

Branding Guide



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Mission & Slogan



MISSION

TriPride will work towards building a stronger and more inclusive community across Northeast Tennessee and Southwest Virginia. We will do this by producing a great, fun for all ages event that celebrates inclusion, equality, community, and self-empowerment.

SLOGAN

More than tolerated; fully celebrated.






TRIPRIDE HISTORY



TriPride was formed in October 2017, but has been brewing for quite a while longer. The consensus was that the time was right for the Tri-Cities, Tennessee to host their own Pride event. Leveraging the LGBTQ social network, a few folks got together and came up with a plan of action.

Basing our organization heavily off of Knoxville Pride's example, we developed our charter and applied for our non-profit status. TriPride's leadership is a diverse group of folks from the Tri-Cities that share a common vision – a great Pride event in the Tri-Cities.

TriPrideTN, Inc. is a 501(c)3 charity formed in 2017 whose purpose is to organize and present a free community Pride parade and festival. The parade and festival event is the primary tool the organization uses to further its mission: building a stronger and more inclusive community across Northeast Tennessee and Southwest Virginia. In September 2018, TriPride held the Pride parade and festival – the first of its kind in the Tri-Cities – hosted in Founders Park, Johnson City, Tennessee. Over 10,000 people gathered for the festivities. The parade featured the largest contingency in Johnson City's history. In 2019, TriPride was held in downtown Kingsport, Tennessee. An estimated 10,000 came to the event throughout the day. Over 1,100 people marched in the parade representing 72 contingencies and 110 festival exhibitors were present. Organizers and volunteers are currently planning the next TriPride Parade and Festival.



Logo Marks



OUR LOGO

Our logo features three vibrant mountains in rainbow colors, representing the Tri-Cities (Kingsport, Johnson City, and Bristol). It symbolizes the strength, unity, and diversity of our community. The rainbow gradient pays tribute to LGBTQIA+ pride and reflects our commitment to inclusivity. Through this logo, we celebrate our region's beauty and our ongoing efforts to build a stronger, harmonious community in the Tri-Cities.

AVOID THESE:

Altered colors



Black and white



Too small to read



Angled position



Layered graphics



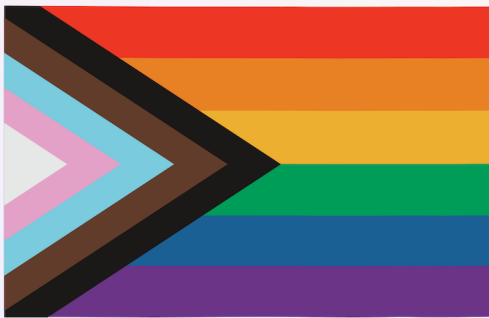
Colorful background



Colors



In line with our mission, our brand colors are inspired by the Progress Pride Flag, which represents the ever-evolving journey of the LGBTQ+ community. By adopting these vibrant hues, we aim to communicate our commitment to celebrating and advocating for all members of the community, regardless of their gender identity or sexual orientation.



1. **Red** symbolizes life, strength, vitality, and resilience.
2. **Orange** embodies healing, hope, and a future free from discrimination.
3. **Yellow** represents sunlight, exuding positive energy, happiness, and joy.
4. **Green** reflects growth, harmony, and interconnectedness with nature.
5. **Blue** signifies serenity, peace, trust, and solidarity.
6. **Purple** embraces creativity, individuality, and spirituality.
7. **Brown and Black** represent communities of color
8. **Light Blue/White/Pink** represents members of the trans and nonbinary community.

