



# DAKOTA OUTRIGHT

## BRAND IDENTITY GUIDELINES 2025 — UPDATED: TWO SPIRIT EDITION

### Welcome to Dakota OutRight

Dakota OutRight's brand represents visibility, pride, and inclusion for North Dakota's LGBTQIA2S+ community. Our rainbow bison symbolizes both the strength of our queer community and our deep connection to the land and people of the Dakotas.

Since our founding in 2004, we've worked to create safe spaces and advocate for LGBTQIA2S+ North Dakotans. Our brand reflects who we are: authentic, resilient, welcoming, and deeply rooted in our community.

#### OUR BRAND PROMISE

**Dakota OutRight is a place where every person can be their authentic self, find community, and thrive.**



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## | 1 — THE STORY BEHIND THE BRAND

# Why We Rebranded — A Moment of Renewal

Dakota OutRight has grown alongside North Dakota's LGBTQIA2S+ community for more than a decade. As our programs, advocacy, and partnerships evolved, so too did our understanding of how we represent ourselves.

This rebrand marks a renewed commitment to visibility, belonging, and authenticity. Our new identity — the rainbow-striped bison — reflects the resilience of our community and the beauty of our shared roots on the Northern Plains.

The new system isn't about changing who we are. It's about showing up more fully — bold, visible, and proud — for every person who calls this place home. The rebrand launch unites history, advocacy, and identity into one inclusive visual language.

### + 2025 UPDATE — TWO SPIRIT REPRESENTATION

The 2025 revision adds Two Spirit black and white stripes to the bison mark and incorporates a sacred white feather at the bison's shoulder. These additions honor the Two Spirit (2S) people whose presence on this land predates the state of North Dakota. See the Logo Spec Sheet on page 9 for full documentation.

## The Story Behind the Brand

The Dakota OutRight rainbow bison logo was created to be immediately recognizable, meaningful, and distinctly North Dakotan. The bison — a powerful symbol of the Great Plains — represents the strength, resilience, and enduring spirit of our LGBTQIA2S+ community.

The rainbow stripes celebrate the full spectrum of our diverse community, incorporating colors from the traditional pride flag alongside transgender, progress, and Two Spirit flags. Each color tells part of our story.

### A Brand is a Promise Delivered

At its core, our brand promise isn't just a logo or tagline. It should be felt in every interaction, every program, and every conversation. When we all embrace our promise, extraordinary things happen.

**Our Brand Promise:** Dakota OutRight offers a place where LGBTQIA2S+ North Dakotans — and their families, friends, and allies — can find support, community, advocacy, and the resources to live authentically and thrive.

Our brand defines what Dakota OutRight means to the people we serve. Here, everyone has the opportunity to be seen, heard, and valued. We create spaces where queer and trans folks can be themselves without fear. We advocate for policies that protect and support our community. We celebrate the diversity and resilience that makes our community strong.

### Brand Elements

To be successful in communicating the value and promise that Dakota OutRight offers, we must be consistent in how we "show up" wherever we show up. Consistency in how our brand looks, feels, and speaks helps our community and allies decide whether they want to engage with our organization.

The elements that make up the Dakota OutRight brand include:

- **Our verbal identity** — how we sound and what we say. Having a distinct, recognizable written style gives our brand personality and helps us stand out.
  - **Our visual identity** — how we look. Our visual elements (logo, colors, typography, and photography) work together to create an impression that defines who we are.
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### | 3 — OUR CHARACTER — VERBAL IDENTITY

## Our Character — Verbal Identity

This section guides and defines how we tell our story in a consistently compelling way. It is about infusing our communications with personality so we can connect with our community in a spirit that is uniquely our own.

It includes two main components:

1. Messaging — what we say
  2. Voice — how we say it
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## 4 — Messaging

The Dakota OutRight brand is built on a foundation that supports the strength and promise of our community. It is the convergence of these core values that makes our brand unique, powerful, and welcoming:

### ■ **Authentic & Visible**

#### **Being ourselves, openly and proudly**

Dakota OutRight creates spaces where LGBTQIA2S+ people can live authentically without fear or hiding. We believe visibility matters. When we show up as ourselves, we create ripples of change that make our communities safer and more welcoming for everyone.

