

Version 1.0.1

# **KharkivPride 2021 brandbook**

KharkivPride is an annual event organized by LGBT+ community of Kharkiv, Ukraine. The main goal is to demand human rights for all. KharkivPride March gathered nearly 3000 people in 2021.

# Brand strategy

With COVID pandemic limitations, local elections, and possibility of new laws on hate crimes, it is clear that times are changing. And the change is rather revolutionary than evolutionary.

That is why we focus on being courageous, strong and assertive. We focus on breaking stereotypes and proving opponents wrong. It is time to act up with all the power we have.

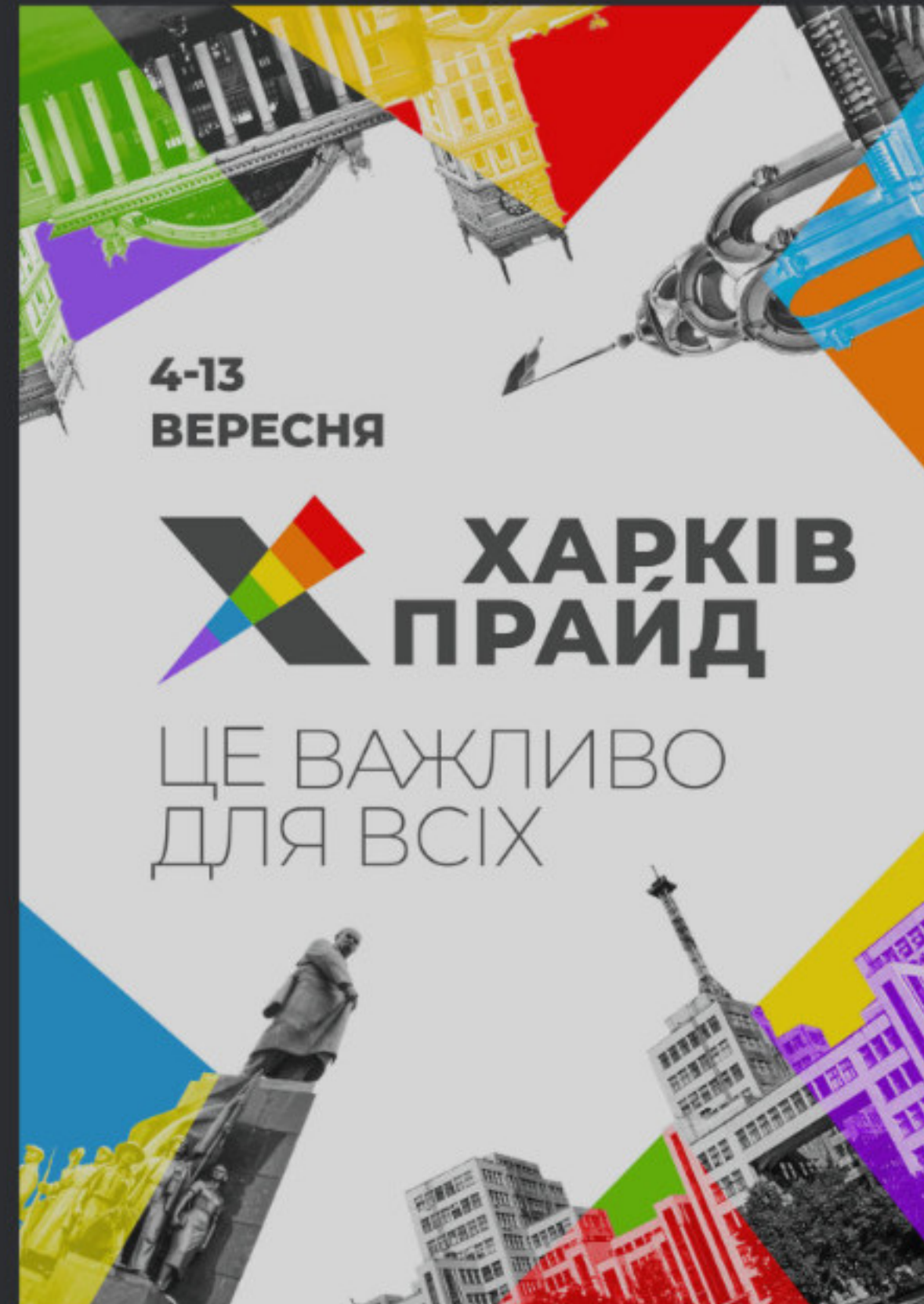
# Brand identity

“Broken” pieces. United.

