



JULY 2025

Seattle LGBTQ+ Center Brand Guide

INTRODUCTION

Welcome to the Seattle LGBTQ+ Center, and welcome to our Brand Guide.

The following pages present and explain the visual elements and storytelling approach that define the Center’s brand identity. They outline how our brand looks, feels and sounds, and how we communicate with our audiences.

The Brand Guide includes information and elements to help you effectively communicate about the Center and convey our brand. The guide includes information about our storytelling approach as well as our logo, patterns, colors, typefaces and social media templates. This document is designed to enable staff, volunteers and partners to communicate consistently across channels so that the Center’s brand is easily recognizable and stands apart from other organizations.

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MESSAGING, VOICE AND TONE

This section is about how we use language to convey who we are. It's about what we say and how we say it. Our messaging, voice and tone and visual system work together to tell a consistent story about who we are and what we do.

VOICE

Voice refers to the consistent characteristics of our communication that reflect our personality and identity. Tone refers to the attitude or emotion we convey for a specific purpose, which can vary based on the situation and audience.

Here are the main characteristics of the Center's voice. Taken together, these characteristics should provide a strong sense of the Center's identity. As you communicate, you can use these characteristics as a guide and a check.

Approachable

We are open to engagement, whether it's to answer a question or discuss a concern. Our clients, partners and others feel comfortable communicating with us, and we make it easy to do so.

Collaborative

We foster partnership and shared decision-making with clients and other organizations, as well as within the Center.

Compassionate

We acknowledge, understand, empathize with and respond to our clients' and community's needs, desires and experiences.

Transparent

Our communications include space for humility and self-awareness, with an eye toward continual learning and growth.

Visionary

While we acknowledge barriers and challenges, we are guided by optimism, resilience and a forward-looking vision. We believe in and talk about the possibility of a better, more equitable and healthier future for LGBTQ+ people, and we work for positive change.

Inclusive

We strive to make sure everyone — regardless of their background, identity or circumstances — feels seen, valued and respected. We use inclusive language always.

Intentional

Our words and actions are guided by clear purposes and values. We communicate clearly and directly to avoid ambiguity or confusion, choosing our words with care and considering their effect on others.

Person-centered

We focus on the needs, desires and experiences of the individuals we serve. Our communications reflect empathy and respect, honor individuality, and align with clients' lived experiences and aspirations.

Proud

With confidence and joy, we celebrate and advocate for people of all LGBTQ+ identities and experiences. We enthusiastically affirm and celebrate queer expression.

Outspoken

We speak up to confront challenges and injustice. We take action despite potential risks.

TONE

Considering all the previous, here are a few more descriptors to help communicators convey the Center's tone, depending on the situation.

Aspirational but not arrogant.

We envision and work for a better future inside and outside the Center. We also hold space for humility, acknowledging areas where the Center can improve.

Sincere but not sappy.

We genuinely care about people without being sentimental.

Clear but not impersonal.

We communicate directly and make information accessible to everyone. We're also warm, welcoming and conversational.

Joyful but not naive.

We celebrate the beauty of all queer lives. We also see, care about and share people's real barriers, challenges and pain.

Human-focused but not impractical.

We value individuals' stories, experiences and voices. We also know people need practical information about services and support.

AUDIENCES

AUDIENCES

How we convey our messages to different audiences varies, because different people need different types of information.

The center has four main audiences.

Clients past, present and future

Anyone who has visited the Center for our services or who could benefit from them now. This includes past and prospective clients.

Partners

Individuals, entities and organizations that primarily interact with the Center through our network of services or engage directly in the Center's work, or collaborators also serving the LGBTQ+ community. This includes donors, volunteers, providers and community leaders.

Youth

LGBTQ+ people ages 21 and younger, and sometimes their parents or caretakers.

Media

Outlets and publications that might cover Center news and community events. This includes broader media and news platforms and those with an LGBTQ+ focus.

The page features a background with a vertical gradient from purple at the bottom to blue at the top. In the top-left and bottom-right corners, there are decorative graphic elements consisting of three parallel, wavy lines in white and dark purple. The main text is centered in the middle of the page.

PERSON-CENTERED STORYTELLING AND PHOTOGRAPHY

PERSON-CENTERED STORYTELLING

Any time we communicate with our audiences, think of it as a form of storytelling. The audience should always be at the center of those stories, whether implicitly (by emphasizing “you” rather than “we,” for example, or describing services from the audience’s point of view) or explicitly (by featuring real clients and their stories in our messaging and images).

Being intentional about storytelling in our external communications lets us spotlight our community and our work in ways that resonate with our audiences.

When we feature real people in our storytelling, we should:

- **Feature real people in real settings.** We only share the stories and perspectives of our actual clients, staff, community members and volunteers, especially when they’re talking about the work they do at the Center or the care they’ve received here. That means talking with those people first to learn the stories and perspectives they want to share.
- **Capture peoples’ voices.** Letting people speak for themselves makes a story more resonant and authentic. Use direct quotes and specific details.
- **Use person-first language.** Ask individuals how they describe their identities and how they’d like us to describe them in writing.
- **Be local.** We can keep our audiences updated on LGBTQ+ issues happening on national (and even international) levels, but our stories should prioritize the people of Seattle.
- **Reflect our community’s diversity.** The people who come into the Center represent a wide range of identities, communities and lived experiences. Our storytelling should reflect that.
- **Tie back to our services.** Stories put a human face to the services and support we provide at the Center. It shows our audiences the impact of our work.

