



BRAND GUIDELINES

Oulu Pride 2023

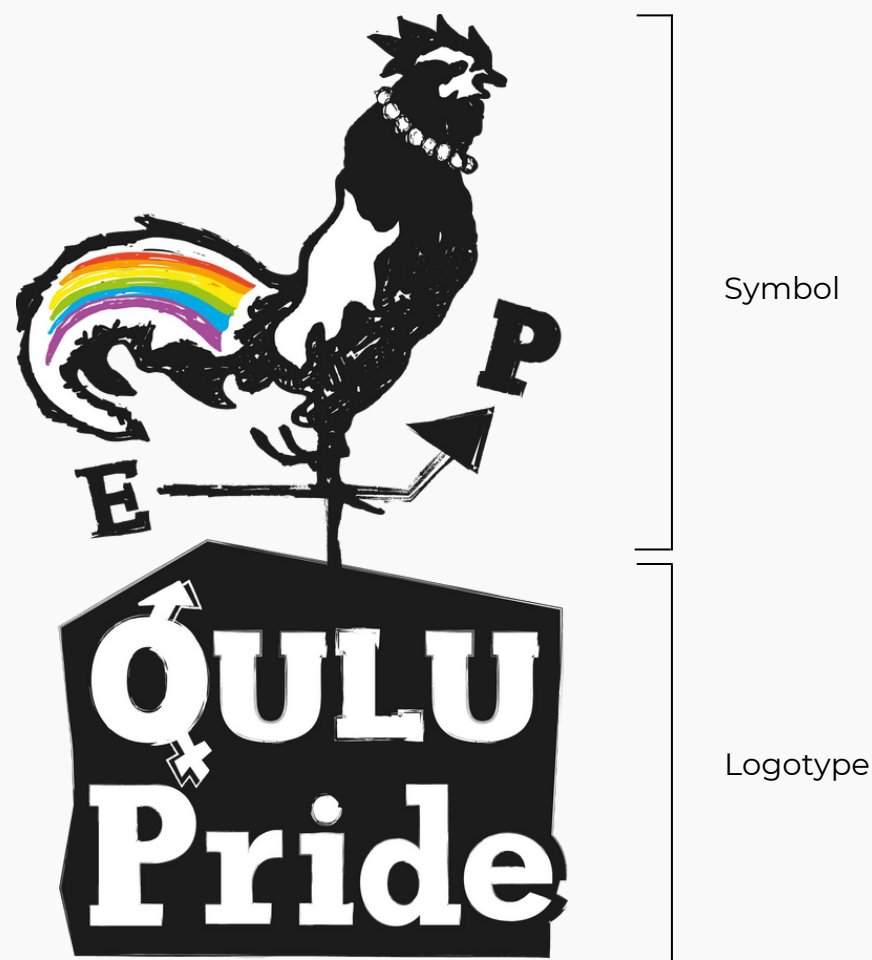
ABOUT OULU PRIDE

Oulu Pride Association, established in the fall of 2018, is an organization that coordinates the Oulu Pride event week.

The purpose of the association is to promote the realization of human rights and work for an equal and inclusive Oulu for all. In line with the ideals of Pride, we celebrate the diversity of humanity and increase awareness of sexual and gender minorities.

We are a member organization of the national association called Seta and a partner of Oulu Seta.





PRIMARY LOGO

The logo is an integral part of the Oulu Pride brand and should be used thoughtfully and consistently. Most often, the logo will be presented with black background, but it can also be used on a dark background with white logo background (instructions on the next page).

The full Oulu Pride logo consist of 2 elements:

- Symbol
- Logotype

The words Oulu and Pride should always be written with a capital O and P. Any other variants, such as OULU PRIDE should nor be used.



Oulu Pride



OULU Pride



OULU PRIDE

LOGO COLOR VARIANTS

There are two versions, one for light and one for dark backgrounds. Keep a good margin between the logo and other graphic elements such as headings, images or illustrations. If printed on merchandise, keep a good margin from the edges of the product.

The dark logo can be used on top of any of the colors from our brand palette (excluding dark purple). The logo with white borders should only be used on top of dark colors.



LOGO PLACEMENT

When using the logo in a design or placing it next to other visual elements, you should ensure that it has plenty of room to breathe. This is where clearspace and margins come into play.

Logo placement and spacing



The logo can be placed on both sides, center, top or bottom, depending on the need. However, it should always maintain a minimum spacing equal to the half of the height of the logotype. Here we can use the word **Pride** as an guide.

Logo minimum clearspace



To maintain brand equity, the logo should always maintain a minimum clearspace from other elements. The minimum clearspace is relative, but always minimum half of the height of the logotype. Here we can use the word **Pride** as an guide.

