pride house

Brand Development Document

Contents

4 Company
5 History
6 Naming
7 Brainstorming
8 Modern Refrences
9
10 Historical Refrences
11
12 Logotype Process
13 Final Logotype
14 Color Tests
15 Final Color Pallete
16 Icon & Standard Fonts
17 Logotype in Color
18 Photography Examples
19
20 Pridehouse Flag
21 Sign Mockups
22 Book Mockups
23 Merchandise Mockups
24 Other Mockups

Company

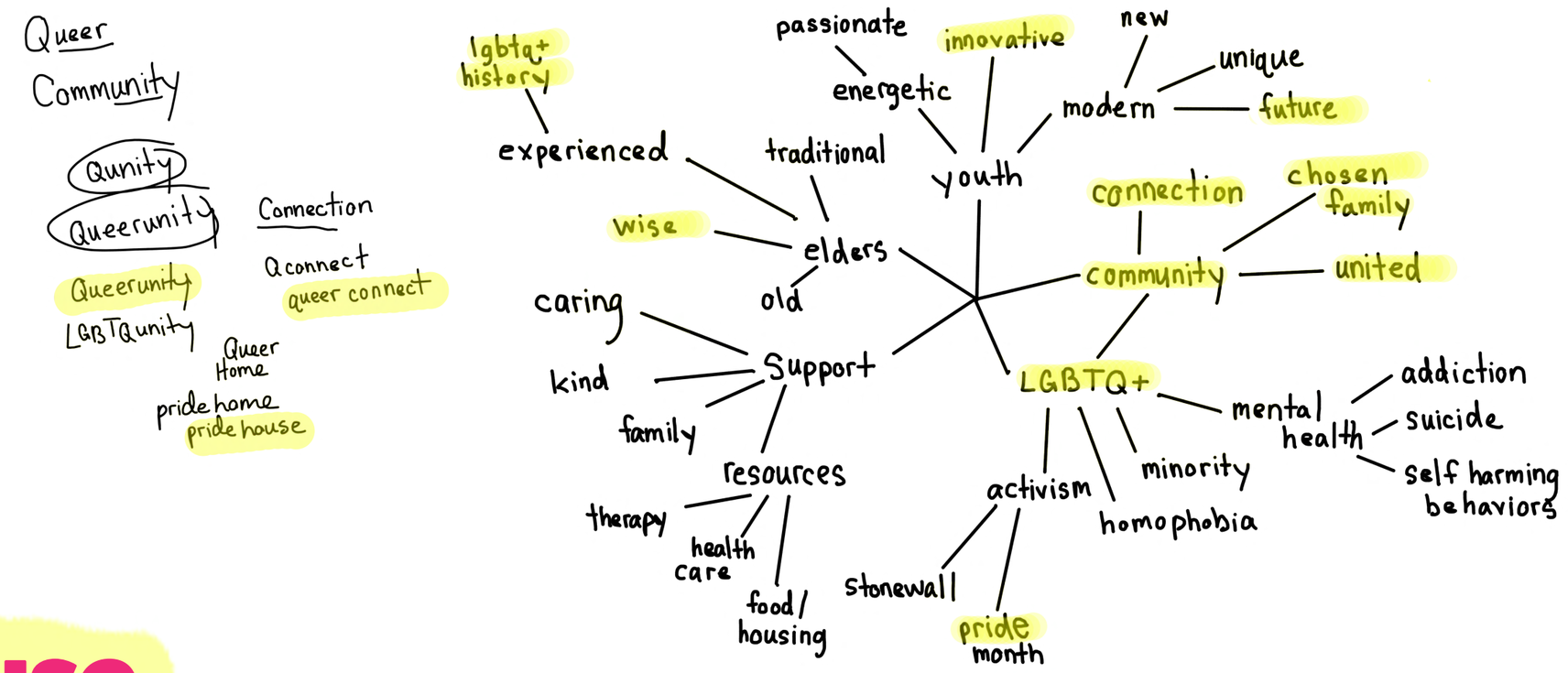
My start-up is a housing community for LGBTQ+ youth and seniors.