PERSON-CENTERED PHOTOGRAPHY

Photography is a powerful way to connect with audiences, spotlight community members and Center staff, and convey a message. Here is some high-level guidance for choosing images that accompany Center communications.

- **Prioritize quality.** Photos should be visually appealing, have an obvious focal point, and be clear and in-focus. Avoid filters and noticeable editing, as they can make the photo seem less authentic.
- **No stock photography.** As with our written stories, we only show real people in real settings. We want our audiences to know they're looking at the real community members we serve.
- **Include captions.** Describe what's happening in the photo and how it relates to the Center's services or events, and list who's in it (first names, positions and pronouns are OK).
- **Get consent.** Before you take or post photos of real people, make sure they're aware and they approve.
- **Photos that don't feature people can still tell a story and relate to our audiences' experiences with the Center.** Use warm, inviting photos of the Center itself, or of the educational materials and branded merchandise we offer.





SOCIAL MEDIA GUIDANCE

SOCIAL MEDIA GUIDANCE

Social media is a great way to remind people of our work and to engage them directly. We use a mix of organic content and paid advertising on social media to maximize our outreach impact and engagement while fostering community participation.

Some things to know about the Center's social channels:

- The Center is active on six social media platforms: Facebook, Instagram, X, LinkedIn, YouTube and TikTok.
- Instagram gets the most engagement.
- Carousel banners and static images with inspiring messages generate the most interaction.
- Social posts highlighting community members, advocacy initiatives and real-life experiences get the strongest engagement.

*Note: see **page 39** for graphic layout examples.*

SOCIAL MEDIA GUIDANCE

To align our social strategy with our brand, amplify our message, and grow our audiences on social media, we strive to:

- **Make content that feels authentic.** Feature staff, volunteers and community members in casual, non-staged environments, putting human faces and lived experiences to our work.
- **Keep it concise.** Too many words or photos overwhelm audiences. Consider minimal designs, succinct captions and multi-slide carousels to break up content.
- **Use hashtags.** Tap into the Center's branded hashtags and incorporate trending LGBTQ+ hashtags to expand our reach. Include hashtags in captions rather than comments.
- **Post regularly.** We try to post three to five times a week in our newsfeeds and five to seven times a week in social media stories.
- **Engage our audiences.** Direct calls to action (CTAs) and posts that ask questions or invite input can instantly inspire follower engagement.
 - Sample CTAs: "Learn more." "DM us." "RSVP to our event."
 - Sample prompts: "What does Pride look like to you?" or "What kind of events would you most likely attend?"

*Note: see **page 39** for graphic layout examples.*

SOCIAL MEDIA GUIDANCE

We strive to rotate the types and formats of social content we post while staying consistent with the Center’s messaging, voice and tone. This could include:

- Behind-the-scenes content, like day-to-day operations at the Center or posts about specific community initiatives and events.
- Short-form videos spotlighting the real-life experiences and testimonials of clients and community members.
- Short-form videos highlighting the services offered at the Center.
- Resources and events related to LGBTQ+ health, wellness and community.

*Note: see **page 39** for graphic layout examples.*

LOGOS

PRIMARY LOGO

The Seattle LGBTQ+ Center's logo is both an evolution and homage to the Center's physical signage, and strikes a balance between boldness and joy. It consists of two core elements: the intersecting arcs on the left and the bold, stacked letterforms on the right.



LOGO ATTRIBUTES

On the left, two sets of three interlocking arcs are drawn from the lines of the Center’s exterior signage. Their suggested movement evokes a sense of outreach and connection, while their overlap symbolizes the layered, intersectional identities within our community — and the strength we find in standing together. Collectively, the arcs also form a “C,” referencing our familiar shorthand: “the Center.”



LOGO ATTRIBUTES

The three saturated arcs symbolize the Center's foundational values: care, joy, and liberation. Their gradient form dissolves rigid boundaries, rejecting binary thinking and visually reflecting the full spectrum of identities we're proud to support and serve.



LOGO ATTRIBUTES

The letterforms to the right are a nod to the typography used in the Center's physical signage. The bold, stacked design features tall letterforms for "LGBTQ+," representing visibility, pride, and the act of standing tall in one's truth. The typeface, Queering, draws inspiration from queer publications and protest posters of the 1970s and '80s — connecting our mission to the lineage of queer and trans resistance and self-expression.



LOGO VERSIONS

The Seattle LGBTQ+ Center logo has different versions built out for optimal contrast and readability on various backgrounds and environments. When applying a logo, use the one that is most appropriate for the setting based on the background color and environment.



Full color – primary

This logo can be used on solid white or light backgrounds.



Full color – inverted

This logo can be used on solid black or dark backgrounds.



Two color – black and white

This logo can be used on solid brand colors or brand gradients.



One color – white

This single color logo can only be used in white or black. This logo should only be used when you are required to use one color for a design and should be used on solid black or dark backgrounds.



