BRAND STYLE GUIDE

TABLE OF CONTENTS

ORGANIZATIONAL MISSION & VISION

MISSION STATEMENT

To create a caring, just, and affirming world for LGBTQ+ people and those who love them.

VISION STATEMENT

An equitable, inclusive world where every LGBTQ+ person is safe, celebrated, empowered, and loved.

OUR VALUES

ACCOUNTABILITY

We hold ourselves and each other responsible in our work. We communicate transparently, respond timely, set clear boundaries, and take ownership of our actions.

BRAVERY

We are courageous in word and deed. We advocate boldly, remain steadfast in the face of adversity, make space for vulnerability, and meet people where they are to have the challenging conversations.

COMMUNITY & COLLABORATION

We lead with love. We center our community, listen with respect and compassion, and derive strength from the collective power of our unified organization.

INCLUSIVITY & BELONGING

We ensure PFLAG is a place where everyone belongs. We listen actively, engage with cultural humility, and ensure that the power of diverse people, cultures, and stories are respected and woven through all areas of our work.

GROWTH

We evolve to ensure PFLAG is strong and current. We approach our work with curiosity, broaden our skills, learn from our mistakes as well as our successes, and adapt to meet the needs of an ever-changing world.

ACCOUNTABILITY

BRAVERY

COMMUNITY & COLLABORATION

INCLUSIVITY & BELONGING

GROWTH

PFLAG'S BRAND IDENTITY

PFLAG's brand identity is a vibrant reflection of who we are. We are passionate, iconic and bold. We center love. We are accessible. We are modern, fresh, and dynamic. All of this is reflected in our look and feel, our overall attitude, and how we communicate.

PFLAG'S LOOK & FEEL

PERSONALITY
Describing who we are

DESIGN
Describing how we look and the presentation of our visuals

VOICE & TONE
Describing what we say and how we communicate

PERSONALITY	DESIGN	VOICE & TONE
PASSIONATE	VIBRANT	UNIFYING
HUMBLE	RELEVANT	AFFIRMING
RELATABLE	ESTABLISHED	ASPIRATIONAL
ICONIC	EVOLVING	SUCCINCT
		INTENTIONAL

TALKING ABOUT PFLAG

PFLAG'S INTERNAL VISIONING STATEMENT

PFLAG would not be where we are today without our volunteers, members, or chapters—the humble superheroes who are committed to guiding and rallying around LGBTQ+ individuals, their families, and allies. PFLAG accompanies each individual on their journey by meeting them where they are and providing support and guidance along the way—activating an energetic love that is constant and steadfast. Our messaging and visuals encompass PFLAG's bold empathy and active advocacy in a clear and unwavering way.

BOILERPLATE

This summary covers our history/longevity, size, organizational structure, and mission and vision. Use this description in all press releases to explain who PFLAG is and what PFLAG does.

PFLAG is an organization of LGBTQ+ people, parents, families, and allies who work together to create an equitable and inclusive world. We are hundreds of thousands of people and hundreds of chapters from coast to coast who are leading with love to support families, educate allies, and advocate for just, equitable, and inclusive legislation and policies. Since our founding in 1973, PFLAG works every day to ensure LGBTQ+ people everywhere are safe, celebrated, empowered and loved. Learn more, find support, donate, and take action at PFLAG.org.

ELEVATOR PITCH

PFLAG is an organization working to create a caring, just, and affirming world for LGBTQ+ people. We support families, educate allies, and advocate for equality through our network of supporters, members, and chapters across the country.

SHORT DESCRIPTION

PFLAG is the nation's largest organization dedicated to supporting, educating, and advocating for LGBTQ+ people and those who love them.

LOGO & TAGLINE

PFLAG's logo is confident, bold, and proud. The wordmark is set in New Title Variable, a modern condensed font that feels sturdy, while possessing iconic and historic qualities that honors PFLAG's legacy.

PRIMARY LOGO

PRIMARY LOGO ON WHITE

PRIMARY LOGO ON DARK

PRIMARY LOGO ON RED

16

LOGO CLEAR SPACE

Leave ample clear space around PFLAG's logo to retain legibility and establish brand clarity. Use the width of the heart icon within the 'A' to determine the correct amount of padding necessary.

LOGO PLACEMENT

PFLAG's logo should typically be placed in the upper left hand corner of all online and print matter. Use the heart to ensure the space between the top and left of the logo is equidistant.

SPACING GUIDELINES MINIMUM DISTANCE FROM CORNER

LOGO DO'S

Correct usage of PFLAG's logo helps to build brand consistency across all platforms and marketing touchpoints.

- **DO** use the logo on colors from the brand palette that provide ample contrast
- **DO** use the white logo over photography in a non-conflicting place
- **DO** keep all elements within the logo intact
- **DO** use both the full color and white logo in appropriate context

LOGO ON COLOR APPROVED COLOR PAIRINGS

LOGO ON PHOTO APPROVED LOGO USAGE OVER PHOTOGRAPHY

LOGO DON'TS

Incorrect usage of PFLAG's logo affects readability and hinders consistency within the overall brand.

- **DO NOT** place the logo over low contrast color backgrounds or busy imagery
- **DO NOT** obstruct people's faces or place the logo over key subjects
- **DO NOT** change the colors within the logo or icon
- **DO NOT** rearrange elements within the logo or icon

Don't change the colors within the logo

Don't place the logo over low contrast color backgrounds

Don't stretch or distort the logo

Don't place the logo over busy imagery or low contrast photos

Don't rearrange elements within the logo

PFLAG PARTNERSHIPS LOGO LOCKUP

Celebrate brand and philanthropic partnerships by pairing PFLAG's logo with other organizations' logos, joined by an X. Both logos should look proportional and visually weighted. PFLAG's logo—and ideally the logo lockup between PFLAG and our partners—should be kept in the same single color so it is easy to apply over photography or any additional promotional assets.

PARTNERSHIP LOGO LOCKUPS FORMULA
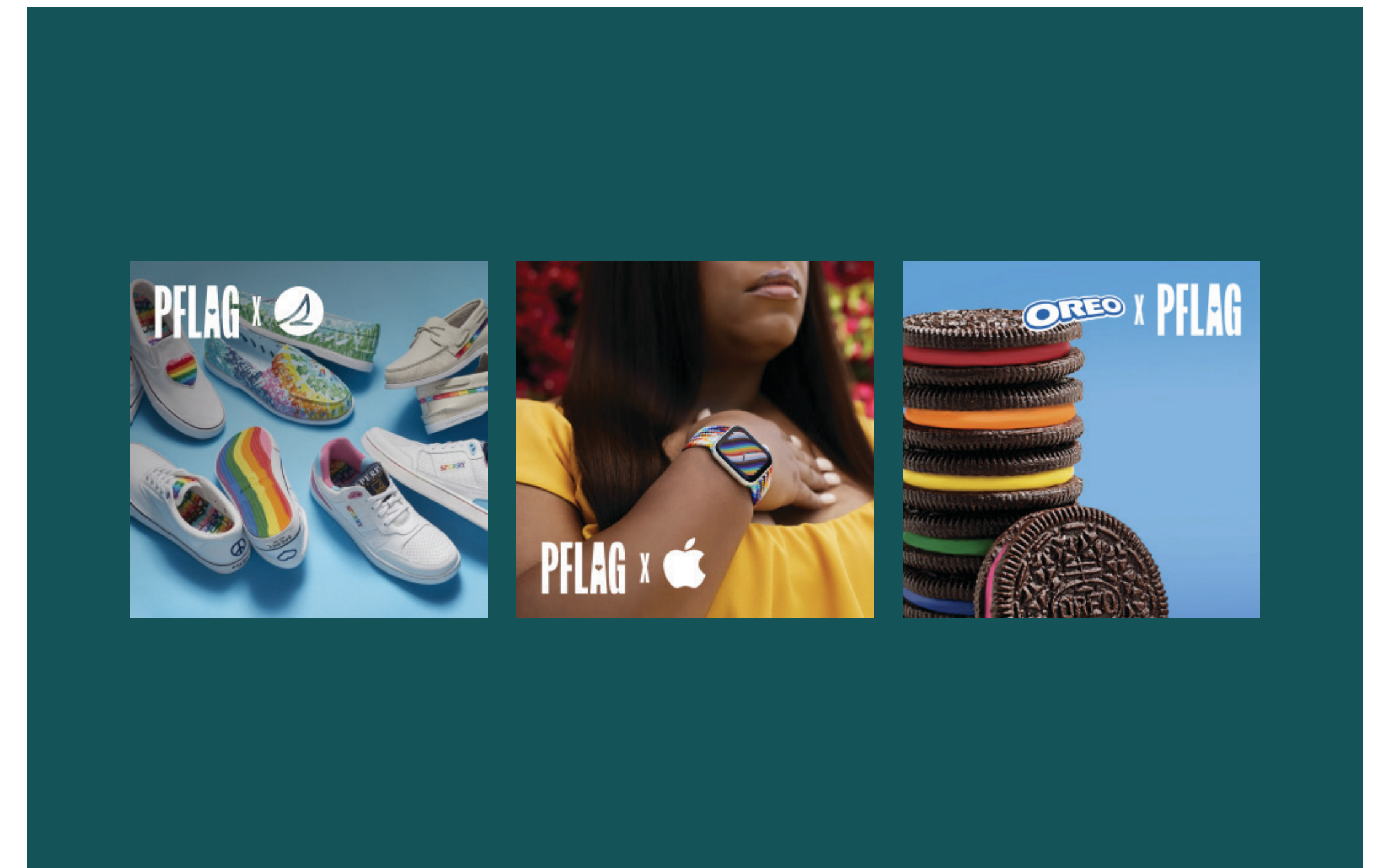
PARTNERSHIP LOGO LOCKUPS EXAMPLES

LEADING WITH LOVE

Love is what brings people to PFLAG. It urges and inspires us, empowers us, and rouses our courage. In every sense, PFLAG is always leading with love.

This tagline can be used on its own or worked into a subheading or other copy. As a hashtag, it is stylized as #LeadingWithLove.

TAGLINE TREATMENT PRIMARY & SECONDARY

PFLAG's tagline can be portrayed in two graphical ways. The primary treatment (left) should be used most often, especially when there's plenty of space. The second treatment (right) is best suited for smaller spot-like usage, such as buttons or pins.

TAGLINE TREATMENT PRIMARY
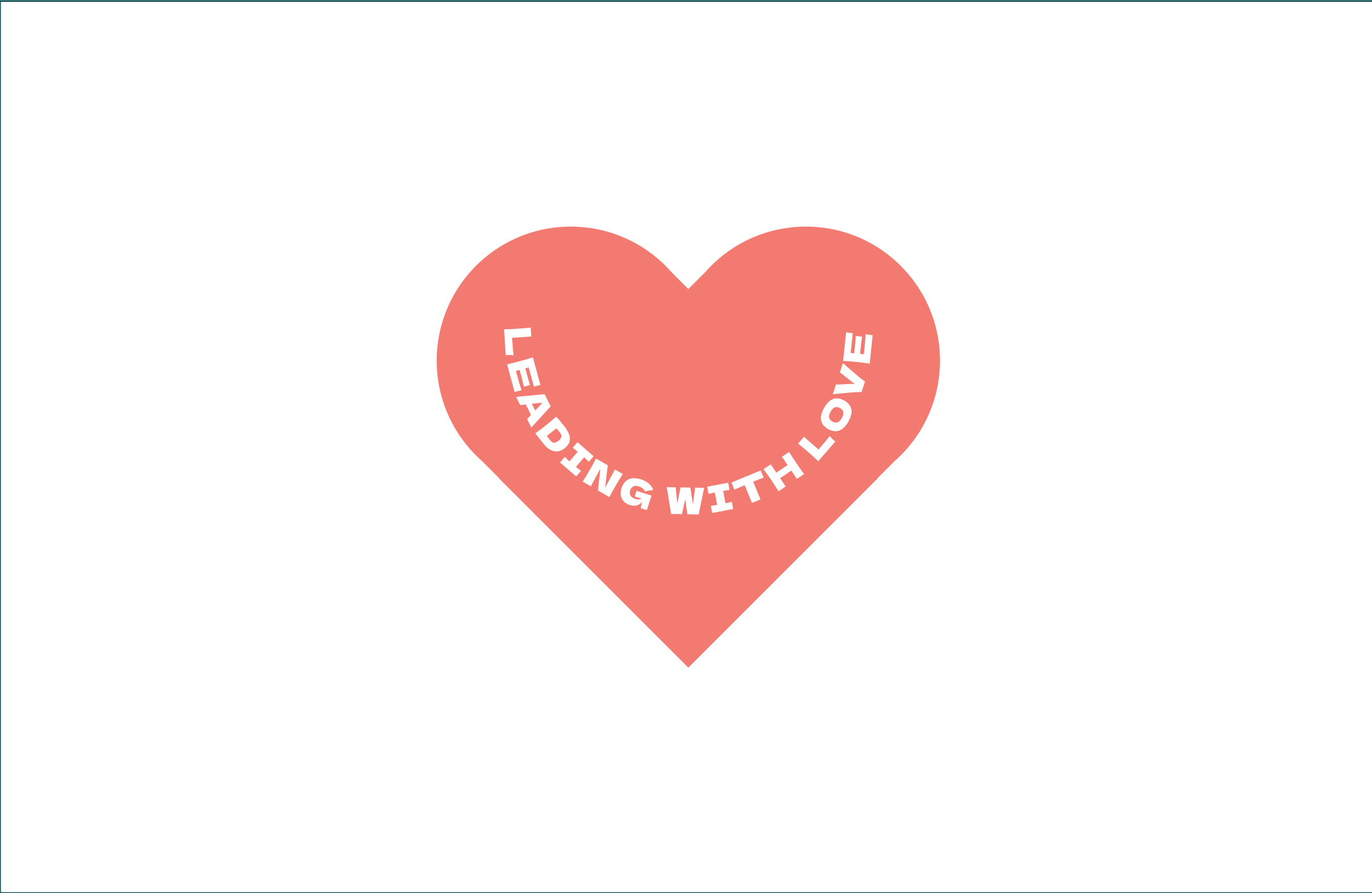
TAGLINE TREATMENT SECONDARY

COLOR

In the LGBTQ+ community, colors have meaning, from the iconic rainbow Pride flag to the revolutionary black-and-white/greyscale picture of a mother marching up 6th Avenue in New York City. PFLAG's color palettes draw from these historic roots to deliver a fresh, vibrant, and sophisticated look for the 21st century.

