



Viborg Pride

BRAND GUIDELINES
VISUAL IDENTITY

OUR VOICE

Viborg Pride is a rainbow community with every color and personality under the sun and hidden between raindrops.

*You're not just respected, you're **CHERISHED**.*

*You're not just seen, you're **CELEBRATED**.*

*Your voice? It's not just heard, it's **VALUED**.*

We believe in a world where equality and equity are more than just ideals—they're your birthright.

Our mission is simple: Acceptance is our goal

EMBRACE YOUR PRIDE

Content

Logo

Logo

Margins

Black and white

Be consistent

Alternative logo

Margins of alternative logo

Typography

Colour Palette

Primary colours

Secondary colours

Visual Identity

Visual Representation

Photography

Logo

Viborg Pride logo was created 2023 involving elements that embrace the community of queers in the Viborg.

The pastel rainbow

Representing the queer community.

The cloud and raindrops

Without rain there would be no rainbow

The city horizon line

Showing the community of Viborg



Margins

Clear space

To allow our logo to stand out, do not space any designed objects such as illustrations or text within the clear space.

To figure out how much clear space our logo needs, we simply use the "V" place it around our logo and using it as margins. Margins functions as personal space, do not interfere with the personal square



Black logo

For most accessibility depending on where the logo is being displayed. The logo varies slightly with less rainbow stripes to better read the shape language for the cloud.



White logo



Be consistant



Without text

For recognizability rememer to use the text for our logo.



Oversaturated

Use pastels. Oversaturating our colours will make us blend with the crowd of other prides.



Stretch to fit

We do not butcher our logo to make it fit a certain ratio. Remember our margins and make room for our logo to shine.



Straight and alternative

Pride people are not straight, neither is our logo. **Also** dont merge our primary logo with our alternative logo.

Alternative Logo

In cases in which the primary logo of Viborg Pride cannot be used due unknown reasons.

Our alternative logo, also known as our secondary logo can be used as a replacement.

Displayed on this page is our 2 primary colours of the secondary logo with a possibility to expand to the rest of the rainbow.

As displayed as well you can use the logo with either black or white text.

**Viborg
Pride**

**Viborg
Pride**

**Viborg
Pride**

Remember Margins

Let the logo breathe.

To properly let the logo shine, we need to remember the margins. A rough guideline for this is if you can place the “o” in Viborg along the sides of the logo, you have displayed the logo correctly with enough space to allow it to shine.



Typograhpy

Aa

Gill Sans MT Heading

A a | B b | C c | D d | E e | F f |
G g | H h | I i | J j | K k | L l | M m
| N n | O o | P p | Q q | R r | S s |
T t | U u | V v | W w | X x | Y y | Z z |
Æ æ | Ø ø | Å å |

1 2 3 4 5 6 7 8 9 0 (!?) “ # % = +

Nunito Body Text

A a | B b | C c | D d | E e | F f |
G g | H h | I i | J j | K k | L l | M m
| N n | O o | P p | Q q | R r | S s |
T t | U u | V v | W w | X x | Y y | Z z |
Æ æ | Ø ø | Å å |

1 2 3 4 5 6 7 8 9 0 (!?) “ # % = +

Aa

Aa

Primary Colours

Our primary colour palette resembles the sky in various state of blue. From the clear sky blue to the darkened before the rain blue – for without rain, there would be no rainbow in sight.

Hippie Blue #5988B2	R 89	C 50
	G 136	M 24
	B 178	Y 0
		K 30




Calypso #315F86	R 49	C 63
	G 95	M 29
	B 134	Y 0
		K 47



Cornflower #87BFE1	R 135	C 40
	G 191	M 15
	B 225	Y 0
		K 12




White #FFFFFF	R 225	C 0
	G 225	M 0
	B 225	Y 0
		K 0



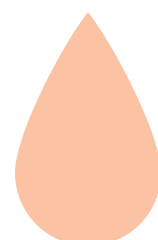
Secondary Colours

Our secondary colour palette resembles the rainbow, specifically a pastel rainbow to convey a sense of gentleness, inclusivity and diversity within the queer community.

Deep Blush #DE6A9B	R 222	C 0
	G 106	M 52
	B 155	Y 30
		K 13




Pancho #EDC1A4	R 237	C 0
	G 193	M 19
	B 164	Y 31
		K 7



Cherokee #FBE99F	R 251	C 0
	G 233	M 7
	B 159	Y 37
		K 2




Gossip #DAF6BB	R 218	C 11
	G 246	M 0
	B 187	Y 24
		K 4



Charlotte #A7EAFA	R 167	C 33
	G 234	M 6
	B 250	Y 0
		K 2



Perfume #C0A7f8	R 192	C 23
	G 167	M 33
	B 248	Y 0
		K 3



Visual Representation

Our online visual representation on social media channels are vibrant and hand-drawn. We've chosen to stand out by highlighting Viborg Pride with a cozy, locally-inspired aesthetic. Given Viborg's renowned The Animation Workshop most of our updates feature a hand-drawn style, reflecting the artistic spirit of our community.



Photography