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# Metaphor

The previous identity used the metaphor of shattered glass that bends light, creating rainbow. It is time to gather these pieces into a united force to push through the discriminating barriers and stereotypes.



# Logo

The logo depicts a rainbow ray coming through a prism. It can also mean LGBT+ movement coming through concrete walls of barriers and stereotypes.



# Color palette

There are 6 colors based on LGBT+ flag, and 30% gray used by KharkivPride since the very first event.

Red	#ED1C24	RGB 237 28 36	CMYK 0 100 98 0
Orange	#FF6F15	RGB 255 111 21	CMYK 0 71 100 0
Yellow	#FFD001	RGB 255 208 1	CMYK 0 17 100 0
Green	#00A629	RGB 0 166 41	CMYK 82 6 100 0
Blue	#273FB4	RGB 39 63 180	CMYK 91 83 0 0
Purple	#8D0AB2	RGB 141 10 178	CMYK 58 93 0 0
Gray	#4D4D4D	RGB 77 77 77	CMYK 0 0 0 85

## Typography

Montserrat is a friendly and versatile font that suits KharkivPride identity, making it friendly and accessible.

**Heading 1**

**Montserrat Black 96/1.1**

**Heading 2**

**Montserrat ExtraBold 60/1.2**

**Heading 3**

**Montserrat Bold 36/1.3**

**Heading 4**

**Montserrat Bold 24/1.4 Bold**

Paragraph

Montserrat Regular 18/1.6



# Graphics

The primary assets are uneven shapes with slightly rounded corners.

They can be filled with color or images, be the focal points or background elements.



# Brand carriers

Breaking the mold.

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# Social media

Social media platforms are the key force for the event's promotion. They are, primarily, Facebook and Instagram.

