parade contingents and exhibitors, and more than 20 community-run stages and venues, the San Francisco Pride Celebration and Parade is the largest gathering of the LGBTQ+ community and allies in the nation. Join the San Francisco Pride Celebration!

SF Pride celebrations begin on a Saturday in Civic Center Plaza in downtown San Francisco the last full weekend of June each year. The SF Pride Parade, which takes place the Sunday morning of the event, kicks off from Beale Street along Market and ends at Market and 8th St. in the heart of downtown San Francisco.



# PERSONALITY

These are the characteristics and emotions that make us, us.

## San Francisco Pride is...

### CELEBRATORY

Celebration is ingrained into our personality. Our organization was born from the desire to celebrate LGBTQ+ culture and liberation. Our annual celebration commemorates LGBTQ+ heritage, a testament to the challenges our community has overcome. We are proud.

We want to lift up our community.

### AUTHENTIC

SF Pride members and celebration attendees include LGBTQ+ individuals, our family members, our friends, and our co-workers. LGBTQ+ people are a central part of the story and fabric of San Francisco. We are all colors, shapes, sizes, identities. Our celebrations include all corners of our community. We are not just a parade and party. We are real people, making real impacts on the world around us.

### HOPEFUL

Every day, SF Pride works to support and empower local non-profit LGBTQ+ organizations and those organizations working on issues related to HIV/AIDS, cancer, homelessness, and animal welfare.

Hope and compassion are central to everything we do at San Francisco Pride.

### SUPPORTIVE

Passionate since its inception, SF Pride is an advocate for equality and justice for all. SF Pride champions the freedom to be your best self. Our tools are activism, education and empowerment. It is in solidarity that we overcome our challenges.

Nothing can stop our Pride.

## Other Words We Like to Use

- Optimistic

Leader

Exciting

Cool

Spirited

Champion

Hero

Open

Proud
- Fearless

Compassionate

Change

Activist

Progressive

Transcendent

Inspiring

Grateful

Solidarity
- Groundbreaking

Respectful

Defender

Trailblazer

Transformative

Catalyst

Motivational

Inclusive

Provocative
- Reflective

Diverse

Resilient

Advocate



# TONE

## Our Brand Voice and Tone

### OUR VOICE IS **INSPIRING**.

Our tone is positive, hopeful and open. We are energetic and excited. We are supportive. We seek to educate; we are informative. We stand up for what we believe in. We are well-spoken but down-to-earth. We are not too formal but not too casual. We invite open dialogue. Keep RIPPLE in mind: Respectful, Inspiring, Provocative, Progressive, Local, and Earnest.

#### LIKE THIS WAY

So you want to join in the Pride celebration?

Check out the weekend-long tribute to LGBTQ+ luminaries and queer solidarity will be hosted by some of San Francisco's most iconic drag queens and activists, including Honey Mahogany, Per Sia, Sister Roma, and Yves Saint Croissant!

Headlining Saturday's celebration is New Orleans-born Queen of Bounce, Big Freedia, with additional entertainment provided throughout the weekend by Australian singer-songwriter Betty Who, singer and American Idol finalist David Hernandez, rising pop star Dorian Electra, teenage hip-hop sensation Kidd Kenn, and Uberlândia-born Brazilian transgender artist Urias.

There are so many more. Check the FAQs and Main Stage Page for our full line-up!

#### NOT THIS WAY

Check the Main Stage Page for details. You can find all the details there.

The words we choose convey our personality to the reader. We present a voice that is celebratory and hopeful. We advocate for equity and highlight the great work of our communities. While the work we do aims to be universal, the experience and feeling of Pride is uniquely personal.

When conveying information, be celebratory and be excited. Excitement builds momentum for our Pride celebrations throughout the year.

Use every opportunity to have a dialogue and make a connection with your audience. Make your words count.

Don't make your audience search for information for the sake of brevity. Being concise is good but being too short is cold.



# LOGOS

The primary logo should be used in all printed and digital materials when possible. Our logos appear best on a white or light background.

Our Horizontal Logo (with or without the ® Mark) is used for our e-mail signatures, letterheads and when needed for the appropriate document layout.

To maintain the impact and clarity of our logos, do not cover up any portion of our logo. Include enough clear space to maintain clarity for our logo.

Our logos can be used a various sizes depending on the collateral.



Minimum Print: 1.5 in. w x 0.6 in. h  
Minimum Digital: 140 px x 55 px

## PRIMARY LOGO



San Francisco Pride Logo Stacked



San Francisco Pride Logo Stacked with Registered Mark

San Francisco Pride is a registered mark. The logo with the mark is generally used for publication covers and letterhead.

