

Pride Toronto Stakeholder Logo Usage Guide

For more information please contact your Pride Toronto Point of Contact.



As we move into a time when almost all companies show their support for the 2SLGBTQ+ community, it becomes harder for our Official Stakeholders to be showcased above the rest. We have created a series of logos for sponsors to use to show their support of Pride Toronto.

Logo Usage Guidelines

The size of the elements was determined for optimum impact and legibility.

Please do not

- Alter any component of the established logo
- Alter the clear space restrictions
- Stretch or distort the logo elements
- Place on, or fill the logo with a gradient or pattern
- Change the colours from the approved versions of the logo
- Add shading to the logo
- Overlay the logo on a flag

Background Colour

Pride Toronto Stakeholder Logos can only be used on a white or black background. If the creative is not a white background; To ensure high visibility of the brand marks, sufficient contrast between the background colour and brand mark must be used with either a solid black or white logo.

Placement

It is preferred to have the logo placed in the bottom right hand corner of the document.

When using the Pride Toronto Official Sponsor Logos; please submit for approval to your Pride Toronto point of contact.