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THE PRIDE WINNIPEG BRAND

A brand is not just a logo, a label, or a colour scheme, it speaks to people on a far deeper level. A brand represents the perceived set of expectations that a stakeholder has about the organization that makes memories and builds ongoing relationships on a social and communal level.

Pride Winnipeg strives to be active listeners of the GSRD (Gender, Social and Relationship Diverse) community, their needs, wants, fights, and victories. Learning from our community has made us who we are: resilient, vibrant, inclusive, and accessible.

This is the Pride Winnipeg brand. A brand that is easy to understand and relates to what our community finds important. A brand that reflects the colours of diversity and paints a picture of the movement today.

VISION

Helping create a society in which all gender, sexual, and relationship diverse individuals can live their life without fear or oppression for being themselves.

MISSION

Creating an annual festival that is reflective of our values, advocates for equality, and celebrates Winnipeg's gender, sexual, and relationship diverse communities.

VALUES

Diversity

Inclusivity

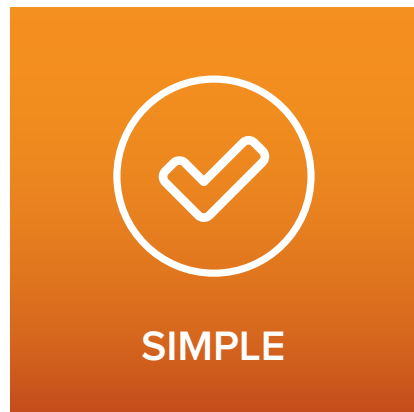
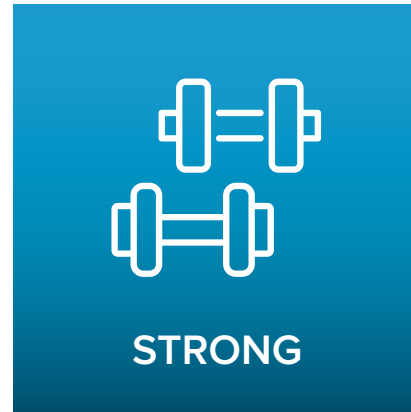
Safe Spaces

Accessibility

Sustainability

BRAND PERSONALITY

Our brand reflects what our community became after more than 50 years of fights and struggles for true liberation. The Pride Winnipeg brand is:



VOICE

Our voice's main characteristics are welcoming, passionate, authentic, and most importantly human. We don't want to present ourselves as robotic or impersonal.

When speaking or writing on behalf of Pride Winnipeg, always ask yourself "Is this in the Pride Winnipeg voice?" Does it sound too pretentious? Too clinical? Too impudent? Either find another way to say it, or do not say it.

We are not your teacher, your boss, or your executive. We are your friend, your ally, and your counterparts

THINK

Open-minded.
Non-judgemental.
Conversational.
Down-to-earth.

DO

Engage in friendly
conversation.
Participate in
community events.
Support local.

TALK ABOUT

Community events.
Pride Winnipeg
announcements.
Wins and victories in
the community, locally
and globally.

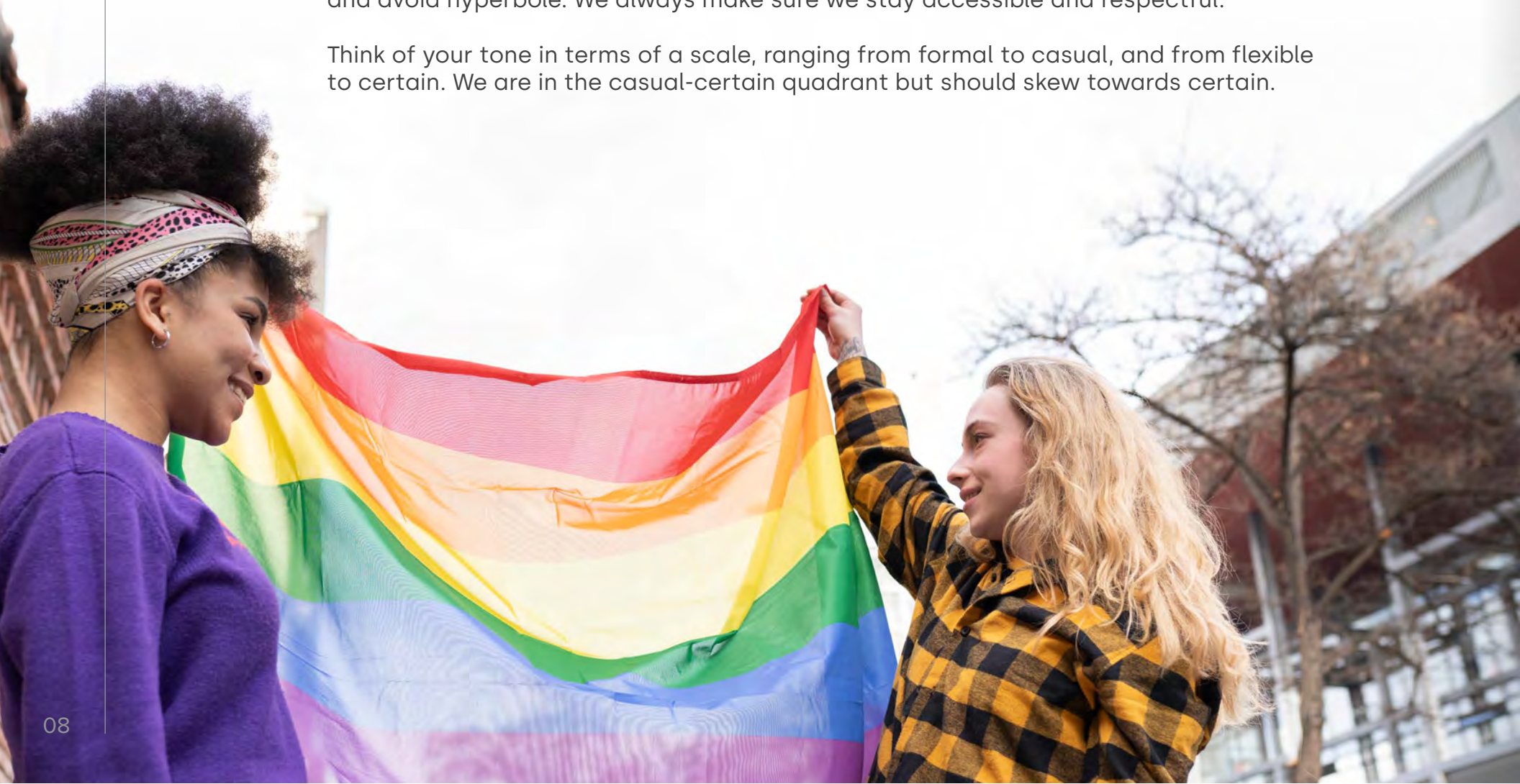
TONE

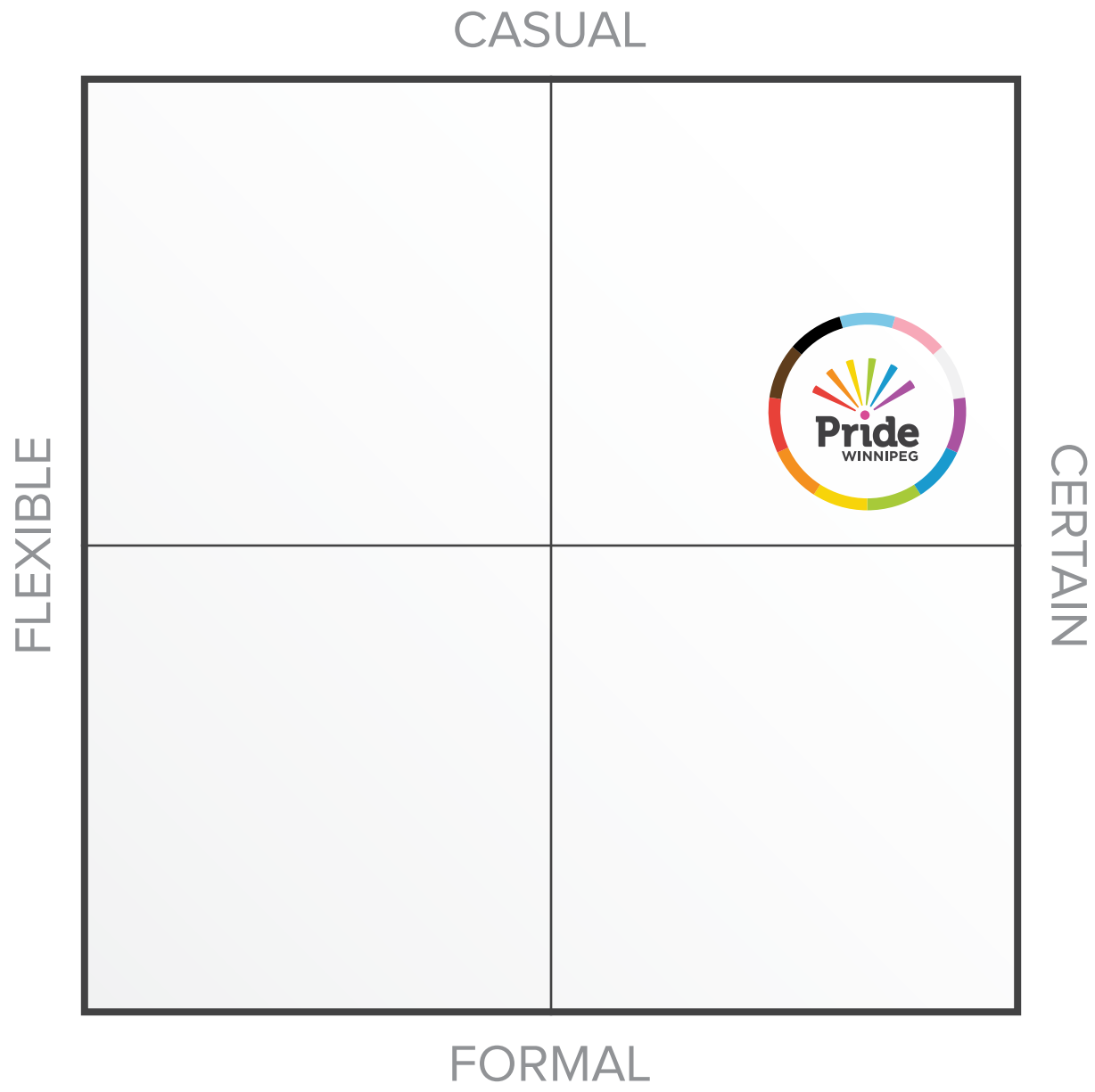
A brand's voice is the heart of everything it says. However, the tone of a brand's voice will vary depending on whom the brand is speaking with.