## HORIZONTAL LOGO



San Francisco Pride Logo Horizontal with Mark

## SECONDARY LOGO



San Francisco Pride Stacked Logo Colorful

This logo may be used for special events as needed. Our images tend to be colorful. Avoid using with images and graphics that have a lot of colors. This logo is best used with images that are clear and concise.



Minimum Print: 2 in x 1 in  
Minimum Digital: 170 x 85 px

The Pride Flag is a universal symbol of Pride across the world. By itself, it does not replace our logo.



# LOGO USAGE

## Improper Use - How Not to Handle Our Logos

### ⊗ Rotation

Do not rotate the logo. Do not tilt the logo or display upside down.



### ⊗ Distortion

Do not distort the logo by altering proportions or resize different elements of our logo. Do not stretch or warp the logo.



### ⊗ Opacity

Do not change the opacity of the logo. Do not lighten or darken the logo.



### ⊗ Color or Font Alteration

Do not change the colors, fonts, or font sizes of the logo.



### ⊗ Shadows and Effects

Do not add effects or shadows to the logos.



### ⊗ Covering the Logo

Do not cover the logo. Follow the clear space guidelines.



- Please do not alter our logos. Improper use may include the following:
- Distortion or alteration of proportion sizes
  - Rotation
  - Opacity changes
  - Shadows and effects
  - Altering colors
  - Altering typography (Fonts)
  - Covering the Logo
  - Not enough clear space



# LOGO PLACEMENT

## Logo Clear Space Guidelines

### Clear Space

An area of clear space should be maintained around all sides our logos. Leaving clear space ensures our logo is uncluttered and clear for maximum visibility.

The logo's clear space is defined as the height from the top to the bottom of the first "S" in the word San Francisco. No other type or graphics should appear within the space.





# LOGO PLACEMENT

## On Graphics and Images

Our logos may only appear against solid light or white backgrounds. To maximize the impact of our logos and to ensure consistent representation, logos must not be covered in anyway. Leave sufficient clear space around the logo.

The Primary Logo should be used in all marketing materials when possible.

### ALL OK

CONTRAST between our logo and the background.