One color – black

This single color logo can only be used in white or black. This logo should only be used when you are required to use one color for a design and should be used on solid white or light backgrounds.

WORDMARK LOGO

The wordmark portion of the Seattle LGBTQ+ Center logo can be used alone in cases where conserving space is a priority, or where there are other brand linear elements present.

When applying a wordmark logo, use the “Purposeful Pearl” or “Championing Charcoal” colors whenever possible, opting for the black or white versions only when required for the design.

SEATTLE
LGBTQ+
CENTER



SEATTLE
LGBTQ+
CENTER



SEATTLE
LGBTQ+
CENTER



SEATTLE
LGBTQ+
CENTER



CLEAR SPACE

As a general rule, the more clear space around the logo, the better. Create a margin of clear space at least equal to the height of the “L” as illustrated. Other design elements, such as type, photography and illustrations, must not be positioned within the clear space.



CLEAR SPACE



CLEAR SPACE



LOGO USE

The primary logo exclusively establishes the Seattle LGBTQ+ Center's unique identity. To clearly communicate the goals and vision of the organization, the identity must be displayed consistently and in accordance to the guidelines in this manual.

THINGS TO AVOID

- 1 – DO NOT stretch, distort or add effects.
- 2 – DO NOT reproduce the logo with unapproved colors.
- 3 – DO NOT reproduce the logo arcs with other colors or gradients.
- 4 – DO NOT reorganize any elements of the logo.
- 5 – DO NOT apply a drop shadow.
- 6 – DO NOT set the logo on a competitive background that will detract from its readability.
- 7 – DO NOT alter the scale of logo components.
- 8 – DO NOT re-stylize any of the logo components.
- 9 – DO NOT mock up the logo with any other design or logo to create a different logo for your location or department.






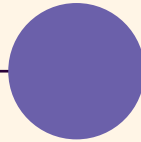



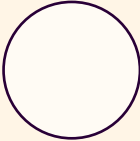



COLORS

COLOR PALETTE

The Seattle LGBTQ+ Center’s primary and secondary color palette is composed of vibrant cool and warm colors designed to feel both welcoming and bold. Both primary and secondary colors can be used for design elements equally.

The palette includes the neutral light “Purposeful Pearl” and Dark “Championing charcoal.”

PRIMARY				
	RADICAL ROSE	CURIOSUS CYAN	INCLUSIVE INDIGO	INDIGO LIGHT
	14C 96M 8Y 0K 210R 40G 135B HEX: #D22887	56C 0M 14Y 0K 97R 201G 218B HEX: #61C9DA	76C 83M 0Y 0K 93R 75G 159B HEX: #5D4B9F	67C 70M 0Y 0K 107R 96G 170B HEX: #6A60AD
				<i>Note: Use “indigo light” (“inclusive indigo at a tint of 80%”) when using as a solid color alone.</i>
SECONDARY				
	LIBERATED LIME	GROUNDING GOLD	OUTSPOKEN ORANGE	
	64C 0M 67Y 0K 92R 190G 129B HEX: #5CBE81	2C 27M 94Y 0K 248R 188G 41B HEX: #F8BC29	0C 52M 94Y 0K 247R 144G 42B HEX: #F7902A	
NEUTRALS				
	PURPOSEFUL PEARL	CHAMPIONING CHARCOAL		
	0C 1M 3Y 0K 255R 251G 244B HEX: #FFFBF4	78C 100M 24Y 65K 41R 0G 55B HEX: #290037		

