



BRAND GUIDELINES

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PRIMARY LOGO

SDEBA's primary logo consists of a logotype and logomark that are inspired by symbols of equality, communication, and community.



BRAND GUIDELINES

PRIMARY LOGO

The primary full-color logo should use the primary gradient (yellow/blue). This primary gradient is used across the website, social media profile graphics, etc.

Other gradients are available for specific vertical content needs, such as events, celebrations, pride-specific needs, and are used to make the identity system more dynamic.



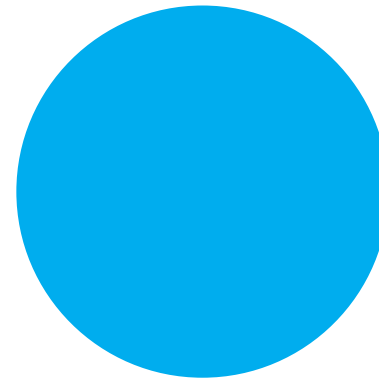
**SAN DIEGO
EQUALITY
BUSINESS ASSOCIATION**

BRAND GUIDELINES

COLOR

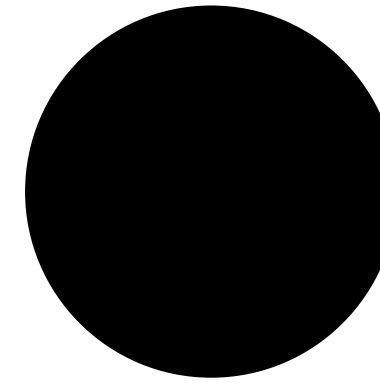
SDEBA's primary color palette consists of SDEBA blue and black. The secondary color palette pulls inspiration from the secondary rainbow pattern. These colors may be used for event branding, promotion, and in specific cases to add dimension to the brand.

Primary Color Palette



SDEBA BLUE

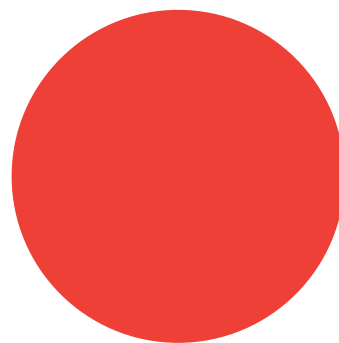
C75 M68 Y67 K90
R25 G25 B25
#00adee



BLACK

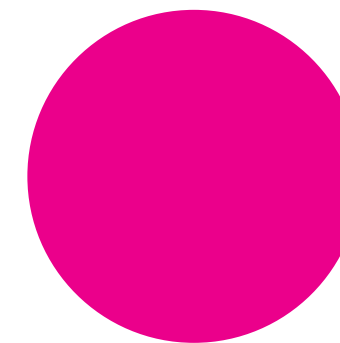
C46 M0 Y18 K0
R128 G212 B216
#000000

Secondary Color Palette



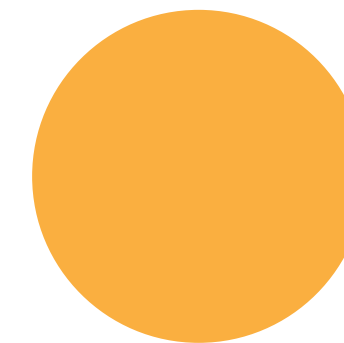
RED

C100 M82 Y25 K10
R27 G67 B123
#ee4036



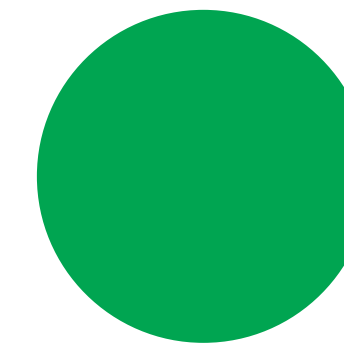
PINK

C100 M82 Y25 K10
R27 G67 B123
#eb008b



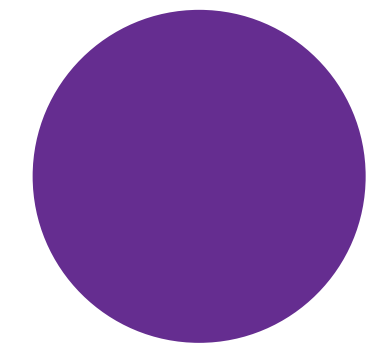
ORANGE

C11 M73 Y100 K1
R216 G101 B37
#faaf40



GREEN

C0 M68 Y7 K0
R244 G118 B164
#00a551



PURPLE

C23 M30 Y90 K1
R201 G168 B63
#652d90

BRAND GUIDELINES

GRADIENT

The primary gradient should be used across the website, branded materials, and social media. In all other cases the secondary gradients may be used to make the brand system more dynamic.

Primary Gradient



#fff23a

#00adee



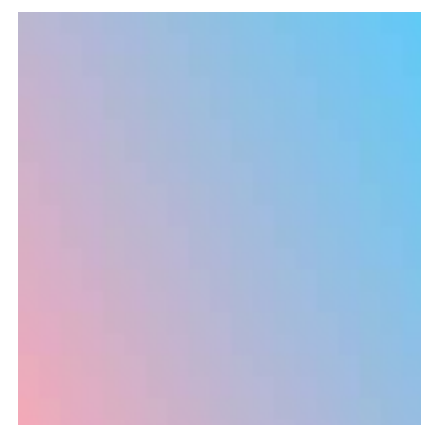
Secondary Gradient



#fff23a



#ea2b7b



#f7a8b8



#55cdfc



#2d3e93



#28aae1



#d8045d



#8f288c

TYPOGRAPHY

The primary typeface Century Gothic Pro is the typeface used in the primary logotype. The secondary typeface was chosen since it is a common web font that is easily found through Google Fonts. This should be used for social media, the website, and any other promotional materials.

Primary Typeface

Century Gothic Pro

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Secondary Typeface

Montserrat

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

BRAND GUIDELINES

ICONOGRAPHY



ANNOUNCEMENTS AND PROFILES



LGBTBE CERTIFICATION

WE CAN HELP YOU GET CERTIFIED

The brightest idea you'll have in 2021. This could be the leverage you need to grow your business.

nglcc.org/get-certified



**MEET
SDEBA MEMBER**

MARY CASTANEDA

Castaneda Consulting

Follow the link in the description for the full bio on Mary.



EVENTS AND NETWORKING



**WOW
WEEK OF
WELCOME
BEGINS TODAY!**

Meeting times and
registration at:
sdeba.org/events



**POWER LUNCH
NETWORKING**

Wednesday March 10th 12:00pm-1:00pm

With Milo's special guest:
Steve Robbins "Work Less, Do More."

FLEXIBLE AND ADAPTABLE

Join us in celebration of

TRANSGENDER AWARENESS WEEK

November 13-19



BLACK. QUEER. AND SUCCESSFUL:

**A Discussion on Pride, Race
& Business Opportunity**

As the NGLCC celebrates Pride Month, the NGLCC Communities of Color Initiative (CoCi) and Trans Inclusion Task Force (TITF) have teamed up for a special presentation on Wednesday, June 24. Link in description to register.

THE COMBINATIONS ARE LIMITLESS



POST TITLE HERE
Lorem ipsum dolor sit
amet, consectetur
adipiscing elit, sed diam



**NEW
MEMBERS
MIXER**

Friday, October 25
6 pm - 8 pm
15th Street Bar