Pride Winnipeg's external tone – how we speak and engage with our public – is as if we are talking to our friends. Using every day, simple language concisely will get our points across in the most effective way.

Our sentences should keep adjectives and adverbs to a minimum, be factually correct, and avoid hyperbole. We always make sure we stay accessible and respectful.

Think of your tone in terms of a scale, ranging from formal to casual, and from flexible to certain. We are in the casual-certain quadrant but should skew towards certain.







The top of the slide features a horizontal bar with five colored segments: light green, yellow, orange, red, and dark brown. Below this bar, the background is a solid magenta color with several thin, wavy, light-colored lines that create a sense of movement and depth.

LOGO _

A logo is strategically designed to give people an instant association with what an organization is all about, like a badge that gives meaning to the products a brand offers, to the emotional relationship it builds with its stakeholders. A logo is identity.



MINIMUM SIZE

The minimum height of the logo should be 0.67 in (16.9 mm) for print or 64 pixels for web.

THE PRIDE WINNIPEG LOGO

The Pride Winnipeg logo is composed by two parts: the MARK, which celebrates diversity through a starburst of colours; and the TYPE, which is composed by the words Pride and Winnipeg. These two distinct parts come together through a central point: the pink circle.

The logo is the sacred element of the brand - it shouldn't suffer any graphic interferences, and it should always be visible.

CLEAR SPACE

Clear space is the unspoken area between design elements that is screaming to be heard. Dedicated white space surrounding the logo can add an element of elegance that has the ability to balance visuals, while acting as a container that holds the focal information.

For the Pride Winnipeg logo, the height of the letter E is the reference to create a clear space around the logo.



COLOUR USAGE

The primary application for the logo is using the full-colour version on a light background. For black-and-white applications, or where the background is too cluttered, a dark grey (or black) version of the logo can be used. For dark backgrounds, a full white version is the preferred application to ensure readability. For clean backgrounds, a secondary variation of the logo can be used: the starburst in its original colours with white type.

Primary variation



Secondary variation



PHOTO BACKGROUND

Photos are popular backgrounds in graphic design because they can convey many ideas and help express personality and emotion. For photo backgrounds, it is preferable to use the full white logo with a shadow to create contrast. Increasing the darkness of the background or applying gradient feathers can help increase contrast and create clear areas that are optimal for logo application. When the background permits, other versions of the logo can be applied following the light/dark background standard.



UNACCEPTABLE USAGE

Consistency is the key to building a lasting brand. To avoid dilution and brand confusion, it is best practice adherence to the specific applications of the logo. Below are a few examples of misuses that will result in brand confusion for the end user.

- A The logo must not be applied in smaller applications than the defined minimum size.
- B The starburst cannot be used as an icon by itself.
- C The Pride Winnipeg type cannot be used as a logotype by itself.
- D The logo proportions cannot be changed; the logo can never be stretched horizontally or vertically.
- E The logo colours cannot change. The only approved colour variations are the ones defined in the Colour Usage section of this brand book.
- F The colour of the type follows the same rule described in item E.
- G The logo can never be rotated or mirrored.
- H The logo cannot be applied with strokes. To create contrast, include subtle shadows as described in the Colour Usage section.
- I The logo must always have enough contrast for readability.

A



B



C



D



E



F



G



H



I



TAGLINE

A tagline is Pride Winnipeg's way to tell people who we are and what we stand for in a few succinct words. This catchphrase communicates the pride for where we are located - the Prairies. Pride of the Prairies affirms that we are in the heart of Canada, and we're very proud of celebrating our uniqueness.

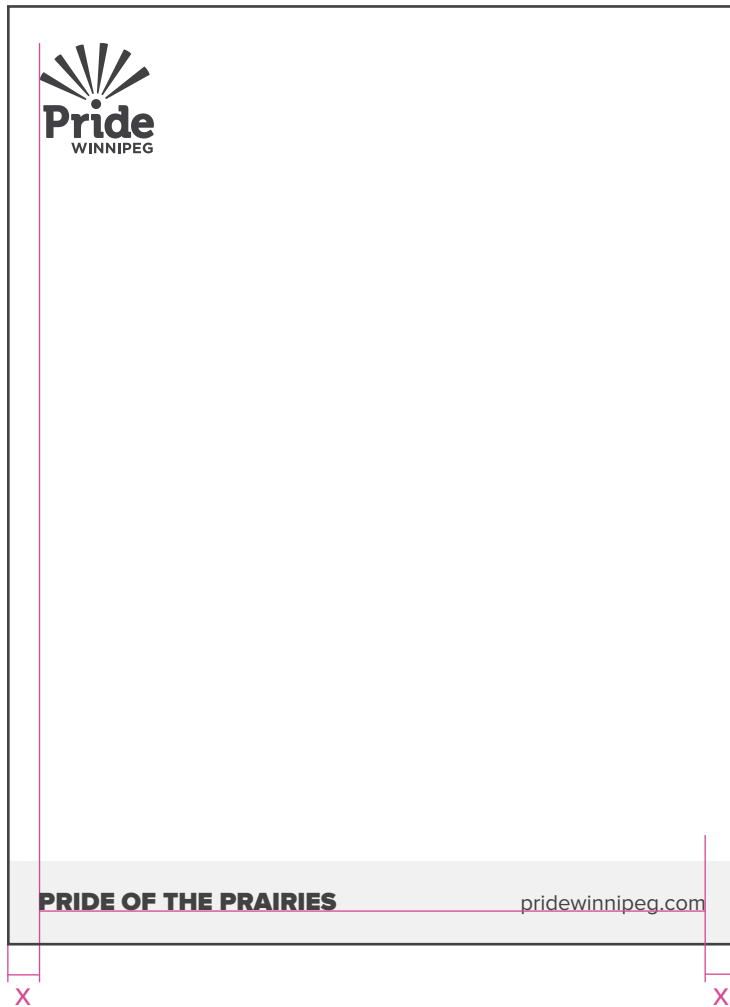
TAGLINE PLACEMENT

The ideal application of the tagline is at the bottom of the page, alongside a call-to-action. This is an example of a vertical layout, and how the tagline should be applied left-aligned with the logo, which is placed at the top. It is important to notice that the logo and the tagline are two distinct entities; that means that the tagline must not be inserted in the logo area. Ideally, the logo introduces the content in the marketing materials, while the tagline works as a signature. To support that type of application, a horizontal block can be used at the bottom of the design asset, where the tagline and the call-to-action can be placed.

Technical settings:

- Proxima Nova Black (font)
- UPPERCASE
- Tight-set tracking (-20)
- The tagline should be primarily used in one line, as indicated. Other variations can be found in the Applications section of this brand book.

PRIDE OF TH



CALL-TO-ACTION

To ensure best practices of integrated marketing communications, a call-to-action should be placed in the design assets. The website URL pridewinnipeg.com works as that call-to-action and will ensure all materials point to the website. The distance of the URL from the right-hand side of the asset should be the same as the distance between the logo/tagline and the left-hand side.

Technical settings:

- Proxima Nova Regular (font)
- lowercase
- Tight-set tracking (-20)

THE PRAIRIES

SUBSET IDENTIFIER

OFFICIAL FESTIVAL THEME FOR THE YEAR

For the purposes of identifying or promoting the new theme of the Festival, every year a new subset identifier will be created. The subset identifier is defined as the visual representation of a brand segmentation. For Pride Winnipeg, a new Festival theme is proposed every year, and the subset identifier will help ensure all marketing and communication activities are properly branded.

The logo is the primary identifier for Pride Winnipeg. Subset identifiers must be used in conjunction with the logo. When implemented, the subset identifiers will not compete with, touch, or impact the Pride Winnipeg logo in any way. In fact, it will ensure brand hierarchy and support storytelling through visuals.

The 2021 subset identifier can be used as example. The mark designed for the year/theme (2021 Virtual Pride) is placed alongside the primary version of the logo. The subset identifier creates a visual identity for the theme of that specific year. it also creates a visual dialogue between the entity (Pride Winnipeg), the year (2021), and the theme (Virtual Pride).



CONSTRUCTION

The horizontal and vertical applications of the subset identifiers are built using the primary logo size and proportion. All subset identifiers should have two elements: the year and the name of the theme.



Two dots of the letter "I" are used as reference for the vertical separation between the primary logo and the subset identifier.

The letters "I" and "D" from the primary logo are used to create a horizontal space between the primary logo and the subset identifier.

For the vertical application, the subset identifier aligns vertically with the primary logo. For the horizontal application, the bottom of both the logo and the subset identifier are aligned; the top of the subset identifier aligns with the right-hand side extreme of the starburst mark.



