



**BRAND GUIDELINES**



# WHO WE ARE

Wear It Purple was founded in 2010 by students taking a stand against global stories of LGBTQIA+ teenagers taking their own lives due to bullying and harassment.

Today, Wear it Purple is a charity committed to empowering rainbow (sex, sexuality and gender diverse) young people to have a voice in creating a more inclusive culture.

United by the belief that everybody has the right to be proud of who they are and who they are becoming, Wear It Purple actively supports people under 26 by creating more inclusive, safe and empowered environments.

This youth-led, volunteer-run registered association builds

representation, resources and recognition for rainbow youth in schools, universities, community organisations and work places year round.

Our annual 'Wear It Purple Day' celebration has become an international movement that shows rainbow young people that they are seen, supported and respected.

Wear Purple receives funding only by donations and select product sales. We rely on the continuous support and generosity of people like you so thank you for all you do!



# INTENT OF THIS GUIDE



This brand guideline is a reference for our internal design team, vendors, and others who are authorized to work with the Wear It Purple brand.

The standards, guidelines, and references within this document are grounded in the years of research, experimentation, and brand executions that have preceded our new brand look and feel.

Our intent with this guide is not to restrict creativity and innovation: far from it. We believe in the creative spirit, and innovation is one of our core values.

What we strive for is a coordinated, consistent, and effective brand presence in everything we create.

The focus of this guide is to empower you, the creative, with the elements you need to create. By utilizing these tools, resources, and adhering to the guidelines within, you'll make things that look like the Wear It Purple brand, every time.

Please refer back to this guide often. We believe that our style guide is a living document. It should evolve over time, just as our brand inevitably will.

If you have any questions concerning the content of this guide, please don't hesitate to reach out to us; [contact@wearitpurple.org](mailto:contact@wearitpurple.org)



# BRAND EQUITY

## PURPOSE

We empower rainbow (sex, sexuality and gender diverse) young people to have a voice in creating a more inclusive culture.

## PERSONALITY

**Core Belief:** All young people have the right to be proud of who they are becoming.

**Tone & Manner:** Vibrant, Energetic, Human, in a state of continual evolution & progress.

## WHAT MAKES US UNIQUE

Founded by students in 2010, the charity continues to be youth led and volunteer run

100% of charity funds are dedicated to actively to create more supportive safe, inclusive and empowered environments

Wear It Purple Day – a nationwide, annual celebration hosted on last Friday of August.

## HOW WE MAKE IMPACT

**Resources:**  
1,000+ schools, universities, community organisations and workplaces access materials to educate and advocate for more inclusivity.

**Recognition:**  
Every year, Wear It Purple Day unites growing numbers of LGBTQIA+ youth and allies to celebrate rainbow youth and raise funds.

**Representation:**  
Grants amplify young rainbow voices and Arts & Culture projects to build visibility and inspire every new generation.



# LOGO USAGE

You want to promote your Wear It Purple event or content, and we want to help. You're welcome to use the Wear It Purple name and logo as long as you adhere to the logo and icon usage guidelines, as well as those found below.

## DO

- Follow all guidelines for the Wear It Purple brand
- Ensure that logos in use are up to date
- Use the standard logo to promote your Wear It Purple event
- Ensure the placement of our logo reflects Wear It Purple in a positive or neutral way.

## DON'T

- Use logos or brand elements to drive to sites outside of [www.wearitpurple.org](http://www.wearitpurple.org)
- Modify logos, icons or other brand elements in any way, including but not limited to altering proportions, positions, stretching, condensing, changing colour or typefaces, flipping or rotating, or adding effects
- Place the full-colour logo on purple/pink (due to lack of visibility)
- Partially cover the logo or icon
- Place an image within the logo or icon
-



# PRIMARY BRAND LOGO

## Correct Wear It Purple logo

Please double-check to make sure that you're using the correct, updated Wear It Purple logo and not an unofficial or old logo (there are lots out there). The latest logos can be downloaded at;

[www.wearitpurple.org/resources](http://www.wearitpurple.org/resources)





# CLEAR SPACE OF LOGO

Clear space, or negative space, is the area that surrounds the logo that is completely clear of any other graphical element. Clear space helps the logo stand out from the rest of the elements on the page and ensures legibility, even at small sizes.

As a general rule, the more clear, or negative, space around the logo, the better.

At a minimum, there should be clear space of one logo height above and below, and on either side. Using the logo height as a unit of measurement ensures enough clear space at any size.