### AVOID

**Busy backgrounds.** Do not place the logo on a busy background.



**Poor Contrast.** Don't use dark colors on dark colors, or light colors on white or detailed images.

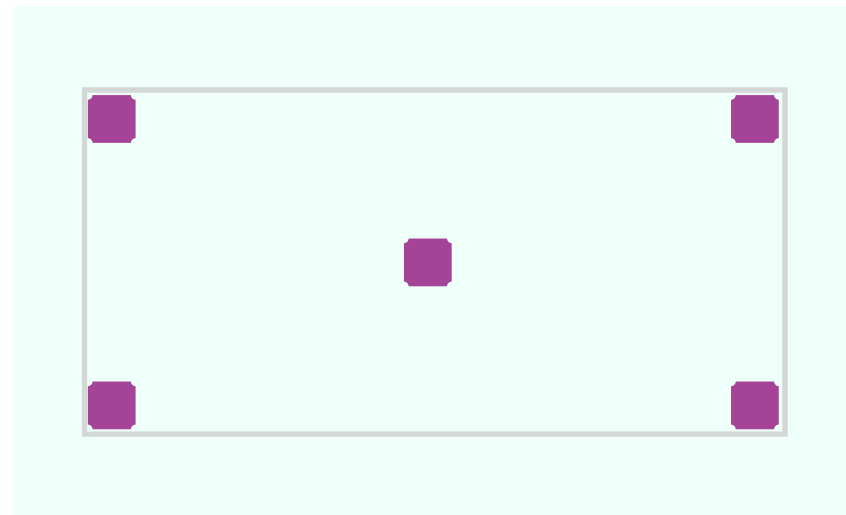




# LOGO PLACEMENT

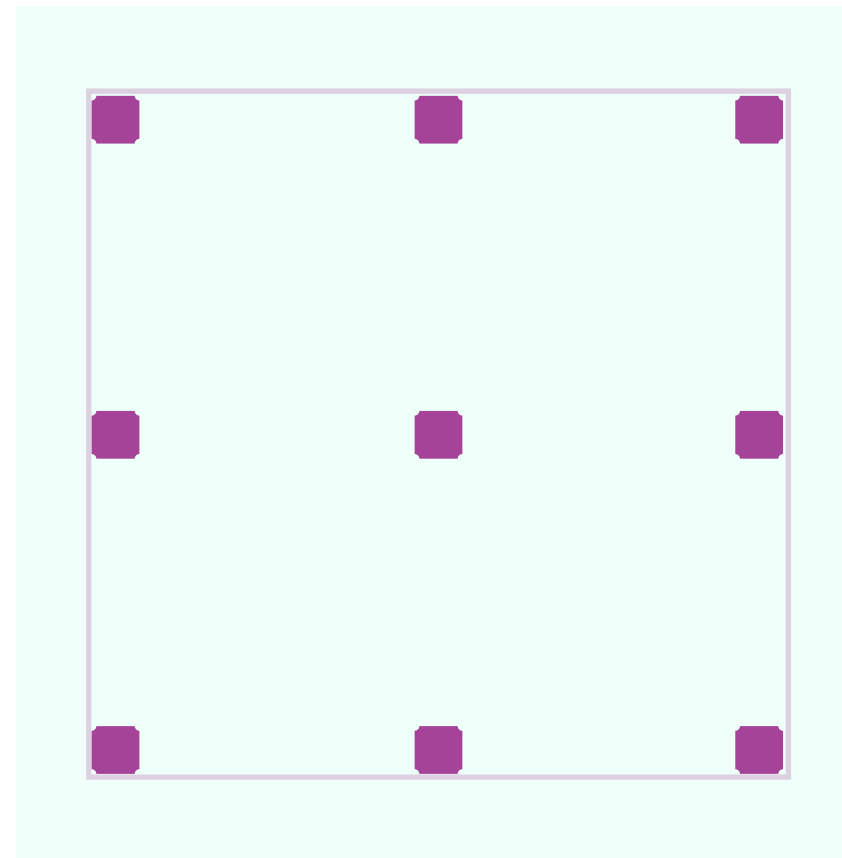
## Where to Place Our Logo

Position the logo based on where it is best suited depending on application and use.

