



Brand Book

For wayOUT volunteers and members
Version 1 · October 2026

CREATED BY VICTOR/VICTORIA



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wayOUT empowers grassroots organizations to make a lasting, positive impact on LGBTQ+ youth across the nation. By making affirming spaces and life-saving resources more accessible in local communities, we are creating a safer WAY for queer youth to be OUT as their most authentic selves wherever they are.



02 · WHO WE ARE

Doing good should feel good. 100% of proceeds to queer youth.

The wayOUT LGBTQ Foundation is a 100% volunteer-run 501(c)(3). We fundraise in progressive communities through events, activations and our Gaylas, and send 100% of proceeds to small, local LGBTQ+ youth organizations in the places where it's hardest to grow up queer.

100%

of what we raise goes to the youth organizations. Every year since 2016.



active chapters, Los Angeles and Seattle. New York and the Bay Area came before.

\$115,000+

LA 2025 for Sweet Evening Breeze,
Louisville

\$199,898

LA 2024 for Outright Vermont

Our values spell it out.

Six values, one for every letter of the name. Written with the board. Use them to make a call when the brand book doesn't cover it.



Welcome everyone.

Giving shouldn't need a gala budget. Anyone can join in.



All of it goes out.

100% of proceeds go to the youth organizations, because we're all volunteers.



Youth first.

Every decision starts with the young person it reaches.



On the ground.

We back local leaders who already know their community, and they decide how to spend it.



United.

Chapters, donors and youth organizations, connected.



Turn up the joy.

The night should feel as good as the giving.



04 • RUN BY VOLUNTEERS

100%

**volunteer. Nobody gets paid. 100%
of proceeds go to the youth
organizations.**

Say it.

"All volunteer since 2016" on the site, every deck, every sponsor ask.

Show it.

Name and picture the people who made the night: hosts, committee, photographers.

Invite it.

Every page ends with a way in: give, host, volunteer.



05 · WAYOUT IS FUN

Joy is the strategy.

The Gayla is a night out, not a lecture. The brand brings loud color, real people, a little camp, and every fundraising lever there is.

FEELS LIKE

A night out with your chosen family. A wink in the copy, a crowd in the photo.

MAKE IT REAL

Joy gets people in the room. A real story and a clear number show them why it matters.

A horizontal logo, finally.

The one we've seriously needed. It's now the primary logo, and it goes first everywhere: the site, decks, sponsor walls, social headers. Night on light backgrounds, white on night.

FILES

SVG and PNG, light and dark, in the brand kit:
wayout.lgbt/brand-kit

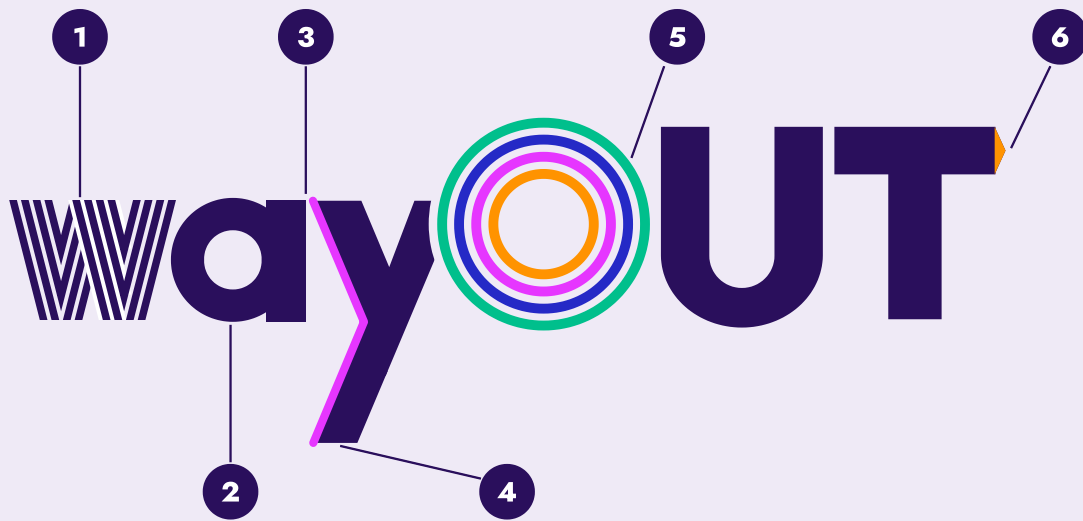
COLOR

Letters in Night #2A0F5C or white. The rings are always the four brand colors, in order.



way OUT.

“way” points. “OUT” is where we’re going. The logo keeps our heritage: the arrow from the first logo, the gradient from the second. Every part is on purpose, so nobody “fixes” it.



The striped W

Four stripes, a nod to 70s graphics. Never solid in the full-color logo.



Even spacing

w to a matches a to y. O to U matches U to T. Measured, not eyeballed.



The O and the overlap

Four rings: a door you walk through, a ripple that spreads.



The round a

Its bowl is a true circle, so it echoes the O.