LOGO USAGE

Logo's orientation should always be the same; no tilting allowed.
Ensure that you use the Oulu Pride logo with black background on top of the light colors, and conversely, that you use the Oulu Pride logo with white background on top of dark colors.

DO

Add fun elements to the logo if the message is positive and in line with the Oulu Pride communication. Remember to be thoughtful with this one!



DON'T

Place the logo with black background on top of dark colors.



DON'T

Change the colors of the logo.



DON'T

Use the logo without the symbol.



DON'T

Rotate the logo.



DON'T

Add any borders to the logo.



DON'T

Add any other text to the logo.



DON'T

Use the logo on an image background without an overlay. The logo should always be properly visible.



DON'T

Stretch or distort the logo.



Primary Font

ALPHA ECHO

AA

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ
0123456789

Secondary Font

Montserrat

Montserrat Semi-Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ
abcdefghijklmnopqrstuvwxyzääö
0123456789

Montserrat Regural

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ
abcdefghijklmnopqrstuvwxyzääö
0123456789

TYPOGRAPHY

Oulu Pride's font stack contains two fonts, primarily in limited weights, although these may be extended through the use of secondary weights as required. The primary font Alpha Echo is always on capital letters and should be used in titles. The secondary font Montserrat should be used in other texts.

Never use the secondary font Montserrat in capital letters.

✓

Example text.

✗

EXAMPLE TEXT.

Example typography usage

Alpha Echo
30pt

—

DISPLAY HEADING

Montserrat Semi-Bold
15pt

—

Display subheading

Montserrat
10pt

—

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed quis tincidunt nibh. Morbi finibus porta posuere. Sed eu odio sit amet enim scelerisque porta. Donec tortor purus, viverra congue suscipit non, egestas tempor dolor. Aliquam id neque lacinia, aliquet nisl ut, placerat ipsum. Cras ultricies ante sit amet dui tempor viverra. Nam sagittis ex id sem blandit, ac gravida libero blandit. Vestibulum nec magna nisi.

Montserrat Semi-Bold
15pt

—

Display subheading

Montserrat
10pt

—

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed quis tincidunt nibh. Morbi finibus porta posuere. Sed eu odio sit amet enim scelerisque porta. Donec tortor purus, viverra congue suscipit non, egestas tempor dolor. Aliquam id neque lacinia, aliquet nisl ut, placerat ipsum. Cras ultricies ante sit amet dui tempor viverra. Nam sagittis ex id sem blandit, ac gravida libero blandit. Vestibulum nec magna nisi.

PRIMARY COLOR PALETTE

Rainbow colors are the cornerstone of Oulu Pride design. It aids in creating consistent experiences across channels. The primary color palette should be used across all communications.

Make sure to use enough contrast between the colors to make materials accessible. Different tints can be used if required. Pick one dominant color and use other(s) as a highlight color(s).

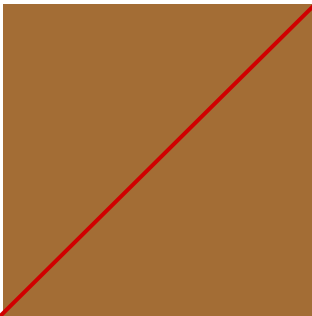
Violet RGB #540d6e Pantone P 94-15 C			Pink RGB #ee4266 Pantone P 62-7 C			Yellow RGB #ffd23f Pantone P 7-7 C			Mint RGB #3bceac Pantone P 130-5 C			Light Gray RGB #faf9f9 Pantone P 179-1 C		
#875599	#ba9ec5	#ede6f0	#f16784	#f6a0b2	#fbd9e0	#ffdb65	#ffe89f	#fff6d8	#62d7bc	#9de6d5	#ebfaf6	#ele0e0	#c8c7c7	#afaeae

COLOR PALETTE DO'S AND DON'TS

Examples of how to and how not to use colors are shown in this section of the brand guidelines. This includes how to use colors against backgrounds, in combination with each other, and within text.



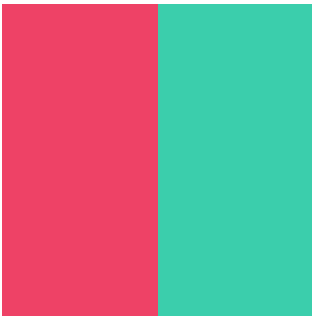
DO
Use colors from the Oulu Pride palette.