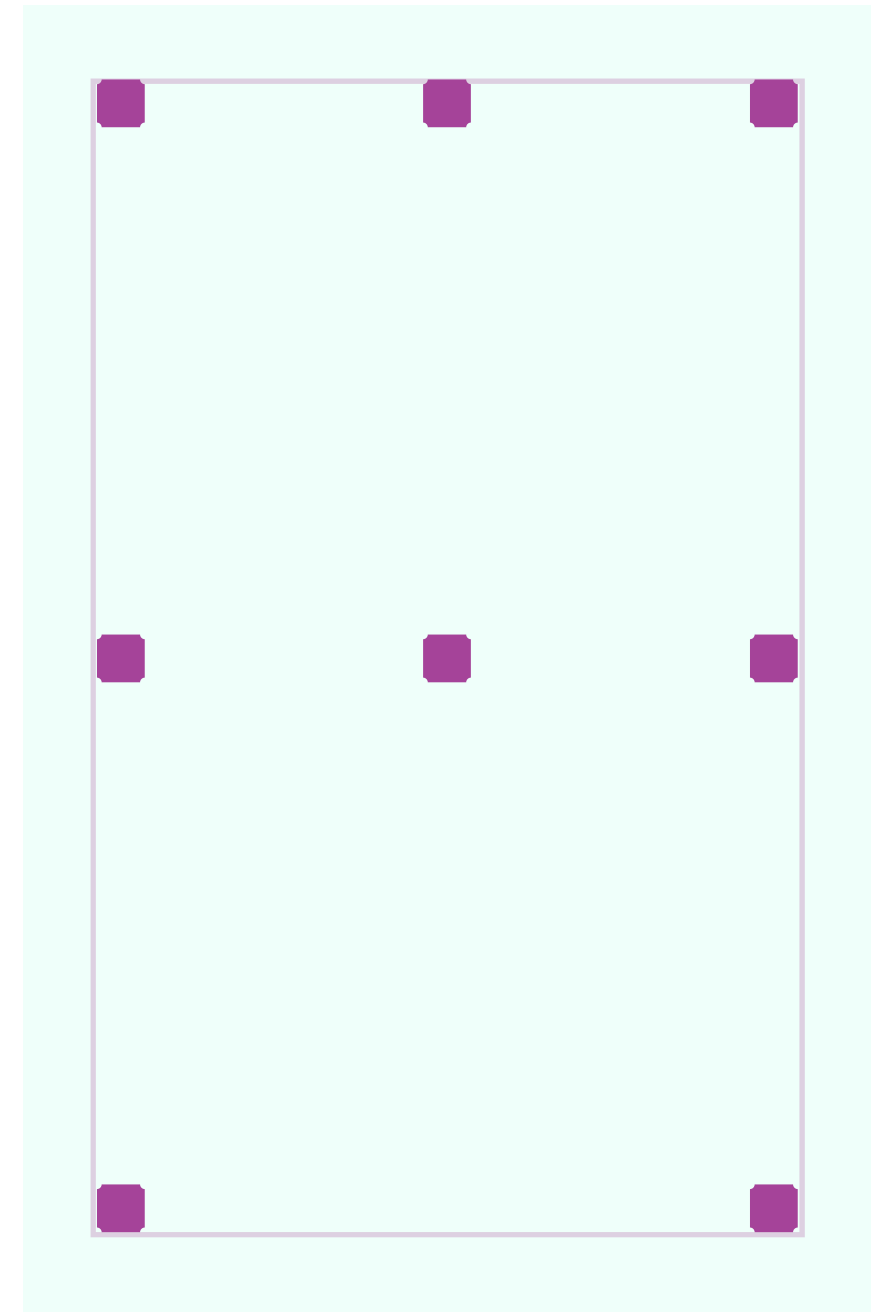


**Landscape**  
Digital and Printed Materials

**Square**  
Social Media, Documents



**Portrait**  
Signage - keep it eye level.





# COLOR PALETTE

We want our color combinations to pop and stand out. Some dissonance in colors will provide contrast clarity, and surprise the eyes. We want our text and logo to make an impact.

## PRIMARY



HEX #A54399  
RGB 167 67 153  
CMYK 38 88 0 0

Titles and Headings.  
In the Logo



HEX #000000  
RGB 0 0 0  
CMYK 75 68 67 90

Titles, Headings, Paragraph Text



HEX #FFFFFF  
RGB 255 255 255  
CMYK 0 0 0 0

Background, Paragraph Text on Dark Colors

## COMPLEMENTARY



HEX #5A5A58  
RGB 90 90 88  
CMYK 0 0 2 65

Subheadings, Subtitles



HEX #439AA5  
RGB 67 154 165  
CMYK 59 7 0 35

Subheadings, Subtitles



HEX #43A54F  
RGB 67 165 79  
CMYK 59 0 52 35

Look for similar colors in images



HEX #A54F43  
RGB 165 79 67  
CMYK 0 52 59 35

Look for similar colors in images.

**Don't use dark colors on dark colors, or light colors on white or detailed images.**

Do not use light colors on light or white or detailed images.  
Do not use dark lettering on a dark background.

**Do not use the Primary Color against any other dark colors.**

The best combination for the Primary Color is a solid light background.

Complementary colors offer subtle contrast that is pleasing to the eye, without tiring the eye. Because these colors offer low contrast, these colors may not be good background colors for our logos.

## IMAGE SELECTION

Choose images with the complementary color palette when possible.

### GOOD



This image is good for our logo placement and our primary color. The colors in the image are complementary to our primary color.

Our logo appears on a solid light background and there is sufficient clear space around the logo.

### AVOID



This image is too busy for our logo placement.

Our logo appears blended into the photo. There is no clear visibility nor clear space around the logo.

# PREFERRED USE

## Frequently Used Words and the Rainbow Flag

### Preferred Usage for Frequently Used Words

**LGBTQ+**  
When referring to our community, "LGBTQ+" is the preferred acronym in **SF Pride** assets.

**Pride**  
Use a capital "P" when using the word Pride.

### The Rainbow Flag

We often use the Rainbow flag in our imagery. The Rainbow Flag, which was created in San Francisco and debuted at the 1978 Gay Freedom Day Parade, is a universal symbol of diversity and respect recognized around the world.

In addition to the traditional six-color rainbow, **SF Pride** uses the eight-color version which aims to showcase the centrality of people of color in our movement.

The Rainbow Flag colors may be used together as a group. The flag may be used as a background.








The Rainbow Flag by itself does not replace any of our logos.

