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PHOENIX PRIDE REVEALS NEW LOGO, BRANDING

CAMPAIGN IN CONJUNCTION WITH 40TH FESTIVAL

*New identity: “We S.E.E. You” encompasses Phoenix Pride’s mission to
“Support. Engage. Empower.”*

PHOENIX — Today, during its 40th festival celebration, **Phoenix Pride** revealed a complete revamp of its logo and a new branding campaign, designed to reflect both its four decades of history and its eye to the future.

The new logo (displayed above) was developed by local marketing firm **WHYFOR** during a months-long process that engaged a broad range of Phoenix Pride’s stakeholders, including its professional and volunteer leadership, event committee managers, general volunteers, community partners and community members.

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After exhaustive research, development and evaluation, the new logo was selected, evocative of an eye with a many-colored iris, encompassing the core colors of the current Pride Progress Flag. The eye-evocative image ties in directly with the organization's newly adopted tag line, "S.E.E.: Support. Engage. Empower."

The terms are taken directly from Phoenix Pride's mission statement: "Phoenix Pride unites, educates, and engages people to support and empower the LGBTQ+ community and our allies."

"For four decades, Phoenix Pride has seen to the health, wellbeing and connectedness of our community, and today we look to the future with a vision that will carry our brand well into our next forty years of service," Phoenix Pride's Executive Director **Mike Fornelli** said. "We're grateful to WHYFOR for so beautifully and eloquently capturing the essence of what we are about as an organization, in our efforts to see our community, and to ensure that we are collectively seen and accepted by those around us, with equality and equity."

The new logo and branding campaign were revealed during the 40th Phoenix Pride Festival, concluding today (noon-9:00 p.m.) at Steele Indian School Park (300 E. Indian School Rd.) in downtown Phoenix.

"One of our core values at WHYFOR is to work with organizations and brands that make the world a better place, and Phoenix PRIDE is one of them," Rob Nicoletti, WHYFOR Agency founder, said. "Phoenix PRIDE is an organization that does so much, and has done so much, to advocate for and support the LGBTQ+ community, and this new logo and campaign that we worked with them to create is a way to help them articulate their mission in a more holistic way that shows all of the work they do. Because all of it is important for progress."

The new logo and branding campaign will begin to roll out immediately, with full adoption of the new logo and tag line across all of the organization's points of presence and materials expected by the beginning of 2022.

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ABOUT PHOENIX PRIDE

Phoenix Pride is the producer of the two largest annual public LGBTQ+ community events in Arizona: the Phoenix Pride Festival and Parade, and the Rainbows Festival. Founded in 1981, the organization engages year-round in its mission to unite, educate and engage people to support and empower the LGBTQ+ community and its allies. Additional information regarding Phoenix Pride is available online at the agency's website, <http://www.PhoenixPride.org>.