Best in Drag Show

Brand Guidelines

HOW TO PROTECT THE CONSISTENCY OF THE BEST IN DRAG SHOW BRANDING AND APPLICATIONS.

All proceeds benefit

Alliance for Housing & Healing
powered by **APLA**Health

Primary Logo
& Usage

The Best in Drag Show logomark is comprised of a wordmark lockup on top of a hot pink circle. The crownwas designed to connect to the brands events, programming, and participants (i.e. drag performers).

The logo pictured to the right is our primary logomark. It should be the default mark we use in most instances across our various outputs and formats. A new logo family* has been created for adaptability throughout print and digital usage. The full color logo should be used on a darker background for the highest contrast and visibility.
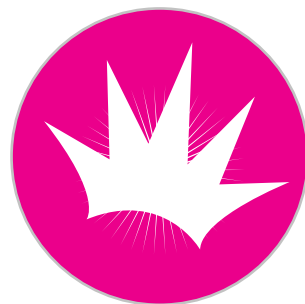
*(See next page for the full logo family.)

Logo Family

These are our primary logomarks:

Profile pictures for social using our primary logomarks:

Please note, the crown logo should only be used on social when it is supported by bios and captions.

When placing our logo on a solid black background, use any of the primary logos above.

When placing our logo on a full color background or when our logo appears on full color background of any color, use one of the logos above.
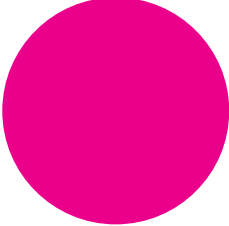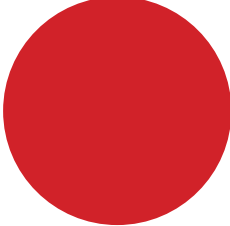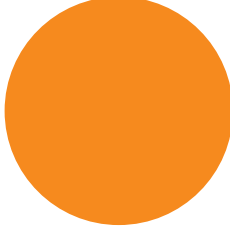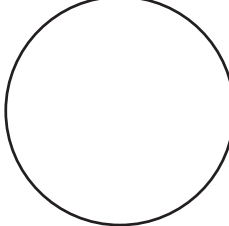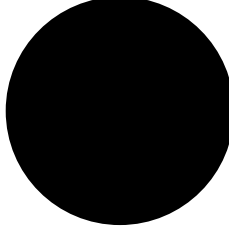
In instances in which we are limited to black and white formats, use the one of the black logos above.

Color
Palette

The Best in Drag Show color palette includes three primary colors and their various tints/shades.

Color matching standard Pantone® references are included to ensure accuracy when reproducing the palette. Also included are the references for CMYK, RGB, and HEX values for consistency across different media. Where possible, the logos should be reproduced in the CMYK color process. Equivalent colors can be composed using the RGB and HEX references included when the logo is to be used digitally.

RGB	235 / 0 / 139	209/34/41	246/138/30	255/255/255	0/0/0
CMYK	0 / 94 / 5 / 0	0/84/80/18	0/44/88/4	0/0/0/0	100/100/100/100
HEX	#EB008B	#D12229	#F68A1E	#FFFFFF	#000000
Pantone	225 C	1797	716	N/A	Process Black

Typography

The Best in Drag Show's header copy is Edwardian Script ITC, in one weight. The header font is used to enhance the relationship between the headline and Best in Drag overall logo design. The header font should not be used for any large count copy, but rather is reserved for short and splashy headlines.

The Best in Drag Show's body copy typeface is Titillium. This font comes with five weights; lighter weights such as Titillium Light and Titillium Regular should be reserved for body copy while Titillium Semibold, Bold, and Black.

DO NOT use all caps for body copy or headlines.

Header Copy

Edwardian Script ITC

Body Copy

Titillium Light

Titillium Regular

Titillium Semibold

Titillium Bold

Titillium Black

Typography

Our headline typography is supported by blurred outlines in our primary pink color, situated behind the wull headline in white. This effect styling allows the typeface to display a glowing effect, echoing the on stage lighting during Drag performances.

Additionally, the Best in Drag Show crown and star-burst like secondary graphics accent the typeface, adding visual interest throughout the headline.

Backgrounds

Color

Our background is made up of the three colors in our primary color palette, displayed as a fluid gradient. These colors connect Best in Drag to AHH / APLA Health as both were pulled directly from the AHH and APLA Health color palettes.

Bokeh Texture

Supporting our bright gradient is a bokeh texture designed to separate subjects from the background, thus adding extra emphasis to text, secondary imagery of Best in Drag performers, and calls to action.

Best in Drag SHOW

alliancehh.org/bestindragshow