# ALTERNATE LOGO COLOUR VARIATIONS



PURPLE



BLACK



# COMMON ERRORS

Note: This is not a comprehensive list of errors. These are simply the most common or egregious errors.



Do not stretch, squash, skew, or distort the logo in any way.



Do not edit the logo color, use an off-brand color, or reduce the logo opacity.



Do not add graphic effects to the logo, including drop shadows.



Do not place the colour logo on a high-contrast pattern or busy photograph.



Do not change the layout or relationship between logo elements.

Please support



Thank you!

Do not encroach on the required clear space surrounding the logo or use logo as part of sentence.



# TYPOGRAPHY

## Hierarchy & Weight

Use contrast between heavy and lighter weights to communicate relevant importance, otherwise known as hierarchy, of information.

# BEBAS NEUE

BEBAS NEUE LIGHT

A Å B C Ç D ð E É F G H Î J K L M µ N Ñ O Ø P Q Æ R S T U Ü V W X Y Z  
A Å Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö Ø Ù Ú Û Ü Ý Þ ß à á â ã  
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BEBAS NEUE BOOK

A Å B C Ç D ð E É F G H Î J K L M µ N Ñ O Ø P Q Æ R S T U Ü V W X Y Z  
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BEBAS NEUE BOLD

A Å B C Ç D ð E É F G H Î J K L M µ N Ñ O Ø P Q Æ R S T U Ü V W X Y Z  
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# TYPOGRAPHY

## Hierarchy & Weight

Use contrast between heavy and lighter weights to communicate relevant importance, otherwise known as hierarchy, of information.

# Raleway

Raleway Light

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 AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ  
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Raleway Medium

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 AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ  
 0123456789°(.,'"-;:)?&©°π®†≈◇™£¢∞§•ªº

Raleway Bold

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 AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ  
 0123456789°(.,'"-;:)?&©°π®†≈◇™£¢∞§•ªº