H: #F5D7CB
RGB: 245,215,203

H: #F8DE97
RGB: 248,222,151

H: #FAEEA6
RGB: 250,238,166

H: #CEF0D0
RGB: 206,240,208

H: #C5DFF4
RGB: 197, 223, 244

H: #DED CF4
RGB: 222, 220, 244

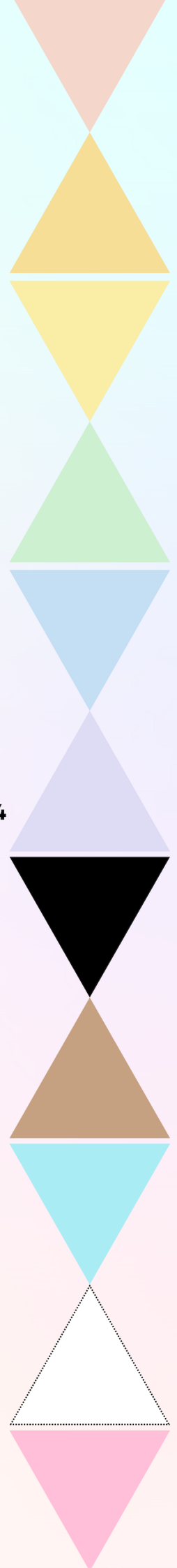
H: #000000
RGB: 0,0,0

H: #C6A182
RGB: 198, 161, 130

H: #AAEDF4
RGB: 170, 237, 24

H: #FFFFFF
RGB: 255,255,255

H: #FFC0DA
RGB: 255,192,218



Fonts



TITLE

Shrikhand

SUBTITLE

Garet

HEADING

Helvetica, bold

SUBHEADING

Helvetica

SECTION HEADER

Garet

BODY

Garet

Owned Media



www.tripridetn.org



facebook.com/



[@tripridetn](https://www.instagram.com/tripridetn)



[@tripridetn](https://twitter.com/tripridetn)



[linkedin.com/](https://www.linkedin.com/)



[@tripridetn](https://www.tiktok.com/@tripridetn)

Imagery

Connected

Through our imagery, we aim to beautifully capture the profound sense of connection within the LGBTQ+ community. Whether it's through tender embraces, shared laughter, or moments of support, our visuals should convey the deep bonds that unite us, fostering a genuine sense of belonging and solidarity.

Diverse

In our visual representations, we celebrate the incredible diversity that exists within the LGBTQ+ community. By showcasing individuals of different ages, ethnicities, genders, and expressions, we strive to reflect the full spectrum of identities and experiences. Emphasizing inclusivity and pride in every unique aspect, our imagery sends a powerful message of acceptance and appreciation for diversity.

Inclusive

Our imagery serves as a visual testament to our commitment to inclusivity. It portrays an environment that embraces individuals from all backgrounds, ensuring that no one feels excluded or marginalized. With open arms and welcoming visuals, we convey the message that everyone is valued and respected within our organization, fostering a genuine sense of belonging and unity.

Supportive

Through our visuals, we aim to radiate a strong sense of support, compassion, and empowerment within the LGBTQ+ community. By depicting moments of encouragement, solidarity, and understanding, our imagery conveys our dedication to providing a safe space where individuals can find comfort, strength, and a sense of community. Together, we stand as a collective force, offering unwavering support to uplift and empower one another.



Voice



Friendly

Our brand voice is warm and approachable, creating a welcoming tone that fosters positive connections.

SOUNDS LIKE...

"Hey there! We're thrilled to have you join our vibrant community. Feel free to reach out if you have any questions or just want to chat!"

Helpful

Our brand voice is informative and supportive, offering valuable guidance and assistance to our community.

SOUNDS LIKE...

"Our team is here to support you every step of the way. Check out our comprehensive guide for useful tips and resources to navigate your journey."

Inclusive

Our brand voice embraces diversity, ensuring that everyone feels seen, respected, and represented.

SOUNDS LIKE...

"At our events, we create a safe and inclusive space where people of all backgrounds and identities can come together, celebrate, and feel truly valued."

Supportive

Our brand voice is empathetic and uplifting, providing a compassionate presence for those in need.

SOUNDS LIKE...

"We believe in standing by one another through thick and thin. Our community members are always ready to offer a compassionate ear, words of encouragement, and a helping hand whenever you need it most."



Contact

TRIPRIDE MARKETING

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Autumn Baggett-Griggs, Marketing Director

BOARD OF DIRECTORS

ORGANIZERS@TRIPRIDETN.ORG

Executive Committee

- Justin Hall, President
- Terry Marek, Vice President
- Jacob Besseck, Secretary
- Ritchie Roark, Treasurer
- Autumn Baggett-Griggs, Marketing Director

Board Members

- Khalid El-Shabazz
- Lori Suttles
- Steven Reeves
- Sarah Rovere
- Carrie Holt
- Greg Griffey
- Jeremy White
- Indya Scalf
- Kate Tilley
- Noel Wilson

