



Essential Branding Book

Version 1.0 | March 9th, 2023



gay

Is your company
struggling to be more
inclusive and **diverse**?

LGBT Great Internship

Gain exposure to
some of the largest
financial services
firms globally

Apply Now



Upcoming Event
Busting the Myths



LGBT Great Internship

Are you interested in
a career in
finance?



LGBT Great | Logo Usage Guide



Usage

The right to use the **LGBT Great logo** is only given to members, partners and sponsors affiliated with LGBT Great, The Ocean Partnership and the Allied People group. The logos and logomark can be used by these entities in commercial, internal and external graphic assets to promote events, webinars, and LGBT Great's services such as Project 1000 Role models, Top Executive Allies and more. Members must follow the do's and don'ts of LGBT Great's branding guidelines.

Typography | Nunito

Nunito is a well balanced, highly-readable sans-serif typeface. Nunito is available via an open source license and is be used for products & projects – print or digital, commercial or otherwise.

✔ **Download Font:** [Click Here](#)

Header Text Weight & Highlight | Extra Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Op Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yyy Zz
1 2 3 4 5 6 7 8 9 0 ± ! @ # \$ % ^ & * () _ + - =

Body Text Weight | SemiBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Op Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yyy Zz
1 2 3 4 5 6 7 8 9 0 ± ! @ # \$ % ^ & * () _ + - =

Quotes, Numbers, References | Regular & Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Op Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yyy Zz
1 2 3 4 5 6 7 8 9 0 ± ! @ # \$ % ^ & * () _ + - =

Main Logo



Secondary Logo



Logomark | Circle of Inclusion



The Great Colors

Pride Purple

HEX: 662482
RGB: 102, 36, 130
CMYK: 22, 72, 0, 49

Out Orange

HEX: F29100
RGB: 242, 145, 0
CMYK: 0, 40, 100, 5

Knowledge Blue

HEX: 2D2E82
RGB: 45, 46, 130
CMYK: 65, 65, 0, 49

Trust Red

HEX: E20613
RGB: 226, 6, 19
CMYK: 0, 97, 92, 11

Support Blue

HEX: 7BCAE2
RGB: 123, 202, 226
CMYK: 46, 11, 0, 11

Ally Pink

HEX: F3ACC4
RGB: 243, 172, 196
CMYK: 0, 29, 19, 5

Respect Green

HEX: 3AA935
RGB: 258, 169, 53
CMYK: 66, 0, 69, 34

Talent Brown

HEX: 5F3B13
RGB: 95, 59, 19
CMYK: 0, 38, 80, 63

Mentor Yellow

HEX: FBE910
RGB: 251, 233, 16
CMYK: 0, 7, 94, 2

Proud Black

HEX: 000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 0



LGBT Great Patterns

The **LGBT Great patterns** help draw the eye and emphasize specific elements with the graphic compositions. These patterns can be used alongside the LGBT Great colours and the silhouettes of subjects of images and photographs.

The patterns are **halftone circles** and **organic blended lines**. These elements are what make LGBT Great colourful, informative and playful and are key visual elements that enhance our visually.

✔ **Download Patterns:** [Click Here](#)



✔ Do's



Do use logo variations on top of LGBT Great clours backgrounds and patterns. Make sure to use a well-balanced colour to properly contrast the wordmark and logomark.



Do use the LGBT Great logo on top of the corporate imagery and photography. These images and photographs may have gradients also patterns.

The circle of inclusion can be used in images and photography as long as the logo is visible in other areas of the image.



✗ Don't



Do not rotate logo. Wordmark should always be horizontally aligned.



Do not stretch or squish logo vertically or horizontally.



Do not recolor logo or wordmark.



Do not outline logo or wordmark.



Do not add drop Shadows or Glows recolor logo or wordmark.



Do Not separate recolor logo or wordmark.



Do Not change or resize wordmark font.

**LGBT
GREAT**

LGBTGREAT

Do Not remove logomark from any of the logo variations