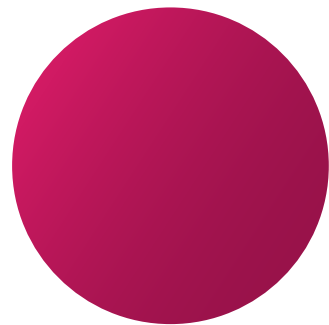


**LGBTQ SAFE SPACE
PROTECTION PROJECT**
BRANDING EXPLORATION

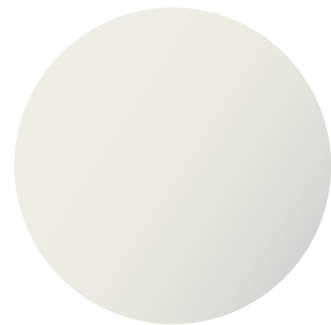
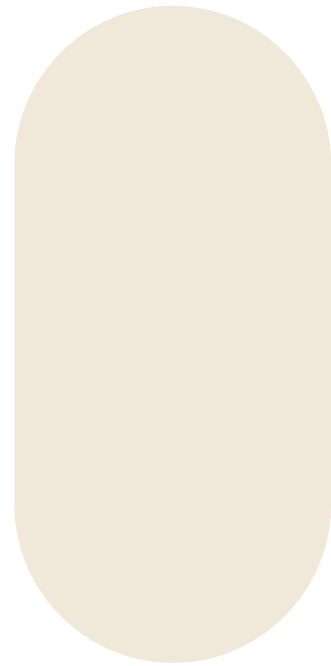
COLOR PALETTE EXPLORATION

Three palettes explore selective color applications, derivative of the progressive pride flag. These colors were intentionally curated to not overtly resemble the flag, to ensure the audience does not see a Pride campaign.

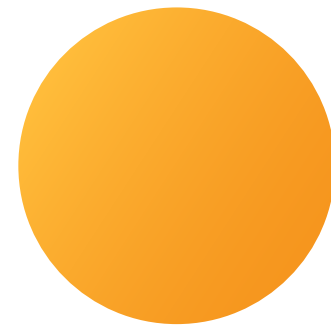
AVP Orange is consistent throughout each palette. AVP Blue has been slightly modified for a more rich, vibrant color to elicit the sense of urgency.



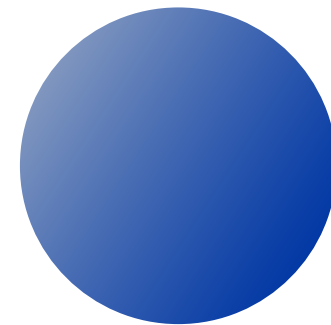
BB2649



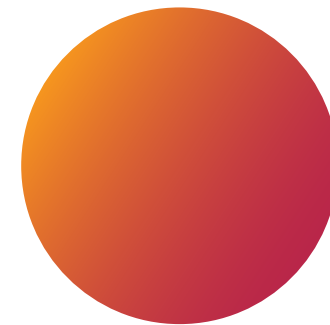
F2EBDB



FFBF3B



0339A7
ADAPTED AVP BLUE



F8981E
AVP ORANGE



75421E



F8981E
AVP ORANGE



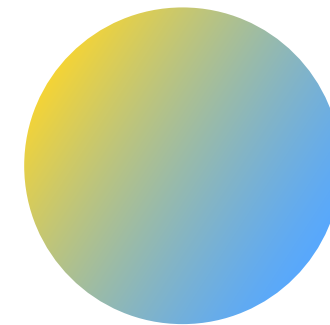
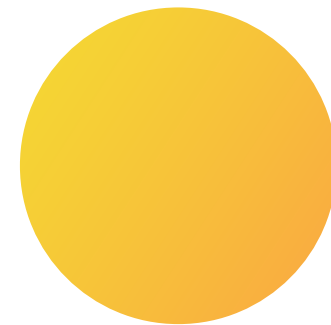
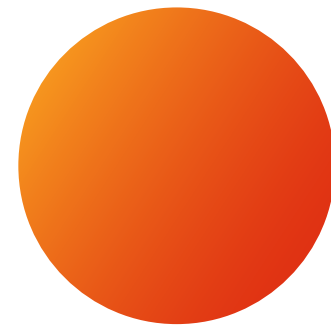
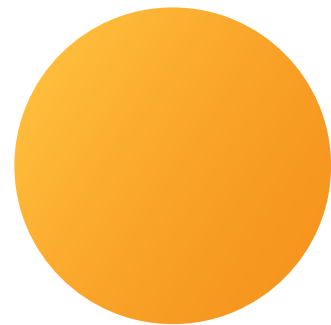
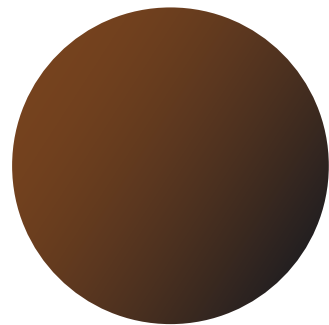
E03213