The hidden arrow

Arm and tail make an even “>” (in magenta) pointing at OUT. Motion, built in.



The T point

The 2016 arrow, back as a small point (in orange), cut at the y’s angles. Both ends, one angle.

Three more versions.

One job each.



Stacked logo

For square spaces: social avatars, stickers, the back of a T-shirt. The wordmark under the W uses the same letters as the primary logo.



Stacked, one color

The black and white mark with the solid O, kept and updated: the new wordmark, the clean W and the same gap where the O meets the W. For stamps, merch and anything printed in one ink.



One-color logo

For one-ink jobs: screen print, foil, single-color print. The gaps are cut out, so the surface shows through. Stitched or tiny: the solid logo.

CLEAR SPACE AND MINIMUM SIZE

Leave clear space on every side equal to the radius of the O. Nothing else sits inside it. Minimum size: the horizontal logo 120px wide on screen, 1 inch in print. Smaller than that, use the solid logo; for favicons and avatars, the W and O mark.

Ten years. Two logos.

For 2026 only. The striped 1 tucks in next to the O, so the logo itself reads 10. Use the wide one wherever there's room, the square one wherever there isn't.



Wide: site header, email, banners, step-and-repeat, sponsor slides.

Square: social avatars, stickers, merch, anything narrow.

2026 only. In 2027 the primary logo comes back. Never use both on one piece.

Ten years in the making.

A brand with ten years behind it has hit its first heritage milestone. The new logo honors where it came from.



DO NOT USE

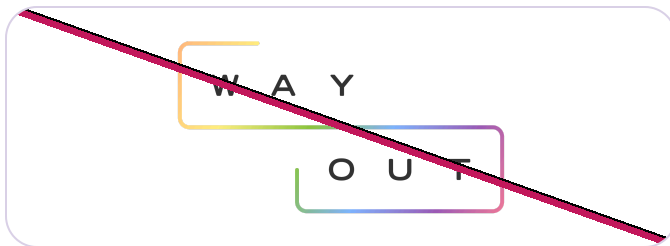
Retired colors. Old files used eight near-matches. Swap any of these for the palette on page 15.



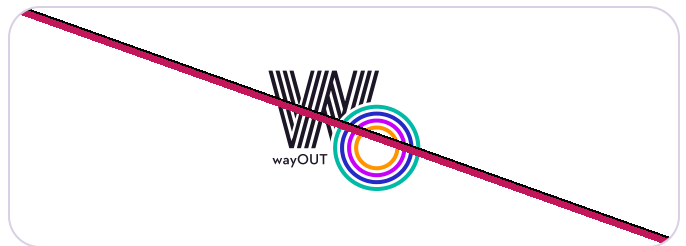
#FF9300 · #A325F1 · #2628BE · #00BAA6 · #00CCCC · #0066FF · #FFB850 · #E636FF in the old ring mix

Never use the old logos.

All of these are retired, all the way back to the first one. If you find one on a flyer, a sponsor's site or an old Canva file, swap in the new logo and tell us.



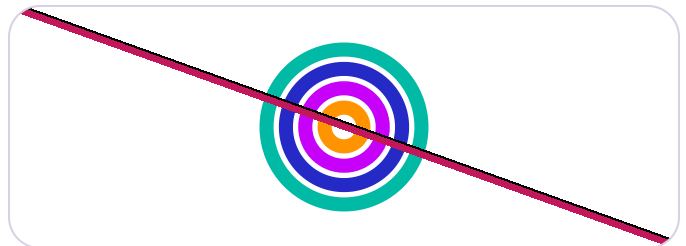
The original, 2016. WAY / OUT in rainbow brackets.



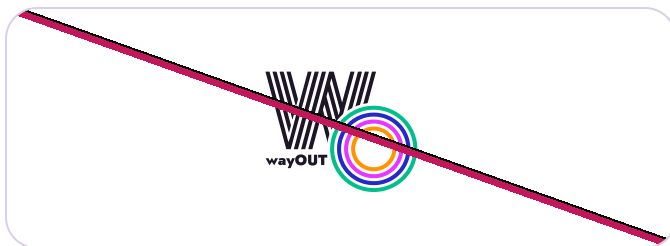
Thin stacked mark, old teal rings.



Reversed mark, old lilac rings.



Target icon. Use the stacked mark.



2026 interim mark, old wordmark.

How to tell: if the y has no arrow, the a isn't round, or the T has no point, it's an old file. The new logos are on pages 8 to 11.

Don't redraw the logo. Ever.

DON'T • STRETCHED



DON'T

Recolor the rings

or change their order. Jade outside, then cobalt, magenta, orange.

DON'T

Stretch, squash, tilt or outline the logo, or add a shadow or glow.

DON'T

Close the gap

around the O, or move the O off the y.

DON'T

Retype the wordmark

in another font, or set "wayout" or "Way Out". It's always wayOUT.

DON'T

Put it on a busy photo

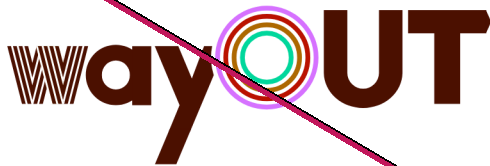
without a solid panel behind it.