History

Our founders are a group of visionaries with a passion for strengthening the queer communities. They have seen first hand the challenges queer people overcome - being disowned by unaccepting families, queer youth homelessness, discrimination in healthcare and the work place, hostile homophobic attitudes. When struggling with these harsh realities we turn to our queer elders to guide us through these experiences. These elders are often unable to find an inclusive and supportive space for them to receive care and assisted living. This start-up was born from the widespread need for housing for queer youth and seniors, as well as the need to connect queer youth with queer elders.

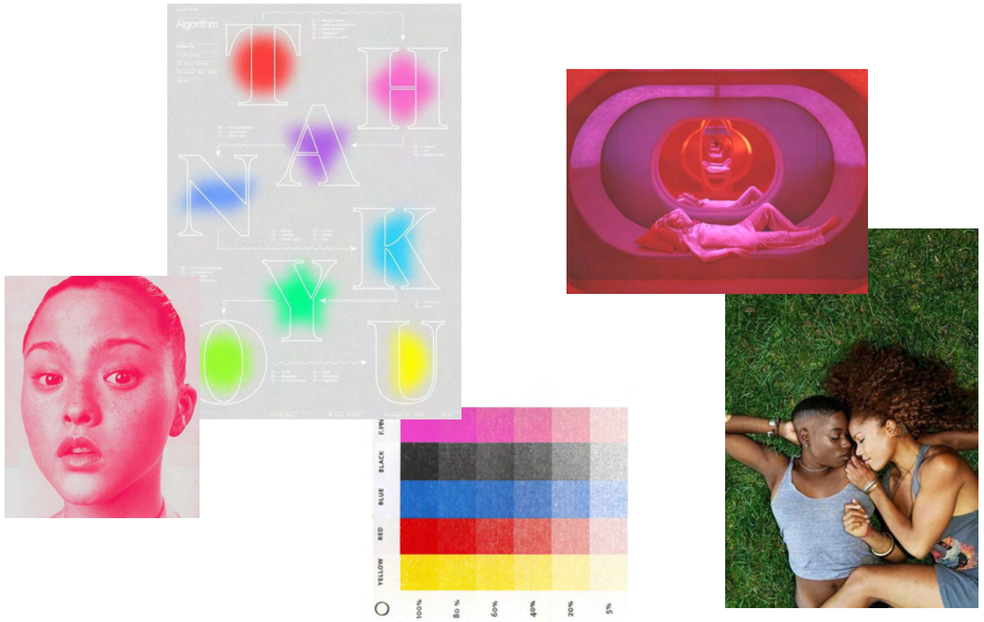
Started with a dream in a cramped apartment serving as a safe place for homeless queer youth, this start-up was formed through the hard work and passion of the LGBTQ+ community. Our founders gained support from nonprofits and donors and secured their first location in San Francisco. The building was designed by LGBTQ architects and engineers, with sustainability and affordability prioritized in the design and construction. Our first location opened in August 2017 and was quickly heralded in the community as a safe place for the most vulnerable of the LGBTQ+ population.

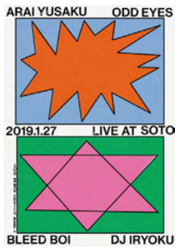
The idea quickly spread to other cities and expanded to New York City, LA, and Denver. These new locations prioritized the same core values as the original group of founders - sustainability, support, and community. Each location offers affordable housing for both youth and seniors, mental health and addiction services, and community spaces and events. Each young queer person is paired with a queer elder, forming long lasting and valuable mentorships between generations. Run by the community living there, each location is a sustainable and long lasting resource in the LGBTQ+ community.