Our authenticity is our strength. We don't hide who we are or apologize for existing. We celebrate the beautiful diversity of our community. Authenticity isn't just about being visible — it's about being free to be fully ourselves.

### ■ **Resilient & Strong**

#### **Like the bison, we stand strong together**

Our community has always been here, weathering challenges with determination and grace. We draw strength from each other and from those who came before us. We honor the activists, advocates, and everyday heroes who paved the way.

Resilience doesn't mean we don't struggle. It means we keep moving forward, supporting each other, and refusing to be erased. We are stronger together than we ever could be alone.

### ■ **Welcoming & Inclusive**

#### **Every identity, every story, every person matters**

Dakota OutRight welcomes all LGBTQIA2S+ identities and expressions. From questioning youth to proud elders, from rural communities to urban centers. We create space for intersectional identities and recognize that our community is beautifully diverse in race, ethnicity, ability, faith, and experience.

Our doors are open to family members, friends, and allies who want to support our community. Inclusion isn't just a buzzword — it's a commitment we live every day.

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## 5 — Brand Voice

How we speak and write reflects who we are. It shapes our personality and connects us to our community. The qualities that make up our brand voice work together to create communications that are human and warm, genuine and supportive, hopeful and empowering.

### **AUTHENTIC**

Our words are honest and real. We speak truth about both challenges and celebrations. We don't sugarcoat, but we also lead with hope and possibility.

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### **WARM**

We write like we're talking to a friend. Our tone is approachable, supportive, and kind. We avoid jargon and academic language in favor of clear, human communication.

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### **EMPOWERING**

We believe in the strength and capability of our community. Our language reflects agency, possibility, and the power we have when we come together.

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### **GROUNDED**

We're connected to North Dakota and proud of it. We honor both our rural and urban communities and speak to the real experiences of people living here.

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### **HOPEFUL**

Even when addressing difficult topics, we maintain a sense of possibility. We acknowledge challenges while celebrating progress and envisioning a better future.

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## **| 6 — OUR LOOK — VISUAL IDENTITY**

# **How We Look — Visual Identity**

The guidelines that follow are designed to help maintain the emotional impact and recognition of the Dakota OutRight brand. Consistency makes it possible for our community to recognize and remember us. Please follow these recommendations in any and all communication.

Guidelines include usage for the following identity elements:

**Logo · Color Palette · Typography · Photographic Style**

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# **7 — Our Look — The Logo**

## **Basic Standards**

The Dakota OutRight logo is protected and trademarked. Follow these basic guidelines when using the logo:

- Only the colors specified in this guide are allowed
- Never change the typefaces within the logo
- Never compromise the legibility of the logo
- When printing on dark backgrounds or over photography, use the reverse (white) logo
- Do not separate logo elements or rearrange them
- **Never remove, recolor, or obscure the Two Spirit feather**

The Dakota OutRight logo consists of three elements working together as one unified mark:

1. "DAKOTA" — The top text
2. The Rainbow Bison — The central icon (with Two Spirit feather)
3. "OUTRIGHT" — The bottom text



PRIMARY — FULL COLOR STAMP













REVERSED — WHITE ON BLACK









## 9 — Logo Spec Sheet NEW 2025


### + 2025 LOGO UPDATE — TWO SPIRIT REPRESENTATION ADDED

The bison mark has been updated to include dedicated Two Spirit black and white stripes and a sacred white feather symbol at the bison's shoulder. The table below documents every stripe, its color value, and its meaning.

The following table documents every stripe on the bison body in order from top to bottom. All stripe colors are fixed and must never be altered.


#	SWATCH	COLOR NAME	HEX	FLAG / IDENTITY	SIGNIFICANCE
1		Pride Red	#E40303	 RAINBOW PRIDE	Life and the courage to live authentically
2		Orange	#FF8C00	 RAINBOW PRIDE	Healing and artistic expression in community
3		Yellow	#FFED00	 RAINBOW PRIDE	Sunlight and the happiness of being ourselves
4		Green	#008026	 RAINBOW PRIDE	Nature, growth, and the North Dakota landscape
5		Blue	#004DFF	 RAINBOW PRIDE	Harmony, the prairie sky, and possibility