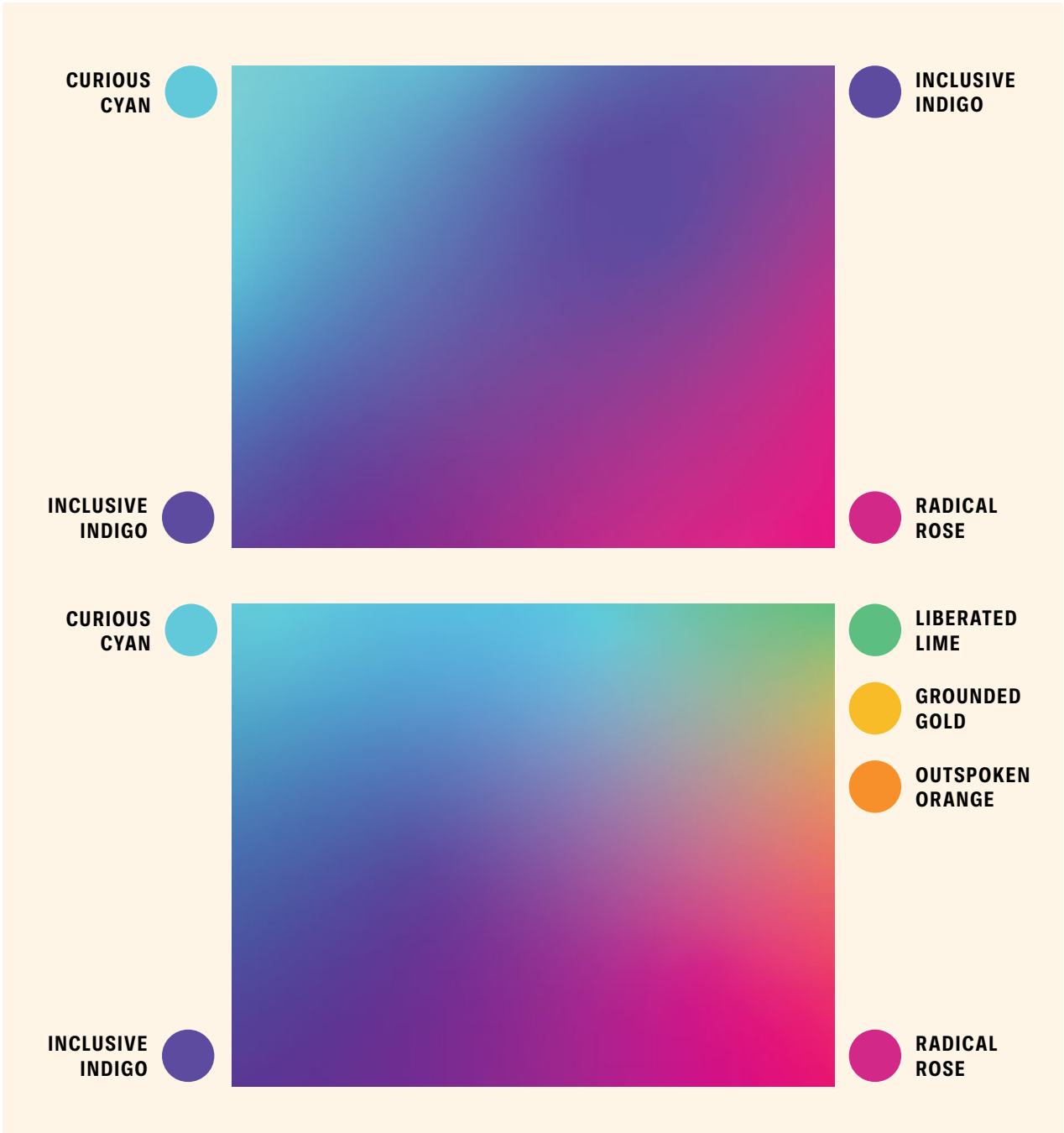
GRADIENTS

Branded gradients can be used to define full backgrounds or large areas in designed materials. The primary gradient of the Seattle LGBTQ+ Center is comprised of the gradating values between Radiant Rose, Curious Cyan and Inclusive Indigo.

Secondary gradients can also be used that include all of the primary gradient along with the secondary Liberated Lime, Grounded Gold and/or Outspoken Orange.

When including secondary colors in the gradient, they must take up 20 percent or less of the overall gradient colors.

Brand gradient backgrounds can be found in your brand library assets on Canva. **Reach out to a Communications team member if you need help locating a gradient asset.**





TYPOGRAPHY

HEADER FONT

You can use the font “**Queering**” in “Medium” weight for large headers and in “Regular” weight for smaller titles.

When used for large headers, always use all caps casing. Smaller titles use both all caps and sentence casing.

[You can download Queering here](#), or request it from a Communications team member.

BODY COPY FONT

You can use the font “Nunito Sans” for all body copy needs in “Regular” weight, using the “ExtraBold” weight when emphasizing lines of text.

For smaller headers within bodies of text you can use “Nunito Sans” in the “ExtraBold” weight.

QUEERING

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Nunito Sans

REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

EXTRABOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

SUBSTITUTE HEADER FONT

When the preferred fonts are not available,
Impact may be substituted.

SUBSTITUTE BODY COPY FONT

When the preferred fonts are not available,
Aptos may be substituted.

IMPACT

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aptos

REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

EXTRABOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789



LINEAR PATHS

LINEAR PATHS

As an extension of the brand, the intersecting linear paths that make up the “C” of the primary logo can be used in varying pathways as a graphic pattern element. Linear paths should adhere to the following conventions:

Linear paths can only be built from quarter circle, half circle, or straight line segments extending from circular arcs.

Linear paths must enter and exit from the edge of the bounds of a designed piece.

Linear paths can never intersect their own path.



