

# BGCA & Festival of Trees San Diego Brand & Style Guide

This serves as a guide for our partners, donors and stakeholders for how to accurately represent brand integrity for **BGCA & Festival of Trees San Diego**. Any questions or proofs for review should be directed to [festivaloftreesd@gmail.com](mailto:festivaloftreesd@gmail.com)

## Language & Copy Representation

### BGCA

When referring to “BGCA” in print, digital, or other copy-related channels, please refer to BGCA specifically. “Big Gay California” should never appear without the preceding BGCA. Examples of accurate use include:

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

Never *Big Gay California* (stand alone)

### Festival of Trees San Diego

When referring to “Festival of Trees San Diego,” please use one of the following examples of accurate use:

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

Never “*Festival*”  
Never acronym “*FOT*”  
Never “*Festival of Lights*”  
Never “*Gay Festival of Trees*”

## Logos & Graphic Representation

### BGCA

The BGCA logo should only appear in full “black” or full “white” depending on background colors and contextual placement. The logo mark should never be displayed with a color gradient. 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.

**BGCA**  
BIG GAY CALIFORNIA

~~**BGCA**~~

### Festival of Trees San Diego

The Festival of Trees logo has several options, including full color, all black, or all white. The logo mark should never be displayed with a color gradient. The logo may appear in a “vertical” or “horizontal” context per publication and placement requirements. The logo must always include “San Diego,” must always include the “tree” and must never be separated. Preset font type may not be augmented.



*Festival*  
OF TREES

SAN DIEGO

*Festival of Trees*  
SAN DIEGO



~~*Festival*  
OF TREES~~

~~*Festival*  
OF TREES~~