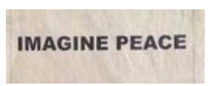


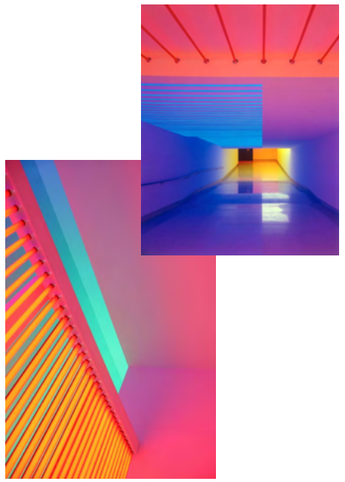
Pridehouse
Queerunity
Queer Connect

united • revolutionary • sustainable



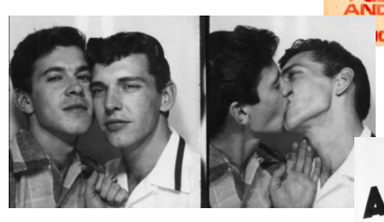


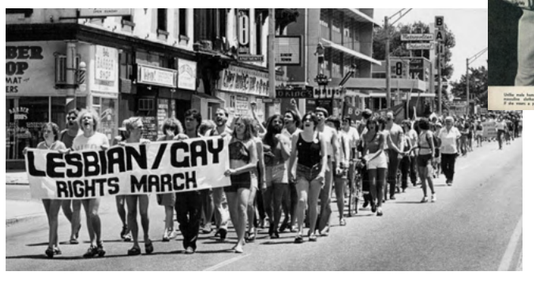


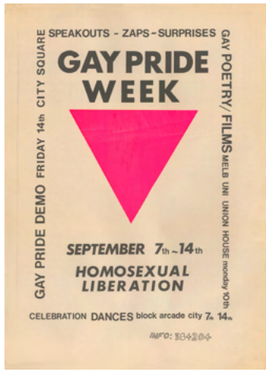


Modern References

Colorful, trendy & vintage.







Historical References

Spirit of protest and revolution.

Logotype Process

All fonts tested for this logotype are bold and modern with vintage influences. The stem of the d and h are extended to form a house icon. The lowercase letters make the logotype feel welcoming and approachable.

Pridehouse

pridehouse

PrideHouse

PRIDEHOUSE

PRIDEhouse

prideHOUSE

pride house

p r i d e HOUSE

Pride—House

pride • house

Pride HOUSE

pride house

PRIDE HOUSE

pride house

pride house

pride house

Pride House

pride house

pride house

pride house

pride house

pride house

Final Logotype

The final Pridehouse Logotype is clean, approachable, and clear. It works well at many different scales and has many opportunities for different color versions.

pride house

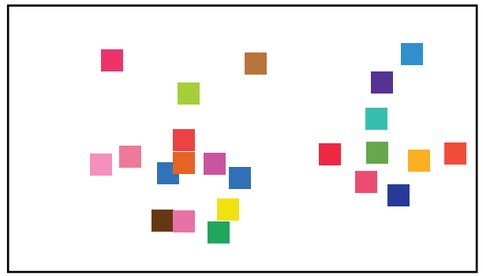
pride house

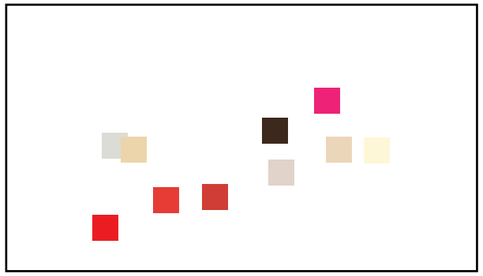
pride house

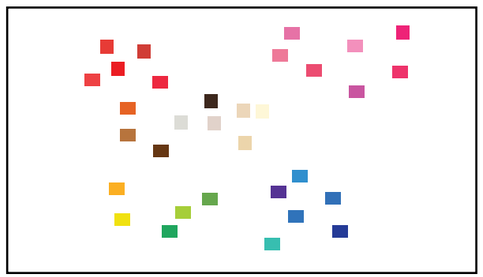
pride house

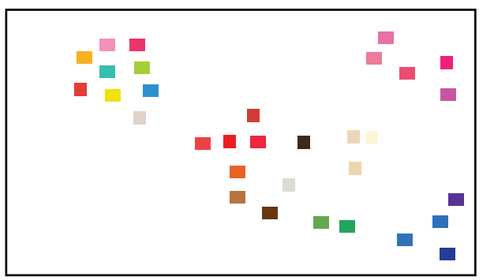
Color Tests

This range of colors were sampled from the refrence photos. Research was put in to the most popular colors in the 1950s, the time period when most seniors living at Pridehouse grew up in, to ensure that the branding for Pridehouse is comfortable and nostalgic for senior residents. This vintage nostalgia is balanced by brightening the popular pastels of the 50s to add a modern flair for the younger residents. In this way the Pridehouse color pallete is colorful and balances modern and vintage aesthetics. The nine final colors were selected for their versatility, range, and cohesiveness.