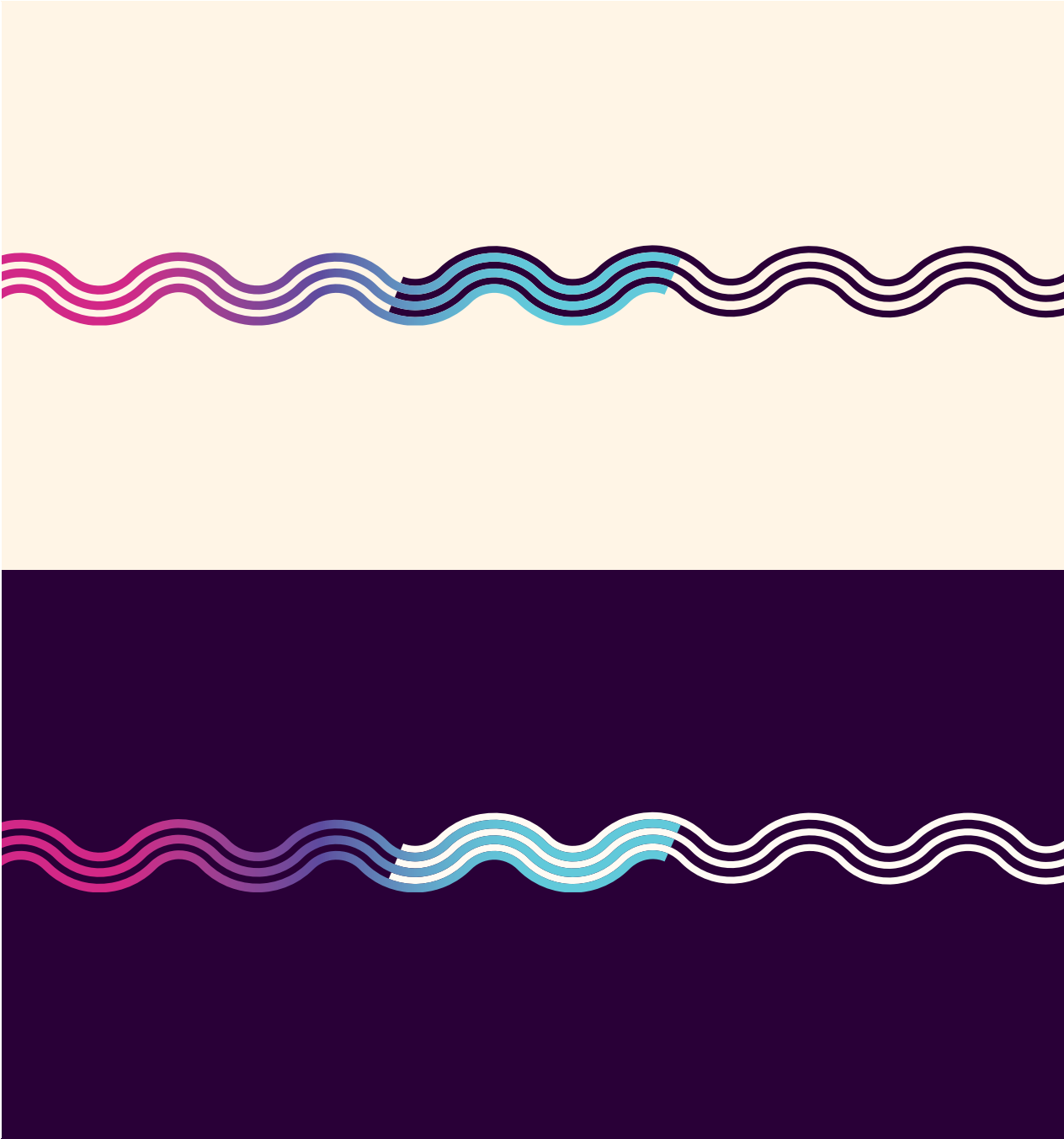
LINEAR PATHS VERSIONS

Dark + Gradient

These paths can only be used on light backgrounds, as well as photography with optimal contrast.

Light + Gradient

These paths can only be used on dark backgrounds, as well as photography with optimal contrast.

