

Windsor + Eton Pride

Brief & Case Study

Steve Harris - Chairman

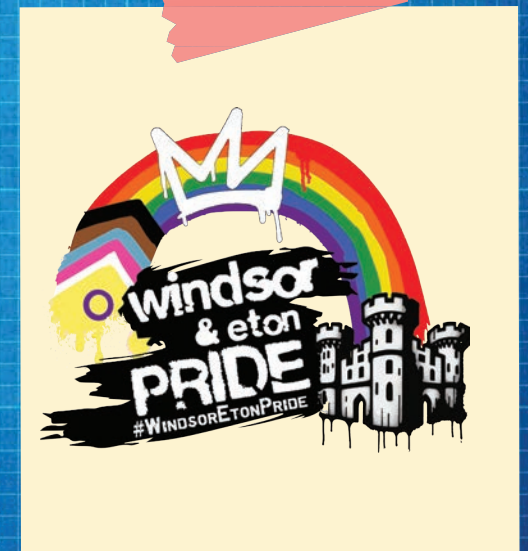
Management, Design, Branding, Motion

Steve@windsorpride.co.uk



Windsor + Eton Pride

- ◆ Brief
- ◆ Brand Design & Concept
- ◆ Examples of use
- ◆ Finished work & tangible items
- ◆ Social media & Motion work.
- ◆ Summary + event impact



Windsor & Eton Pride Brand Design & Concept

ALL THE SAME, WE ARE ALL
Uniquely Beautiful!
HUMANS



Windsor had not hosted a pride event before.

Expectations by the town were high the legacy of high profile events meant we had to go big.

This will not be an event attended by 5 people parading through town to a tray of hob nobs.

Everything in Windsor looked the same, TIMES NEW ROMAN FONT & a lined border around every sign.

The brief was simple, **Make it stand out**, **Make it show it represents pride**, **Maintain pride is a protest**.

Making it represent pride was easy, rainbows, lots of colour. to represent protest we went against everything that looks like its from Windsor, Lets spray paint and stencil the name and logo. **This in turn made it stand out** and unlike other pride events or things from Windsor. A graffiti rainbow was created with dropping paint, followed by a bold stencil castle design and finally the spray paint crown.

All 3 elements and the wording created a simple feel of the brand making it easily identifiable from not only the combination of elements but also the individual shapes. Similar to the Nike swoosh & other icons. Being associated with the event allowed boundless creativity with the elements while still remaining on brand when including other elements or logos from different organisations & the ability to create other assets from these basic elements of the brand using one or all combined.



From the elements created they could be combined with other objects to maintain the feel of the brand but expand onto others media from digital & motion, print or tangible objects. All of which kept the branding a strong aspect of becoming easily identifiable but retaining individual creativity to combine the branding with others existing elements. Typefaces were chosen and a clear set of assets were made available from a brand kit and other assets.

Main Brand Assets



Finished logo



Finished Crown



Uniquely beautiful tag line

ALL THE SAME, WE ARE ALL
Uniquely Beautiful!
HUMANS



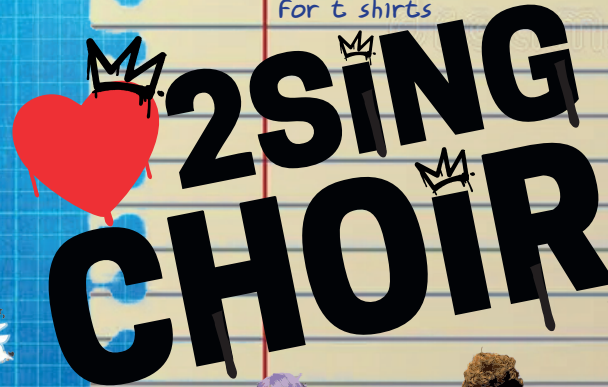
Spray can logo alternative



MTV Cribs logo For social media Content.

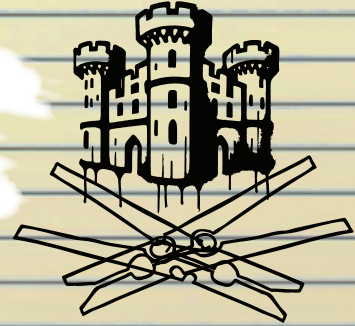


Love 2 Sing logo adapted for t shirts



LGBT History month content intro

Logo use



Jackass logo adapted for Social content piece



w + E Pride Mission Statement



Reusable drinking cups for event

Merch design

PINT
1/2 PINT
UK
CA
M 25
8528



Promotional lanyards

Merch and Tangible items must stand out from other items available to be easily identifiable of the brand despite not using all elements of the design. Items needed to be desirable for everybody and practical with the intention of it being re-used after the event to prolong use and continue to promote the brand.