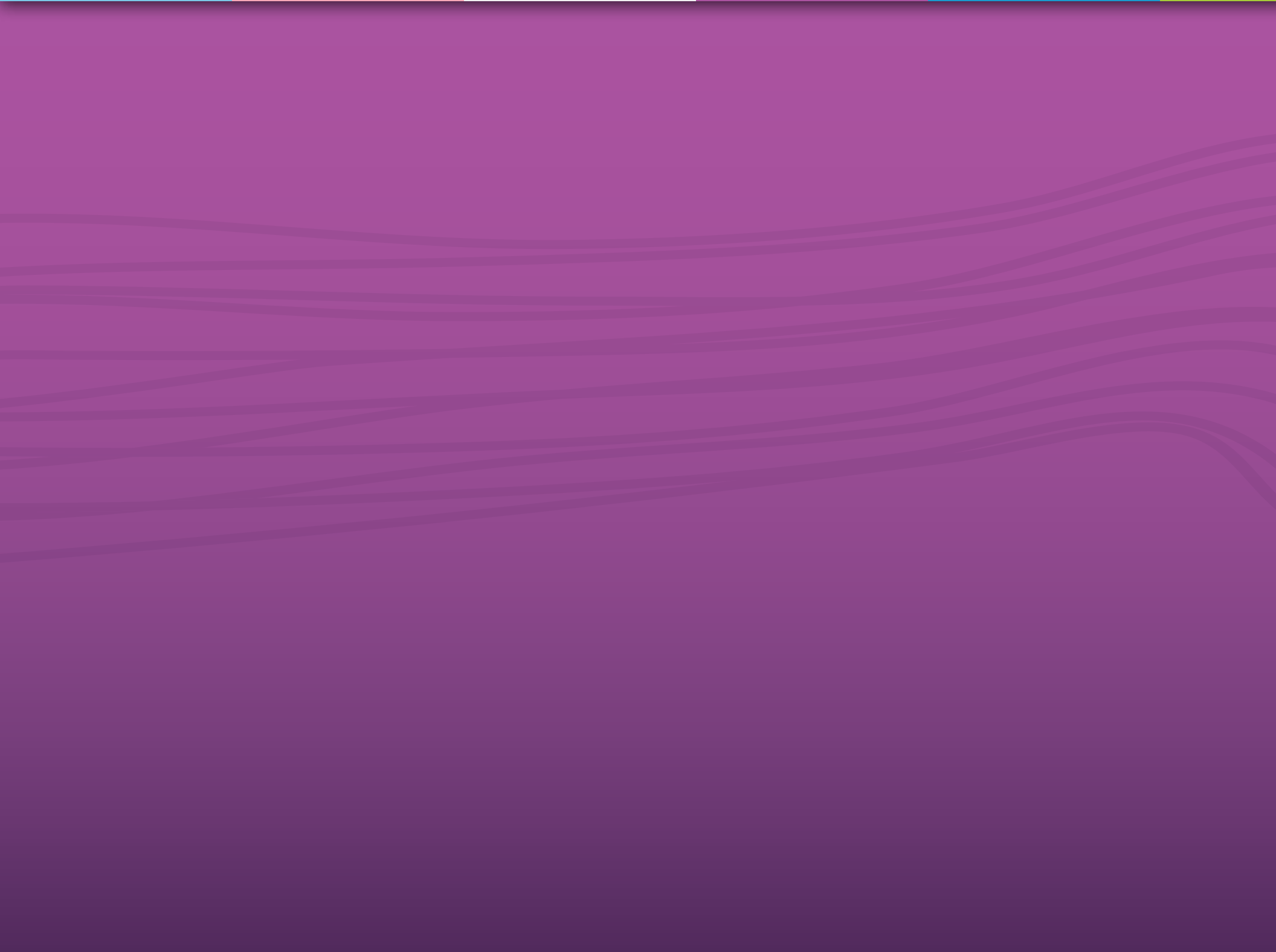
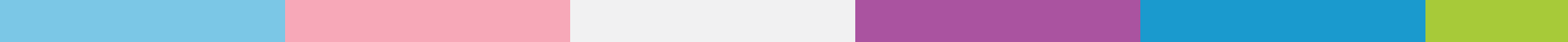
SUBSET VARIATIONS

The two applications of the subset identifiers (horizontal and vertical) can be used on either dark on light backgrounds. For light backgrounds, the variation in dark grey should be used.





For dark backgrounds, the version in white should be used. For the 2021 example, the subset identifier only works in full colour variations. However, for future themes, if the subset identifier allows, the full white or full dark grey logos can be applied.





TYPO- GRAPHY

A structured brand typography helps to create consistency, add visual character, and support brand recognition. Pride Winnipeg's typography is based on principles of accessibility and was designed to reflect the brand attributes.

FONT FAMILY

PROXIMA NOVA PRIMARY FONT

BLACK

Use for headings
UPPERCASE

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$%^&*()[]_**

SEMIBOLD

Use for subheadings*
UPPERCASE

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$%^&*()[]_**

REGULAR

Use for subheadings
UPPERCASE

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$%^&*()[]_**

*Subheadings should primarily use the Regular version of Proxima Nova; however, the Semibold version can be used to increase readability (e.g., yellow font on white background).

The font family chosen for our brand helps carrying the visual identity of the brand's name and logo with visual similarities. The two parent fonts and their variations are extremely readable and add sophistication to the brand.

SILKA

SECONDARY FONT

BOLD

Use for body copy (emphasis)
Sentence case

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()[]{}_**

REGULAR

Use for body copy
Sentence case

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()[]{}_

REGULAR ITALIC

Use for quotes and bilingual applications
Sentence case

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()[]{}_*


HIERARCHY AND SPACING

Minimum spacing between heading and subheading: 18pt

Minimum spacing between paragraphs: 12pt

Minimum spacing between subheading and body copy: 12pt

The body of text-heavy content should be left-aligned with the letter "I" of the logo, which will be applied at the top. The same distance should be used for the right-hand-side border. Any additional heading elements, such as contact information, should be right aligned with the URL.

| | |
|--|--|
|  | <p style="text-align: right;">MARKETING Pride Winnipeg Inc. 1-866-611-5546 marketing@pridewinnipeg.com 170 Scott Street, Winnipeg, MB R3L 0L3</p> |
| | <h2>LOREM IPSUM</h2> <h3>DOLOR SIT AMET, CONSECTETUR ADIPISCING</h3> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia.</p> |
| | <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia.</p> |
| | <h3>SED DO EIUSMOD TEMPOR INCIDIDUNT</h3> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia.</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia.</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p> |
| <p>PRIDE OF THE PRAIRIES pridewinnipeg.com</p> | |



MARKETING
 Pride Winnipeg Inc.
 1-866-611-5546
 marketing@pridewinnipeg.com
 170 Scott Street, Winnipeg, MB R3L 0L3

DUIS AUTE IRURE DOLOR

EXCEPTEUR SINTOCCAECAT CUPIDATAT NON

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Duis aute irure dolor in reprehenderit in voluptate velit esse cillum:

- Lorem ipsum dolor sit amet
- Consectetur adipiscing elit
- Sed do eiusmod tempor incididunt
- Labore et dolore magna aliqua
- Enim ad minim veniam

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia.

Headings

Proxima Nova Black, UPPERCASE, size 22

Subheadings

Proxima Nova Regular, UPPERCASE, size 14

Quote

Silka Italic, Sentence case, size 12

Emphasis

Silka Bold, Sentence case, size 12

List

Silka Regular, Sentence case, size 12

Body Copy

Silka Regular, Sentence case, size 12

GENERAL USE

The font Arial should be used for general communication (letters, memos, reports, emails, presentation decks, etc.) due to its readability, accessibility, and wide acceptance.

WEBSITE

The fonts used on the website will reflect the font family choice: Proxima Nova and Silka. This will ensure brand continuity between any other touchpoints with design assets (e.g., social media post) and the website.

SOCIAL MEDIA

The Proxima Nova and Silka fonts should be used on any design assets developed for social media (e.g., Facebook page cover, Instagram, and Facebook feed posts, etc.).

For Stories, where multiple choices of fonts are available, the following styles should be used:

- For headings: san-serif, bolded font (similar to Arial Black), UPPER CASE
- For body copy: serif font (similar to Times New Roman), Sentence case
- For translated body copy: serif, italic font (similar to Times New Roman italic), Sentence case

OTHER APPLICATIONS





COLOURS.

Colours have the ability to emanate powerful experiences, feelings, and emotions. To represent diversity, Pride Winnipeg takes a bold (and colourful) approach. With many sets of colours to support the brand, it's important that colour applications are well-defined to create a cohesive approach to the many different touchpoints, while creating immediate brand association.

PRIMARY COLOURS

The set of primary colours derives directly from the logo. The white and dark grey form the canvas that the other colours build upon. The colours of the most traditional rainbow flag (purple, blue, green, yellow, orange, and yellow) provide a spectrum of possibilities. Pink is the queer colour of choice that helps to connect all other colours of the flag. For that reason, when all colours are applied together, pink will generally be used as an accent colour.

| |
|---|
| WHITE #FFFFFF R255 G255 B255 C0 M0 Y0 K0 |
| DARK GREY #414142 R65 G65 B66 C0 M0 Y0 K90 |
| PINK #D84B95 R216 G75 B149 C11 M85 Y4 K0 |
| PURPLE #AA53A0 R170 G83 B160 C35 M81 Y0 K0 |
| BLUE #1D9ACD R29 G154 B205 C76 M24 Y5 K0 |
| GREEN #A7CA39 R167 G202 B57 C40 M2 Y100 K0 |
| YELLOW #F7D50B R247 G213 B11 C4 M12 Y100 K0 |
| ORANGE #F4901F R244 G144 B31 C1 M52 Y100 K0 |
| RED #E84038 R232 G64 B56 C3 M90 Y84 K0 |



SUPPORT COLOURS

Additional variations from the primary colours should be used to create visual interest, hierarchy, and a dynamic feel. The primary colours are still the stars of the show, but these support colours help the primary colours to create specific applications (e.g., gradients, tone-over-tone) that elevate the Pride Winnipeg brand.

GREYS SCALE

The variations of the primary white and dark grey will support general brand applications with layers of interest and subtle contrast.

BLACK

#000000
C0 M0
Y0 K100
R35 G31 B32

GREY

#919396
C0 M0
Y0 K51
R145 G147 B150

LIGHT GREY

#C4C6C8
C0 M0
Y0 K26
R196 G198 B200

OFF WHITE

#F1F2F2
C0 M0
Y0 K5
R241 G242 B242

SECONDARY COLOURS

Each pair of secondary colours below represent the light and dark variations of their respective primary colour. These secondary colours should be used in combination with their parent colours - they should never be used as a standalone colour. In addition, the brown from the Philadelphia Pride flag was chosen as a secondary colour due to its limited applicability.