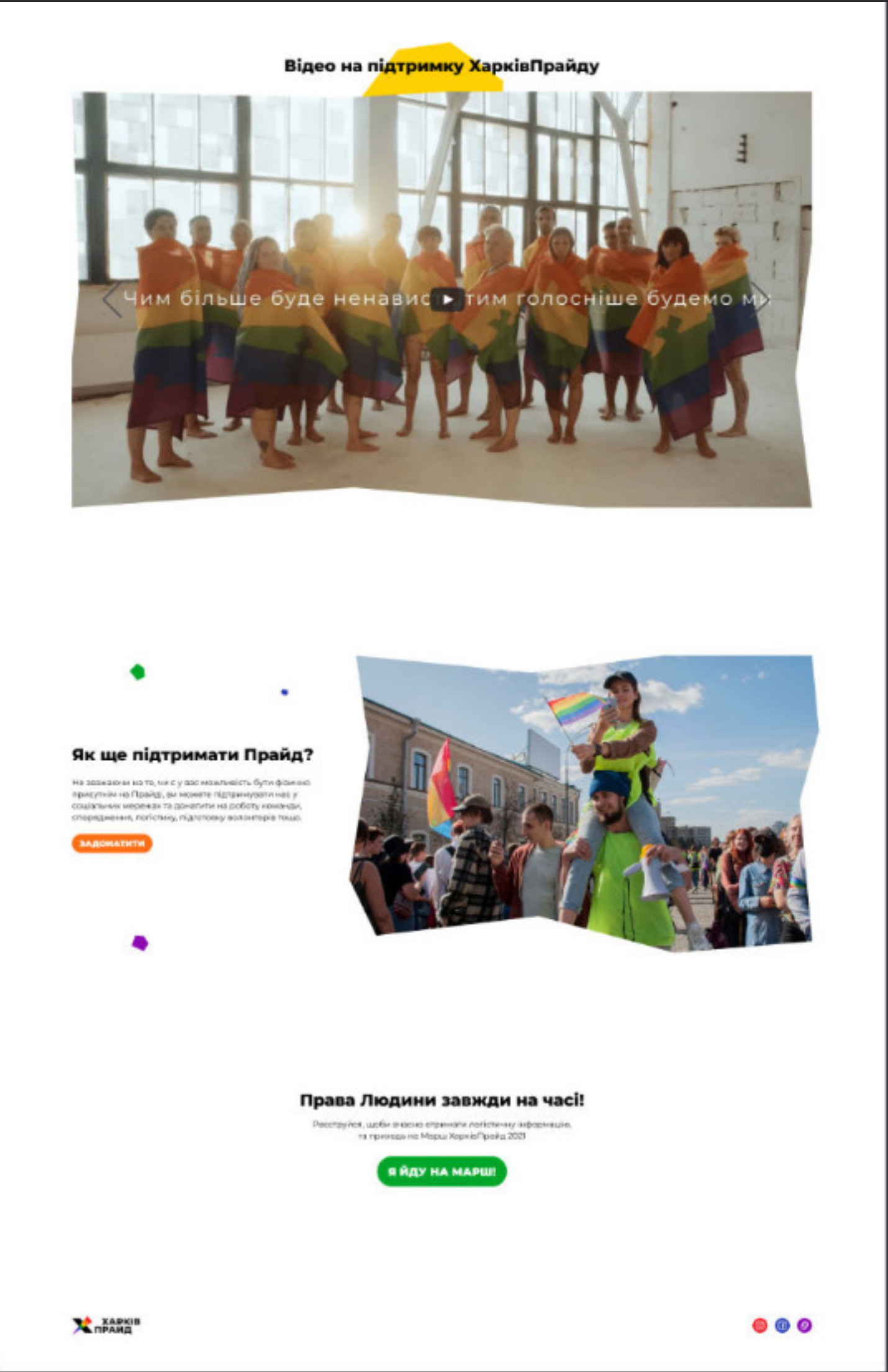
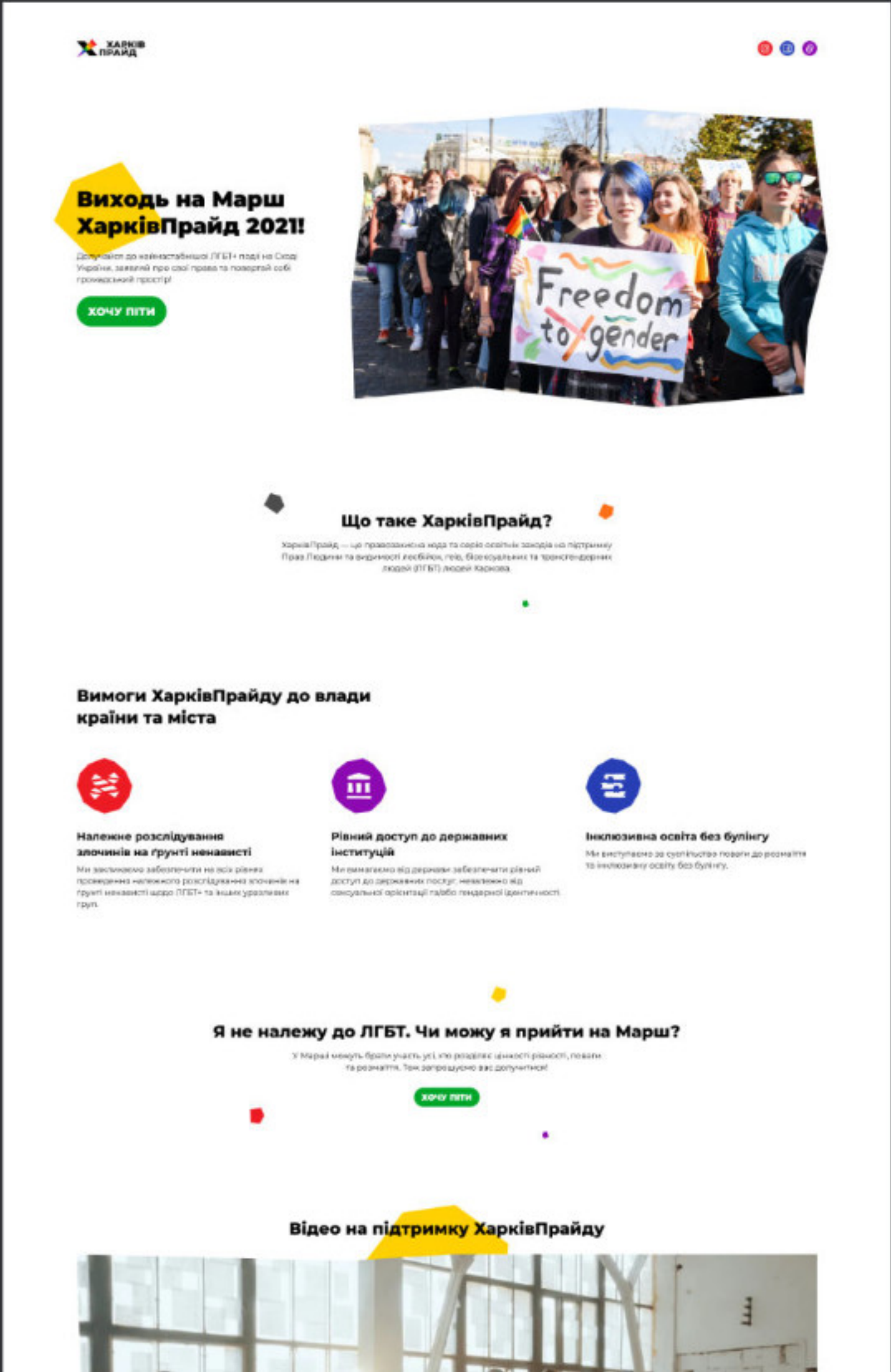