6		Purple	#750787	RAINBOW PRIDE	Spirit and dignity within our community
7		Brown	#613915	PROGRESS / POC	Centering Indigenous and Brown LGBTQ+ community members
8		Light Blue	#55CDFC	TRANSGENDER	Trans boys, men, and masculine-of-center people
9		Pink	#F7A8B8	TRANSGENDER	Trans girls, women, and feminine-of-center people
10		NB Yellow (hooves)	#FCF434	NONBINARY	Nonbinary and genderqueer identity — rendered on hooves
11		NB Purple (hooves)	#9C59D1	NONBINARY	Nonbinary and genderqueer identity — rendered on hooves
12		<b>Two Spirit White</b> NEW	#FFFFFF	TWO SPIRIT	Spiritual wholeness and the sacred duality of Two Spirit identity
13		<b>Two Spirit Black</b> NEW	#000000	TWO SPIRIT	Connection to ancestors, the night sky, and the land

 **The Two Spirit Feather — Required Logo Element**

The white feather at the bison's shoulder is a sacred addition to the mark representing Two Spirit identity. Two Spirit (2S) is a pan-Indigenous term describing a person who holds both masculine and feminine spiritual energies. It is a distinct cultural role with deep roots in many Indigenous nations across Turtle Island — it is not a Western LGBTQ+ category.

By including the feather on the bison — North Dakota's own symbol — Dakota OutRight honors Two Spirit people whose presence on this land predates the state. The feather must always remain white (#FFFFFF), must never be recolored or removed, and is not decorative. It is a statement of recognition, respect, and belonging.



## 11 — Clear Space & Minimum Sizes

A minimum clearance must be maintained between the logo and other graphical elements, text, or page edges. The clear space around the logo is equal to the height of the letter "O" in "OUTRIGHT" on all four sides.

<b>PRINT MINIMUM</b>	¾ inch tall (measured from top of "DAKOTA" to bottom of "OUTRIGHT")
<b>DIGITAL MINIMUM</b>	100 pixels tall · Use bison icon only below 80px wide
<b>CLEAR SPACE</b>	Height of "O" in OUTRIGHT on all four sides
<b>CENTER ALIGNED</b>	When logo stands alone or is the primary visual element
<b>LEFT ALIGNED</b>	When paired with body copy, other logos, or in letterhead
<b>PREFERRED BG</b>	White · Light neutral (gray, cream, beige)
<b>DARK BG</b>	Use reversed (white) logo · Rainbow stripes remain unchanged

# Improper Use

These examples illustrate ways the Dakota OutRight logo should **not** be used. In addition, the elements of the logo should never be taken apart and recombined to create new artwork.

## ✓ DO

- Use the logo at appropriate sizes (minimum ¾" print / 100px digital)
- Maintain proper clear space on all sides
- Use on white or light neutral backgrounds
- Use the reversed (white) logo on dark backgrounds
- Keep all three elements together as designed
- Maintain the original proportions and colors
- Keep the Two Spirit feather visible and white at all sizes

## ✗ DO NOT

- Distort the logo — never stretch, squash, or change proportions
- Rotate or tilt the logo — must always appear level and upright
- Change colors — do not alter the rainbow stripes or any element
- Remove or recolor the Two Spirit feather
- Add or remove stripes from the bison body
- Add effects — no drop shadows, glows, bevels, or outlines
- Place over busy backgrounds without sufficient contrast
- Separate elements — do not use bison without text or vice versa
- Add taglines, additional graphics, or decorative elements
- Use outdated logo versions without the Two Spirit updates

### Protecting the Brand

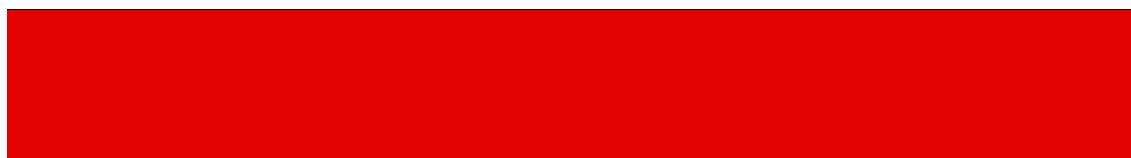
Our logo is a carefully designed representation of our community and mission. Maintaining consistent, proper usage ensures it remains recognizable, professional, and meaningful to the people we serve. When in doubt, contact Dakota OutRight for guidance: [info@dakotaoutright.org](mailto:info@dakotaoutright.org)

## | 13 — OUR LOOK — COLOR PALETTE

# Color Palette

Color is an integral part of brand identity. Our rainbow colors reflect the diversity, vibrancy, and pride of our LGBTQIA2S+ community. They represent inclusion, visibility, and celebration. Using them consistently will help build a look and feel that is distinctly Dakota OutRight.