PRIMARY PALETTE

PFLAG's two main neutrals are teal and white, a bold combination to make a statement, signaling growth and evolution. Plum and coral embrace our legacy while reflecting spirit, life and energy. Lavender's empowerment and yellow's sunlight express PFLAG's unity with the LGBTQ+ community. **This Primary palette can be used in all design work.**

TEAL

CMYK 90 / 51 / 55 / 32
RGB 19 / 83 / 88
HEX #135358
PMS 7476 C

PLUM

CMYK 45 / 79 / 43 / 19
RGB 130 / 71 / 96
HEX #824760
PMS 689 C

CORAL

CMYK 0 / 66 / 49 / 0
RGB 253 / 123 / 112
HEX #FD7B70
PMS 178 C

WHITE

CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX #FFFFFF
PMS N/A

LAVENDER

CMYK 6 / 14 / 4 / 0
RGB 234 / 218 / 227
HEX #EADAE3
PMS 670 C

YELLOW

CMYK 1 / 21 / 85 / 0
RGB 253 / 201 / 66
HEX #FDC942
PMS 1225 C

SECONDARY PALETTE

PFLAG's Secondary palette features pairs of subtle yet powerful tones.
These pastel colors complement the Primary palette in a way that adds depth
without being overpowering.

PASTEL RED

CMYK 0 / 4 / 2 / 0
RGB 255 / 245 / 244
HEX #FFF5F4
PMS 705 C

PASTEL BLUE

CMYK 17 / 0 / 2 / 0
RGB 206 / 245 / 254
HEX #CEF5FE
PMS 290 C

PASTEL YELLOW

CMYK 0 / 7 / 34 / 0
RGB 255 / 233 / 180
**HEX** #FFE9B4
PMS 7401 C

PASTEL GREEN

CMYK 18 / 0 / 29 / 0
RGB 204 / 254 / 201
HEX #CCFEC9
PMS 2267 C

COLOR RATIOS OVERARCHING

Consistency in design unifies and further empowers the PFLAG organization; the color ratio is an important part of that consistency.

The teal and white of the Primary palette should be used the most, followed by the coral, yellow, lavender, and plum. The Secondary pastel palette should be used most sparingly.
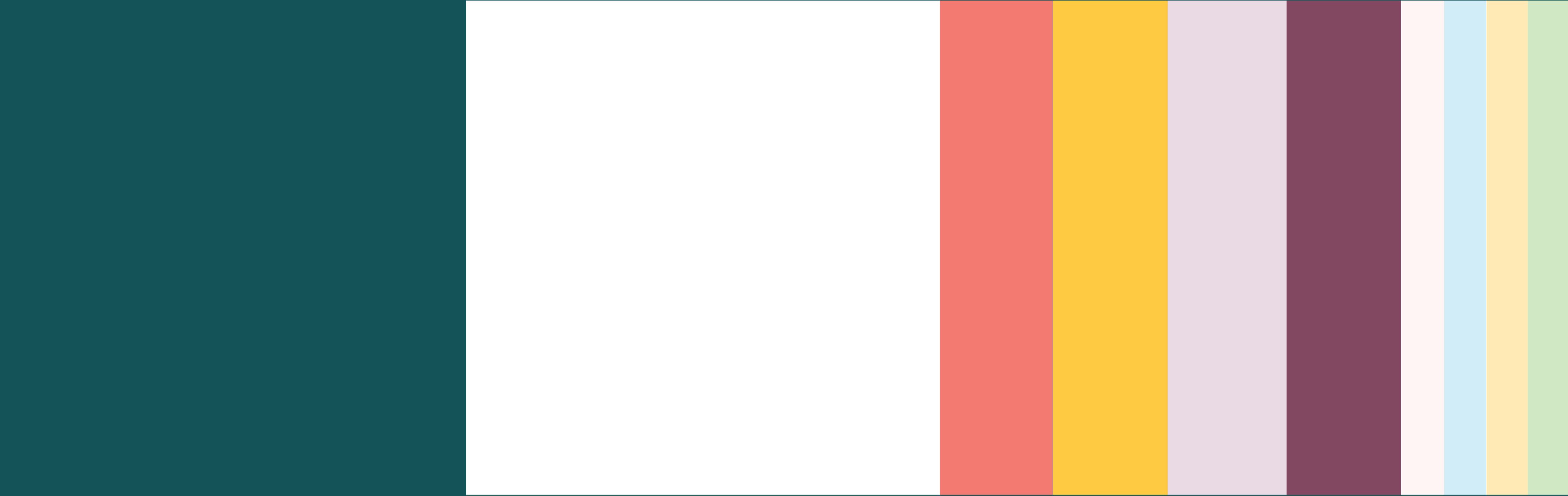
COLOR COMBINATIONS OVERARCHING

To maintain a strong, unified look, certain color pairings should be favored, as well as avoided.

The guidelines below indicate ideal ratios. For example, a design shouldn't feature mostly the Secondary palette. Colors that aren't part of our Primary and Secondary palettes, like black, shouldn't be used.
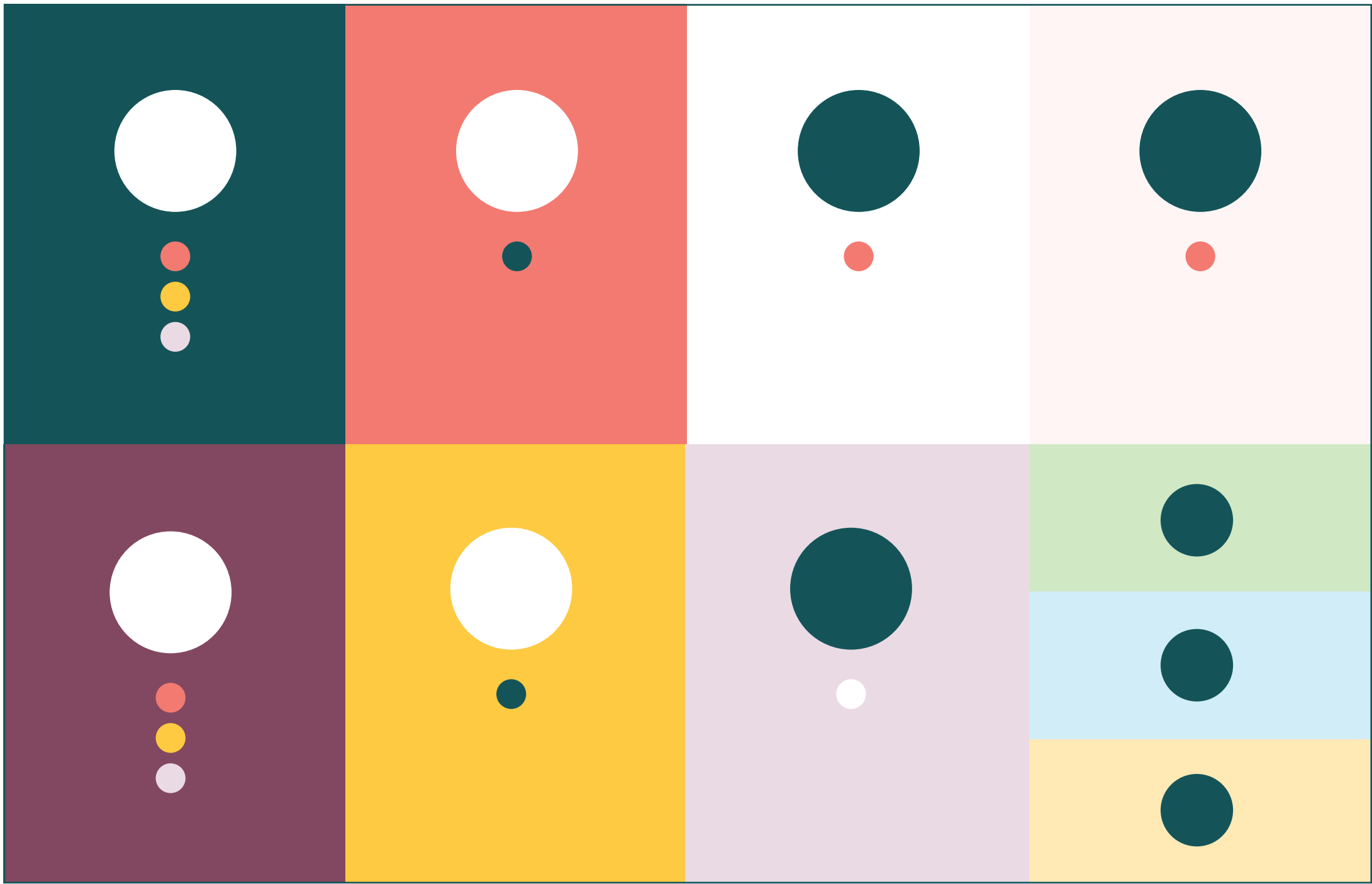

USE THESE COLOR COMBINATIONS EXAMPLE PAIRINGS
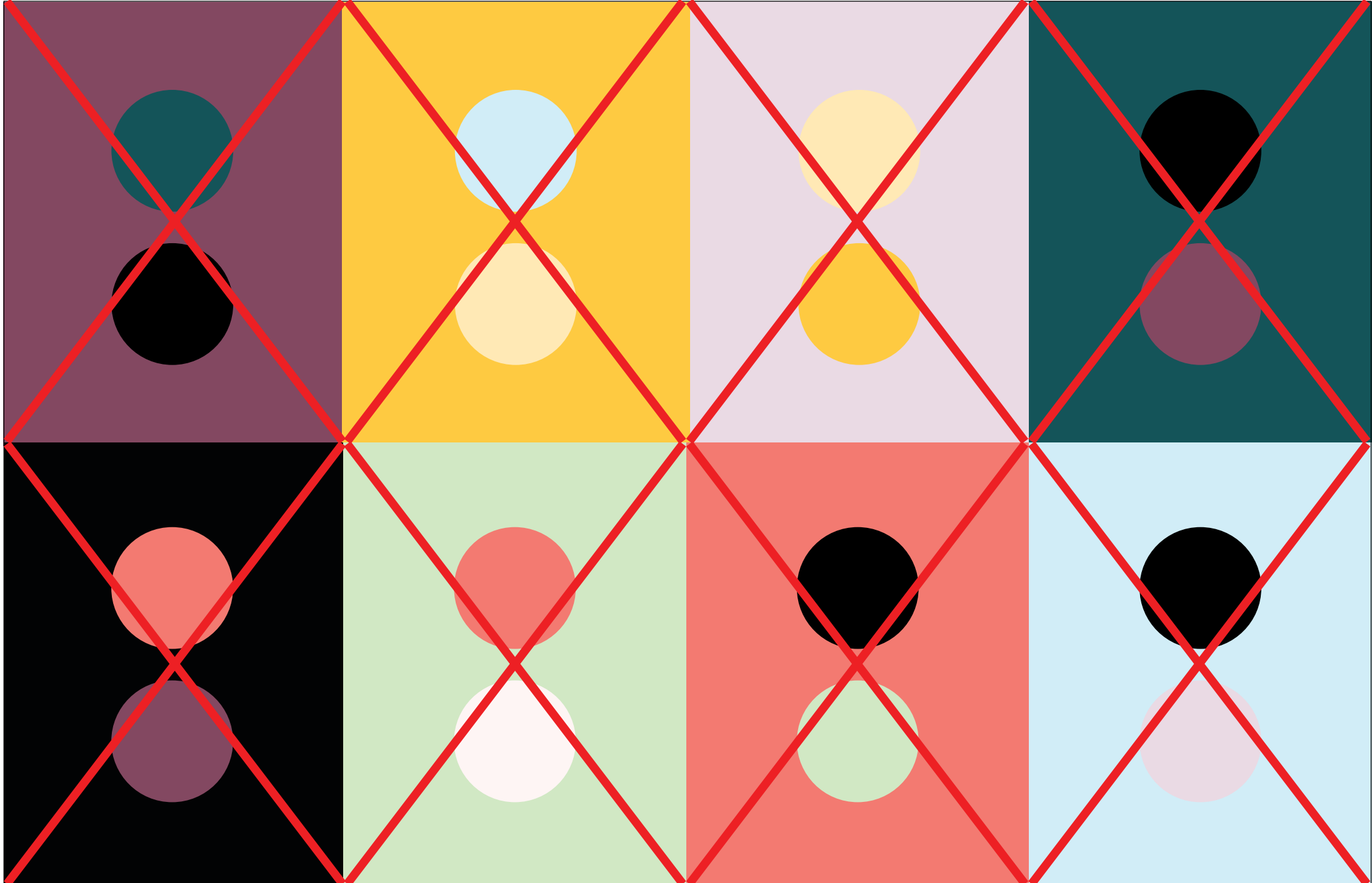
AVOID THESE COLOR COMBINATIONS EXAMPLE PAIRINGS