# User interface

This is the concept of a landing page which has not been implemented due to the shortage in time and budget.

Notice how content uses the line geometry of the brand identity, but call-to-actions left with classic shapes. That is purposefully disrupts the common pattern to define what is interactable.



# T-shirts

During the March, t-shirts are used as the uniform. Later, more of them will be printed for giveaways and souvenirs. It is important that they are both functional and attractive.



## Big flags

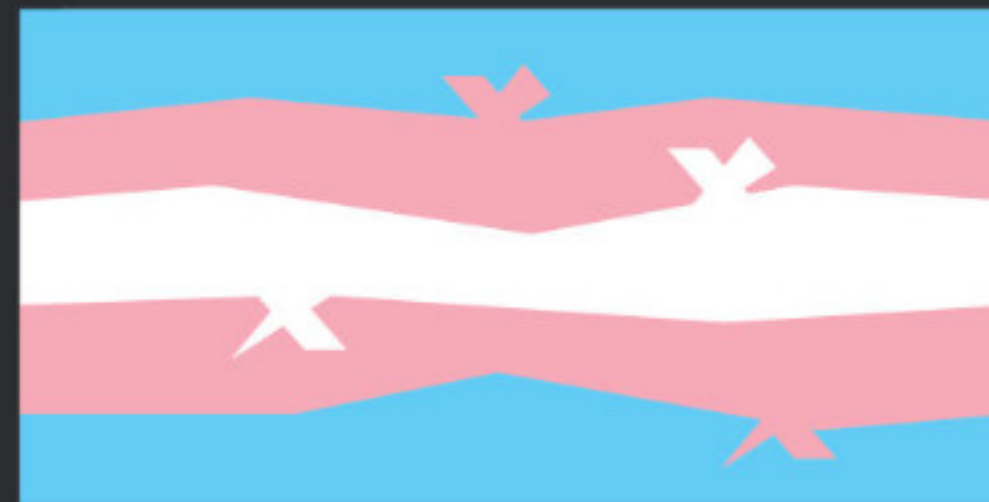
Big flags have the logo in the center, as they are primarily used during public events.





# Small flags

Most small flags have identity elements neatly implemented into the graphics, as their use case is more personal.



# Banner

Together with the first row of people, the banner is the face of the March.

Good banners not only present the event, but also the message being delivered.





# Tent

Tent is used during city festivals and other public events where KharkivPride can sell its merch or host a lecture.