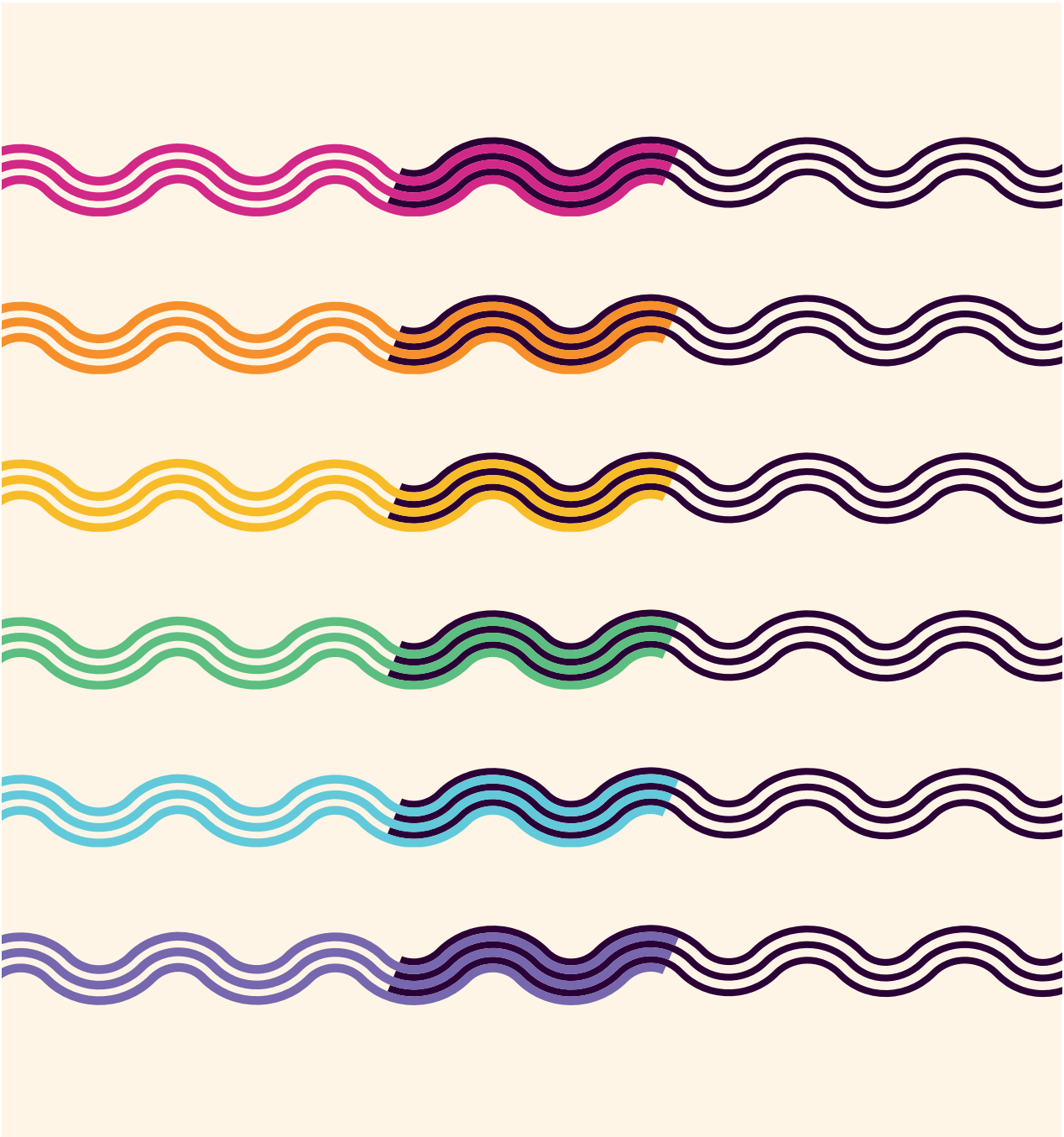


Note: For linear path names, “Light” and “Dark” refer to “Purposeful Pearl” and “Championing Charcoal” respectively.

LINEAR PATHS VERSIONS

Dark + (Primary or Secondary)

These paths can only be used on light background elements, as well as photography with optimal contrast.