TEXT COLOR ACCESSIBILITY

When it comes to text, the color pairings below all meet WCAG AA Compliance Standards, which means they are accessible to most readers. The dot represents the color for your copy and the background color represents an acceptable background. Please use these combinations for both web and print design.
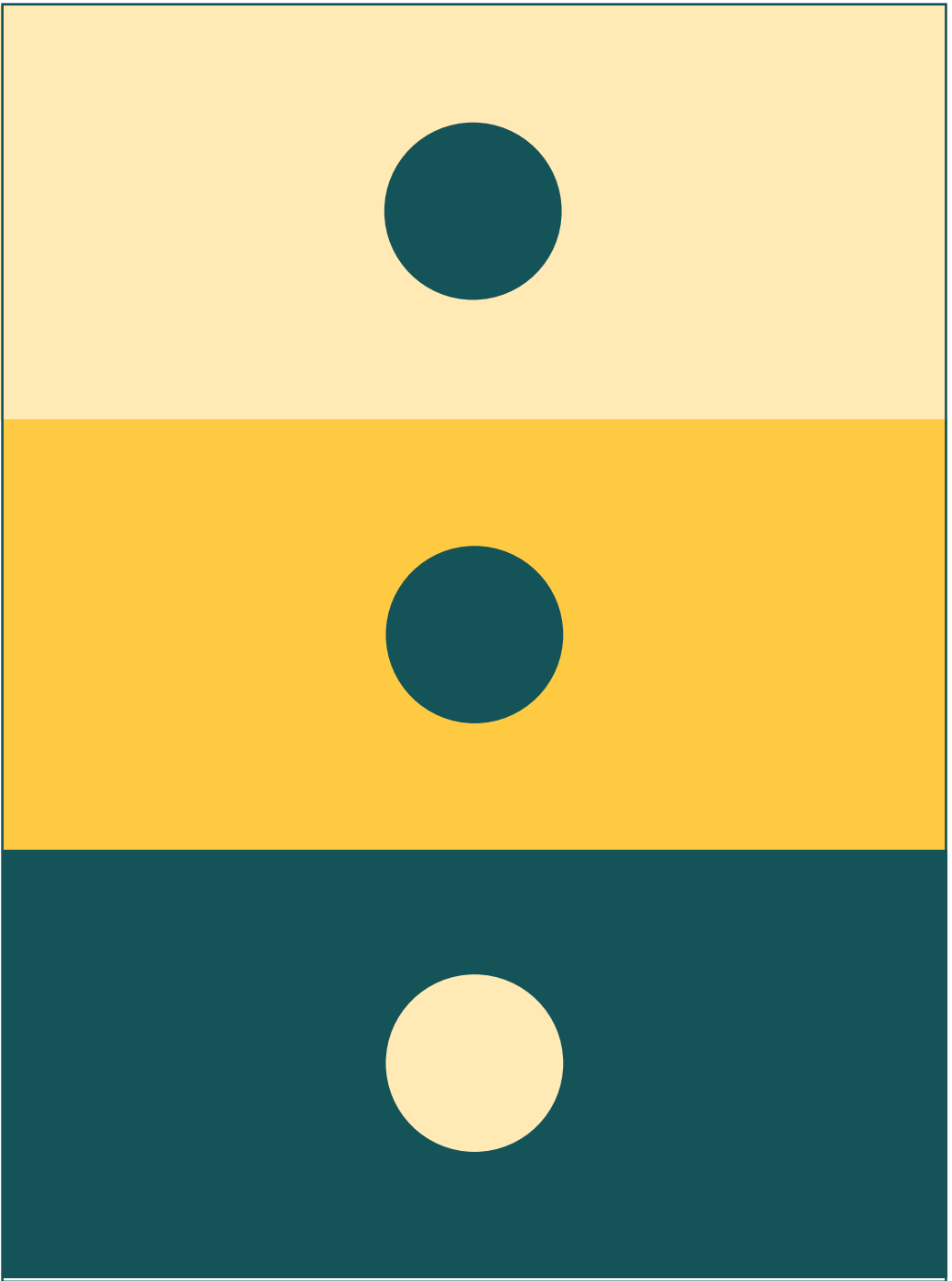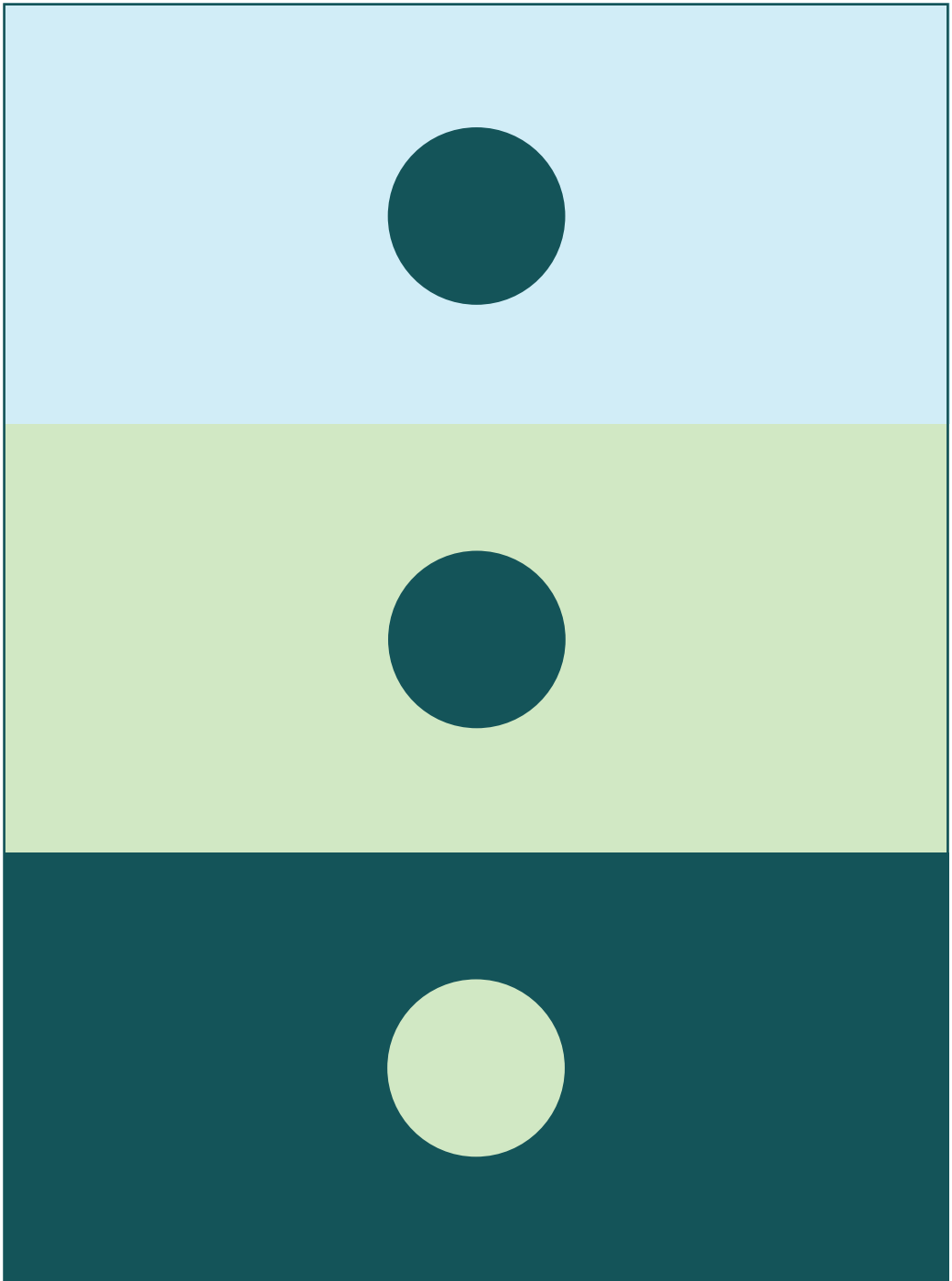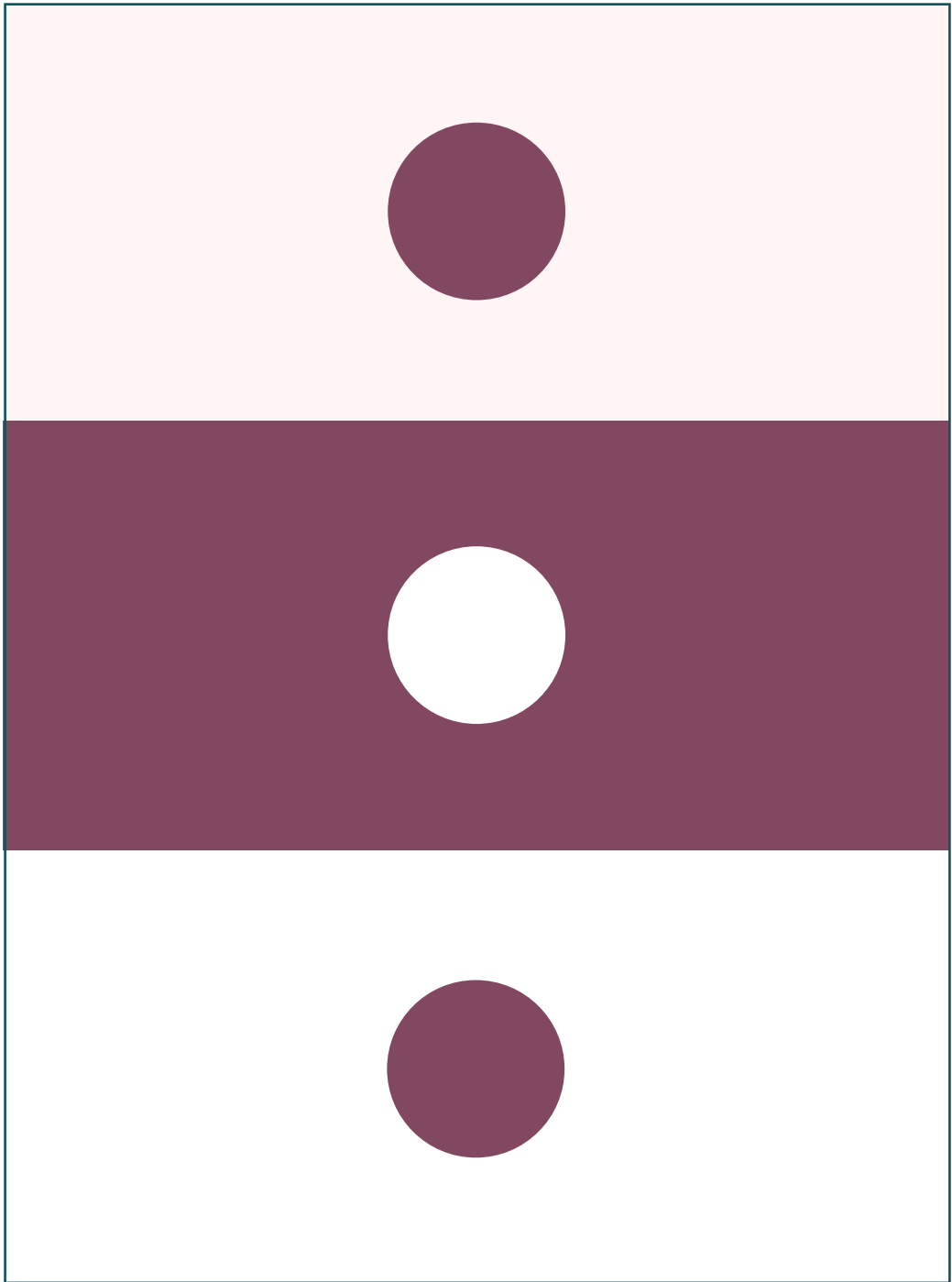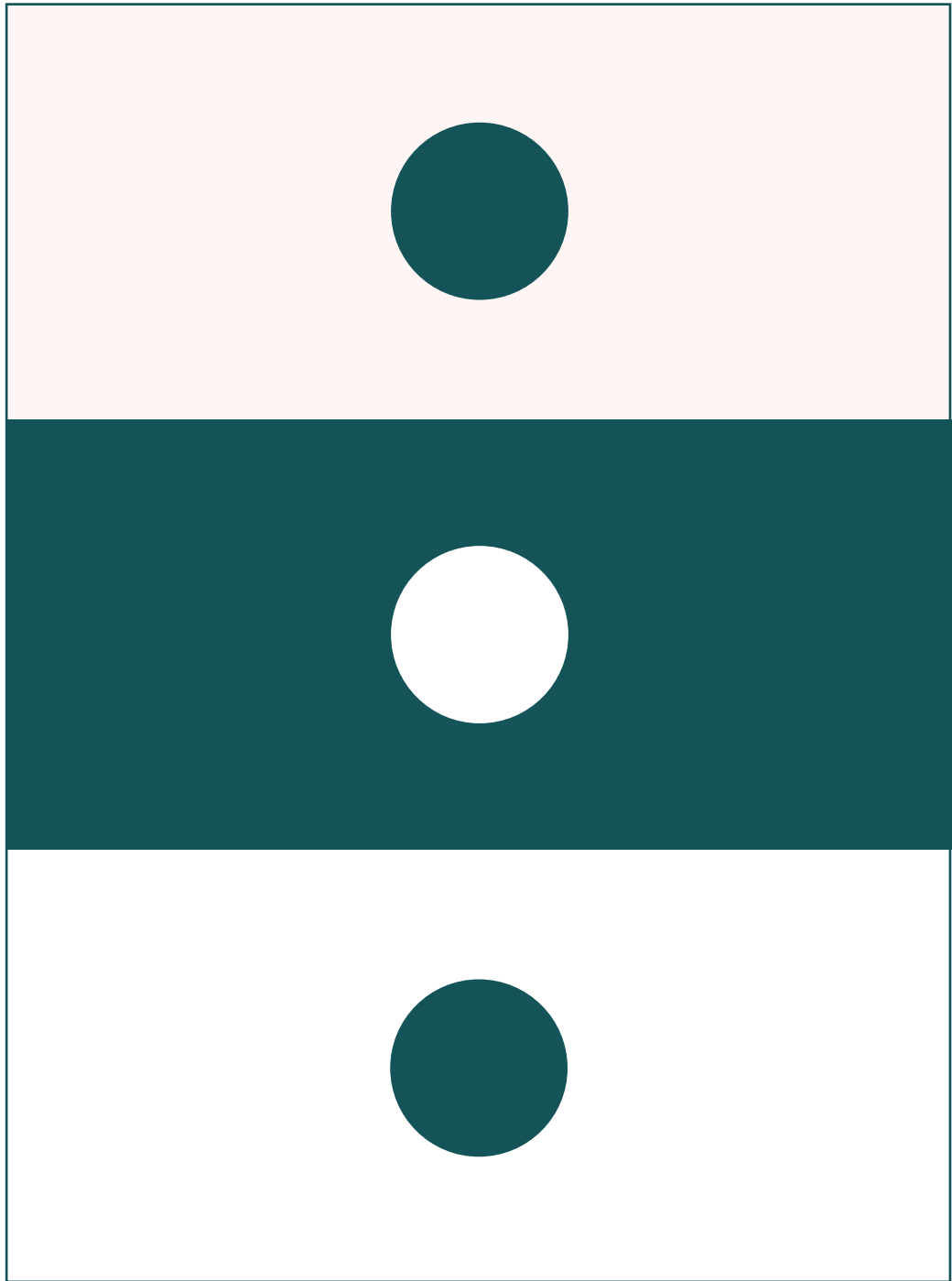
TYPOGRAPHY