LIGHT PINK

#F6A8B8
C0 M42 Y11 K0
R246 G168 B184

DARK PINK

#770041
C1 M100 Y4 K61
R119 G0 B65

LIGHT PURPLE

#9781BC
C43 M52 Y0 K0
R151 G129 B188

DARK PURPLE

#50295B
C49 M77 Y0 K55
R80 G41 B91

LIGHT BLUE

#7DC7E6
C48 M5 Y4 K0
R125 G199 B230

DARK BLUE

#004C67
C92 M10 Y5 K67
R0 G76 B103

LIGHT GREEN

#CBDD9F
C22 M2 Y47 K0
R203 G221 B159

DARK GREEN

#1F6B27
C72 M2 Y100 K5
R31 G107 B39

LIGHT YELLOW

#F4D99B
C4 M13 Y45 K0
R244 G217 B155

DARK YELLOW

#B78C08
C0 M26 Y100 K32
R183 G140 B8

LIGHT ORANGE

#F7B280
C1 M35 Y52 K0
R247 G178 B128

DARK ORANGE

#C34A1B
C1 M80 Y100 K21
R195 G74 B27

LIGHT RED

#EB6C76
C3 M72 Y42 K0
R235 G108 B118

DARK RED

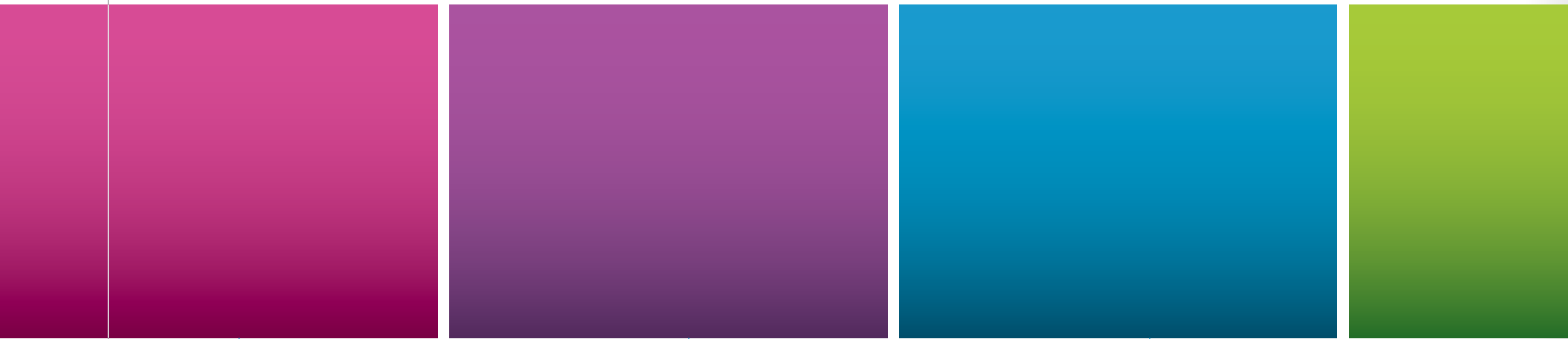
#910508
C0 M100 Y100 K47
R145 G5 B8

BROWN

#5F3D1C
C43 M67 Y93 K48
R95 G61 B28

GRADIENTS

These are the primary gradients that will help create a visual identity for the Pride Winnipeg brand. They are composed using the primary accent colours and their respective dark variation. Each of these can be used individually. The goal is to create a variety of applications without overusing all colours at the same time - instead, working within the same colour palette for each design asset helps to create a more sophisticated and accessible brand.

**Slider 1:**

Colour: Pink
Opacity: 100%
Location 0%

Slider 2:

Colour: Dark Pink
Opacity: 100%
Location 100%

Break Point:

Location: 75%

Slider 1:

Colour: Purple
Opacity: 100%
Location 0%

Slider 2:

Colour: Dark Purple
Opacity: 100%
Location 100%

Break Point:

Location: 75%

Slider 1:

Colour: Blue
Opacity: 100%
Location 0%

Slider 2:

Colour: Dark Blue
Opacity: 100%
Location 100%

Break Point:

Location: 75%



Slider 1:
Colour: Green
Opacity: 100%
Location 0%

Slider 2:
Colour: Dark Green
Opacity: 100%
Location 100%

Break Point:
Location: 75%



Slider 1:
Colour: Yellow
Opacity: 100%
Location 0%

Slider 2:
Colour: Dark Yellow
Opacity: 100%
Location 100%

Break Point:
Location: 75%



Slider 1:
Colour: Orange
Opacity: 100%
Location 0%

Slider 2:
Colour: Dark Orange
Opacity: 100%
Location 100%

Break Point:
Location: 75%



Slider 1:
Colour: Red
Opacity: 100%
Location 0%

Slider 2:
Colour: Dark Red
Opacity: 100%
Location 100%

Break Point:
Location: 75%

GRADIENT FEATHER

Gradient feathers can be created using one of the primary colours on both ends of the gradient slider, by allocating 0% to one of them and from 80% to 100% to the other. The break point should be based on the background photo - ideally, the gradient doesn't cover faces or any important details of the image.



TRANSPARENCY (MULTIPLY)

Multiply filters can be helpful to create a more statement background. In this case, (1) adjust the full colour photo to black and white; (2) add the full gradient indicated in the previous pages as the top layer (if needed, the primary colour can be added as a solid colour layer instead); (3) select Multiply as the blend mode.



FILTERS

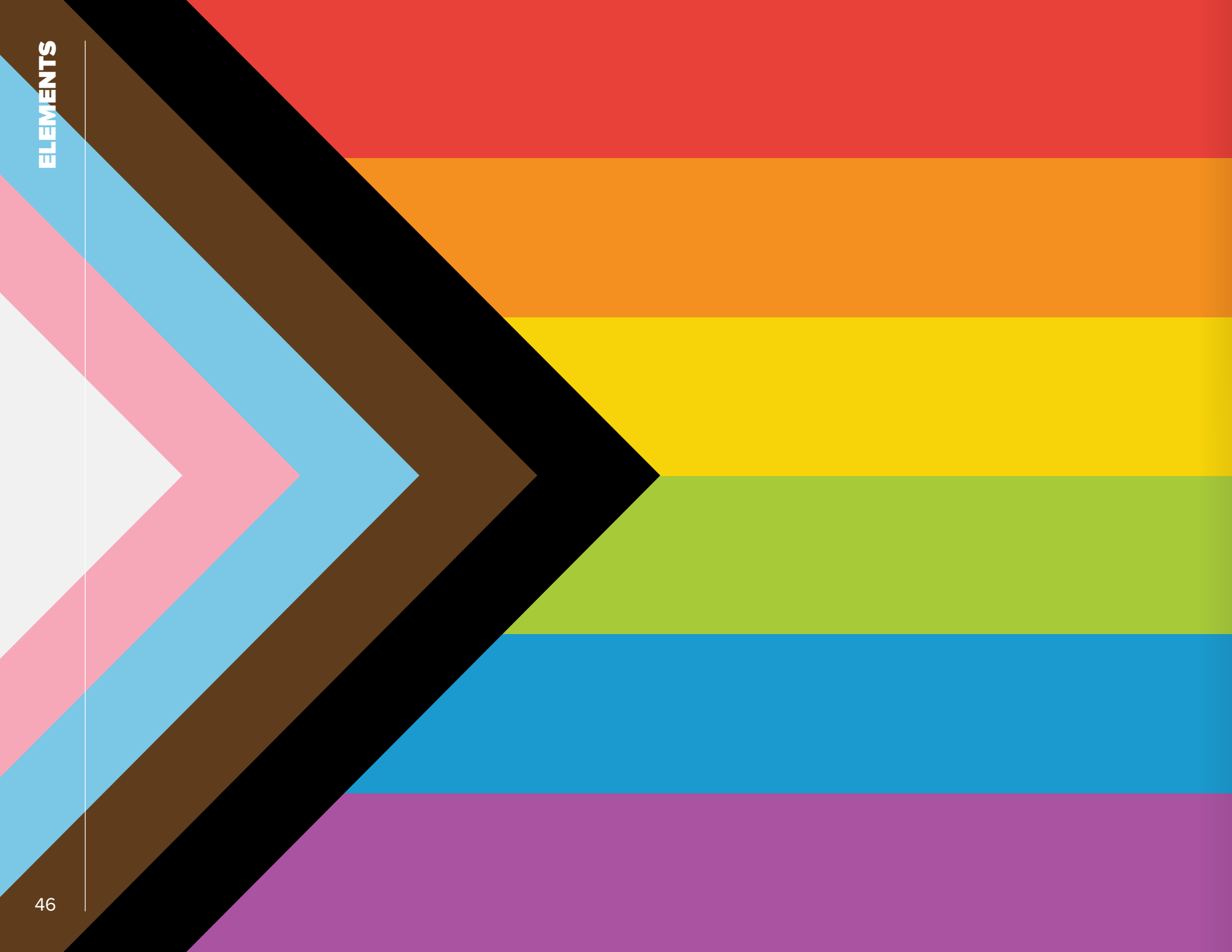
To support the design of other background styles, two types of filters should be used: gradient feathers and transparencies (multiplies). They allow for photo backgrounds but align well with the idea of incorporating one central tone of colour to each design asset.



The image features a decorative header at the top with a horizontal bar divided into five colored segments: yellow, orange, red, dark red, and black. Below this, the background is a vibrant green with subtle, wavy lines that create a sense of movement and depth.

ELEMENTS.

The most successful brands need more than just a logo to emit a sense of long-lasting, emotional connection with its audiences. To do so, a broader spectrum of brand elements must be used to build a more unique identity.





INSPIRATION

The Progress Flag.

Designed by Daniel Quasar in 2018, it is based on the traditional, six-colour rainbow flag and it features the additions of black and brown stripes to represent people of colour, as well as baby blue, pink, and white to include the trans flag in its design.

The inspiration for the elements that will help compose the visual identity of the brand come from this flag. This diverse spectrum of colours translates well the goal of our brand and will help to build the supporting elements that compose our visual identity. That's our brand. We are fluid and resilient, diverse, and bold.

