



7 Rivers LGBTQ Connection

together.



The Center is a voice promoting understanding, support and education regarding sexual orientation and gender identity. The organization’s mission includes creating connections between the LGBTQ community and the larger community, providing support for LGBTQ people and advocating for equity, dignity and full human rights for all.

**Brand ideals**

- Community/Support
- Fairness/Unity
- Advocacy/Outreach
- Knowledge/Understanding
- Inclusive/Welcoming
- Social/Celebration

**Name and tagline**

The new name expands the meaning of center, beyond location, to include the concept of community. The organization is central to the 7 Rivers Region and at the heart of the community. The tagline, “Together,” acknowledges the work of The Center is a shared effort. It also speaks to the sense of connection all humans seek.

**Logo**

The logo incorporates the pride flag colors, a long established symbol of the LGBTQ community.

The design is based on the concept of “center.” The name “The Center,” is surrounded by a multi-layered symbol representing community—both the LGBTQ and the greater community.

The logo is featured beyond brand identity—as a graphic device in merchandise including a t-shirt line and bumper stickers.

Logo files are available at <http://7riverslgbtq.org/media/>