

BGCA
BIG GAY CALIFORNIA



Festival of Trees
SAN DIEGO

BRAND & STYLE GUIDE

FESTIVAL OF TREES IS THE PREMIERE LGBTQ+ HOLIDAY KICKOFF PARTY,
A LUXURY GALA FOR THE COMMUNITY OPEN TO ALL.

IT IS ALWAYS OUR GOAL TO RESPECT ALL OF OUR SPONSORS AND SHOW THEM IN
THEIR BEST LIGHT AND WE REQUIRE THE SAME COURTESY OF OUR BRAND.

A handwritten signature in white ink, appearing to read 'Bobby Gordon', with a long horizontal flourish extending to the right.

BOBBY GORDON

FESTIVAL OF TREES SAN DIEGO FOUNDER & BGOA CHAIR

THIS DOCUMENT SERVES AS A GUIDE FOR OUR PARTNERS, DONORS, AND STAKEHOLDERS FOR HOW
TO ACCURATELY REPRESENT BRAND INTEGRITY FOR BGOA & FESTIVAL OF TREES SAN DIEGO.

QUESTIONS OR PROOFS FOR REVIEW SHOULD BE DIRECTED TO
FESTIVALOFTREESD@GMAIL.COM

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Festival of Trees San Diego is the annual holiday kick-off event for the LGBTQ and allied communities. The event features expertly decorated, themed, and donated holiday trees that are auctioned and delivered to winners' homes, a robust silent auction, and more. Tickets, sponsors, media and event information may be found at festivaloftreesd.org.



The mission of BGCA, a California 501(c)-3, is to provide assistance and support to the LGBTQ+ and allied communities in California, including but not limited to the following areas of focus: HIV/AIDS; youth suicide prevention; health promotion; youth engagement and support; and, transgender and other under-represented populations. Annually, BGCA's premiere event is Festival of Trees San Diego, with 100% of the proceeds benefiting a Board-selected, local charity.

LANGUAGE REPRESENTATION



When referring to “Festival of Trees San Diego” in print, digital, or other copy-related channels, please use one of the following examples of accurate use:

“Festival of Trees San Diego”
“Festival of Trees”

Never “Festival” or “The Festival”
Never acronym “FOT” or “FoT”
Never “Festival of Lights”
Never “Gay Festival of Trees”
Never “The Festival of Trees”



When referring to “BGCA” in print, digital, or other copy-related channels, please use one of the following examples of accurate use:

“BGCA” (stand alone)
“BGCA/Big Gay California”
“BGCA (Big Gay California)”

Never “Big Gay California” (stand alone)
Never “BG California” (stand alone)
Never “Bgca” or “bgca”

LOGO REPRESENTATION



The Festival of Trees logo has several options, including full color for light and dark backgrounds, all black, or all white.

The logo mark should never be displayed with a color gradient, and always placed on a solid color or white background.

The logo may appear in a portrait or landscape context per publication and placement requirements.

The logo must always include the "San Diego" logotype, must always include the "tree" mascot, and must never be separated. Preset font type may not be augmented.

Only BGCA/Festival of Trees provided logo files may be used, and may not be altered without permission and review.

CORRECT



INCORRECT



LOGO REPRESENTATION

BGCA
BIG GAY CALIFORNIA

The BGCA logo should only appear on full black or full white backgrounds depending contextual placement, and may not be altered without permission and review.

The logo mark should never be displayed with any gradients.

The logo must always appear in full as “BGCA” with “Big Gay California” underneath; the logo must never be separated. Preset font type and vector orientation may not be augmented.

Only BGCA/Festival of Trees provided logo files may be used, and may not be altered without permission and review.

CORRECT



INCORRECT