THE PRIDE BAR

The Pride Bar was created to add a diverse range of colours to all design pieces and assets in a sophisticated way. The Pride Bar is composed by individual blocks of colours - the same colours of the Progress flag - that come together to form this complete spectrum of colours.

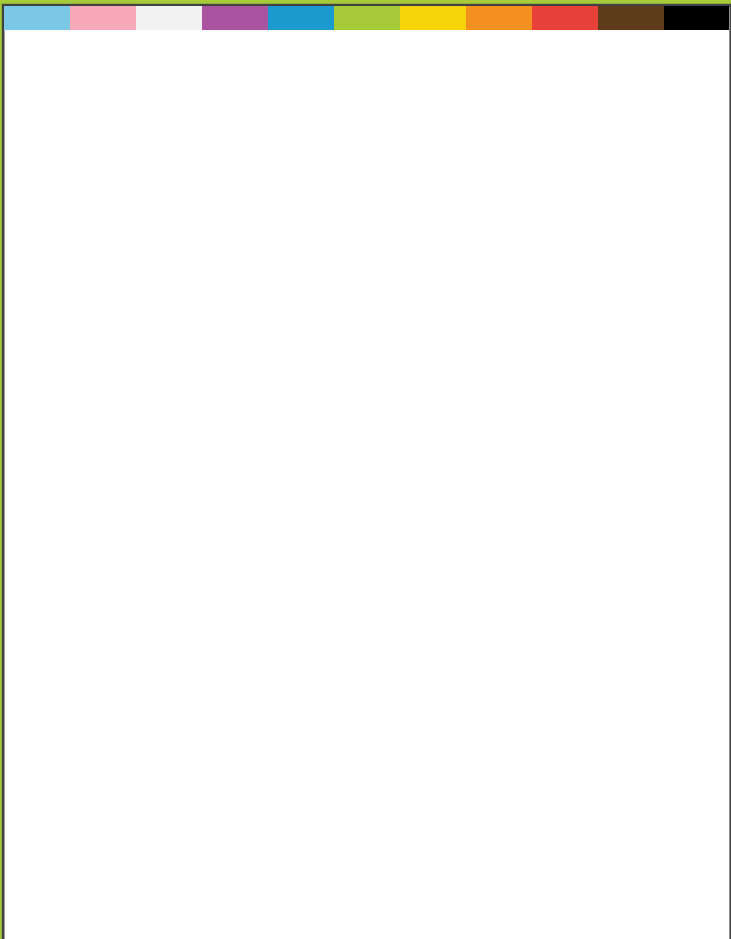


APPLICATION OF THE PRIDE BAR

The Pride Bar should be applied preferably, at the top of design assets.

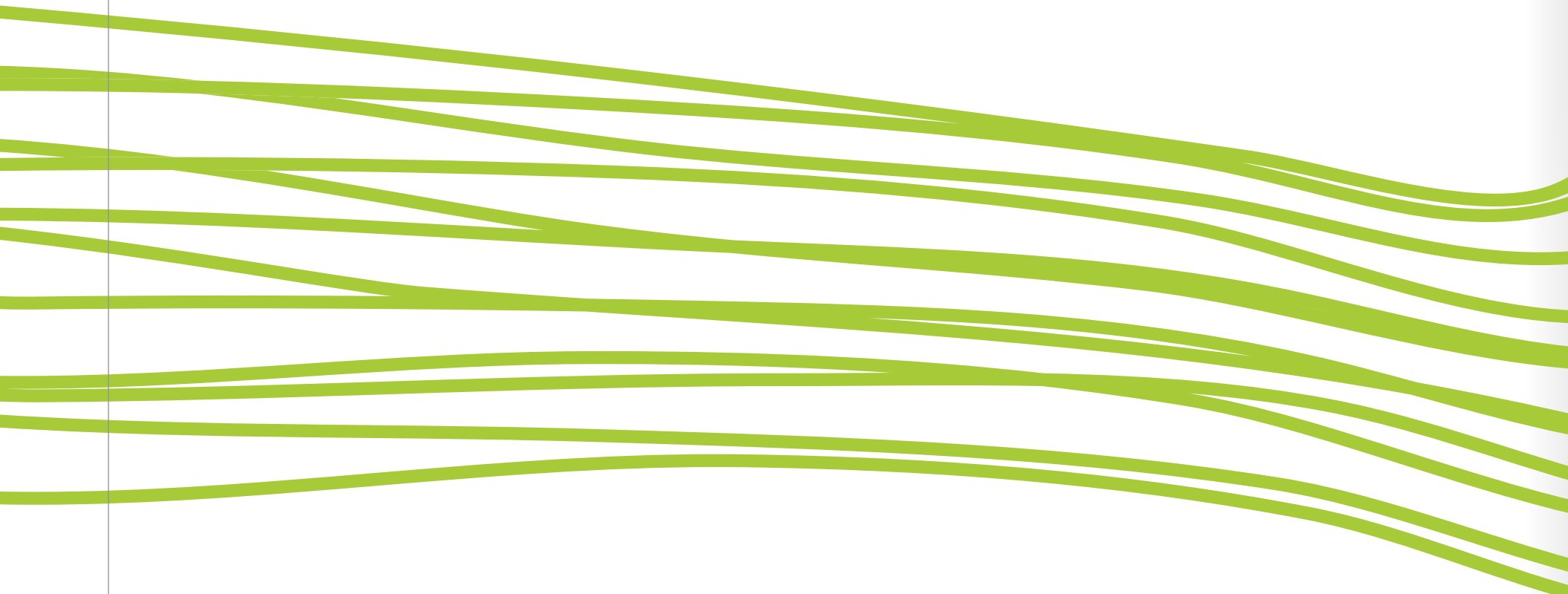
That combination of colours organized in sequential blocks applied consistently at that position will create immediate association with the Pride Winnipeg brand. This proportion should be kept on all marketing materials and touchpoints, when possible.

For some applications, the blocks can be used in a circular shape (e.g., social media avatars).



THE SPECTRUM

The diverse spectrum of colours contained in the Progress Flag was translated into a more concrete visual element. The Spectrum is a representation of the light waves that compose colours. The shapes of The Spectrum are connected to the idea of fluidity - such an important concept within our GSRD community.





ICONOGRAPHY

The use of icons is a great way to breakdown any language barriers and simplify the message that needs to be communicated. Icons add a sense of visual stimulation that can replace typography to make the brand identity more engaging and fun. The Pride Winnipeg icons are minimalistic, so they do not overcrowd the display - instead, they are intended to compliment information. The primary use should be with thin outline icons composed by a mix of sharp angles, straight lines, and curves.

MICRO APPLICATIONS

For extra small applications (e.g., icons for the Festival map), a secondary family of icons should be used. These are solid (instead of outlined) icons applied within a solid circle, leaving out the background colour.



SOCIAL ICONS

Social media brands have solid logos. For optimal application, social media icons will always be displayed within a solid circle, leaving out the background colour.



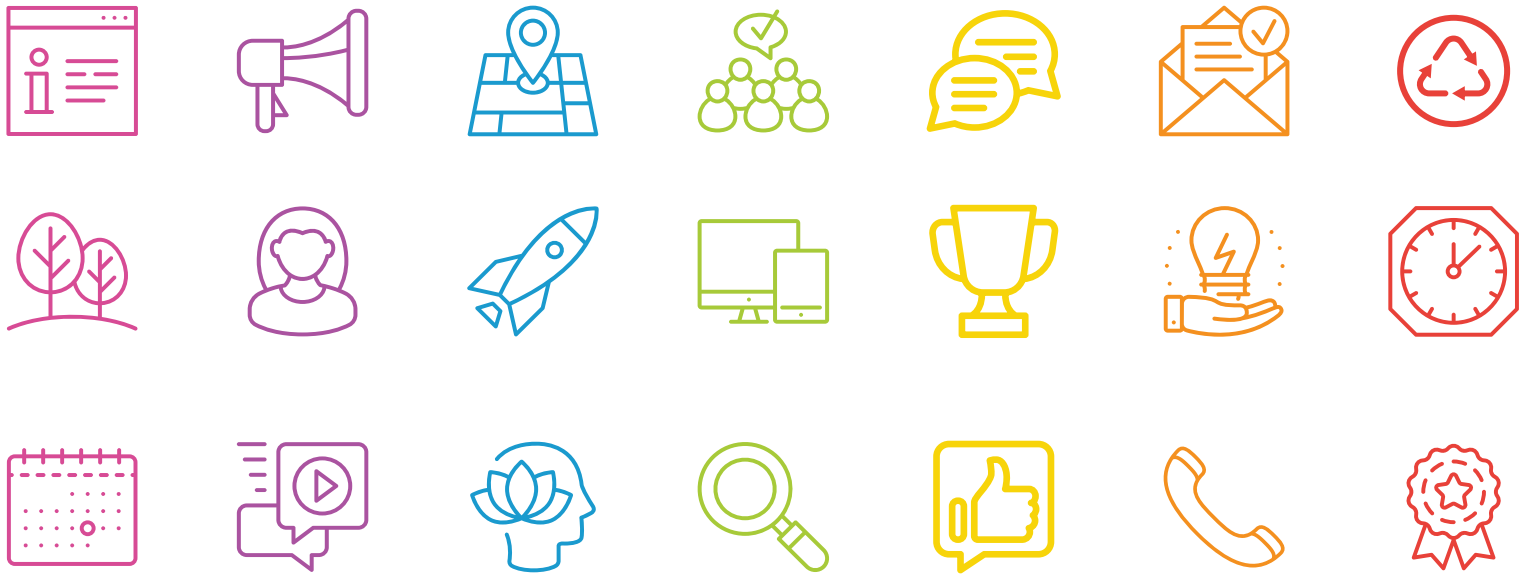




PHOTO. GRAPHY

Pride Winnipeg photography is all about being real. Every aspect of photography helps to illuminate our brand's story. To connect with our brand messaging, we must use emotionally engaging, active images that capture the spirit and strength of Pride Winnipeg.

