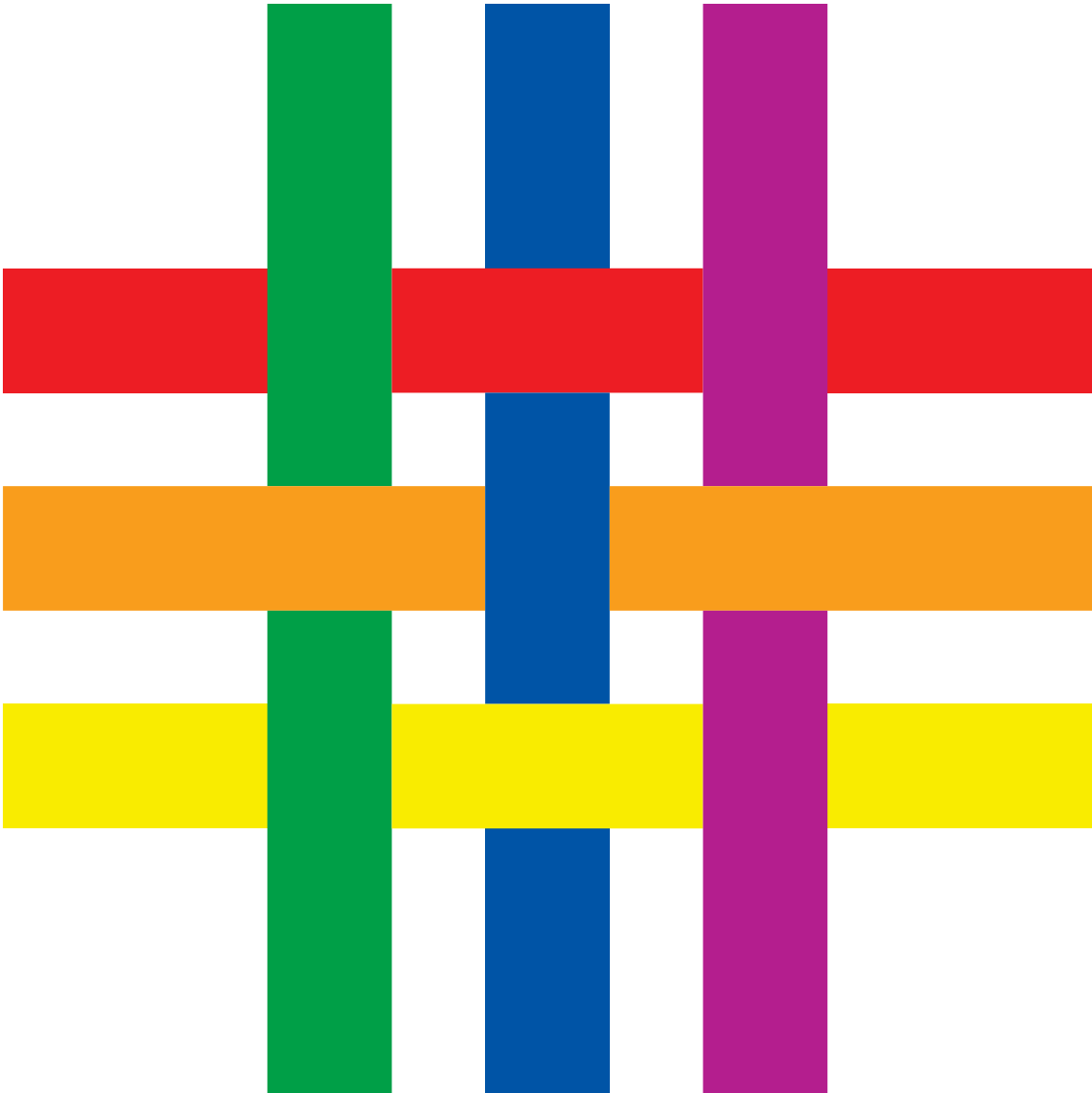


Brooklyn Community Pride Center

**NEW!** Brand Style Guidelines

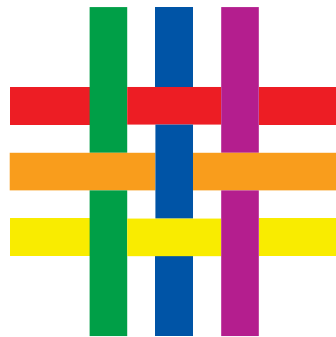
March 2018



We have a new logo!



Our new mark is comprised of two components that work together, and separately...



- 1) Our **Rainbow+ Icon**, represents Brooklyn Community Pride Center's diversity with its interwoven color bands

**brooklyn**  
COMMUNITY PRIDE CENTER

- 2) A fresh new type treatment emphasizes our roots and Brooklyn location

The Center's new **Logo** combines the Rainbow+ icon with "Brooklyn" in a solid color.

Please only use officially released versions.



Our special project **Brooklyn-Only Logos** features “Brooklyn” in multi-colored gradient treatments.

Gradient logo versions must NOT appear with the Rainbow+ icon as the colors will clash – only one component may be multi-colored.



The Center's new **Logo** is available in different configurations based on the space it will appear.

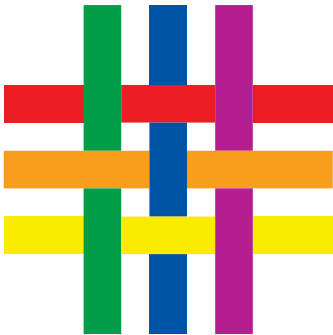


- 1) Horizontal use when the width is at least double the height



- 2) Square, small space use

Social media and mobile use.



Our **Rainbow+ Icon** will be used as the main Brooklyn Community Pride Center branding icon (square or round) for all Brooklyn Community Pride Center social media accounts. Same applies for mobile use.



When space allows, the full **Brooklyn Community Pride Center Logo** will be used.

Our new **Logo** and backgrounds.



Preferred logo use is on a white background



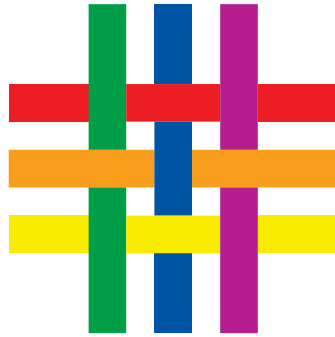
Logo version for black backgrounds



Our new logo on photo backgrounds can be cool, but tricky. Please [contact our creative dept.](#) for assistance.



## About the **Rainbow+ Icon**



First unveiled at Brooklyn Community Pride Center's 2016 Community Leadership Awards & Gala, the unique **Rainbow+ Icon** was designed to reflect Brooklyn's LGBTQ+ community with a unifying symbol in pride flag colors.

A reinterpretation of a “+” symbol, the Rainbow+ icon signifies joining and bringing together people and ideas.

You + Me + Us + Them + Black + Brown  
+ White + Lesbian + Gay + Bi + Trans/GNC  
+ Queer + Youth + Elders + HIV+ + HIV- +



1360 Fulton Street, Ground Floor , Brooklyn, New York 11216  
(Corner of New York Ave. and Herkimer)

Visit [lgbtbrooklyn.org/media-press](https://lgbtbrooklyn.org/media-press) for more information.

If you have questions about our new logo and usage,  
please [email our creative department](#) for assistance.