To the Executive Board,

The Pride Community Centre (PCC) changed its name in 2018 from the Queer Students Community Centre to adopt the brand with which we are now familiar. At the same time, its logo was quickly developed and approved by Executive Board. Unfortunately, the image creation and approval process did not follow the standard protocol. The result was a colour scheme and flamingo icon that was appreciated by some, but viewed as stereotypical by many others. These concerns were brought to EB in late 2019. Prior to the University closure in March of 2020, the Executive Board discussed and reviewed the details of that logo approval, and subsequently tasked the PCC Coordinator and the Communications & Marketing Director to review the PCC logo. That process is now complete. The logo recommendation attached to this memo was developed as a team, having incorporated the input of PCC executive team members, the Communications Officer, and the graphic designers inside Underground Media and Design.

At its core, the PCC is dedicated to supporting and celebrating McMaster students who identify as gay, lesbian, bisexual, transgender, queer, and/or any of the other diverse identities that make up its community. PCC offers educational programming and access to resources of interest, as well as peer support and a physical / virtual space for students to meet and socialize with each other. As advocates for gender & sexual diversity, the PCC’s mandate upholds that 2STLGBQIA+ students are entitled to a safe and supportive campus, absent of homophobia and transphobia, where the expression of one’s gender & sexual identity is welcomed and respected. In addition, the PCC advocates against and challenges oppressive social attitudes and norms, patriarchy, homo/trans/bi/lesbophobia, at the systemic level. The group of people you see in the recommended image tells this story. As a collection, one sees community. As individuals, they are friends, family, and advocates.

The logo attached is one that helps visually identify the core responsibilities of the Pride Community Centre. Specifically, it is an image that illustrates that the PCC creates and facilitates community, specifically comprised of chosen family, whilst also serving as both advocates for and champions of the 2STLGBQIA+ community. The recommendation before you achieves these goals, while also holding to the branding principles of the McMaster Students Union. A group of three people coherently displays the qualities of community, while the use of banner and flag elements denote a strong tie to both the celebration of 2STLGBQIA+ identities, as well as the continuing necessity of advocating on behalf of community members through collective organizing. By using three distinct colours across the representations of people, the image pays homage to both the variance of gender and racialized identities within the 2STLGBQIA+ community.

In keeping with the MSU Visual Identity Guide, the PCC logo utilizes the MSU’s primary font family (Gotham), along with its primary colours of maroon and gold. As a secondary colour, though positioned dominantly in this image, one finds purple. Purple was the traditional colour used by the PCC and the former QSCC logos, as well as in marketing materials.

Logo Implementation and replication costs:

1. Pull-up banner replacement – ($200) and can be absorbed by the general communications budget, with no impact to PCC should the cost become prohibitive for the service this year (though technically not need until a there is a return to campus).
2. PCC door signage – ($30) will be absorbed by the PCC budget, with nominal impact to the annual budget.
3. General promo - spending will be on a go-forward basis, thus no unplanned costs or impacts to the PCC budget.
4. Volunteer clothing – (not yet purchased) but no unplanned impact to the current year’s budget.
5. Sticker replacement – ($112+HST) new stickers will be purchased to replace some existing inventory, and will be sent to PCC volunteers prior to the end of the term
6. Volunteer Lanyards replacement – (undefined at this time). There are some volunteer lanyards that will be replaced at some point in the future. However, this is not a necessity at the moment and will only be done in advance of a return to campus. Therefore, lanyards will likely be purchased by the 2021-2022 PCC budget (or beyond).

The total projected costs of this project are minimal. There is very little that needs to be physically replaced at this time. All costs can be absorbed within PCC’s approved annual budget as it stands. If additional support is required, the Communication Department’s promotions line can assist, however that is not projected to be necessary. If approved, the logo will immediately be changed on PCC social media accounts and website. In addition, the new logo can be incorporated into the pending PCC resource manual that is nearing completion. It will become the logo used on all remaining promo materials for this year (and beyond of course). Finally, the new logo would be included on 2021 volunteer clothing, currently in pre-production. Physical assets, such as the pull-up banner and service signage would be replaced when a return to campus is defined.

Sincerely,

Christian Barborini  
PCC Coordinator

Michael Wooder  
Director, Marketing & Communications