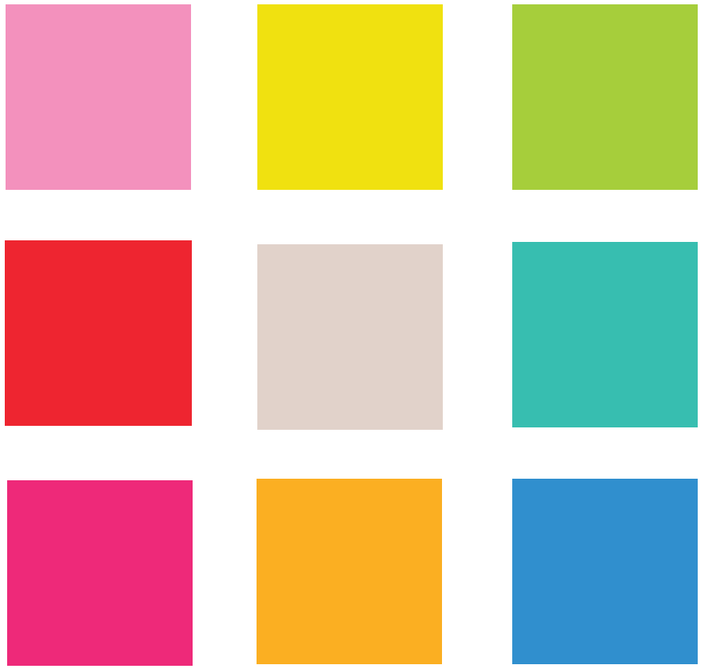








Final Color Pallete



Icon & Standard Fonts

FatFrank

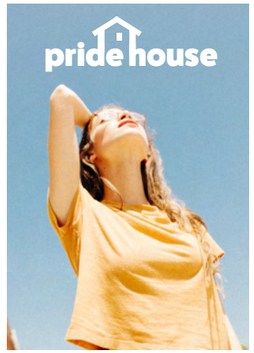
Basic Gothic Pro

Voluptas et pos sit es aciis sequo consect emquas dersperro quatio eum quias ratetur aborepel id ex-cestiati aut eum quam sed mo ea dolenda iure am consequiae laboribus, aliquaturis nonsequ aepero mo quam faccum reperrum rerum quis de id es et dolorporeris untis sinullore et pra poratatur sum qui officiam conseditia nonestissunt omnit dolorera cus

Logotype in Color

Photography Examples

Pridehouse visuals are colorful but still natural feeling. Photography and imagery balance a modern and vintage look. Most photos used are portraits of people living at Pridehouse, demonstrating the vibrance of the individuals that make up the Pridehouse community. Diversity and inclusion is prioritized in all imagery including race, gender, sexuality, age, and ability.



Pridehouse Flag

Pridehouse has it's own branded flag, in the style of LGBTQ+ pride flags. It features the Pridehouse icon and color pallete. This flag is displayed on the exterior of the Pridehouse building, can be displayed by residents, and are distributed at pride parades and LGBTQ+ events.

Sign Mockups

Sinage will be used on the exterior of the building as well as marking different floors, apartments, event spaces, and mental health services.

Book Mockups

Pridehouse will release a "yearbook" with profiles on every resident and a summary of events and accomplishments of the year. All writing and photography will be done by residents, both youth and seniors.

Merchandise Mockups

Various merchandise can be branded with Pridehouse. Designs can be printed on clothing, tote bags, mugs, blankets, phone cases, and posters.

Other Mockups

Murals will be painted on interior walls in common spaces and exterior walls of the building. Pridehouse also has a branded tent for Pride events.

pride house