BRAND FONTS PRIMARY

In fitting with PFLAG's mission, our fonts are bold, confident, and accessible. For visual appeal, we use a mix of several fonts. To maintain order and hierarchy, each font has specific use cases, which helps create content and messaging that is clear, impactful, and on-brand.

FOR LONGER 'EVERYDAY' HEADLINES & BODY COPY

Source Sans 3

Download Source Sans from Google Fonts: https://fonts.google.com/specimen/Source+Sans+3

FOR SHORTER 'SPECIALTY' SUBHEADS

DELA GOTHIC

Download Dela Gothic from Google Fonts: https://fonts.google.com/specimen/Dela+Gothic+One

FOR SHORTER 'SPECIALTY' HEADLINES & SMALL HEADERS

NEW TITLE

Download New Title from Fontshare: https://www.fontshare.com/fonts/new-title

BRAND FONTS SYSTEM

If the primary fonts are not available, use these popular back-up fonts instead.

Our back-ups are web-safe and can adapt to any browser on any device. That means they'll always display correctly, even if these fonts aren't installed on your computer.

FOR BULLET POINTS AND TITLES

Calibri

FOR LONGER 'EVERYDAY' HEADLINES & BODY COPY

Arial

FOR SHORTER 'SPECIALTY' HEADLINES & SMALL HEADERS

IMPACT

FONT PAIRINGS

Correct usage of the fonts helps to build brand consistency across all platforms and marketing touchpoints.

- **DO** rely on length of copy to determine which font pairings should be used
- **DO** adhere to the general ratio and sizing as shown below
- **DO** use the brand color palette to create different colorways

USE NEW TITLE:

- For shorter, prominent feature headlines (e.g. overarching section headers)

- For when the headline features images within it (as seen on page 37)

- Up to 10 words

SHORT SPECIALTY HEADLINE
SPECIALTY SUBHEAD LOREM IPSUM

USE SOURCE SANS PRO:

- For longer, everyday standard headlines; generally anything that falls within a larger feature headline (title case)

- For all body copy (sentence case)

- Anything more than10 words

SMALL HEADER LOREM IPSUM

Longer Everyday Headlines Lorem Ipsum

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SMALL HEADER
Source Sans Pro Black, All Caps,
16 pt, Leading 16

HEADLINE
Source Sans Pro Black, Sentence Case
84 pt, Leading 84, Tracking -30

BODY COPY
Source Sans Pro Regular, Sentence Case,
14 pt, Leading 24

ABOUT US

Creating a caring, just, and affirming world for LGBTQ+ people and those who love them.

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TAKE ACTION

Join us in the Fight for Equality

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37

DOT TEXTURE

Highlight specific imagery by using the dot texture, explained on page 45, as a background element.

SAFE CELEBRATED EMPOWERED LOVED.

NEW TITLE FONT

Use New Title for short, hard-hitting headlines or phrases. This font looks best when there are ~3-10 words total.

INLINE IMAGE

You can sprinkle in square-cropped photography to "hero" (main) headlines. The height of the photo should match the height of the text.

HEART PERIOD

Use a rotated heart icon as a period. This works best when paired with the New Title font.

#PFLAGProud
#PFLAGProud
#PFLAGProud
#PFLAGProud
#PFLAGProud
#PFLAGProud
#PFLAGProud

BOARD & LEADERSHIP

VISUAL ELEMENTS

GRAPHIC SHAPES OVERVIEW

Visual elements help tell PFLAG's story and demonstrate our values. Because we are loud, proud, and always leading with love, two shapes that reoccur throughout our visuals are the megaphone and the heart. Both have a strong visual connection to the PFLAG logo.

MEGAPHONE SHAPE

HEART SHAPE

GRAPHIC SHAPES MEGAPHONE

Incorporate the megaphone in big and small ways.Use it as a container for a short line of text or fill it with color/s. Flip it vertical to create a line of pillars or scale it horizontally to help anchor a page.