## PRIMARY COLORS — THE RAINBOW



### Pride Red

HEX: #E40303

RGB: 228, 3, 3  
CMYK: 0, 99, 99, 11  
Pantone: Red 032 C

Bold, passionate, visible. Represents life and courage.



### Orange

HEX: #FF8C00  
RGB: 255, 140, 0  
CMYK: 0, 45, 100, 0  
Pantone: 1505 C

Energetic, warm, creative. Healing and artistic expression.



### Yellow

HEX: #FFED00  
RGB: 255, 237, 0  
CMYK: 0, 6, 100, 0  
Pantone: Yellow C

Bright, optimistic, joyful. Sunlight and happiness.



### Green

HEX: #008026  
RGB: 0, 128, 38  
CMYK: 100, 0, 100, 20  
Pantone: 3415 C

Grounded, natural. Connects to the ND landscape.



### Blue

HEX: #004DFF  
RGB: 0, 77, 255  
CMYK: 100, 70, 0, 0  
Pantone: 2726 C

Calm, trustworthy. Like the expansive prairie sky.



### Purple

HEX: #750787  
RGB: 117, 7, 135  
CMYK: 81, 95, 0, 0  
Pantone: 2617 C

Regal, spiritual, proud. Spirit and dignity.



## Brown

HEX: #613915  
RGB: 97, 57, 21  
CMYK: 0, 41, 78, 62  
Pantone: 1545 C

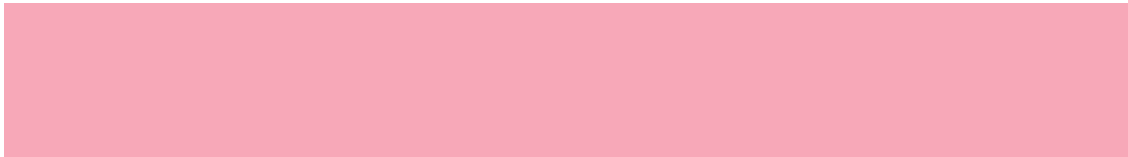
Connection to earth. Diverse racial and ethnic identities.



## Light Blue

HEX: #55CDFC  
RGB: 85, 205, 252  
CMYK: 66, 0, 0, 1  
Pantone: 305 C

Transgender community — masculine-of-center members.



## Pink

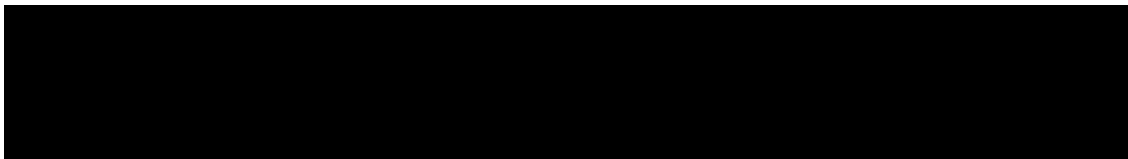
HEX: #F7A8B8  
RGB: 247, 168, 184  
CMYK: 0, 32, 26, 3  
Pantone: 177 C

Transgender community — feminine-of-center members.

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## TWO SPIRIT COLORS

NEW 2025



## Two Spirit Black

HEX: #000000  
RGB: 0, 0, 0

Connection to ancestors, the night sky, and the land. Added to bison stripes 2025.

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## Two Spirit White

HEX: #FFFFFF  
RGB: 255, 255, 255

Spiritual wholeness and sacred duality. Also used for the Two Spirit feather. Added 2025.

