Identity Style Guide

Contents

This guide is intended for use by members of the Fort Bend County Pride organization, endorsed candidates, the media, and other community partners working to incorporate The FBCP's brand and identity in authorized production.

FORT BEND
County
PRIDE
Culture | Diversity | Love

Statements

Mission Statement

Fort Bend County Pride's mission is to promote LGBTQIA+ pride. We strive to build social awareness, embrace spirituality, and celebrate the diversity within our community.

Fort Bend County Pride envisions empowering the hearts, minds, and spirits of all LGBTQIA+ individuals. Through embracing diversity, uplifting the community, and advocating for social change, we aim to create a more inclusive and equal society.

Approved Slogans

Culture, Diversity, Love

Name

Use

After first mention/appearance, the name may be shortened to "FBCP": ...Fort Bend County Pride loves the community. On Friday, FBCP will hold...

FORT BEND
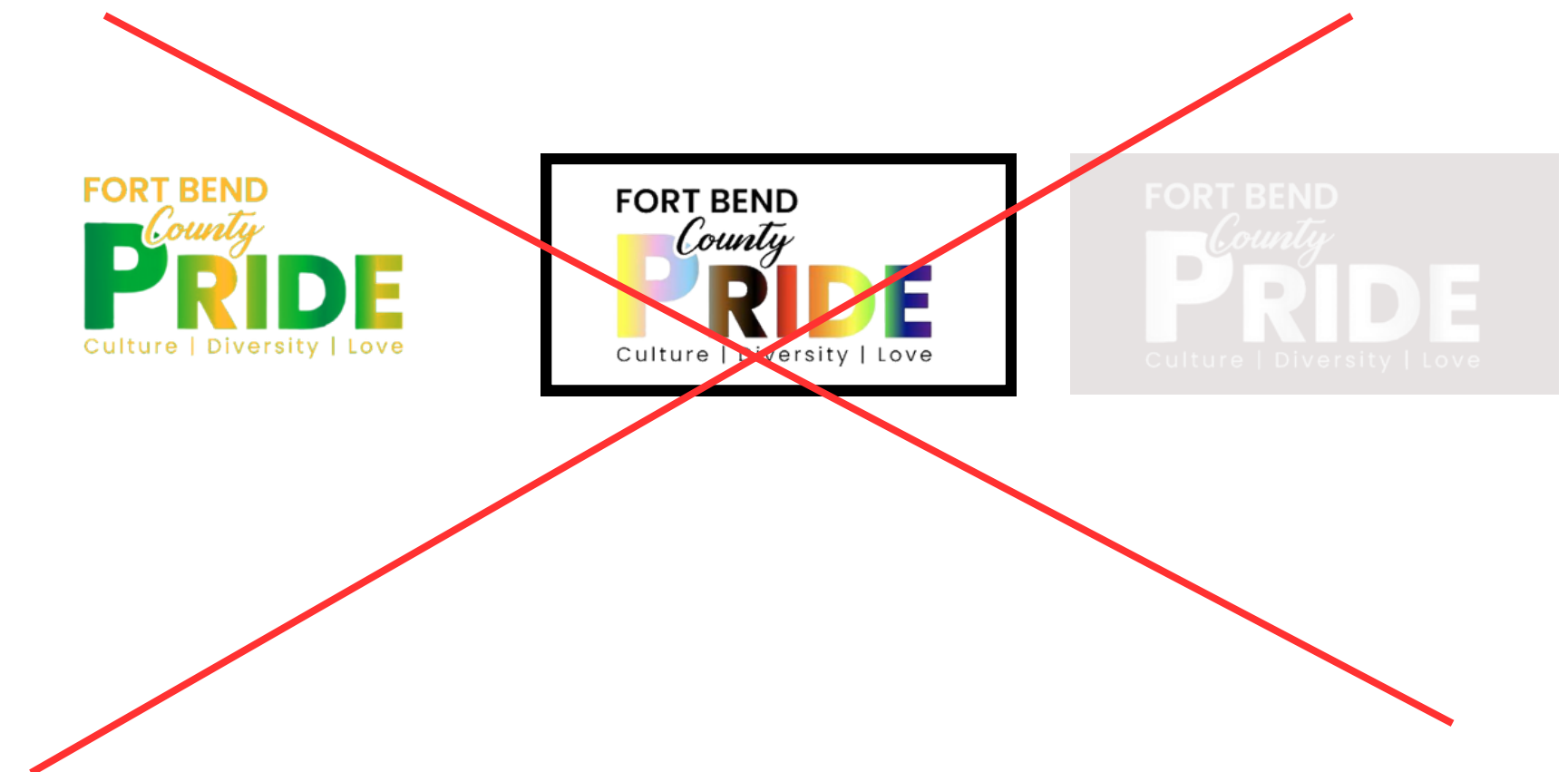County
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LOGO

Versions & Background

Our logo is available in multi-color, black and white. Logo files are available in high-resolution JPG, PNG, and vector (EPS, PDF) formats upon request. The black text version may only be displayed on a solid white or lightly tinted background (see A). When the background is darkly tinted, the white text version must be used to preserve logo integrity (see B).

Misuse

Modifications to the logo including distorting, recoloring, boxing, outlining, and other effects, are not permitted. Under no circumstances should the logo be broken apart.

A

B

Color Palette

The following are colors that appear in our branding:

#ED330D

#F66122

#FFC630

#B2E314

#7155F9

#0F37BF

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Contacts

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Main Site

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