LOVE

COMMUNITY

LEADERSHIP

ENGAGEMENT
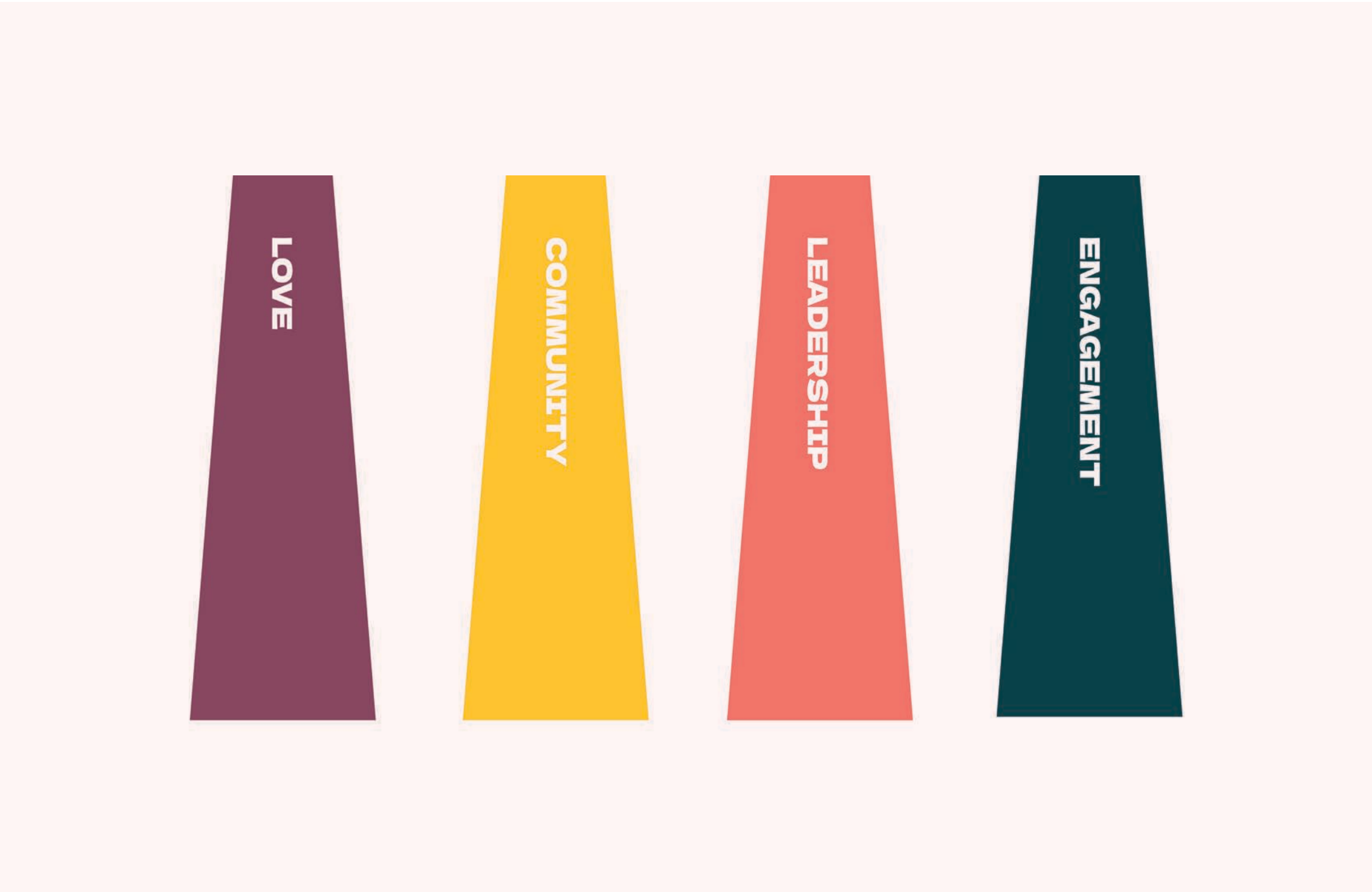
MEGAPHONE SHAPE CORE VALUES

JOIN US FOR

PRIDEFEST

JUNE 22, 2022 | CITY HALL | 5-7PM

#PFLAGProud

MEGAPHONE SHAPE SOCIAL MEDIA

GRAPHIC SHAPES HEART

Use the heart shape as a container to display solid colors or short lines of upward-arching text, such as the Leading With Love example below. Do not place an image inside of the heart. The heart should only be filled with solid colors, not photography.
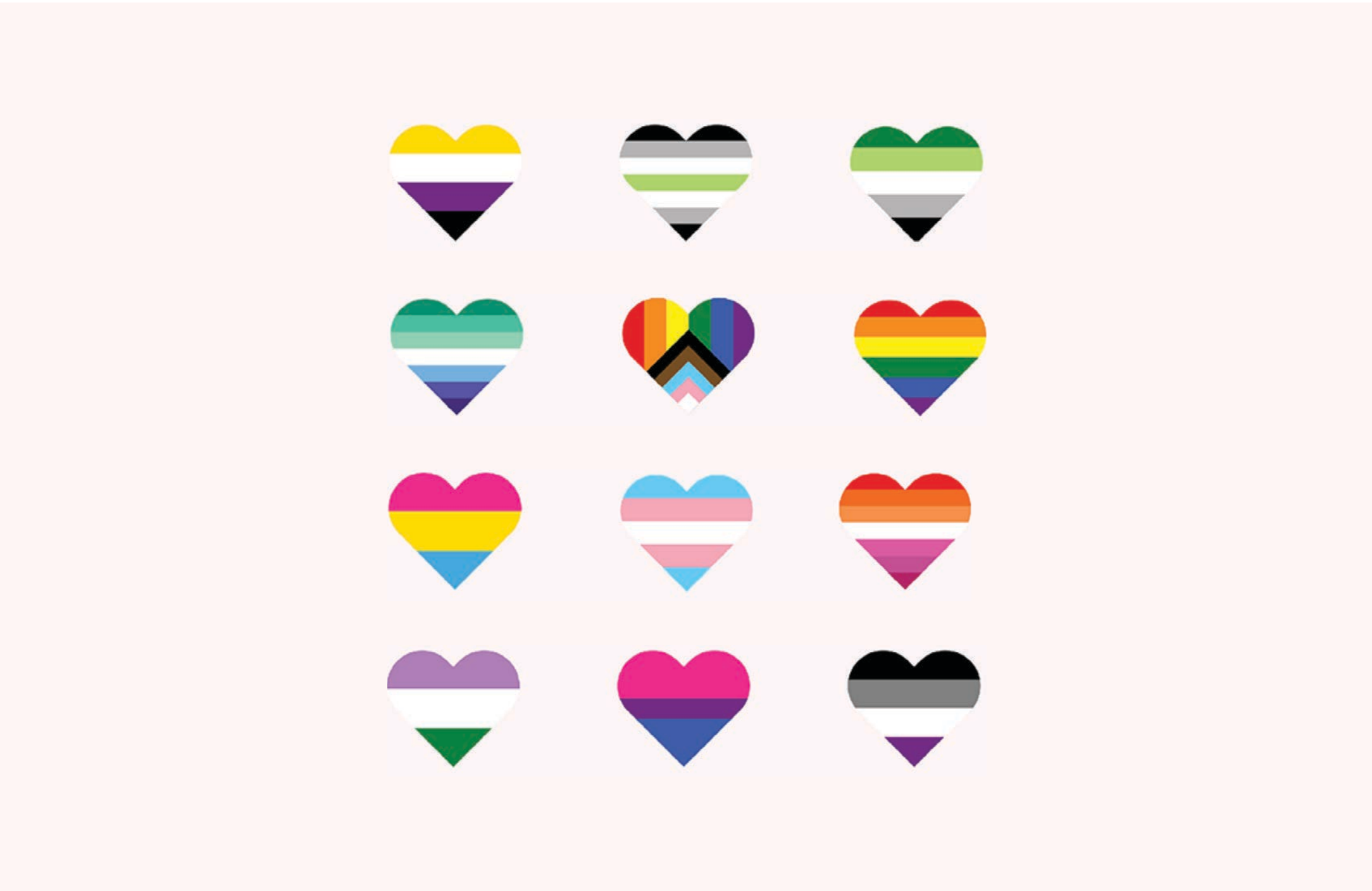
HEART SHAPE CONTAINER FOR FLAG COLORS

HEART SHAPE SOCIAL MEDIA

ICON STYLE OVERVIEW

Icons are a playful and effective way to create engaging content and help tell a story. PFLAG's icon style is geometric, solid, and bold. Layer icons on top of images to convey warmth and personality, or use them more practically. For example, an envelope can help direct folks to a newsletter sign-up.

ICON STYLE FORMULA

All icons should be built from a similar blueprint to ensure that they feel cohesive as a set. Use the pointers below to help guide the creation of future icons.

- **DO** use the base icon elements as a starting point
- **DO** use up to 4 colors from the brand palette
- **DO** strive for clarity and simplicity

HEART

MEGAPHONE

SQUARE

ROUNDED RECTANGLE

RECTANGLE

CIRCLE

TRIANGLE

SEMI-CIRCLE
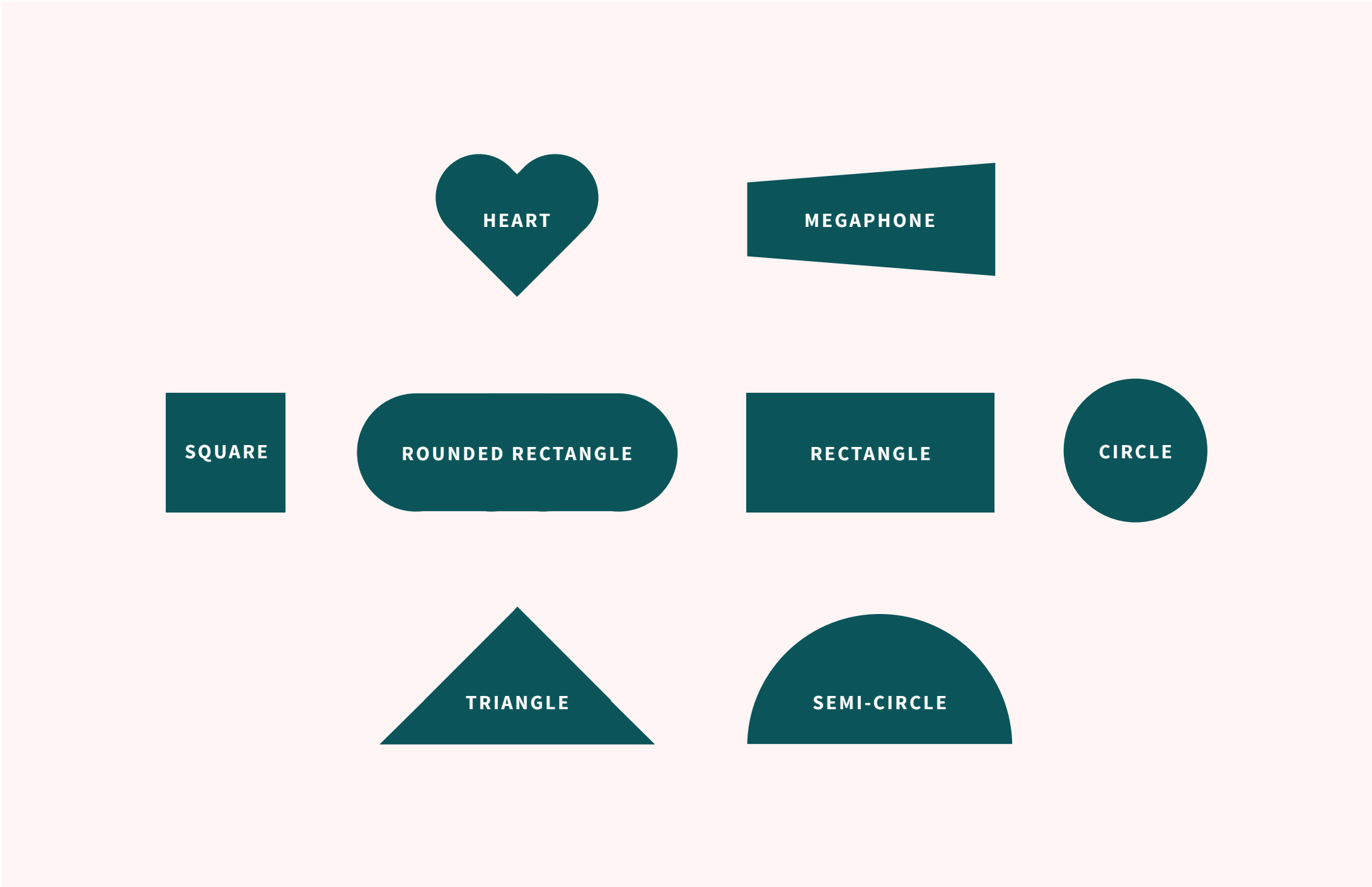
BASE ICON ELEMENTS GEOMETRIC SHAPES

2 RECTANGLES + 2 HEARTS = GIFT ICON

EXAMPLE BUILD GIFT ICON

ICON STYLE EXAMPLE USAGE

Use icons like stickers (left) or as graphics (right). Have fun, but don't overuse them: one to three icons per photograph or design section.
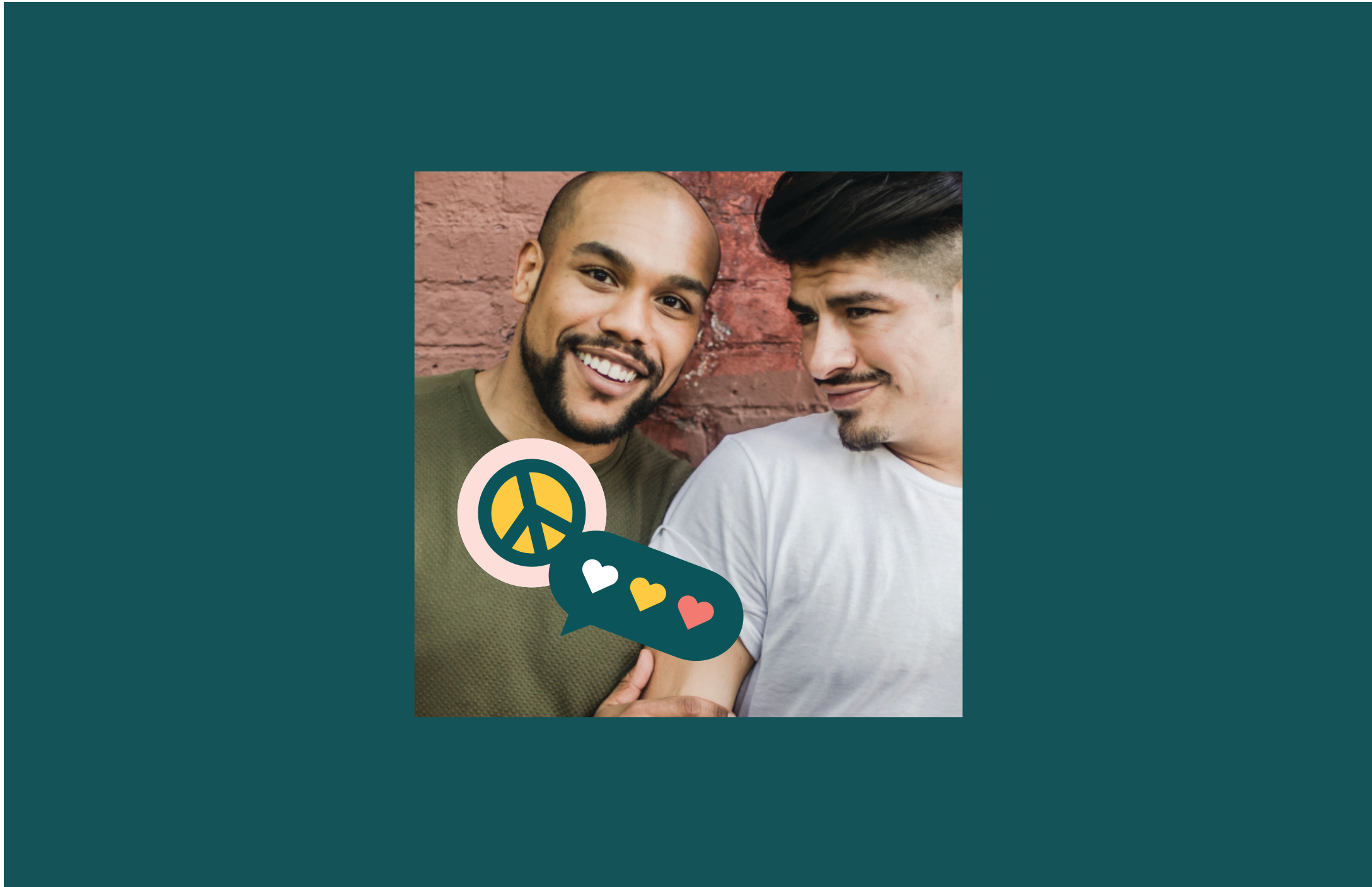
EXAMPLE ICON USAGE ON SOCIAL

Get the Latest Updates

| Email address	SIGN UP

EXAMPLE ICON USAGE ON WEBSITE

COLLAGE STYLE OVERVIEW

PFLAG's aim is to create visually appealing content to engage people with our mission. Our collage style adds a sense of depth and layering to the brand visuals, helping to visually enrich stories and infuse headlines with an extra pop.

