

# **PRIDE PLAYS**

## **VISUAL BRAND GUIDE**

# INSPO

We're channeling the loud joy of vintage queer mags. The ones that dared to take up space—and made history. Typography that's unapologetic. A touch of retro flair. Colors that feel like your comfiest t-shirt.



LOGO

This is our wordmark.

Big. Bold. Built to be seen.

It pushes us forward—with pride.

**PRIDE  
PLAYS**

# COLORS

This is our rainbow—soft, saturated, and human.  
A joy-filled 20-color spectrum.  
Playful and grounded. Loud and lived-in.

**Babe**  
FFB6C9

**Sweetie**  
FF6D92

**Crush**  
FE636B

**Kiss**  
E83C3C

**Beam**  
FFB6C9

**Glow**  
FF6D92

**Flare**  
FE636B

**Torch**  
E83C3C

**Mist**  
FFB6C9

**Drift**  
FF6D92

**Foam**  
FE636B

**Cove**  
E83C3C

**Float**  
FFB6C9

**Breeze**  
FF6D92

**Ripple**  
FE636B

**Wash**  
E83C3C

**Wink**  
FFB6C9

**Spell**  
FF6D92

**Mood**  
FE636B

**Orbit**  
E83C3C

Our palette was made to be played with.  
Try bold duos or flirty throuples.  
Mix what moves you. Have some f\*cking fun.

# COMBOS

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# FONTS

Our typography is giving range.  
Big on top. Tight underneath.  
Serving legibility and looks.

## HEADINGS

**ALFARN 2**

## SUB-HEADINGS

**Proxima Nova Semi-Bold**

## BODY

Proxima Nova Medium

## LABEL

**PROXIMA NOVA BOLD**

# WEARS

Our words belong on more than the page.  
From totes to tanks to caps that clap back.  
This is merch with main character energy.



# LIGHTS UP YOU'RE ON

ALL THIS JAZZ  
[this link right here](#)

QUESTIONS, NOTES, LOVE LETTERS  
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