### Symbols of the Colors in the Rainbow Flag

Black & Brown - LGBTQ+ People of Color  
Red - Life  
Orange - Healing  
Yellow - Sun  
Green - Nature  
Blue - Serenity  
Purple - Spirit



SF Pride Flag

	HEX #E40303 RGB 228 3 3 CMYK 4 100 100 1		HEX #008026 RGB 0 128 38 CMYK 88 25 100 13
	HEX #FF8C00 RGB 255 140 0 CMYK 0 55 100 0		HEX #0644B3 RGB 6 68 179 CMYK 95 81 0 0
	HEX #FFE500 RGB 255 229 0 CMYK 2 4 99 0		HEX #A54399 RGB 165 67 153 CMYK 38 88 0 0
	HEX #000000 RGB 0 0 0 CMYK 75 68 67 90		HEX #784F17 RGB 120 79 23 CMYK 39 63 100 34



# TYPOGRAPHY

## Lato Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

The primary typefaces for the San Francisco Pride brand are Lato Bold and Montserrat.

Lato Bold can be used for page heads, ad headlines, signage or other title and headings. Lato Bold may be used in All Caps for short titles and headings. Longer titles and headings should use Title Case. Consistency is key.

Montserrat may be used for subtitles, body copy, captions and footers.

The primary fonts should be used in all San Francisco Pride assets. Both fonts are available to be downloaded from Google Fonts.

## Montserrat

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**PRIDE IS EVERYDAY**

(Lato Bold 28 pt)

San Francisco Pride is a Leader

(Montserrat 18 pt)

**We Need Your Support**

(Lato Bold 18 pt)

We are a part of the fabric of Pride events around the globe. Every celebration and parade offers an historic moment in our journey to full equality. Not only do we use these moments to educate, celebrate, commemorate, and continue our struggle for true liberation; but we also raise much needed money for fellow non-profits in the Bay Area.

(Montserrat 10 pt)





# TEXT & COLORS

## For Documents and Social Media

So much of what we need to convey is done through text, or text graphics. Colors help our audience read better and pay attention to the content.

Avoid color combinations that strain the eye or make or text fade into the background.

TYPOGRAPHY COLORS

	HEX #A54399 RGB 167 67 153 CMYK 38 88 0 0	Titles and Headings. In the Logo
	HEX #000000 RGB 0 0 0 CMYK 75 68 67 90	Titles, Headings, Paragraph Text
	HEX #5A5A58 RGB 90 90 88 CMYK 0 0 2 65	Subheadings, Subtitles
	HEX #439AA5 RGB 67 154 165 CMYK 59 7 0 35	Subheadings, Subtitles

### GOOD

I am a text box.

You are a powerful voice.

Your courage is remarkable and admirable.

Black on White

White on Lavender

Lavender on White

### AVOID

Avoid dark colors on dark backgrounds.

Parade

Lavender on Black

Black on Lavender

### DON'T

NOT SO MUCH.

CAN YOU EVEN READ THIS

IT'S NOT THE RIGHT LOOK

Yellow on Lavender

Lavender on Blue or other Dark colors

Red / Green or Green / Red





# SOCIAL MEDIA

Our social media handles and hashtags make it easier for those seeking us to find us.

**Using Emojis**  
We use emojis sparingly. Remember our tone and voice.

## Hashtags We Love

#sanfranciscoprider  
#sfpride

## Where to Find Us

Platform	Handles
Instagram	@sanfranciscoprider
Facebook	@sanfranciscoprider
Twitter	@sfpride
YouTube	

Names
San Francisco LGBT Pride
San Francisco Pride
SF Pride
SF Pride Main Stage



# APPLYING THE BRAND

## Branding in Text - Documents, Information, Web

These are sample applications and not meant for actual use.

Keep lines evenly spaced but not too far apart. 1.25 to 1.4 spacing between regular paragraph text or quote text is recommended.

**PRIDE IS EVERYDAY** (Lato Bold 32 pt)

San Francisco Pride is a Leader (Montserrat 16 pt)

**We Need Your Support** (Lato Bold 16 pt)

We are a part of the fabric of Pride events around the globe. Every celebration and parade offers an historic moment in our journey to full equality. Not only do we use these moments to educate, celebrate, commemorate, and continue our struggle for true liberation; but we also raise much needed money for fellow non-profits in the Bay Area. (Montserrat 10 pt)



**“But we will not be done – until that transgender, African American, living in a rural area, poor lesbian, living wherever she does, any gay person, any queer person feels the dignity. We are going to be embraced and celebrated no matter who we are, no matter where you live.”** (Montserrat 14 pt)

- Kate Kendell

## VOLUNTEERS NEEDED

Media and Hospitality Teams (Lato Bold 32 pt)  
(Montserrat 18 pt)

### Media Team

Volunteers are required to provide excellent customer service and communication skills. Tasks may include assisting with press conference, handing out credentials/passes to media and sponsors, answering basic questions about the Pride event, and other tasks.