GENERAL DIRECTION

PEOPLE

- Showcase the one-of-a-kind members that compose our community - only use stock photography when completely necessary
- We want to show real people from all walks and ages of life who are at ease with themselves - diversity and accessibility are two key terms to guide any photoshoot
- Avoid staged photos of people staring at the camera (unless requested for specific campaign purposes), and capture engaging moments of people enjoying themselves - including but not limited to candid interactions, group shots, and prominent speakers/figures

ENVIRONMENT

- If the space you are shooting seems complex, choose to focus in on particular details of that space - avoid backgrounds that are over-complicated or cluttered as much as possible
- Wider shots are encouraged - they help establish environment for context

OTHER

- Consult with event Coordinators for specific group shots or additional requests
- When shooting minors, it's REQUIRED that their parents/guardians fill out a consent/release form
- When shooting individuals outside of outdoor events, they should also fill out a consent/release form







EVENTS

PRIDE RALLY

The Pride Rally is an annual tradition in honor of the 250 people who first gathered at the Manitoba Legislative Building in 1987. It occurs in the late morning of Pride Day at the Manitoba Legislative Building and usually includes motivational speeches from a representative of each level of government and special guests.

For the Pride Rally, we want to portray a more respectful and engaged vibe:

- Speakers in context: speakers alongside a crowd, or with the Pride Winnipeg logo or Pride colours on the background
- Crowd and environment: due to the historical and political aspect of the Rally, it's important to capture the "what" and the "where" together, including environmental shots of historic buildings

PRIDE PARADE

The Pride Parade begins after the Pride Rally and makes its way through downtown Winnipeg. The parade features a Grand Marshal, honorary Youth Marshal, and honorary Community Group Marshall, all of which are nominated by the community.

For the Parade, our goal is to capture a vibrant and colourful vibe:

- Small groups and individuals: focus on smaller groups of people or individual subjects allows for capturing emotions and establishing context
- Context: some photos may capture the environment (streets/locations) more closely, as well as other important parade elements: the crowd and the floats
- The big picture: it is also important to portray the magnitude of the Parade through aerial and/or environmental shots when possible

EVENTS

FESTIVAL AT THE FORKS

Pride Winnipeg's Festival occurs on the lawns of The Forks, our National Historic Site situated at the junction of the Red and Assiniboine Rivers and consists of an array of on-stage entertainment, artisans, vendors, entertainment for youth, beer gardens, and more. This event draws the largest crowd during the Pride Winnipeg Festival week.

For the Festival at the Forks, we want to register a joyful and festive vibe:

- Small groups and individuals: this segment includes spontaneous interactions - the primary goal is to capture joyfulness
- Performers: capture performers in context, including the pride elements (e.g., flag, colours, Pride Winnipeg logo) or the crowd on the background
- Spaces: it is important to capture the various segments of the Festival map, including Pride-mart vendor tents, sponsor tents, VIP lounge, concessions, beer garden, kids' areas, etc. These should be shot with subjects and other elements (e.g., Queer Beer cans) to provide context
- Environment: the many historical and cultural landmarks should be captured with context to the Festival. These can serve as backgrounds for individual/group shots, or as the focal points alongside Pride elements, such as Pride flags.



STYLE AND SETTINGS

- Use sharp focus, bright colours, and high-contrast images to create a sense of joy and excitement
- When shooting individuals, one-on-one interactions, or small groups, use shallow depth of field
- For larger groups and environmental shots, use deep focus
- For outdoor photos, use sunny light that casts stark shadows

When possible, try to achieve clean and open background spaces, which could be used to accommodate messaging and other graphic elements. Have in mind these photos could be used in marketing materials such as ads, documents covers, and social media posts.





TECHNICAL SPECIFICATIONS

- We shoot with full-frame DSLR bodies and various zoom lenses, including fish-eye
- Use natural light for an organic look, or a flash diffuser in low-light situations
- For staged shoots, we use light reflectors and studio lights with soft-boxes
- Set your images' colour mode to CMYK for print and RGB for web applications
- For print, use a dpi of 300 pixels; for web, a dpi of 72 pixels



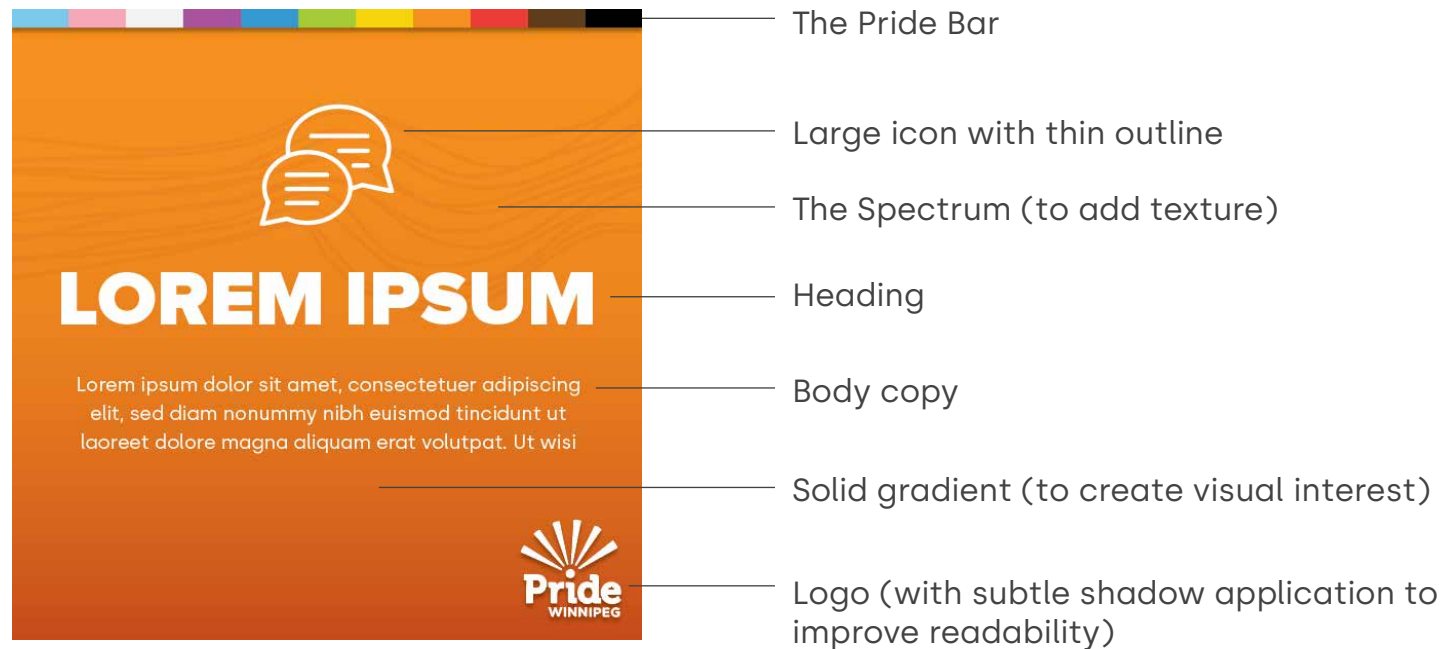
COMBINED ELEMENTS.

Colour palettes, typography, icons, and support elements should be strategically combined to create a system of eye-catching distinguishability that stakeholders can recognize without a brand name or logo hitting them in the face. Stay authentic, be original, and convey a personality that will stand the test of time with great graphic design.

LAYOUTS

We combine logo, typography, colours, supporting elements, and photography to create layouts. Different combinations are meant to create variety and avoid saturation.

It is important to note that each design asset usually has a primary colour. The three examples on this page help to illustrate different combinations optimal for Instagram posts. The full colour image with an extra-large title (top right) is ideal for covers; the solid gradient background (bottom left) is great for text-heavy applications because it provides optimal readability; the transparent filter over image (bottom right) is recommended as an intermediary solution.





The Pride Bar

Full-colour image

LOREM IPSUM

Heading Logo (with subtle shadow application to improve readability)

Gradient feather (to ensure readability of logo)



Logo (with subtle shadow application to improve readability)

The Pride Bar

Logo Logo (with subtle shadow application to improve readability)

Heading

Body copy

Transparent filter over black-and-white image



LOREM IPSUM

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Gradient feather
(to ensure readability
of logo)

Logo (with subtle
shadow application to
improve readability)



Full-colour image

The Pride Bar
(used at the top of
solid gradient area)

Heading

LOREM IPSUM

The Spectrum
(to add texture)

LOREM IPSUM DOLOR SIT AMET CONSECTETUR
ADIPISCING ELIT

Subheading

Body copy

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Solid gradient

Footer bar

Tagline

PRIDE OF THE PRAIRIES

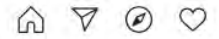
pridewinnipeg.com

Call-to-action (URL)



Instagram

Search



Logo

The Pride Bar (circular variation)

pridewinnipeg

Message



620 posts

6,450 followers

264 following

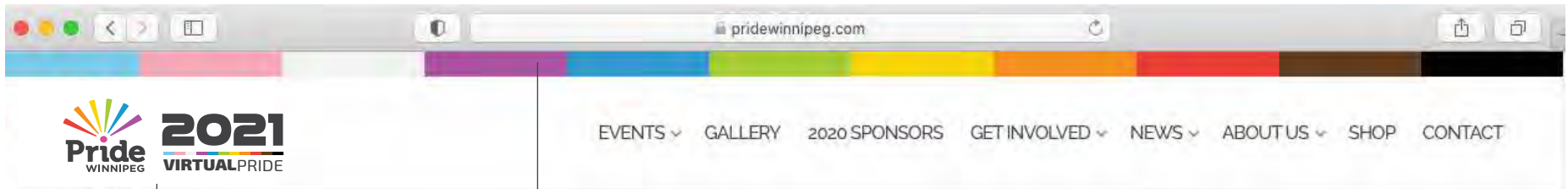
Pride Winnipeg

Pride Winnipeg runs from September 3 to 12, 2021! #pridewpg

Le festival de la Fierté Winnipeg se déroulera du 3 au 12 septembre 2021!

