



Brand Book




Brand Platform




Getting active in real life.

 **pridu**, the first LGBTQIA platform designed to help people find real people for real life experiences.

 **pridu** set out to be a new way for people to find like minded people for non- sexual activities.

The  **pridu** brand was designed as a symbol representing the LGBTQIA community and the connections being made within.

 **pridu** App will enable you to find the right people, events and groups share real life passion, interest and hobbies.



Creating new experiences
In real life



Making new
friends





Getting active. Any time.
Any where.



Being proud of
Who you really are







Vision

 brings together people who share the same interests within the LGBTQIA community.  is a place you can feel free to be who you are with people just like you.



Mission

The name and brand wishes to inspire you to be who you are and to be active in real life.
Be proud and Do more of your favorite pastime together.


Values

-  Pride
-  Inspirational
-  Respectful
-  Active
-  Innovative
-  Unique

Uniqueness

 is the first social app for the LGBTQIA community that isn't centered on relationships or sex.  prides itself on matching people for social activities such as: Sports, Travel, Leisure and more, based on their unique activity profile.

Ambition

 aims to become the place for all Members of the LGBTQIA community to meet, get active and become a real community, Stronger, better and more united.



Logo



Pride

Pride is reflected in the brand name and the colors of the logo. Although the colors are not the same tone of the rainbow flag, this is a new interpretation that allows more colors and tones for inclusiveness and uniqueness.

Being active

The DU in the logo is supposed to sound and read like “DO” as in being active and doing things together.

Togetherness

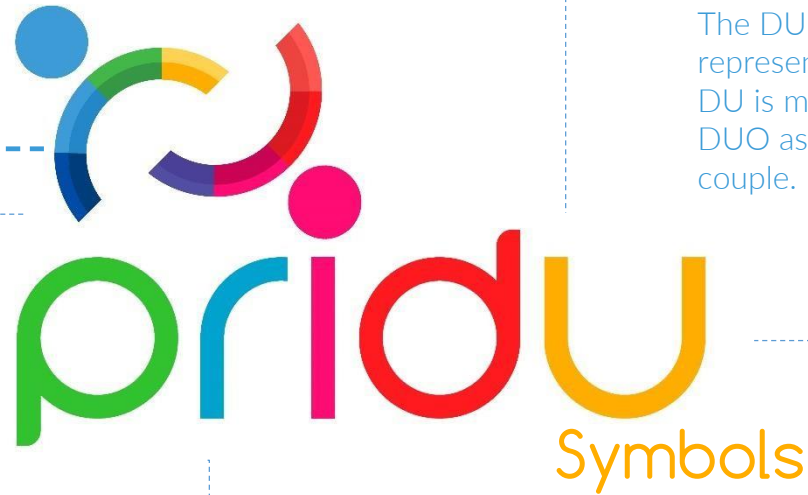
The DU in the logo is also a representation of being together, the DU is meant to sound and read like DUO as in a two people, a pair or couple.

People

The I in pridu creates a person that is connected to another person as they are about to match.

Rainbow

The body of the people in the logo is in the shape of the rainbow, combined with the colors are representing the LGBTQIA community and pride.



Typeface

Our logo typeface was created for the brand to create a new and unique appearance.

special configurations

The logo must be used primarily in its compact configuration, however two more versions of the logo exist to meet all reproduction needs.

1. original



2. Square logo



3. Wide logo



Colors

References of the logo colors are given hereunder:



Rainbow colors

# 004ca6	# 3c9cd7	# 43b64a	# ffd153
# 003e7c	# 2388c9	# 359745	# ffae00
# ff5751	# ed4440	# ff0c74	# 524ea1
# ed4440	# da1a21	# cb0453	# 4a4098

Logo versions

Different color versions of the logo

MONOCHROME



INVERSED



BLACK AND WHITE



This applies to all 5 main
colors of the typeface

Icon

You can use the icon when the word Pridu is mentioned elsewhere.



This applies to all 5 main colors of the typeface

Use of logo on colored backgrounds



Use 70% black Opacity over image

Font

The logo was designed uniquely for us, in order to use a font in advertising please you the following:

HEADLINES

Comfortaa font

Aa

a-b-c-d-e-f-g-h-i-j-k-l-m-n-o-p-q-r-s-t-u-v-w-x-y-z

A-B-C-D-E-F-G-H-I-J-K-L-M-N-O-P-Q-R-S-T-U-V-W-X-Y-Z

1-2-3-4-5-6-7-8-9-10

PARAGRAPHS

Lato light

Aa

a-b-c-d-e-f-g-h-i-j-k-l-m-n-o-p-q-r-s-t-u-v-w-x-y-z

A-B-C-D-E-F-G-H-I-J-K-L-M-N-O-P-Q-R-S-T-U-V-W-X-Y-Z

1-2-3-4-5-6-7-8-9-10



Thank you!