All collages are created from three base elements: scribble, brush stroke and circular dots.
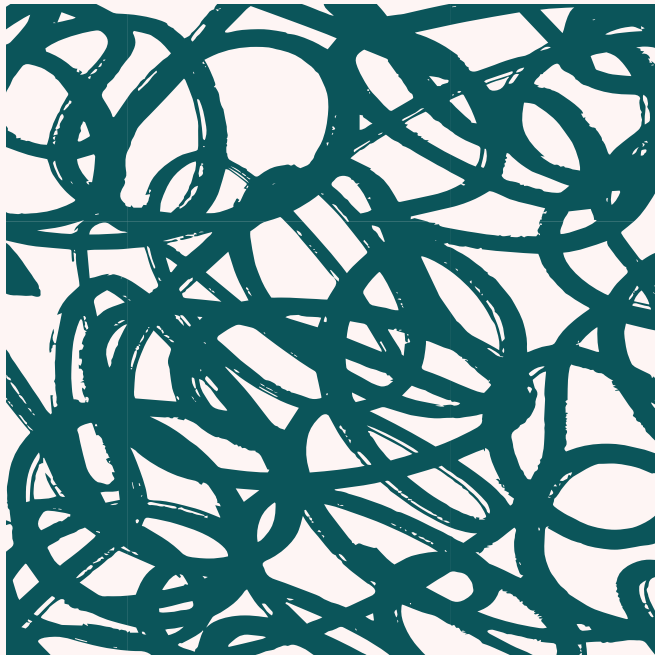
SCRIBBLE
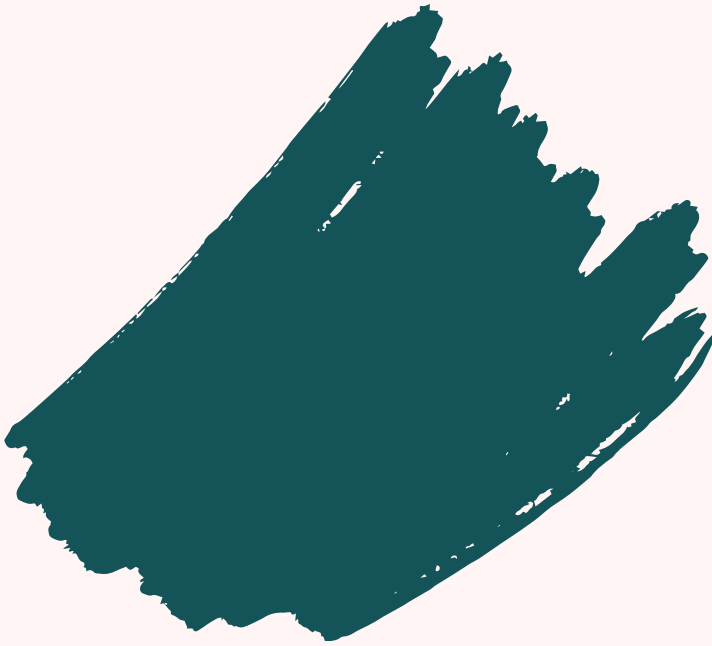
BRUSH STROKE
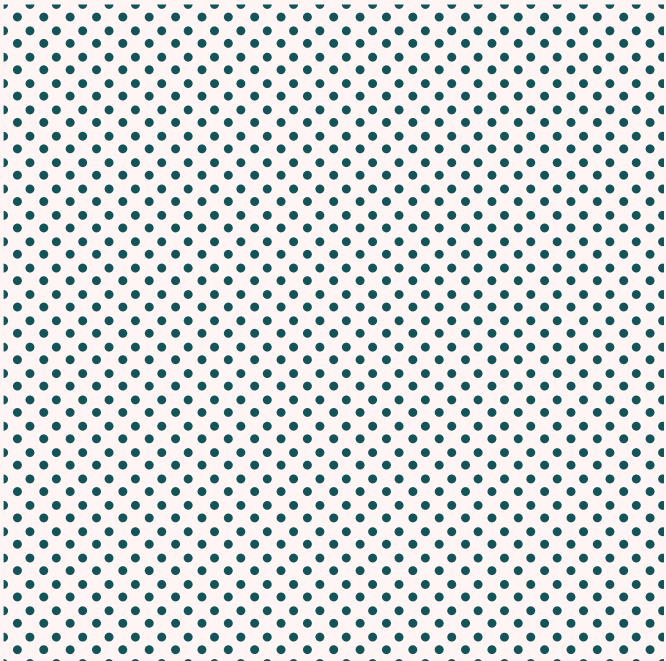
CIRCULAR DOTS

COLLAGE STYLE WITH IMAGERY

Layer individual collage elements on top of solid colors to create artistically bold backdrops for image cutouts. You can use the same collage element in different ways, by rotating or scaling, to create a sense of movement and variety. This type of treatment is only for backgrounds (behind text or cutout images.) In the examples below, the texture color is either a lighter or darker supporting color, outside of the approved palettes, but it is similar enough to be complementary and look cohesive. The background will look textural without distracting from the content in the foreground.

COLLAGE STYLE WITH TEXT

Layer the circular dots behind shorter headlines to help center messaging and add depth with color.

The dots should feel like part of the background and look harmonious in color. Use a tone-on-tone effect with the pastels from the palette to ensure that the top layer of text is crisp and legible. Layering colors makes the dots appear darker than the background, even though they are the same tone.

WE'RE HIRING

#LEADWITHLOVE

YOU ARE NOT ALONE

Nonbinary youth who say most people in their lives use their affirmed pronouns are more likely to feel, loved, valued, and affirmed. This also increasingly helps avoid negative outcomes.

PFLAG

WE'RE HIRING

COLLAGE STYLE EXAMPLE USAGE

Use individual collage elements to give backdrops a sense of depth and texture.
The elements can be paired with images in a shape (left) or images that have had their backgrounds cut out (right).

Collages look best when the textural elements match well with the background color. Choose colors that feel harmonious and soothing when paired together so that the overall layout feels unified.
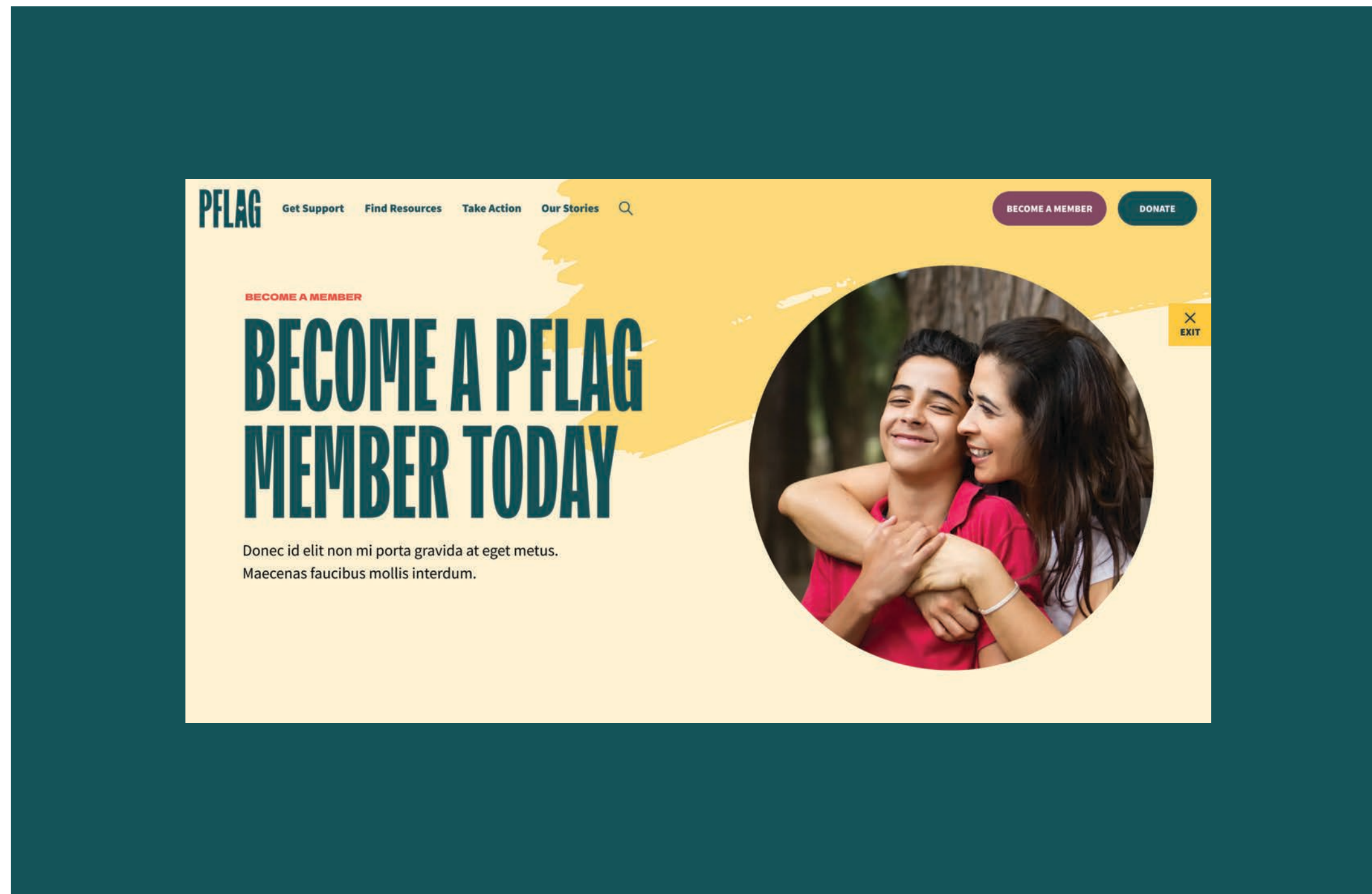
EXAMPLE COLLAGE USAGE ON WEBSITE
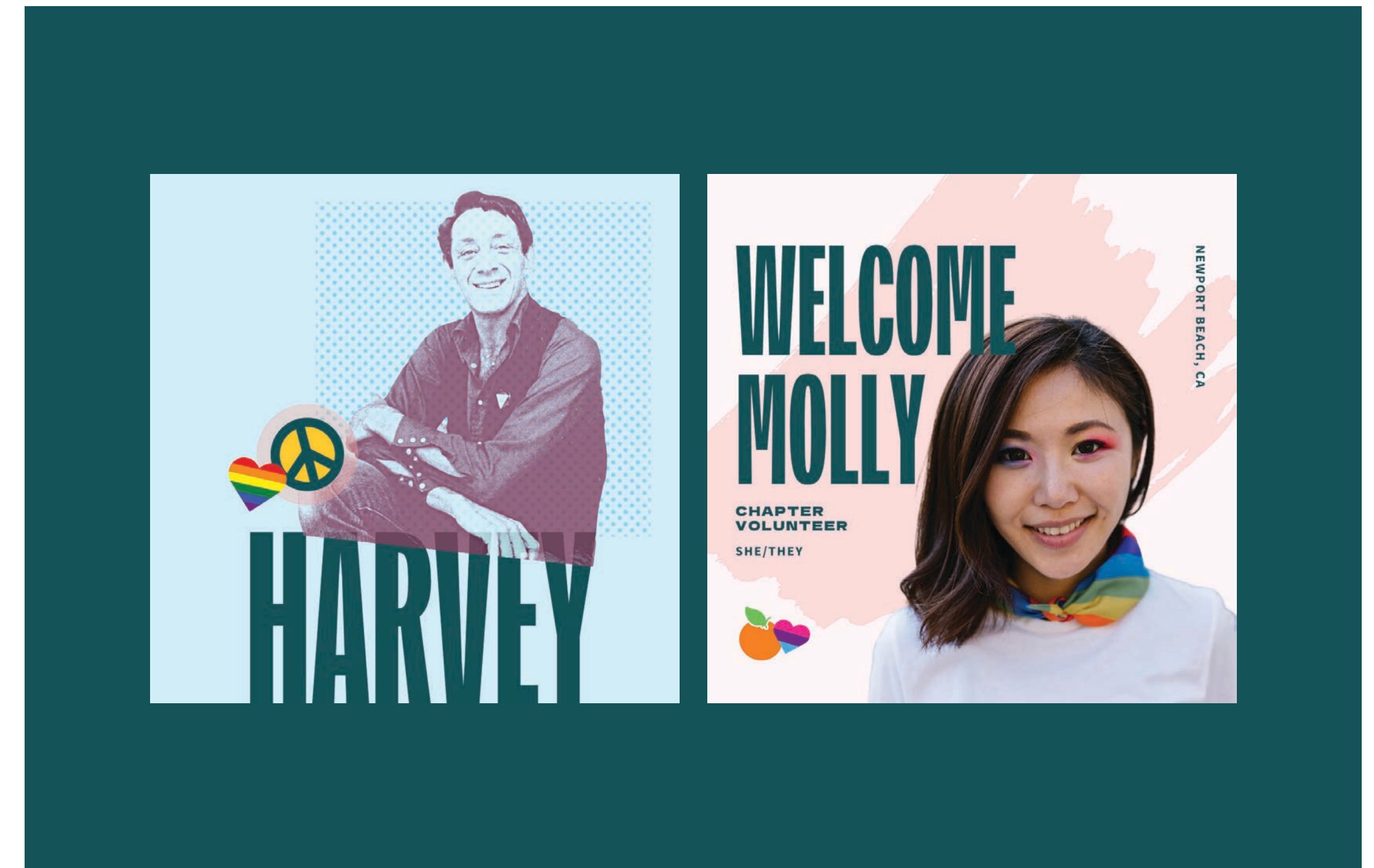
EXAMPLE COLLAGE USAGE ON SOCIAL

LOGO FRAME

Use PFLAG's logo as a way to highlight an image or phrase. The sideways letter 'A' can act as an arrow that points to a subhead (in this example, it's pointing to "Leading With Love.") Keep the text short (~3-5 words) to maintain clarity and simplicity.