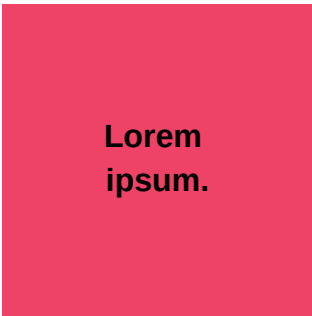
DON'T
Use any other colors.



DO
Mix Oulu Pride colors.



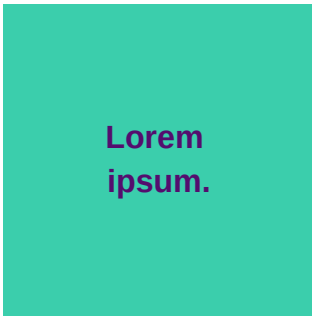
DO
Mix Oulu Pride colors.



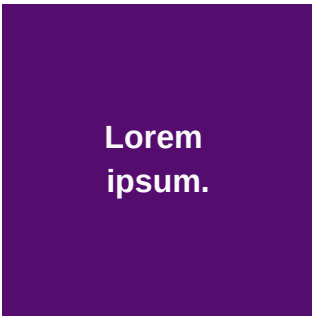
DO
Make sure there is sufficient contrast.



DON'T
Use transparent text.



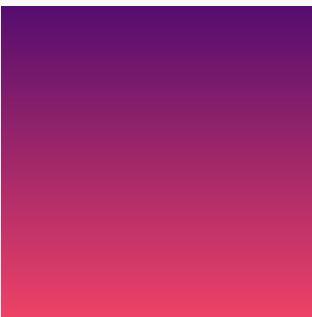
DO
Mix Oulu Pride colors in text and background.



DO
Mix Oulu Pride colors in text and background.

Gradients

Color gradients add dimension and variety, and they help make the visuals stand out more. To create the gradients just combine them with any of the brand colors. They can also be monotone — just add black to one of the color values.



#ee4266
#540d6e



#ffd23f
#3bceac



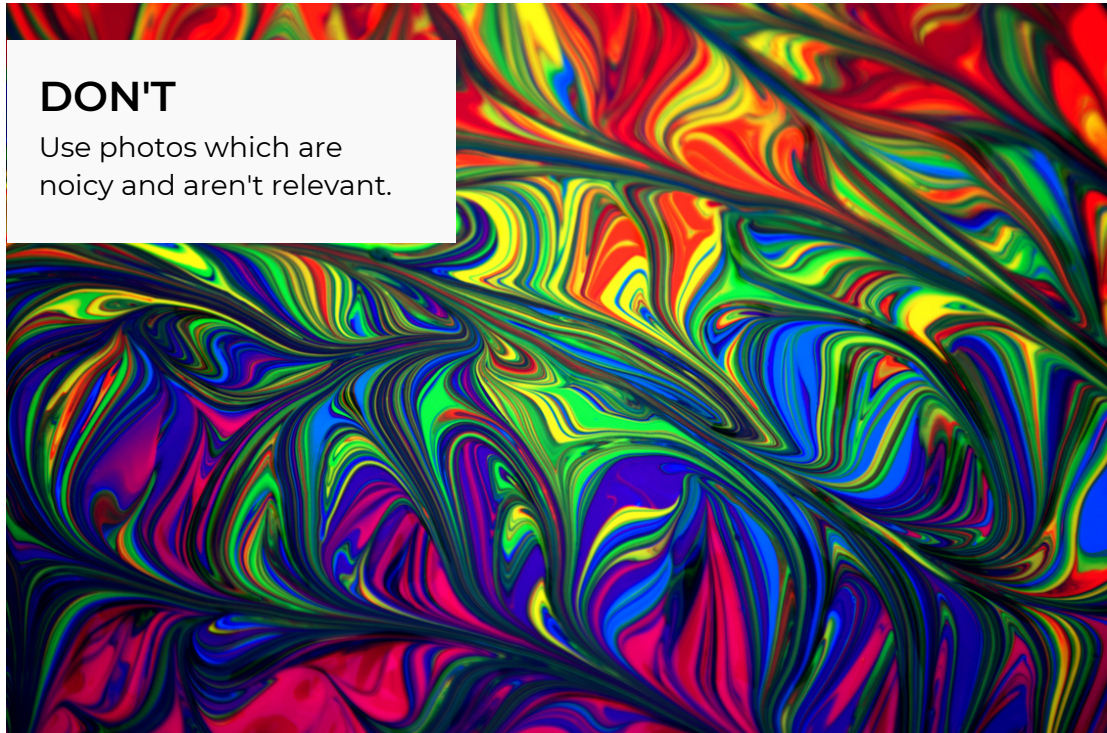
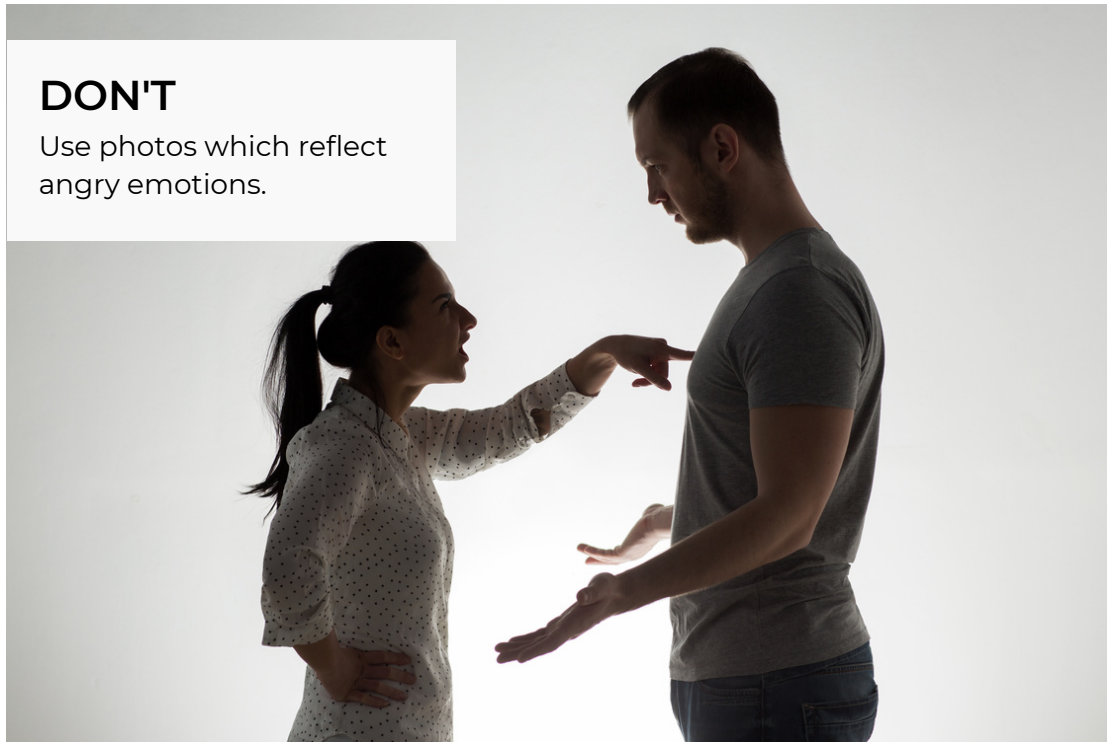
#540d6e
#faf9f9