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## SECONDARY COLORS — SUPPORTING PALETTE



**Black**  
#000000



**Charcoal**  
#333333



**Warm Grey**  
#796E66

**Light Grey**  
#B6B0A2

**White**  
#FFFFFF

### Color Usage Guidelines

Rainbow colors should be used in the logo exactly as specified. Use rainbow colors as accents in headers, callout boxes, and graphic elements. White is the preferred background for maximum rainbow visibility. Never use rainbow colors as full background colors except in specific design elements. Always ensure sufficient contrast between text and background — test all combinations for accessibility.

## 15 — OUR LOOK — TYPOGRAPHY

# Typography

Typography is a powerful brand tool when used consistently. This set of typefaces represents the welcoming, modern, and clear communication style of Dakota OutRight.

# Montserrat

## DAKOTA OUTRIGHT — PRIDE ON THE PLAINS

We create spaces where queer and trans folks can be themselves without fear or apology.

### PRIMARY USE

Headers, headlines, buttons, labels, all designed materials

### WEIGHTS

Regular · Medium · SemiBold · Bold · Black (900)

### AVAILABLE AT

[fonts.google.com/specimen/Montserrat](https://fonts.google.com/specimen/Montserrat) — Free

## Secondary Typeface — For Standard Documents

For standard documents, email, and internal communications where Montserrat may not be available: **Arial or Helvetica** — widely available, clean, and professional.

### HEADERS

Montserrat Bold · All caps or title case · Tracking 50–100 · 24–48pt print / 32–72px digital

### BODY TEXT

Montserrat Regular · 10–12pt print / 16–18px digital · Line spacing 1.5x · Black or charcoal

<b>SUBHEADINGS</b>	Montserrat SemiBold · 14–18pt print / 20–28px digital · Can use rainbow colors
<b>MINIMUM SIZE</b>	10pt / 16px for body text — for accessibility compliance
<b>PARAGRAPH SPACING</b>	One line space between paragraphs

✓ **TYPOGRAPHY DO**

- Use Montserrat across all designed materials
- Increase letter spacing slightly for uppercase headings
- Use rainbow colors for text only in headlines or very large text
- Maintain high contrast between text and background
- Include alt-text for online images

✗ **TYPOGRAPHY DON'T**

- Use condensed or extended font versions
- Use more than two font families in a single piece
- Use decorative or script fonts
- Set large blocks of text in all caps
- Place rainbow-colored text on rainbow-colored backgrounds

**Visibility Means Accessibility**

Every design choice should reflect not only pride, but access. Our community is strongest when everyone can see, read, and participate. Maintain high contrast between text and background, avoid rainbow-on-rainbow combinations, include alt-text for all online images, and test layouts for legibility across devices.

16 — OUR LOOK — PHOTOGRAPHIC STYLE

# Photographic Style

Photography is a powerful way to capture Dakota OutRight's personality and connect with our community. Our imagery is people-centered, authentic, and celebratory. Photos should reflect the real, diverse experiences of LGBTQIA2S+ North Dakotans.

**AUTHENTIC & REAL**

- Images should not feel overly posed or staged
- Capture genuine moments, real emotions, candid interactions
- Show people as they are, not as stereotypes
- Feature diverse ages, races, gender expressions, body types, and abilities
- Include both individuals and groups to show community

**CELEBRATORY & JOYFUL**

- Emphasize pride, joy, and celebration
- Show people being themselves without apology
- Capture moments of connection, laughter, and community
- Use natural light when possible for warmth
- Avoid overly serious tones unless addressing serious topics

### INCLUSIVE & DIVERSE

- Represent the full spectrum of LGBTQIA2S+ identities
- Show rural and urban North Dakota
- Include people of different ages, youth to elders
- Represent racial and ethnic diversity
- Show people with disabilities
- Include families and intergenerational connections

### CONNECTED TO PLACE

- Show recognizable North Dakota settings when possible
- Include outdoor spaces, community centers, prairie landscapes
- Show both rural small-town and urban environments
- Connect to local culture and the Northern Plains
- Prioritize photos taken at Dakota OutRight events

### What to Avoid

- Stock photos that feel generic or inauthentic
- Overly filtered or heavily edited images
- Photos that reinforce stereotypes or tokenize communities
- Dark, shadowy, or low-quality images
- Photos where people look uncomfortable or forced

**Important:** Get photo releases for anyone whose face is clearly identifiable.

## 17 — OUR BRAND IN ACTION

# Digital & Print Applications

The Dakota OutRight logo and brand should be applied consistently across all materials.