### Information Booth

Ideal are skills in problem solving, customer service and the desire to provide a welcoming Pride experience. Volunteers interact with attendees and provide relevant information regarding the location of stages, venues, and services. The Information Booth is located in Civic Center Plaza. It is a great place to meet and interact with people from around the world! (Montserrat 10 pt)

## OUR MISSION

(Lato Bold 32 pt)

Educate, Commemorate,  
Celebrate, Liberate (Montserrat 16 pt)

The Mission of the San Francisco Lesbian Gay Bisexual Transgender Pride Celebration Committee® is to educate the world, commemorate our heritage, celebrate our culture, and liberate our people. Celebrations begin on a Saturday in Civic Center Plaza in downtown San Francisco the last full weekend of June each year. (Montserrat 10 pt)

**Annual Celebration** (Lato Bold 14 pt)

The Parade, which takes place the Sunday morning of the event, kicks off from Beale Street along Market and ends at Market and 8th St. in the heart of downtown San Francisco. (Montserrat 10 pt)

With over 200 parade contingents and exhibitors, and more than twenty community-run stages and venues, the San Francisco Pride Celebration and Parade is the largest gathering of the LGBT community and allies in the nation.

**Donate Today** (Lato Bold 14 pt)

Your membership and donations help provide the essential funds we need, and offers you opportunities to participate in our annual decision making. (Montserrat 10 pt)