Holographic Stickers



Promotional Gazebo design Set for panels to recreate castle walls

Banners For site



Silicone wristbands

CEPR	AAA	Windsor & Eton PRIDE
CEPR	Partners & Sponsors	Windsor & Eton PRIDE
CEPR	VIP Disabled	Windsor & Eton PRIDE
CEPR	Volunteers	Windsor & Eton PRIDE
CEPR	Traders	Windsor & Eton PRIDE

Tydec wristbands for event

STAFF Hi-Vis vests



#WindsorEtonPride



Windsor & Eton Pride



Clean graffiti

Using a jet washer and stencil of the brand logo images can be cleaned onto the street in the lead up to the event we used this technique to graffiti Windsor with our logo without breaking the law.

Clean graffiti stencil

Clean graffiti Result



print and magazines

A 28 page booklet for all site visitors containing site information, adverts and articles relating to the event. Management of content providers and advertisers was required to meet strict print deadlines. As well as banners and flyers. Distribution 5000



Flyers & pride guide

The branding assets were used to create a website which complimented the event with buttons, menus animations and graphics all maintaining the brand based on the walls of the castle and content boxes drawn on the bricks with chalk. All produced on word press + linked to Hubspot & Monday.com for CRM

About Windsor & Eton PRIDE



Buttons & icons from website

Brand Kit & guidelines

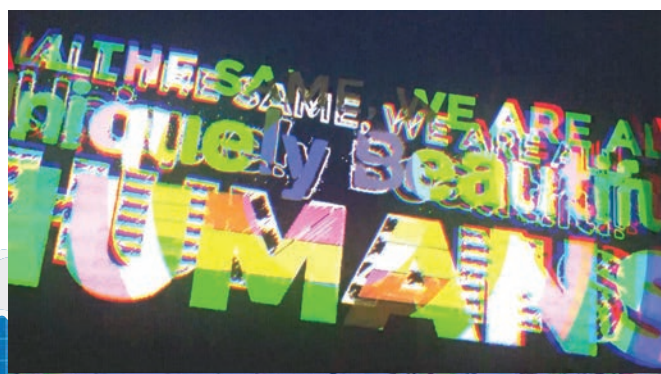
Get Involved



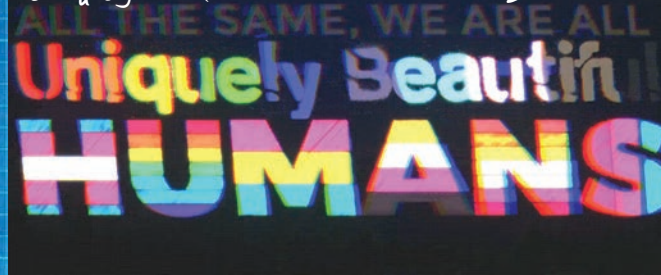
website branding

Example page from website

Video & motion [👑]



Uniquely Human - Glitch - After FX & Premiere



Cyberpunk Logo - After FX & Premiere



Crown glitch stab - After FX



Dirty Logo - After FX

Line-up Reveal video
(At the cinema)
- After FX & Premiere

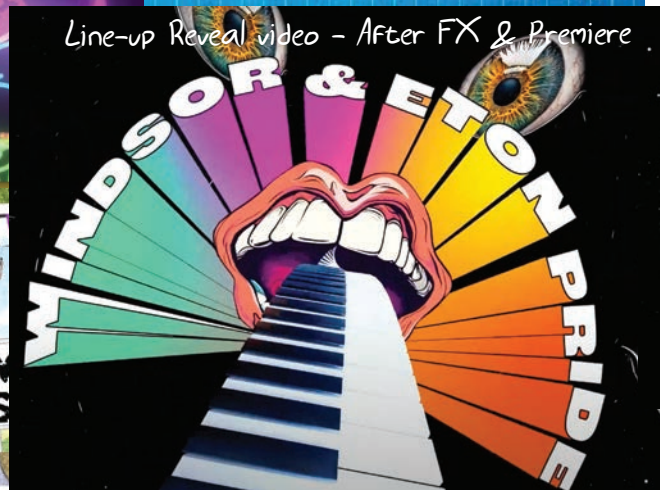
A large part of the branding would involve video and motion graphics. Windsor & Eton pride needs to stand apart from other pride events and not rely on generated AI video. The editing does not have to be perfect but must create an impact for all audiences and prevent people from just skipping content on social media. With the average view time between 5 and 30 seconds the visuals need to be attention grabbing and fast paced. Using throwbacks to familiar TV shows and catchy animations this was achieved.



Crown Fire - After FX



Logo paints - After FX



Line-up Reveal video - After FX & Premiere



Logo spray - After FX

WWW.WINDSORPRIDE.CO.UK



Overall the event was a huge success drawing over 9000 extra people to the town over the day. The Branding had made an impact to draw people to the event not just locally but from as far as Scotland and Manchester. Hollywood actor Sir Ian McKellen attended as well as other celebrities. This was the first time the event had happened for the town and it had gone far beyond 10 people marching through town to some Hobnobs on a fold away table. It had brought the community together, shown them an inclusive experience for everybody and appealed far beyond the LGBTQI+ demographic. The branding was easily recognisable across different media. Press coverage globally about the event from Pink news, BBC, The Times, Pride 360 as well as local radio and press. The event had been recommended as one of the 4 pride events to attend in the UK along with London, Brighton and Manchester, all well established. We had delivered a first pride on scale to an established event of 5 years plus.



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