Raleway Black

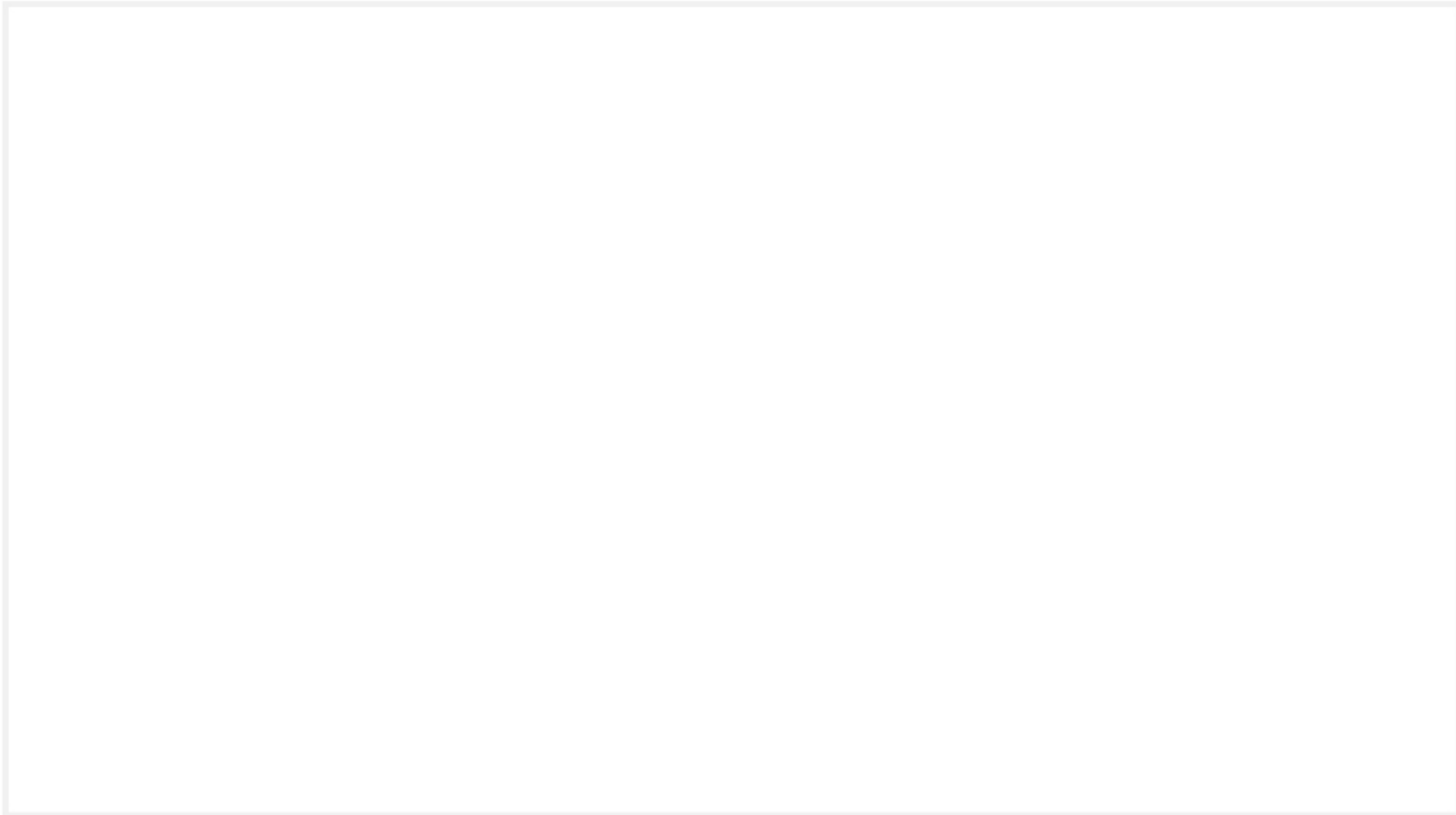
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 AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ  
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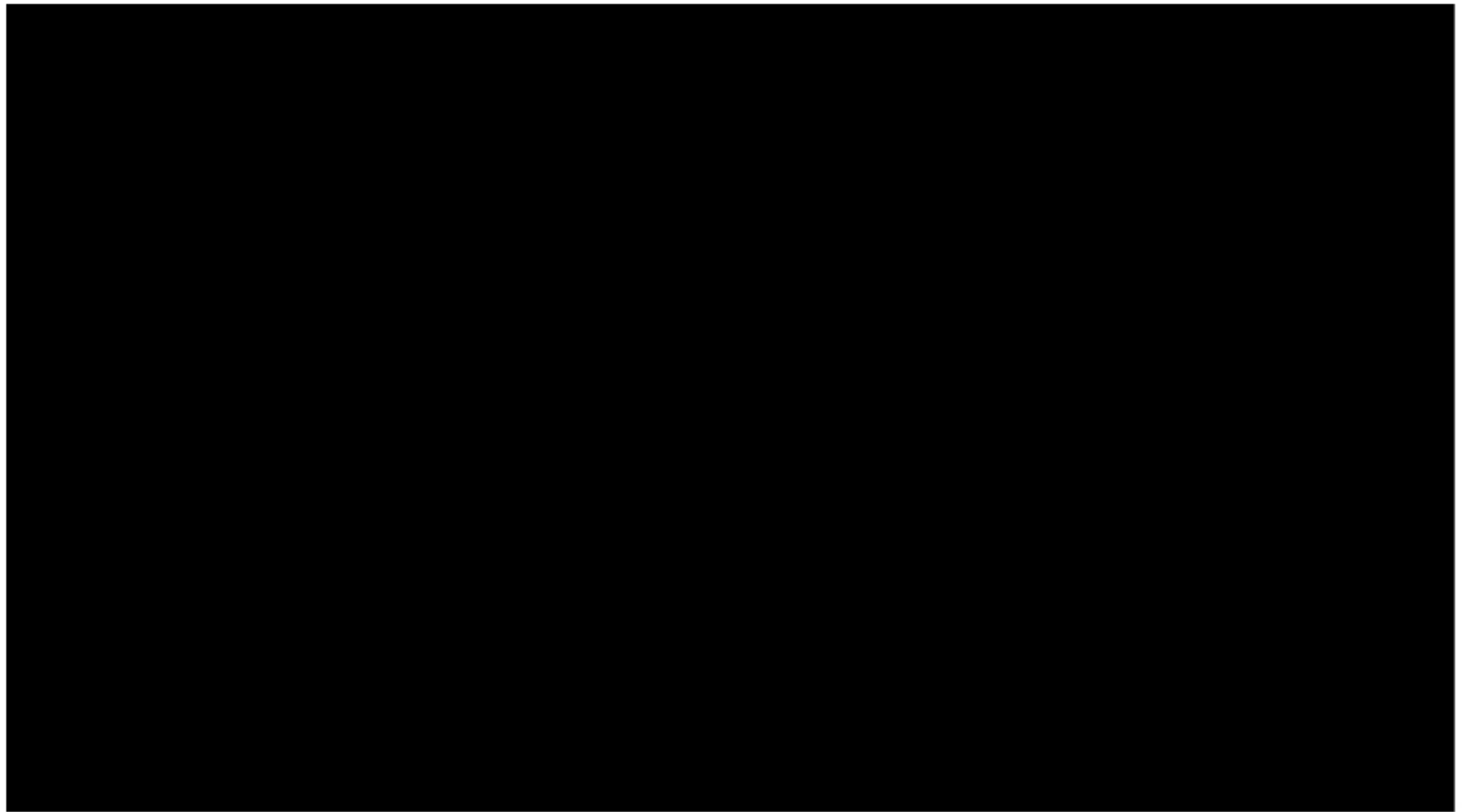
# BRAND COLOURS