IMAGE STYLE

- Images with people should portray a positive, loving environment
- Colourful images preferably with pride flags and/or colors
- Always prefer photos from the local events over stock photos!



IMAGE DO'S AND DON'TS



BRANDED MERCHANDISE AND APPAREL

Branded merchandise and apparel can play an important and fun role in connecting with our fellow Oulu Pride supporters. Unique graphics and/or illustrations are permitted for time-limited events. Oulu Pride logo should still appear separately and meet clear space requirements.

- ✓ Select products that use our primary color palette
- ✓ Use official brand fonts only
- ✓ Leave an appropriate space around the logo
- ✓ Make sure there is sufficient contrast between the colors
- ✗ Don't use the logo in small printables if there's not enough space (for example pens)
- ✗ Don't use super small text, always think about the readability
- 💡 Invest in timeless and high-quality products, the products will stay representative longer and are more convenient to use.



GUIDELINES

Optimized images

Make sure the photos are of good quality. Remember to optimize images before posting them on website (reduce the file size for example with tinypng.com). Avoid cropping.

Minimal text in images

When creating graphics for social media, simple concepts are usually better. Use minimal text. Details are best communicated in the text of the social media post. Let the graphics tell a visual story.

Tone of voice

When creating social media posts, the tone of voice should remain the same — easily approachable and friendly. We can always sprinkle in fun and playfulness with emojis and fun images. If needed, we can talk about serious topics with serious, but professional voice.

Grammar

Remember to always use proper grammar, and refrain from using all caps lock.

Language

When creating social media posts, always include the text in Finnish and in English. Preferably use the phrase "in English below" in a first row. If the image includes texts, create the image in both languages and post both images in the same post. Post the Finnish version first.

Accessibility

Use color combinations which have enough contrast between them. Keep in mind, the font size affects if the texts is easily redable or not. Always prefer bigger font size and contrast if you aren't sure about the readability.



CONTACT

Questions?

Please reach out to anni.pelander@oulupride.fi