PFLAG

LEADING WITH LOVE

LOGO FRAME CORNER ANCHOR

LOGO FRAME EXAMPLE IN CONTEXT

BRAND PATTERN

Brand patterns can be used to fill in open space, such as video backgrounds or a step-and-repeat backdrop. Here, the brand pattern is composed of two repeating elements: the logo and the tagline.

PFLAG & PRIDE FLAGS

While Pride colors are not a part of our official Primary or Secondary color palettes, their use is important. Incorporate Pride colors in a strategic and systematic way that showcases them without clashing with our PFLAG brand.

Use Pride colors sparingly. Don't mix colors from different flags, and keep the order of the colors as they appear in the flag, in your design. Also, always ensure you are using the correct Pride flags in your work. For example the seven-stripe lesbian Pride flag, which is trans inclusive.

GENDER QUEER HEART

BISEXUAL HEART

ASEXUAL HEART

NONBINARY HEART

AGENDER HEART

AROMANTIC HEART

GAY MEN HEART

PROGRESS PRIDE HEART

RAINBOW HEART

PANSEXUAL HEART

TRANS HEART

LESBIAN HEART

PFLAG & PRIDE FLAGS

There are five different ways of incorporating Pride flags. Only use one at a time!

WHEN PAIRING WITH A HEADLINE OR SUPPORTING COPY:

PHOTOGRAPHY

Find imagery that features Pride flags or colors.

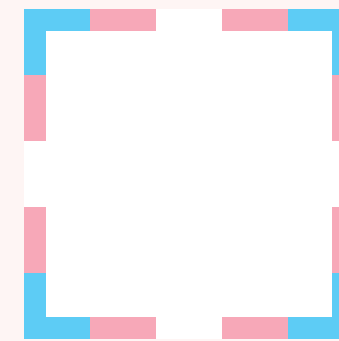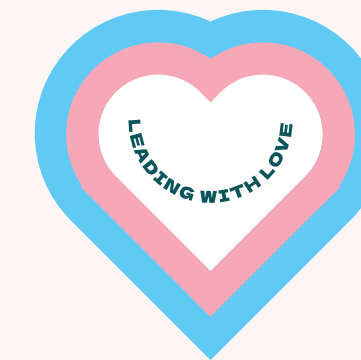**WHEN IMAGERY IS NOT A VIABLE OPTION:**

PHOTO FRAME

Add Pride colors to the border of a square. Each side of the square should feature all colors of the Pride flag. Use this as a container to feature pictures of people. Works for social, online, or print.


RADIATING HEART

Add Pride colors to the perimeter of the PFLAG heart. Use the PFLAG heart as the center icon to build from. Lends itself well to simple animation.

WHEN THE PFLAG BRAND/LOGO NEEDS TO HAVE PROMINENCE ON THE PAGE:
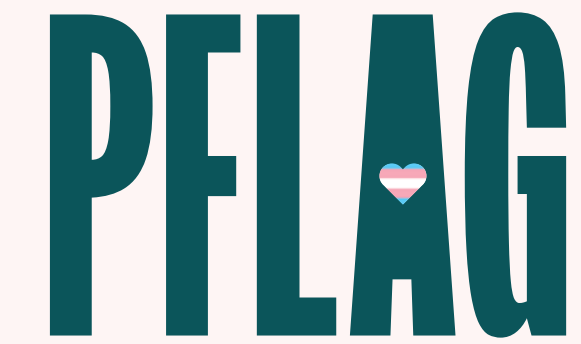
IN THE LOGOTYPE

Fill the logo heart with Pride colors. Use the individual Pride hearts that are included within the brand icon set. Place the heart directly over the 'A' to fill the negative space.
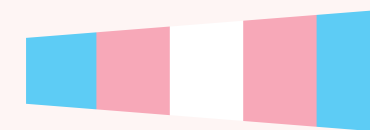
MEGAPHONE

Place the Pride colors within the PFLAG megaphone shape. Evenly distribute the colors so that the individual bars are the same width. See page 42 for usage examples.

PHOTOGRAPHY

Photography is one way we bring PFLAG's brand to life. Imagery should be seamlessly woven throughout your designs, highlighting human moments that embody the contagious joy and warmth that PFLAG fosters.

Our photography celebrates the LGBTQ+ community by featuring a mix of individuals, families, allies, and activists, in addition to historical imagery. All types of photography can be used—from more polished and professional images to casual iPhone pictures. Choose photography that is uplifting and hopeful, and demonstrates pride.

PHOTOGRAPHY CORE PRINCIPLES

PHOTOS SHOULD...

✓ Feel authentic, genuine, and candid; provoke emotion and feelings of realness.

✓ Highlight the warmth that comes from human-to-human moments, with a focus on capturing individuals engaging with others.

✓ Celebrate the community and inclusion by featuring a range of diversity across images, including diversity of race, ethnicity, age, disability, body size, gender expression, etc. Images should also show a range of numbers of people: individuals, couples, families, and groups of friends or activists.

PHOTOS SHOULD NOT...

✕ Feel overproduced or tacky in appearance; should not feel fake or staged.

✕ Feel blatantly stock-like, disingenuous, or patronizing; should not feel cold or dark in either subject matter or visual quality.

✕ Feel flat or monotonous in terms of the people depicted, in terms of gender, age, and nationality.

57

PHOTOGRAPHY SAMPLE COLLECTION

PHOTOGRAPHY OVERLAY

A color overlay can make a black-and-white picture pop, and keep it consistent within established brand colors. Only use Primary or Secondary colors for this effect.
Use the formula below to create overlay treaments in Adobe Photoshop.

+

=

BOTTOM LAYER BLACK & WHITE PHOTO

- Set layer style to 'NORMAL'
- Set opacity to '100' and adjust as needed

TOP LAYER SOLID COLOR OVERLAY

- Set layer style to 'SCREEN'
- Set opacity to '100'
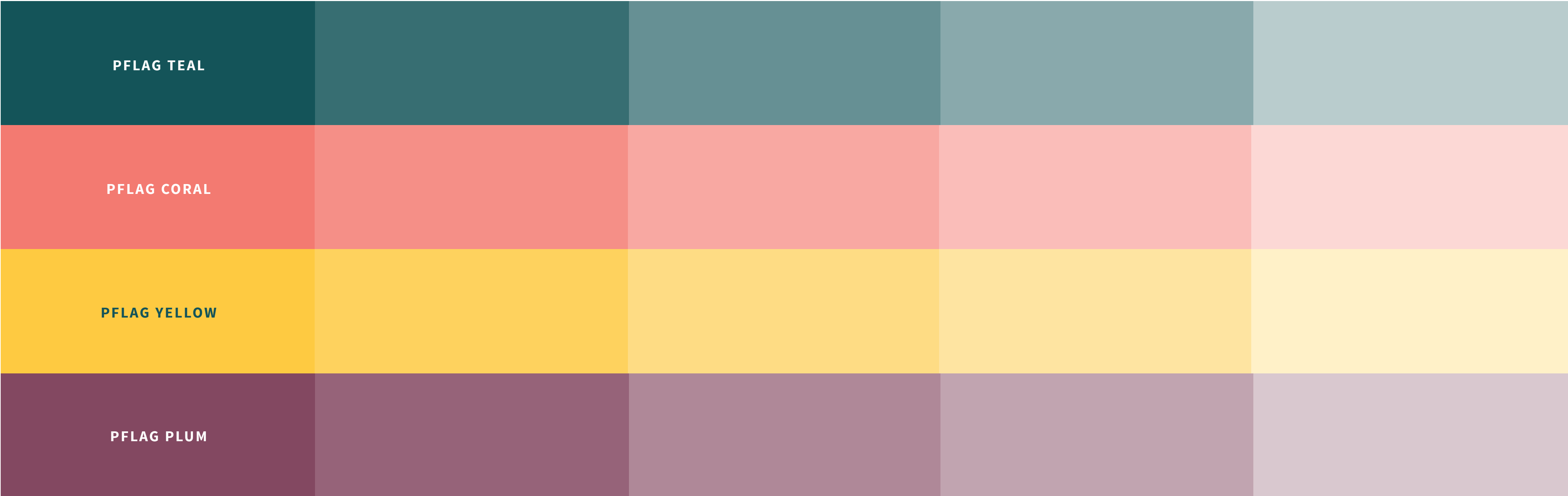
FINAL OUTCOME

OVERLAY TREATMENT IN CONTEXT

Use the photo overlay treatment to honor historical photos (left) or add warmth and color to images (right).

INFOGRAPHICS

DATA VISUALIZATION COLORS

Tints derived from PFLAG's Primary brand palette may be used for infographics, maps, charts, and graphs. Use different tint percentages to create shades of each core color.
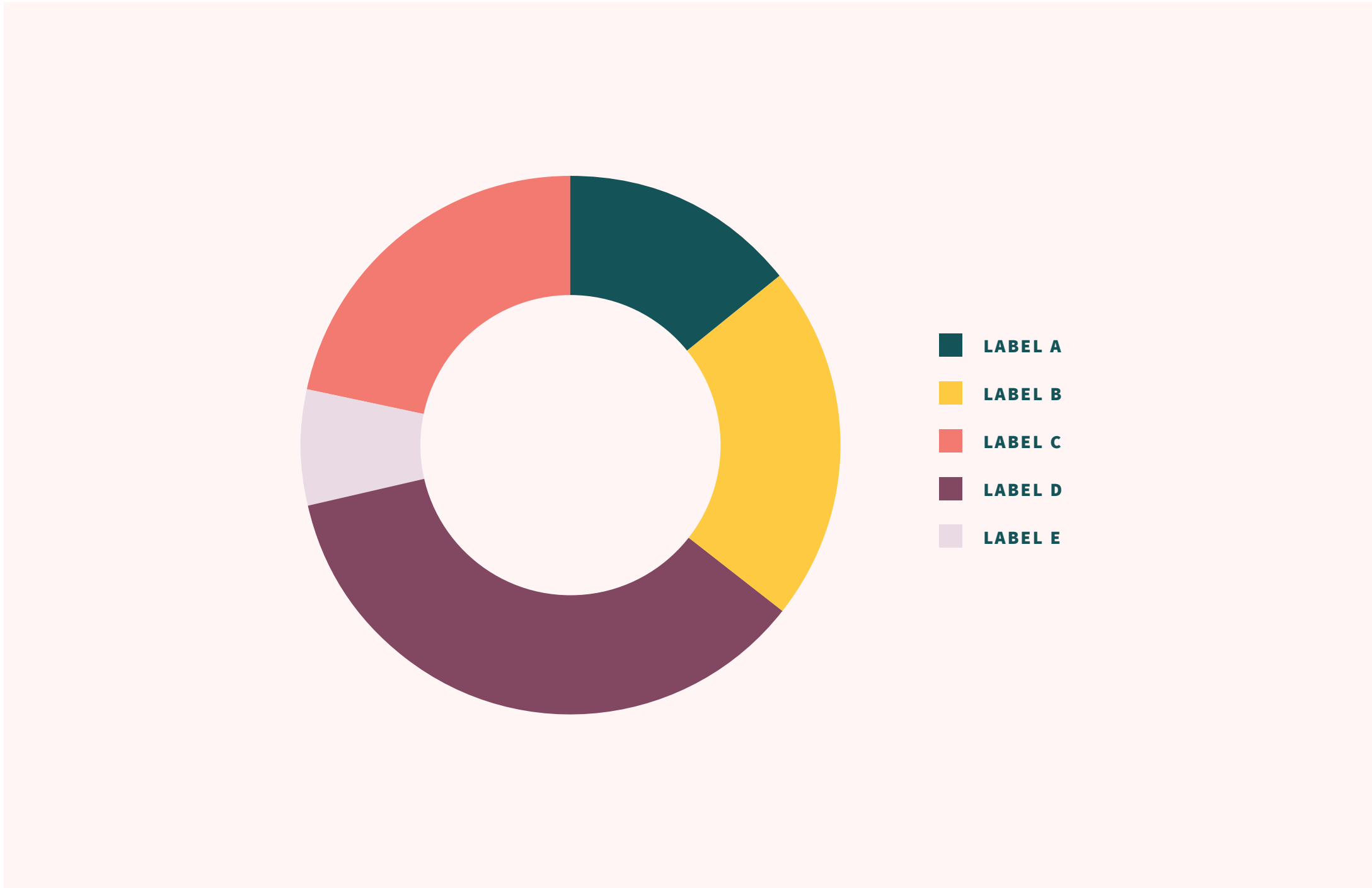
| PFLAG TEAL | | | | |
PFLAG CORAL				
PFLAG YELLOW				
PFLAG PLUM				
CORE COLOR AT 100%	**CORE COLOR** AT 85% TINT	**CORE COLOR** AT 65% TINT	**CORE COLOR** AT 50% TINT	**CORE COLOR** AT 30% TINT