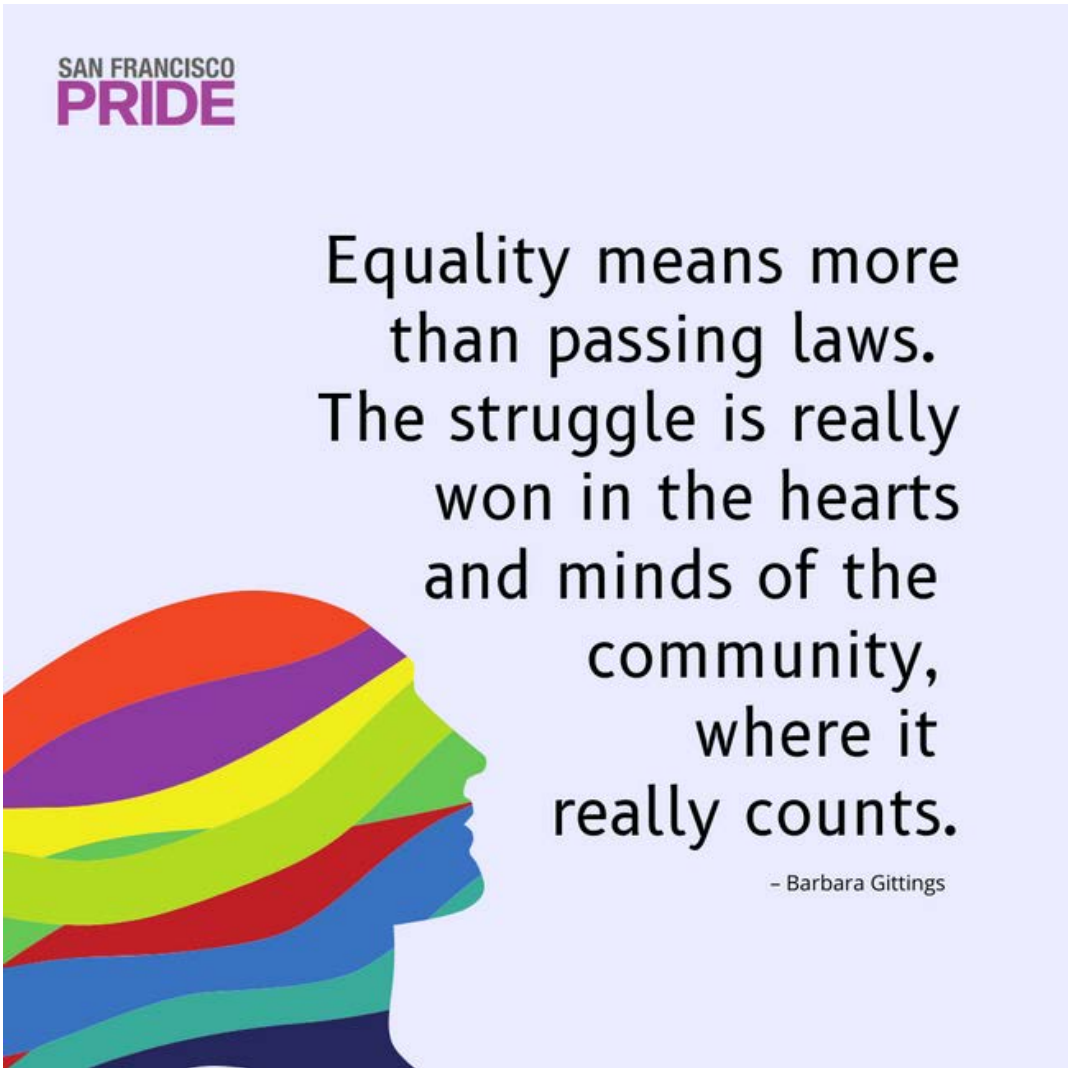




# APPLYING THE BRAND

## Logo on Graphics

These are sample applications and not meant for actual use.





# APPLYING THE BRAND

## Printed and Digital Materials

These are sample applications and not meant for actual use.





# CHOOSING IMAGES

## Complementary Colors in Images

These are sample applications and not meant for actual use.

Complementary colors in images offer subtle contrast and are pleasing to the eye.

### PRIMARY



HEX #A54399  
RGB 167 67 153  
CMYK 38 88 0 0

Titles and Headings.  
In the Logo

### COMPLEMENTARY




HEX #5A5A58  
RGB 90 90 88  
CMYK 0 0 2 65

Subheadings, Subtitles




HEX #439AA5  
RGB 67 154 165  
CMYK 59 7 0 35

Subheadings, Subtitles



HEX #43A54F  
RGB 67 165 79  
CMYK 59 0 52 35

Look for similar colors in images



HEX #A54F43  
RGB 165 79 67  
CMYK 0 52 59 35

Look for similar colors in images





# CHOOSING IMAGES

## Monochromatic Colors in Images

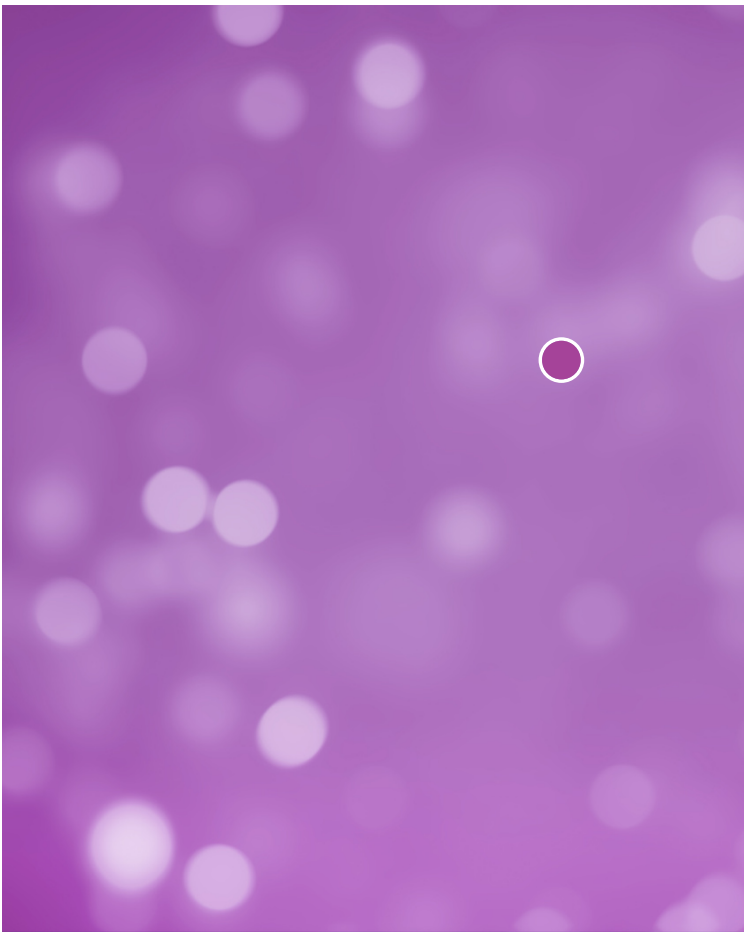
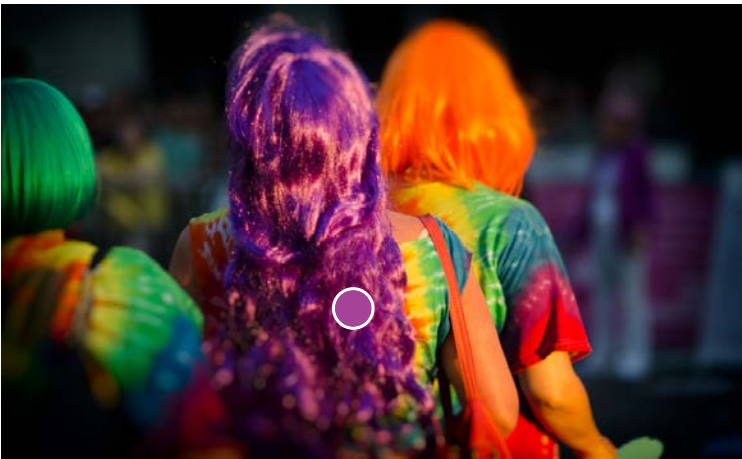
These are sample applications and not meant for actual use.