#fierteWPG

pridewinnipeg.com



Logo + subset identifier (theme for the year)

The Pride Bar

ACCESSIBILITY

Pride Winnipeg embraces accessibility as one of our core values. Designing for accessibility ensures that everyone will have access to our brand.

The standards described here help to ensure a standardized approach to accessibility. Approval from the Accessibility Team should be sought when developing marketing materials or communication touchpoints.

COLOUR USAGE

Ensure enough contrast between element (font, icon, etc.) and background to ensure readability. For similar applications (e.g., yellow on white) try to find ways to ensure readability: use a darker variation of the primary colour, increase element size, prefer bold fonts, and increase vector outline size.

FONT SIZE

To ensure readability, the minimum font size should be 12pt. (Exceptions include footer or header notes in text-heavy documents, for example.) Ensure noticeable difference between title and body copy size to create visual hierarchy.

PDF FILES

If the document is a final version (i.e., it doesn't require edits), the preference is that you share PDF files as opposed to text files. This way, you ensure all settings are kept the same. For people with different software version or operating systems, there could be compatibility issues if the file is not saved as a PDF.

CAPTION AND ALT TEXT

Images or videos used on social media, websites, and other digital applications should have alt-text written. This ensures accessibility to the content of the image or video to people with visual impairment. For Instagram specifically the alt-text functionality doesn't work for all individuals, so an image/video description should be used at the bottom of the message.

PLAIN LANGUAGE

All marketing and communications materials should meet Pride Winnipeg's plain language standards. These materials cannot have a higher reading level than Grade 8.



APPLI- CATIONS

What will the brand look like on all of our marketing materials and customer touchpoints? Interacting with stakeholders through a consistent brand identity is a major step towards letting them get to know us as an organization.



Pride
WINNIPEG

MARKETING
Pride Winnipeg Inc.
1-866-611-5546
marketing@pridewinnipeg.com
170 Scott Street, Winnipeg, MB R3L 0L3

LOREM IPSUM

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PRIDE OF THE PRAIRIES pridewinnipeg.com



STATIONERY

A consistent identity extended to the organization's stationery shows that we are deeply committed to the investment of the Pride Winnipeg brand. This builds trust and long-term exposure as tangible products give stakeholders something to hold on to.

MERCHANDISE

Branded merchandise creates an extension of these touchpoints that enforces repetitive brand exposure. It allows us a deeper connection with our stakeholders as these can be purchased or gifted, instilling a positive association for Pride Winnipeg products and something consumers will show off to others.

For stakeholders wanting to flaunt how proud they are to be part of or support the GSRD community, stylish merchandise will add the finishing touch for displaying a lifelong diversity commitment: show the world you're proud of Pride Winnipeg, wherever you go.



Water bottle



Notebook



Mug



Buttons





Sweater



Toque



T-shirt (full-colour version)



T-shirt (one-colour version)



Tank top (full-colour version)



Tank top (one-colour version)



SOCIAL MEDIA

The most successful brands know that the digital world is gold mine for exposing branded content. The internet has created a social realm that is constantly connected, giving the opportunity to reach out to many users across multiple digital platforms.

Social media completely shifted the way stakeholders engage with brands. Having a cohesive, planned, and visually appealing presence on social media platforms is key to establishing long- term relationships with our members and supporters.

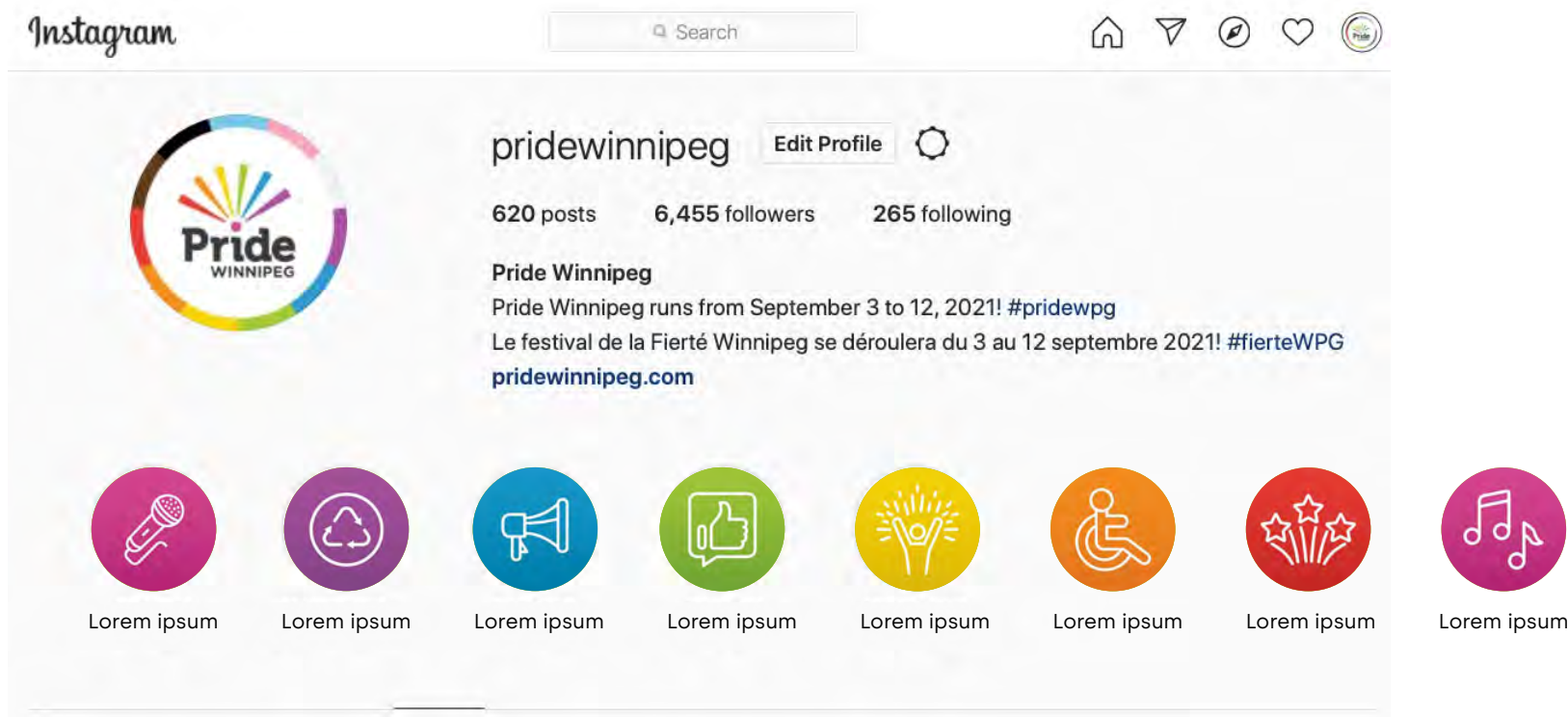


CREATING VISUAL INTEREST

Instagram is a very visual social media platform. It's important not just to plan the look of each individual photo, but also the visuals of the entire feed. Capitalizing on the vibrant colours of the Pride Winnipeg brand, one immediate strategy is to coordinate the look of the individual assets to create impact. In the example on this page, the seven accent colours of the brand were used each on every three posts to create a rainbow effect.

It is also important that for social media applications, all design assets use the logo - this way, if a post is shared or an image is screenshot, we'll always have our brand "signature" on these assets.

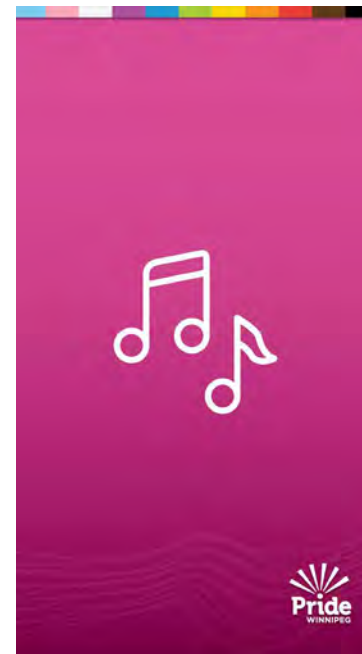
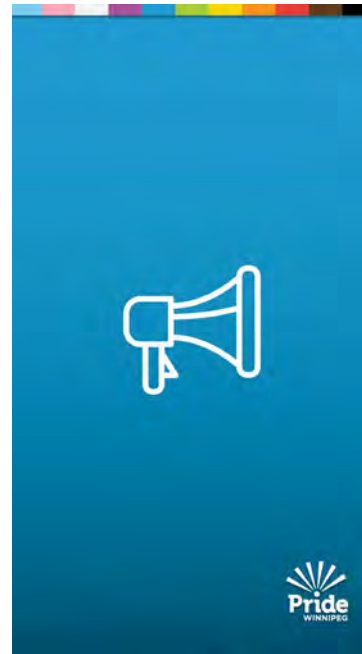
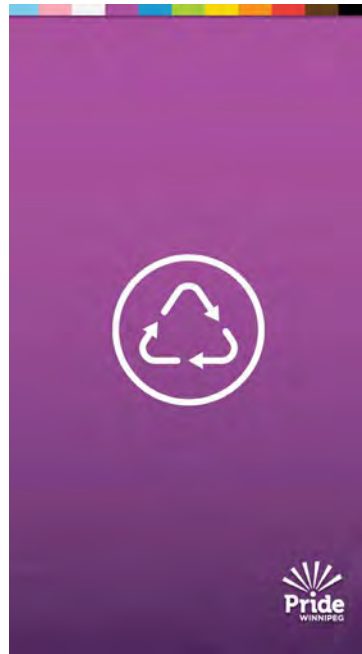
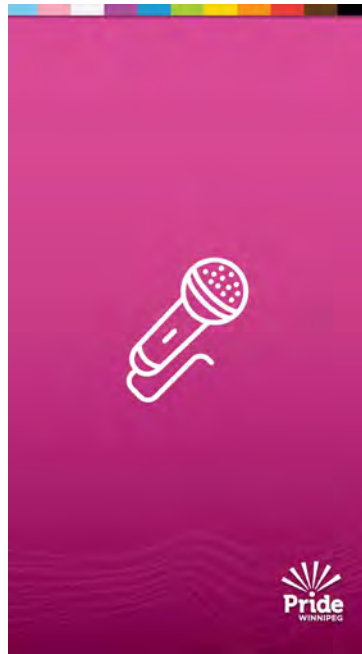
Instagram Highlight icons



TELLING STORIES

The use of Instagram and Facebook Stories is allows brands to increase their reach. When it comes to feed posts, the brand visibility is quite short - but Stories allows us to extend the frequency and length of brand exposure. Pride Winnipeg will colour coordinate its social media presence, including on Stories. Each one of the accent colours will be associated to a segment of content. Each segment will have its dedicated Highlight group, where Stories can be saved for an extended lifetime beyond the regular 24 hours. Additional section covers and background templates will be used to ensure strong visual identity application within this tool.