CHARTS & GRAPHS

Graphs and charts make information easier to see and comprehend. Use color to help categorize and show your data. The full brand color palette, as well as the data visualization palette on the previous page, may be used for your preferred style of chart or graph.
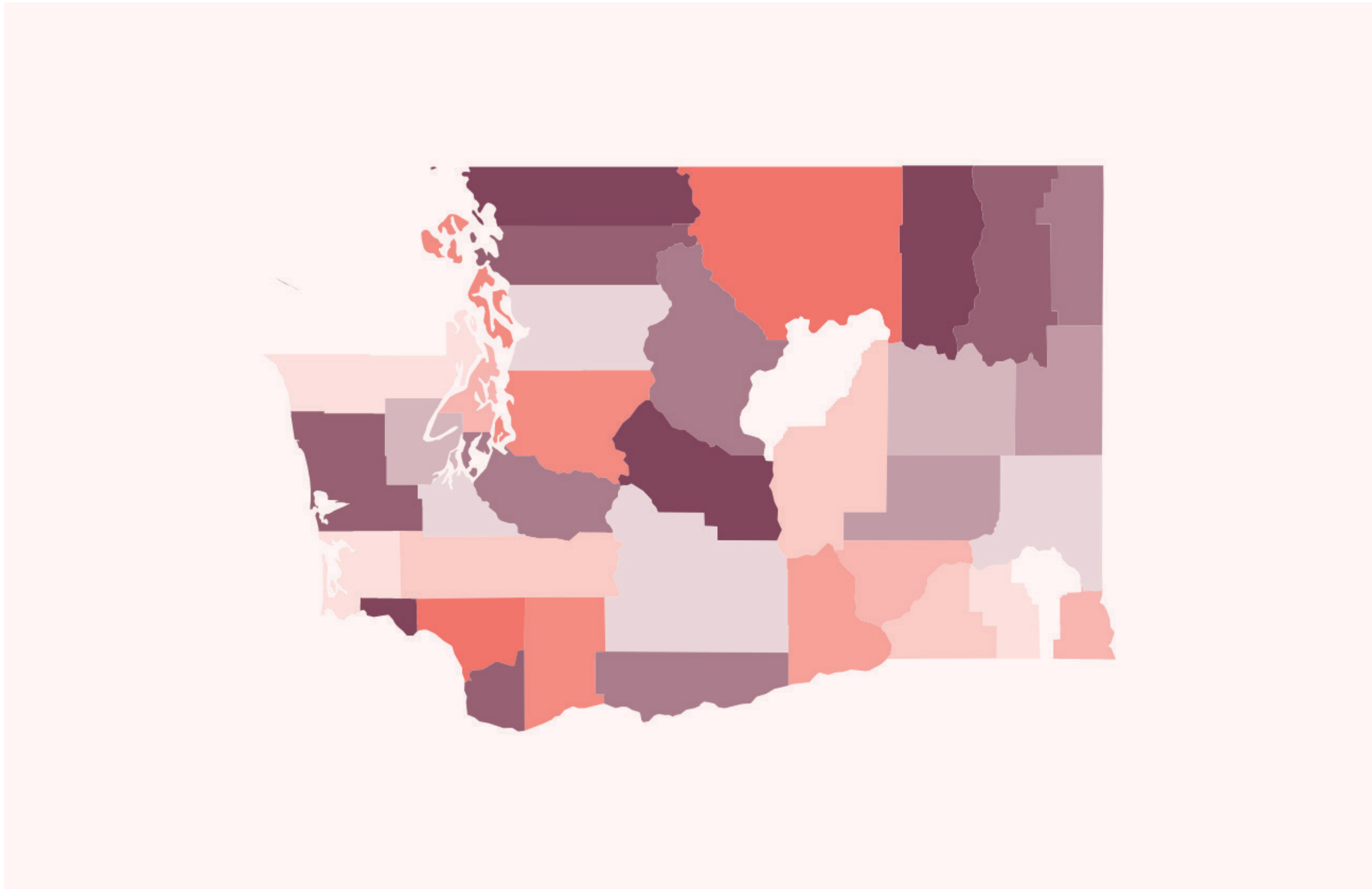

LABEL A
LABEL B
LABEL C
LABEL D
LABEL E

PIE CHART EXAMPLE USAGE
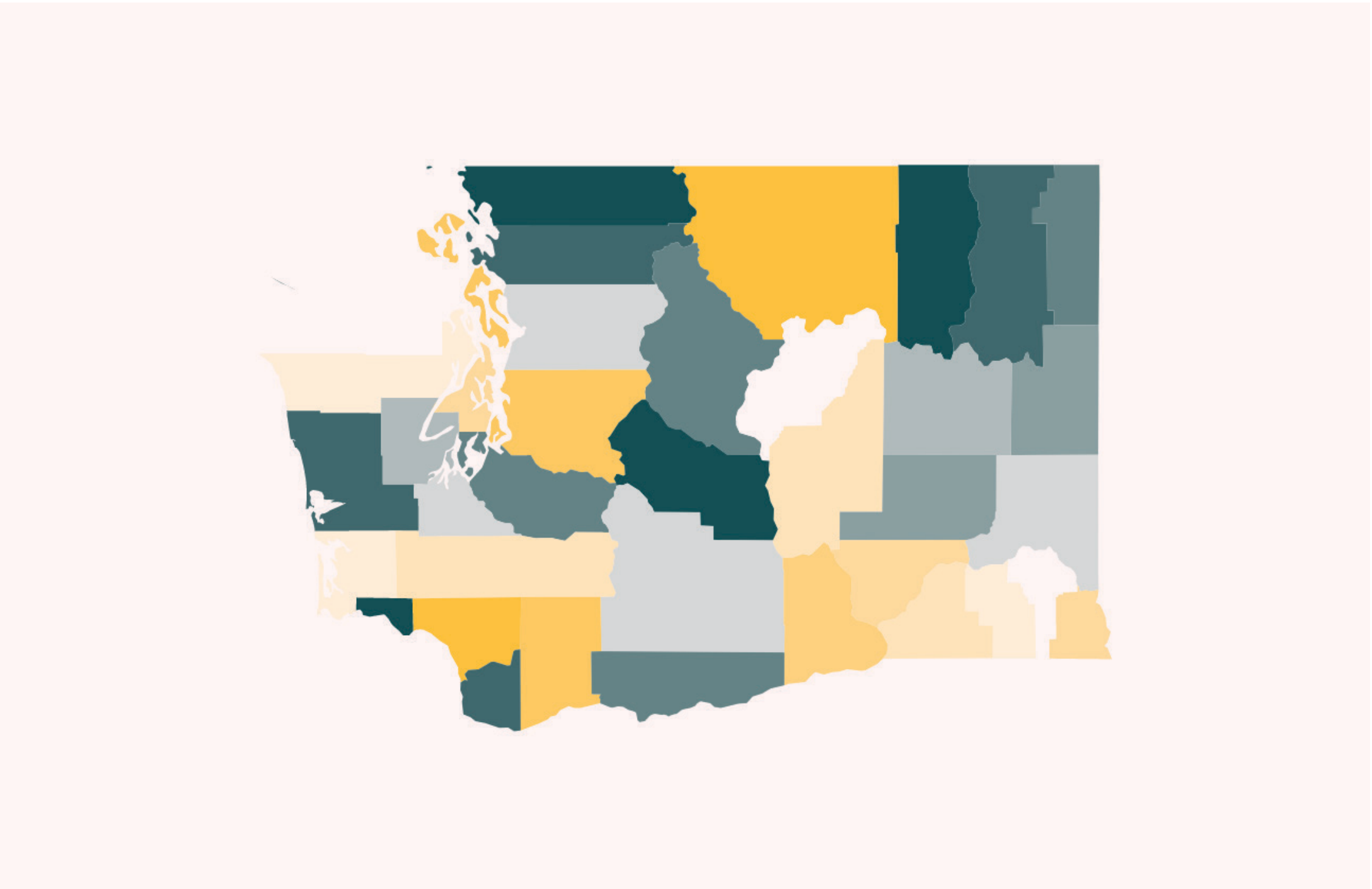

CHART LABEL   CHART LABEL   CHART LABEL
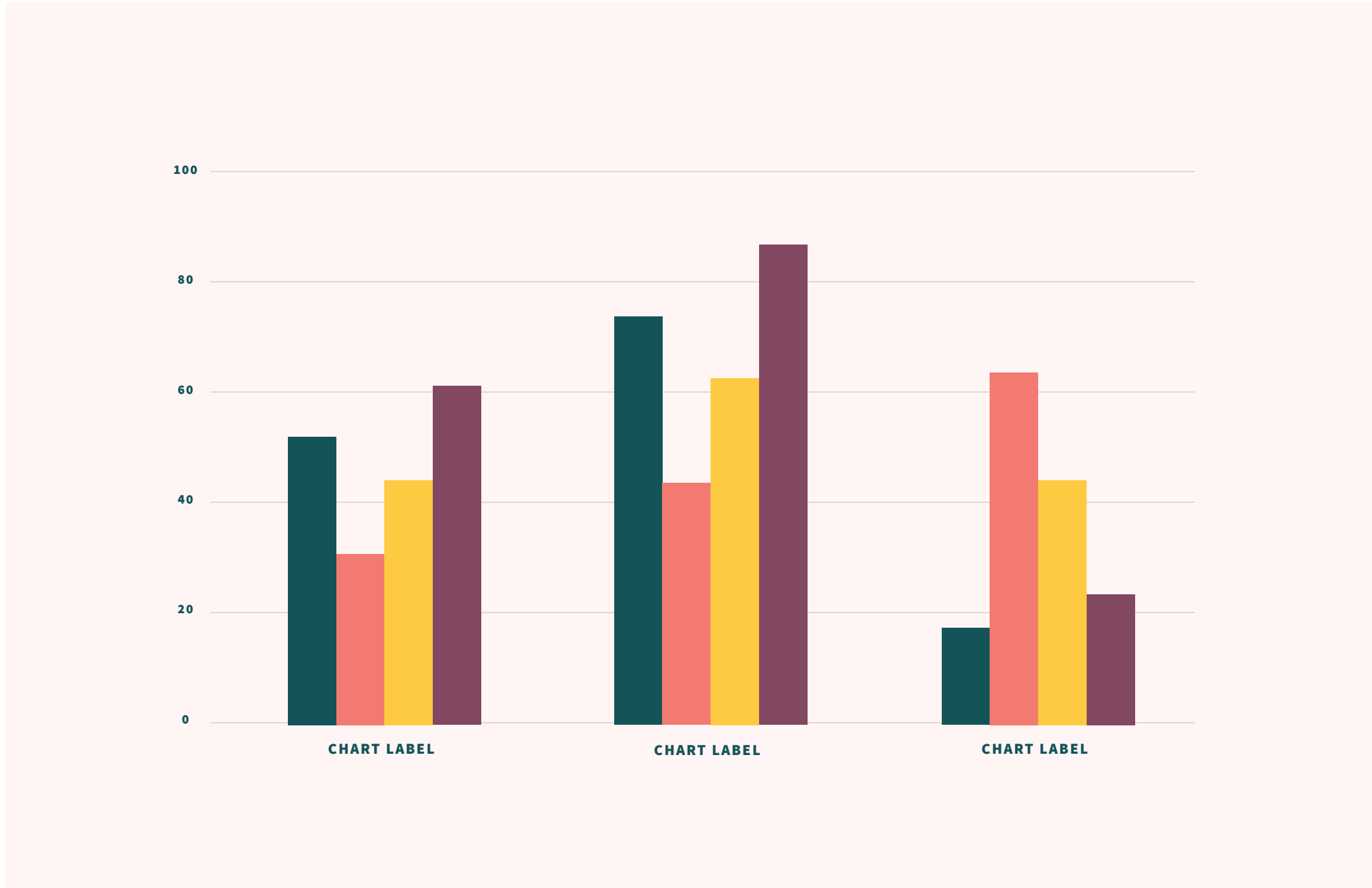
BAR GRAPH EXAMPLE USAGE

MAPS

Additional tints from the data visualization palette can be useful where a large number of categories or areas need to be color coded, such as a map.

MAP EXAMPLE USAGE

MAP EXAMPLE USAGE