**WEAR IT PURPLE**  
**PANTONE:** 268c  
**CMYK:** 81, 100, 11, 2  
**RGB:** 89, 44, 130  
**HEX:** #592C82



**PURE WHITE**  
**CMYK:** 0, 0, 0, 0  
**RGB:** 255, 255, 255  
**HEX:** #ffffff



**RICH BLACK**  
**CMYK:** 75, 50, 50, 100  
**RGB:** 0, 0, 0  
**HEX:** #000000



**PRIDE BROWN**  
**PMS:** 4625C  
**CMYK:** 46, 72, 91, 63  
**RGB:** 75, 38, 0  
**HEX:** #4b2600

**PRIDE RED**  
**PMS:** 185C  
**CMYK:** 9, 93, 91, 1  
**RGB:** 203, 32, 52  
**HEX:** #cb2034

**PRIDE ORANGE**  
**PMS:** 7578C  
**CMYK:** 8, 70, 89, 0  
**RGB:** 225, 109, 56  
**HEX:** #e16d38

**PRIDE YELLOW**  
**PMS:** 106C  
**CMYK:** 4, 4, 84, 0  
**RGB:** 250, 229, 70  
**HEX:** #fae546

**PRIDE GREEN**  
**PMS:** 7738C  
**CMYK:** 72, 1, 92, 0  
**RGB:** 71, 181, 85  
**HEX:** #47b555

**PRIDE BLUE**  
**PMS:** 7687C  
**CMYK:** 98, 87, 7, 0  
**RGB:** 39, 66, 147  
**HEX:** #274293

**WEAR IT PURPLE**  
**PANTONE:** 268c  
**CMYK:** 81, 100, 11, 2  
**RGB:** 89, 44, 130  
**HEX:** #592C82



# PRODUCT DEVELOPMENT GUIDELINES

To use the Wear It Purple brand in any media (videos, TV shows, movies, newspapers, etc.), or on any physical product, (clothing, accessories, promotional items etc.) please read these guidelines.

## BRAND USE APPROVAL

All product placements that show any Wear It Purple logos, icons or elements of the UI (e.g. buttons, pages, mobile screenshots) in any media (e.g. TV, music videos, movies, books) must be approved by Wear It Purple. Please adhere to the logo usage guidelines above, then submit your request to [contact@wearitpurple.org](mailto:contact@wearitpurple.org)

Ensure the placement of our logo reflects Wear It Purple in a positive or neutral way.

You can provide ample context for the logo/brand placement to submit with your request. You should submit one PDF file including mocks of the Wear It Purple logo usage, as well as relevant information including; production company name, the production name and any other details, which will help us understand how Wear It Purple will be represented in the production.

**IMPORTANT:** If you're part of the press, you don't need to submit a request. Please adhere to the above guidelines and review our "Media Release" available on our website. After that, you're welcome to download the Wear It Purple logo for use.



# WEAR IT PURPLE

Wear It Purple acknowledges the Traditional Owners of country throughout Australia, their diversity, histories, knowledge and their continuing connections to land and community. We pay our respects to all Australian Indigenous Peoples and their cultures, and to Elders past and present.



Wear It Purple Incorporated is an ACNC registered charity ABN 39 634 641 162. WIP believes the information in this document is correct at the time of issue, but no warranty of accuracy or reliability is given and no responsibility arising in any way for errors or omissions. This guidebook is aimed at building awareness about Wear It Purple and the LGBTIQ+ Community.

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