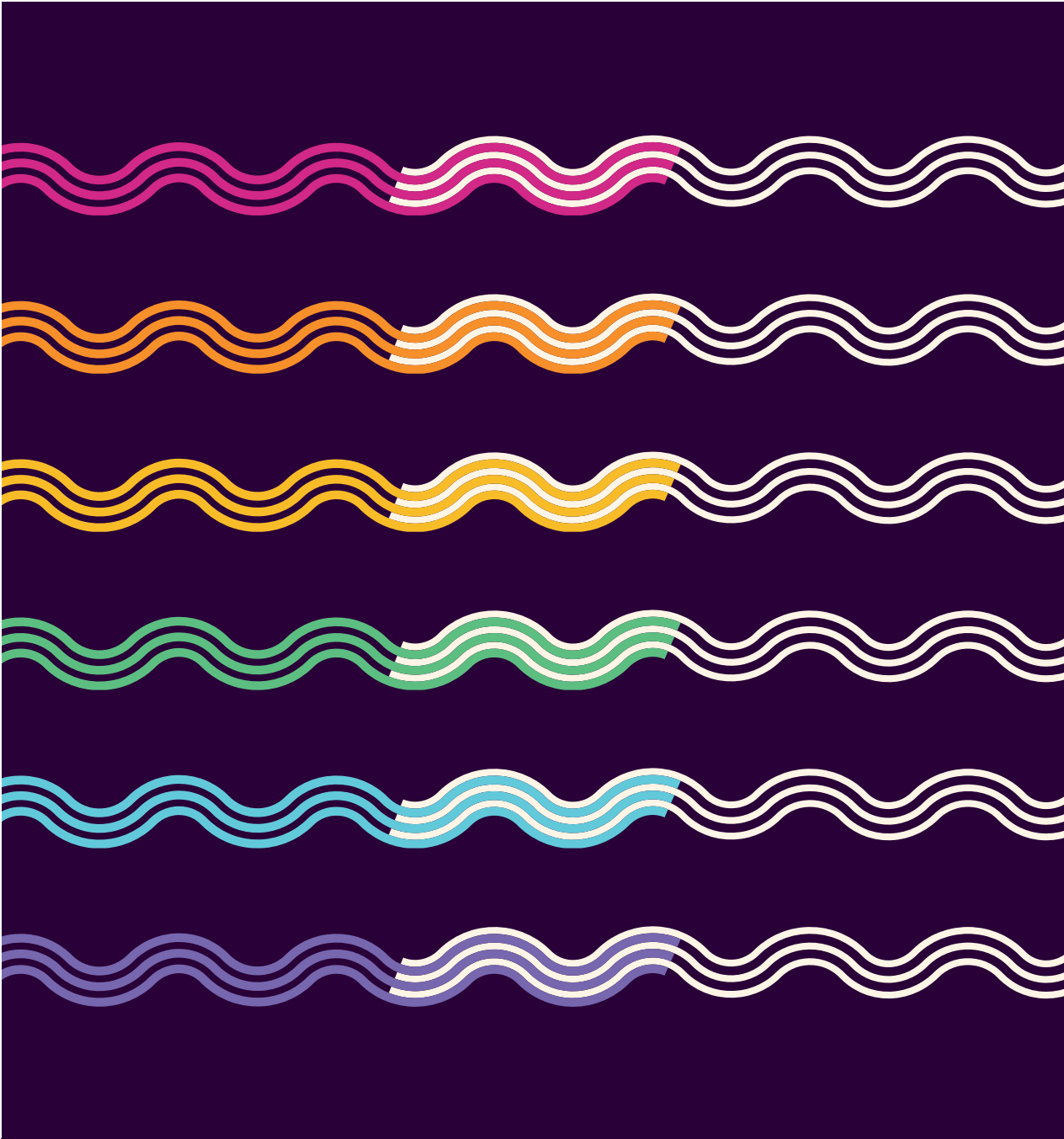


Note: It is recommended to use “Indigo Light” when used alone as a solid color.

LINEAR PATHS VERSIONS

Light + (Primary or Secondary)

These paths can only be used on dark background elements, as well as photography with optimal contrast.

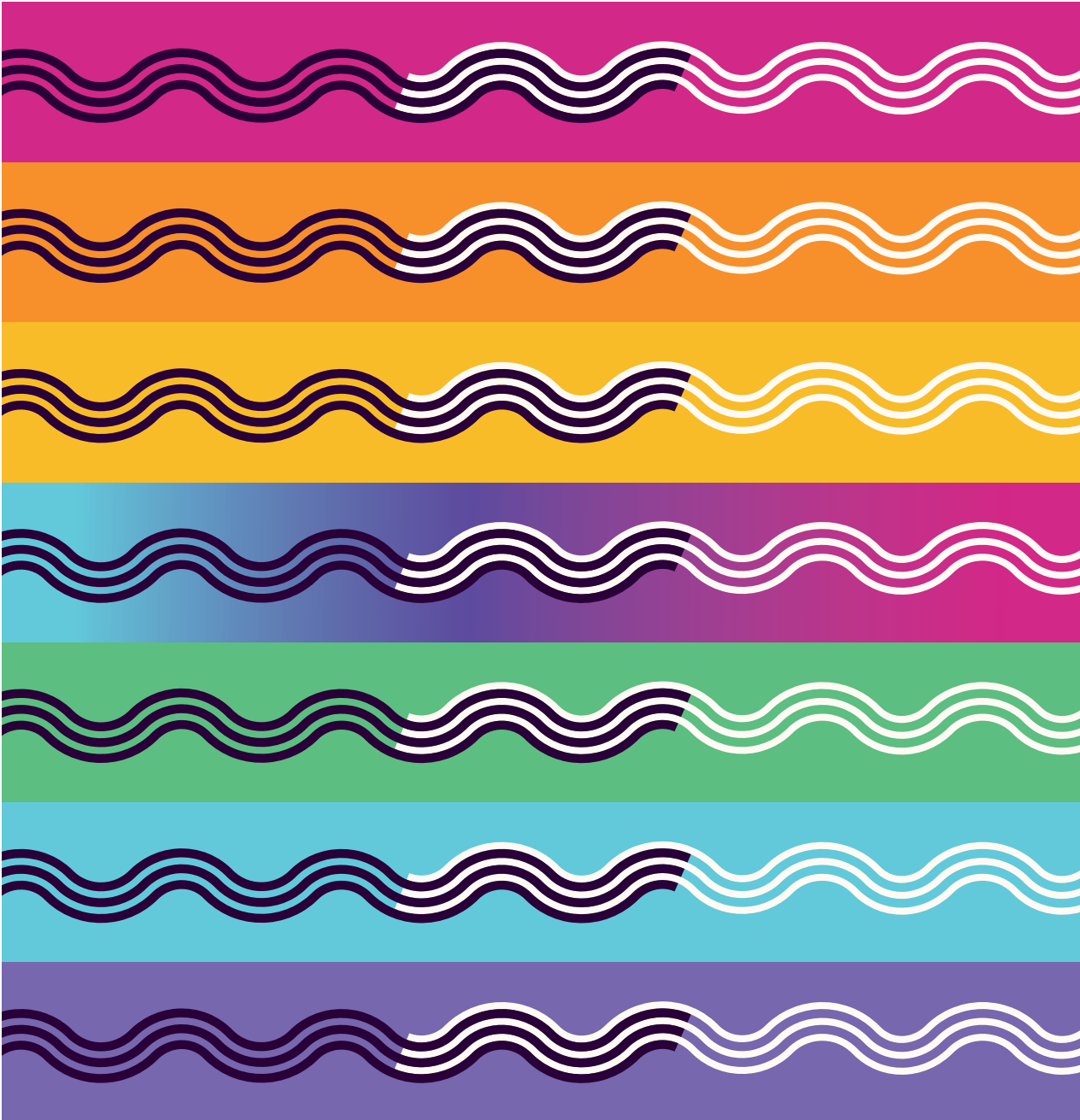


Note: It is recommended to use “Indigo Light” when used alone as a solid color.

LINEAR PATHS VERSIONS

Dark + Light

These paths can be used on a single primary color, single secondary color, brand gradient or photography with optimal contrast.