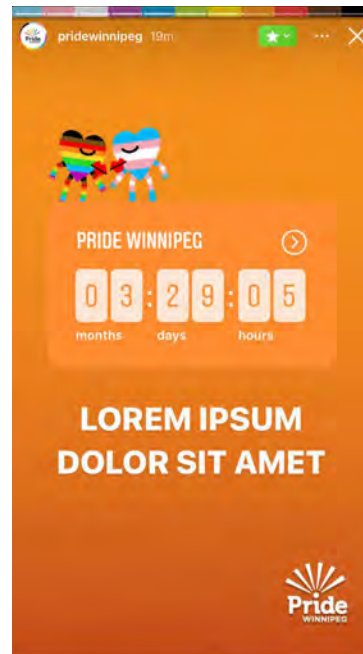
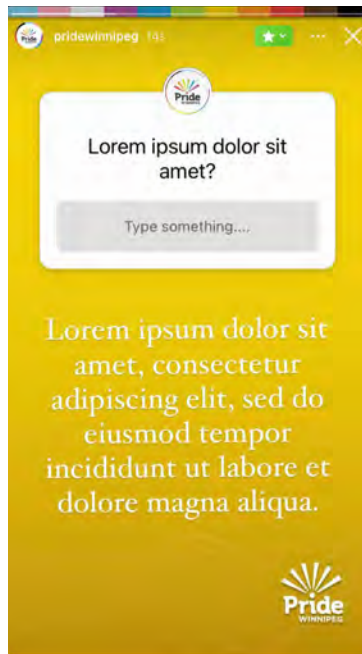
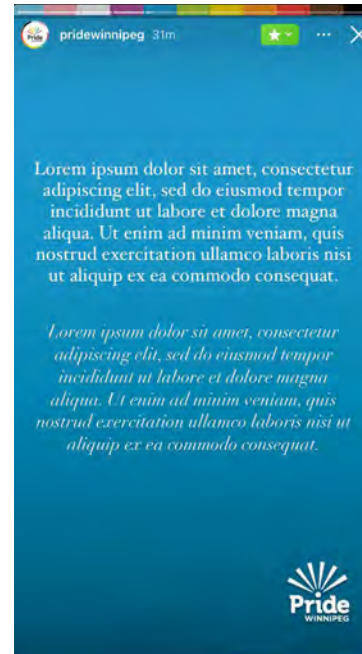
Instagram Highlight covers



Stories section cover



Stories background templates



Instagram multi-image collage



Templates, filters, and stickers for Stories



PROMOTING THE THEME

With each yearly Festival theme, Pride Winnipeg will create a unique visual identity that is directly connected to the core elements of the brand, but that is also unique each year. According to the examples on these pages, the theme will be announced using a large multi-image collage on Instagram. The same information will also live on the months prior to the Festival on the Facebook cover of the Pride Winnipeg page.

For theme-related announcements, specific Stories templates can be used. During the weeks of celebration, additional social media features, such as filters and stickers, will be created.

Facebook cover

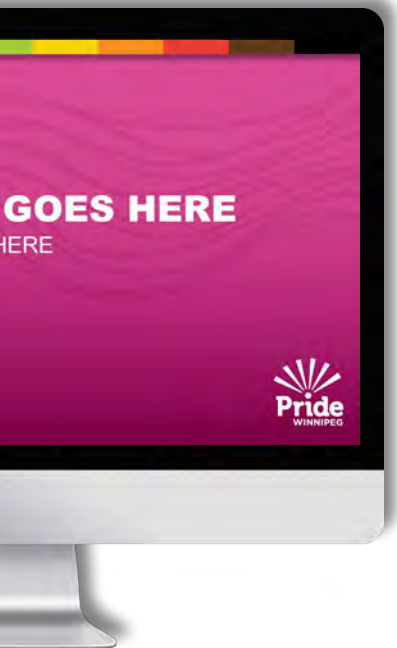


DIGITAL APL

PowerPoint template



PLICATIONS



SLIDE TITLE GOES HERE

- Lorem ipsum dolor sit amet
- Consectetur adipiscing elit
- Sed do eiusmod tempor
- Lorem ipsum dolor sit amet
- Consectetur adipiscing elit
- Sed do eiusmod tempor



THE IMPORTANCE OF BRAND CONTINUITY

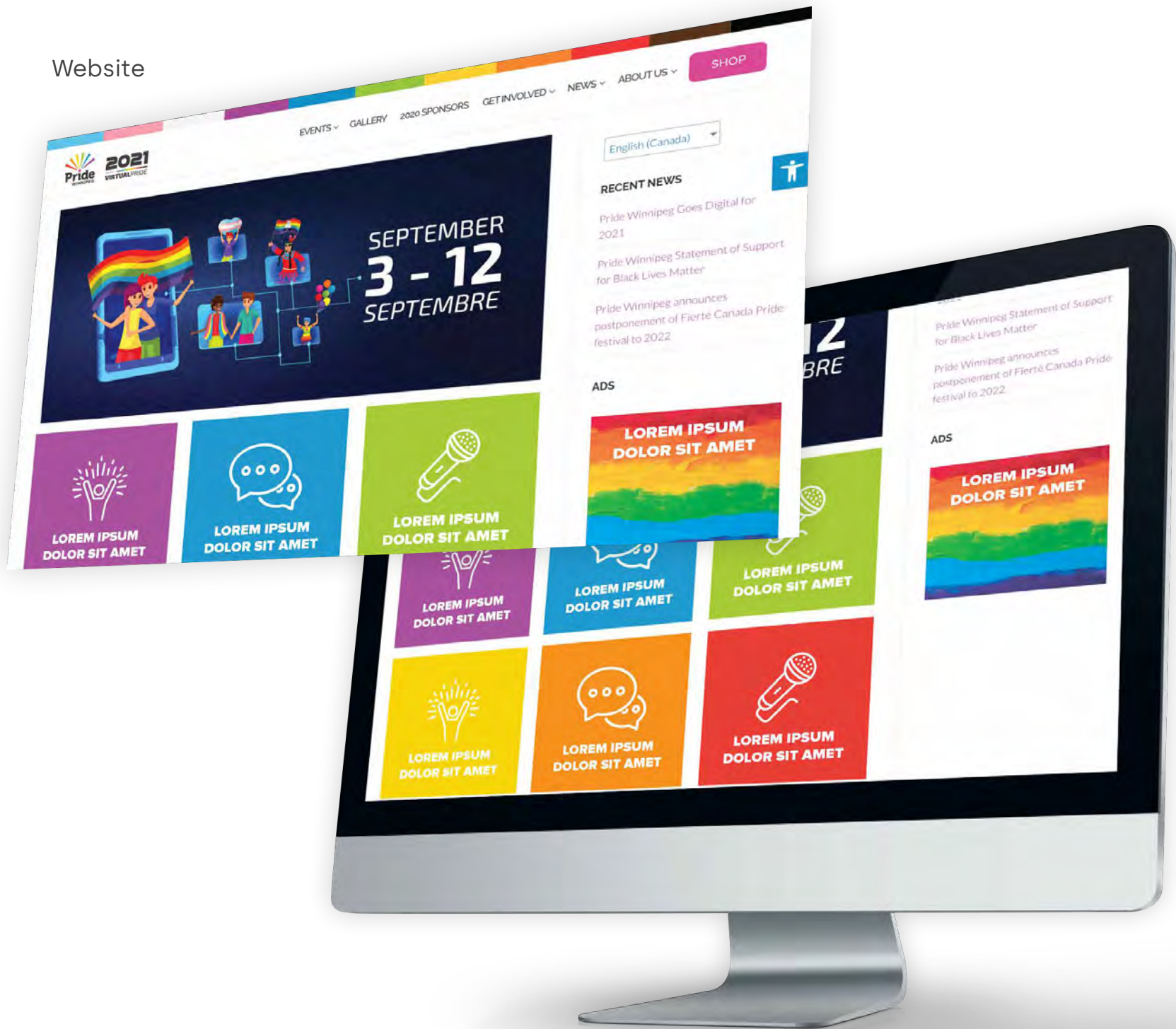
The Pride Winnipeg brand must extend seamlessly between different touchpoints. Users should be able to immediately recognize the brand on any marketing material, ad, or digital platform. More than that, users should see and experience consistency wherever our brand is.

If they're clicking on an email link to go to our website, download the app from a link on one of our pages, or type in our URL after listening to a radio ad, everything should be connected: visuals, messages, tone, and voice.

Email signature



Website



Festival app





DESIGNING FOR OPTIMAL USER EXPERIENCE

Digital applications should be designed with best practices of user experience (UX) in mind. User experience is the process of researching, strategizing, and designing meaningful and relevant experiences to users. The brand is the anchor point of UX, but it also refers to the usability and function of digital touchpoints.

For Pride Winnipeg, optimal user experience means accessible, visually appealing, and easy-to-use digital touchpoints. We have accomplished our UX goal if users know exactly what to do when they come to the end of a webpage; if they can figure out where to access information on the app; or if they know how to follow up on a call-to-action from a social media post.

The logo features a stylized sunburst icon above the text "Pride" in a large, bold, sans-serif font, with "WINNIPEG" in a smaller, all-caps font below it.

Pride
WINNIPEG





PRIDE OF THE PRAIRIES



pridewinnipeg.com