### Print Materials

- Business cards
- Letterhead and stationery
- Brochures and flyers
- Event posters
- Annual reports
- Educational materials
- Yard signs and banners

### Digital Materials

- Website header and footer
- Social media profile images
- Email signatures
- Digital newsletters
- Online presentations
- Zoom backgrounds
- Digital advertisements

#### BUSINESS CARDS

Logo centered or left-aligned on front · Montserrat or Arial for contact info · White or light gray background · Minimum ¾" logo size

#### LETTERHEAD

Logo top left or centered · Organization info in footer · Montserrat or Arial for text · Maintain clear space

<b>EVENT MATERIALS</b>	Feature logo prominently · Rainbow colors as accents · Include photography · Minimum text sizes for readability
<b>PRINT COLOR MODE</b>	CMYK for all print materials
<b>RESOLUTION</b>	300 DPI minimum for all print
<b>BLEED</b>	0.125" (3mm) on all sides · Keep content 0.25" from trim edge

## 18 — Social Media

Social media is where many people first encounter Dakota OutRight. Consistent branding across platforms builds recognition and trust.

<b>PROFILE IMAGES</b>	Full logo · Square format · White background · Clearly visible at small sizes
<b>INSTAGRAM POSTS</b>	1080×1080px square · 1080×1350px portrait · Montserrat for text overlays
<b>REELS / STORIES</b>	1080×1920px · 9:16 ratio
<b>FACEBOOK COVER</b>	Logo + photography or graphics · Rainbow colors and brand fonts · Minimal text
<b>POST GRAPHICS</b>	Incorporate brand colors · Include logo on shareable graphics · Ensure text readable on mobile
<b>ALT TEXT FOR LOGO</b>	"Dakota OutRight logo — rainbow bison with Two Spirit feather"

### Hashtags

#DakotaOutRight #NDPride #LGBTQNorthDakota #TwoSpirit #PrideOnThePlains

## 19 — Merchandise & Promotional Items

<p><b>APPAREL &amp; MERCHANDISE</b></p> <ul style="list-style-type: none"> <li>• Full-color logo on white or light-colored apparel</li> <li>• Reversed (white) logo on dark-colored apparel</li> <li>• Minimum 4" wide on chest for t-shirts and hoodies</li> <li>• Minimum 2" diameter for stickers and buttons</li> <li>• Weather-resistant materials for outdoor stickers</li> <li>• Feather must remain visible on all merchandise</li> </ul>
<p><b>FILE FORMATS</b></p> <ul style="list-style-type: none"> <li>• <b>PNG</b> — Social media, web, presentations</li> <li>• <b>SVG</b> — Websites, scalable digital use</li> <li>• <b>PDF/EPS</b> — Print, large format, vendors</li> <li>• <b>JPG</b> — Email, general documents</li> </ul> <p>Naming: DakotaOutRight_Logo_FullColor.png DakotaOutRight_Logo_Reversed_White.svg</p>

## Questions About Brand Usage?

### Dakota OutRight

**Email:** [info@dakotaoutright.org](mailto:info@dakotaoutright.org)

**Website:** [www.dakotaoutright.org](http://www.dakotaoutright.org)

**Location:** Bismarck, North Dakota

**Founded:** 2004

For brand asset requests, logo usage questions, partnership opportunities, or any brand guidelines clarification — reach out any time.

#### Need More Help?

We know these guidelines don't cover every scenario, so we're here to help. If you have questions about applying the Dakota OutRight brand to a specific project or need clarification on any guidelines, please reach out. We're happy to provide guidance and support.

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This brand guide is a living document. Dakota OutRight reserves the right to update brand standards as needed. Please check [dakotaoutright.org](http://dakotaoutright.org) for the most current version.

#### Dakota OutRight Brand Identity Guidelines

**Version 2.0 | 2025 — Updated with Two Spirit Representation**

Dakota OutRight | [dakotaoutright.org](http://dakotaoutright.org) | [info@dakotaoutright.org](mailto:info@dakotaoutright.org)