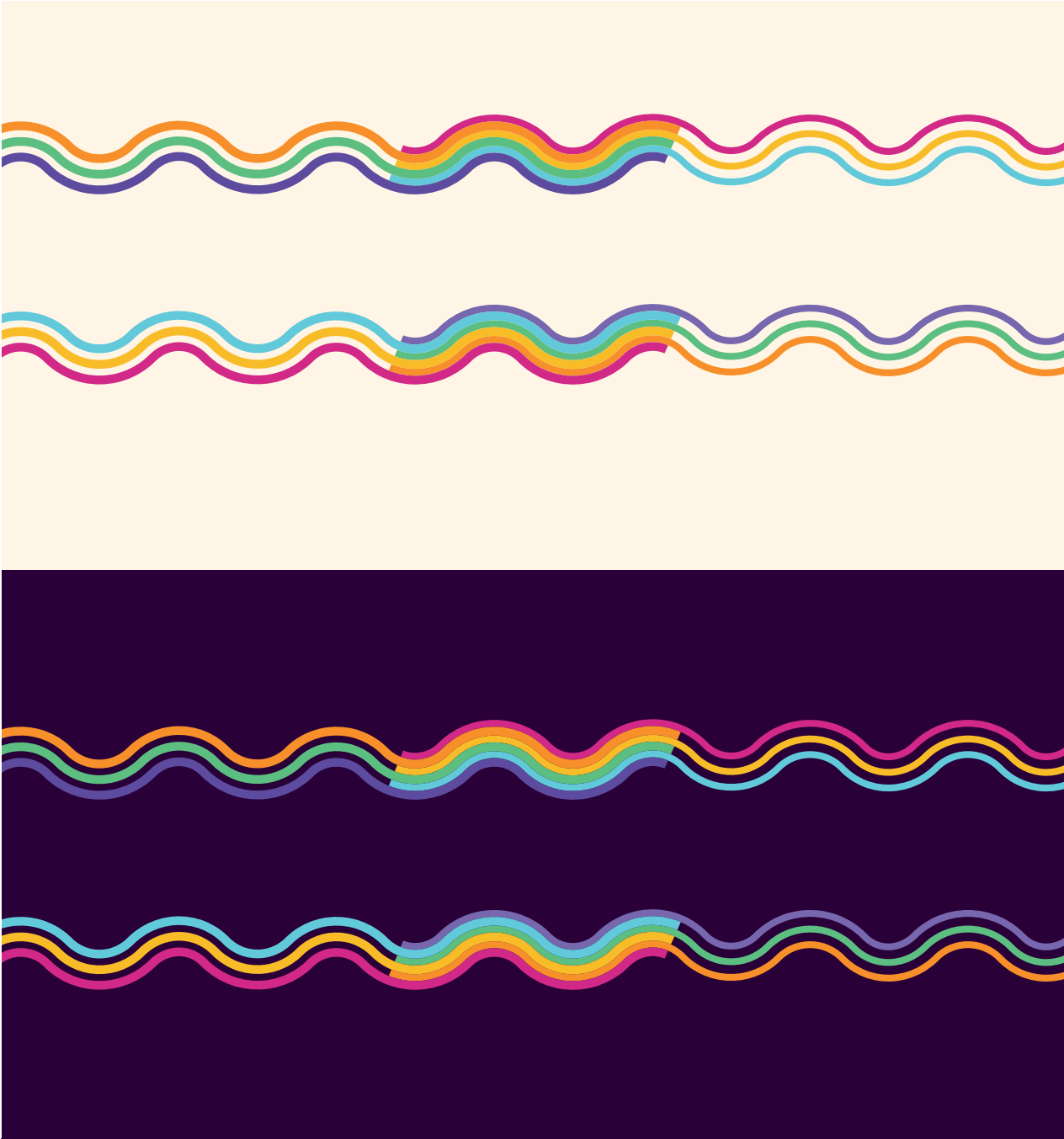


Note: In "Dark + Light" paths, the thicker lines are always the "Dark."

LINEAR PATHS VERSIONS

Full Spectrum

These paths use each of the primary and secondary colors for one path and can be used on light or dark backgrounds.



Note: The “Full Spectrum” version of the linear paths should be used more sparingly than the other variations.



GRAPHIC ELEMENTS IN USE

ACCESSIBILITY WITH COLOR AND TYPOGRAPHY

When including text on any of the Center's primary or secondary colors, adhere to the following text colors for optimal legibility and accessibility.

RADICAL ROSE	Only use “Purposeful Pearl” text.
OUTSPOKEN ORANGE	Only use “Championing Charcoal” text.
GROUNDING GOLD	Only use “Championing Charcoal” text.
LIBERATED LIME	Only use “Championing Charcoal” text.
CURIOUS CYAN	Only use “Championing Charcoal” text.
INDIGO LIGHT	Only use “Purposeful Pearl” text.

EXAMPLE LAYOUTS

In these layout examples, you can see the variety of ways that brand elements can be combined and composed to show and communicate information about the Center.



Note: For social graphics, try to use dark backgrounds, gradient backgrounds, and solid color backgrounds each one third of the time.