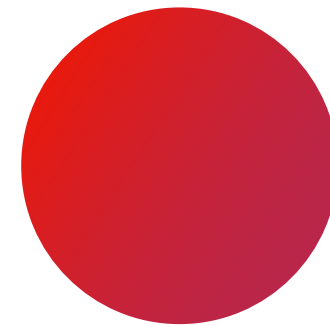
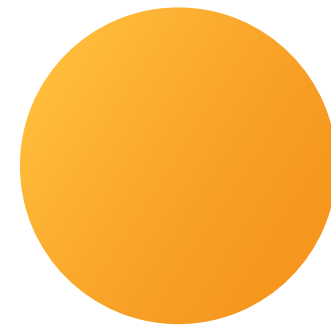
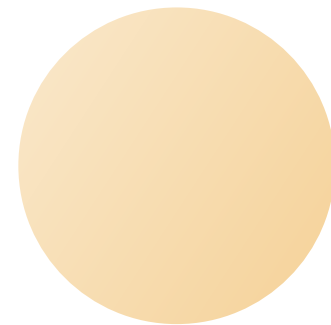
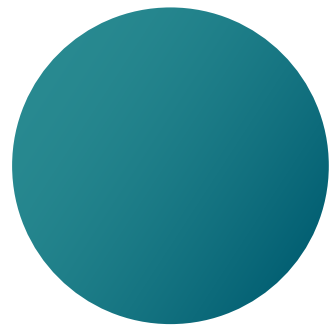
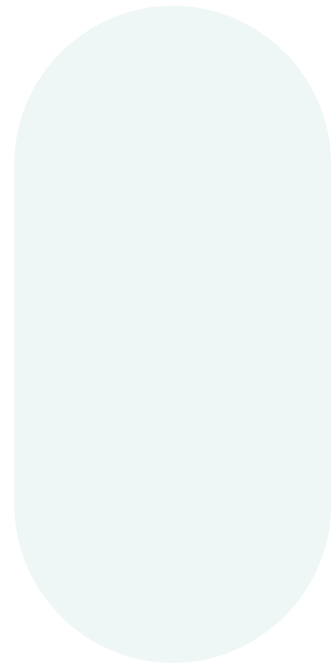


F5D434



58A8FC





288990

EFF7F6

F6D59F

F8981E
AVP ORANGE

E9190C

LOGO DESIGNS

Logos were designed to embody one or more of the following words: **Bold, Exploratory, Expansive, Protective**

In lieu of voiceover, each logo is accompanied by a small write-up to describe the thought behind it. Colors are placeholder (AVP Orange / K / KO) for a fair comparison.

A panoramic view of the San Francisco skyline at dusk, featuring the Transamerica Pyramid on the left and various high-rise buildings. The sky is a mix of soft pinks, oranges, and blues.

LGBTQ SAFE SPACE

PROTECTION PROJECT





CONCEPTUAL DESCRIPTION

This program has the potential to unlock doors to safe spaces for all LGBTQ Americans. Every movement starts with the people, which is why the keyhole is nestled in our community. The circular forms and typography are derivative of AVP, the organization that made it all possible.

FONTS IN USE

Dazzle Unicase Bold (Adobe)
Dazzle Unicase Medium (Adobe)

LGBTQ

Safe Space

Protection Project





CONCEPTUAL DESCRIPTION

A logo that represents the continued fight and prevalence of the LGBTQ population. The scalable typography speaks to AVP's expansion and promise to create safe spaces across the nation.

FONTS IN USE

Roc Grotesk (Adobe)
Ultra Wide, Wide, Regular



01
LGBTQ

02
LGBTQ

03
LGBTQ

04
LGBTQ

05
LGBTQ

COMPRESSED

EXTRA WIDE

NEXT STEPS

- AVP to align on one logo and one color palette with minor modifications
- Week of 12/12: Brand asset pack production/release

THANK YOU!