Complementary monochromatic colors in images offer subtle contrast and offers color harmony.

### PRIMARY

HEX #A54399  
RGB 167 67 153  
CMYK 38 88 0 0

Titles and Headings.  
In the Logo





# CHOOSING IMAGES

## High Contrast in Images

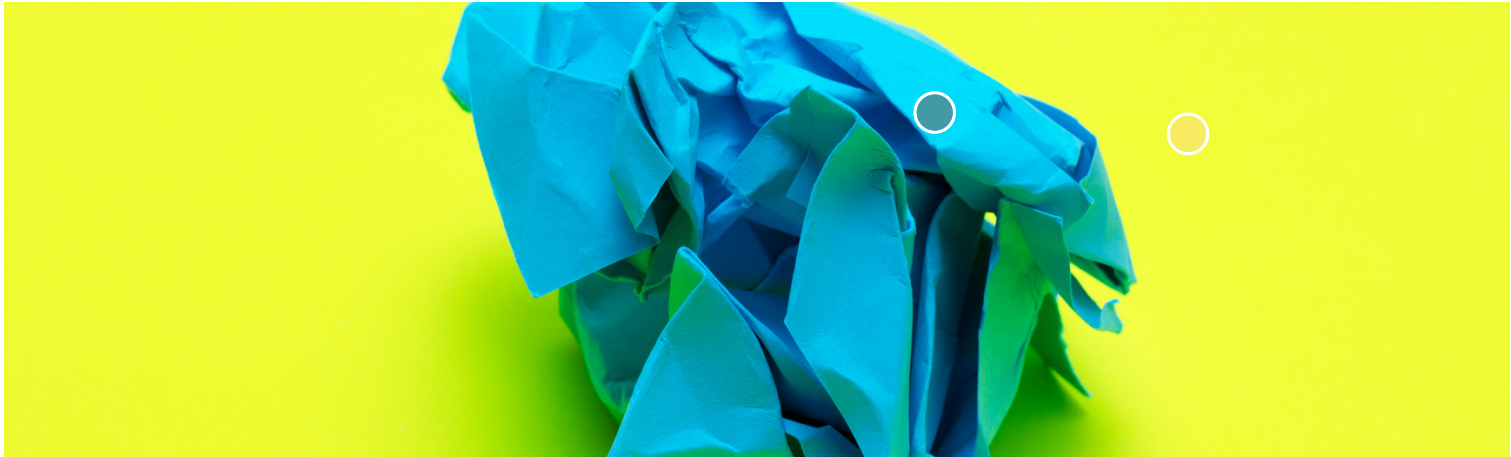
These are sample applications and not meant for actual use.

High contrast imagery offers pop but overuse can tire the eyes. If everything pops, nothing gets noticed.

### PRIMARY

HEX #A54399  
RGB 167 67 153  
CMYK 38 88 0 0

Titles and Headings.  
In the Logo







# CONTACT

## San Francisco Pride

### Website

[www.sfpride.org](http://www.sfpride.org)

### General Info + Questions About Branding Guidelines

[info@sfpride.org](mailto:info@sfpride.org) · Main Information Line: (415) 864-0831

### Media and Press Inquiries

[media@sfpride.org](mailto:media@sfpride.org)

### Giving and Sponsorships

[sponsorship@sfpride.org](mailto:sponsorship@sfpride.org) · (415) 508-5585

### Board of Directors

[board@sfpride.org](mailto:board@sfpride.org)

### Registration (Parade & Exhibitor)

[registration@sfpride.org](mailto:registration@sfpride.org) · (415) 294-4777

### Office

#### San Francisco Pride

1663 Mission Street, Suite 305

San Francisco, CA 94103-1112

let me make your day wonderful  
**BETTY WONDERFUL**



