

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.

Typograpy | 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\ \pm !\ @\ \#\ \% \land \&\ *\ (\)\ _\ +\ -\ =$

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

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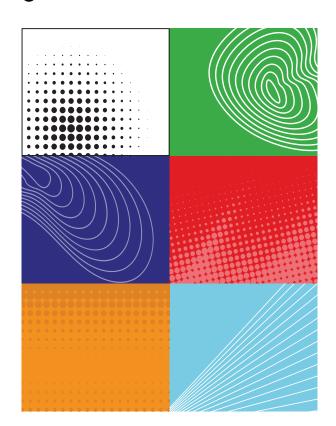


LGBT Great Patterns

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.

LGBT

GREAT



Do Not change or resize wordmark font.



LGBT**GREAT**

Do Not remove logomark from any of the logo variations