DON'T

Use the rings alone as the logo.

The ring O and half O are shapes, not logos.

DON'T • RECOLORED



DON'T • ON A BUSY PHOTO



DO

Use the files as they are, at any size above the minimum, with the clear space around them. Writing about us: **wayOUT**, or **The wayOUT LGBTQ Foundation** the first time.

Turn it up.

The rainbow is our community's heritage, so we kept it, in colors that are ours, inspired by Verner Pantón's Curve. Gayla Night holds it together. Key Lime Kiki is the wink.

Gayla Night

#2A0F5C · RGB 42 15 92 · Night

Logo, headlines, masthead

Green Carnation

#00BF8C

RGB 0 191 140
JADE

SEAFOAM SEQUIN
#A6E9D7

Ballroom Blue

#2529C6

RGB 37 41 198
COBALT

LAVENDER MENACE
#B3B4EB

Mother Magenta

#E636FF

RGB 230 54 255
MAGENTA

LIP GLOSS PINK
#F6B9FF

Spotlight Orange

#FF9300

RGB 255 147 0
ORANGE

MIMOSA
#FFD9A6

Key Lime Kiki (the wink)

#A9BF00
CHARTREUSE

LIME SPRITZ
#E1E9A6

Pairings that work.

Big fields of one color, Gayla Night type on top. White type only on Gayla Night and Ballroom Blue.

Give now.

SPOTLIGHT ORANGE + GAYLA NIGHT

**All volunteer
since 2016.**

GAYLA NIGHT + WHITE + GREEN CARNATION

LA GAYLA

MOTHER MAGENTA + GAYLA NIGHT • EVENTS

\$199,898

BALLROOM BLUE + WHITE • THE NUMBERS

Who we fund

GREEN CARNATION + GAYLA NIGHT

Pages stay light.

HOUSE LIGHTS WHITE + EYELINER BLACK

PARADE ROUTE GRADIENT (FULL)

Lines, pills, accents. Never behind text.

#00BF8C

#8C8FFF

#E636FF

#FF9300

MORNING AFTER GRADIENT (SOFT)

Headers and grounds behind type.

#61D7B8

#787ADC

#F082FF

#FFBC61

#CAD761

HOW MUCH OF EACH



Never white type on Green Carnation, Mother Magenta or Spotlight Orange. Never the ring colors as body text. Key Lime Kiki only as a sliver: the stripe, a tag, a highlight.

One typeface for every job.

JOST • FOR EVERYTHING

fonts.google.com/specimen/Jost

**Queer youth shouldn't
have to leave home.**

Jost Medium for leads and captions. Jost Regular for body text, with plenty of air between lines.

JOST BOLD, SPACED CAPITALS, FOR LABELS

\$199,898

Jost 900 for big totals and every other number.

MONOTON • THE ACCENT ONLY

fonts.google.com/specimen/Monoton

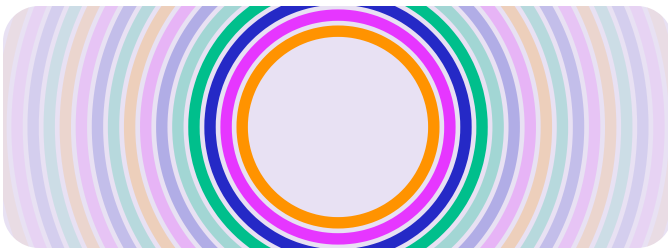
2016 01 02

Step numbers, years and small stats, between 40px and 90px, one or two moments per page.
Never words, never body text.

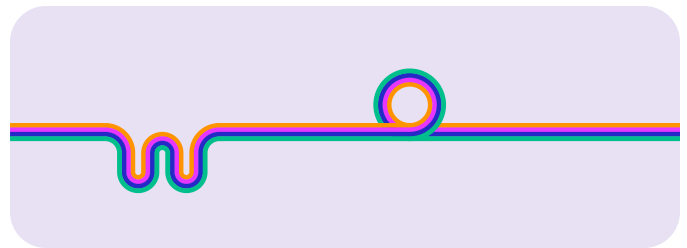
Free to use: Jost and Monoton are both on Google Fonts. Jost does everything; Monoton is only the accent. Phosphate is retired: don't use it anywhere.

Everything is built from the O.

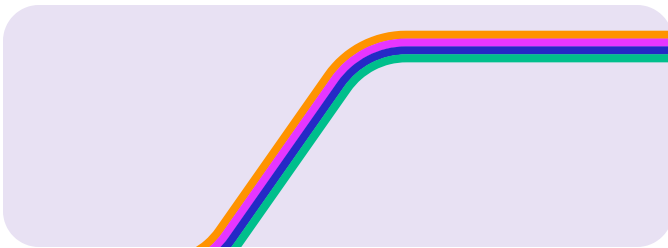
The ring O ripples out, unrolls into the ribbon and splits into the half O. Patterns fill big surfaces. Use one shape per layout.



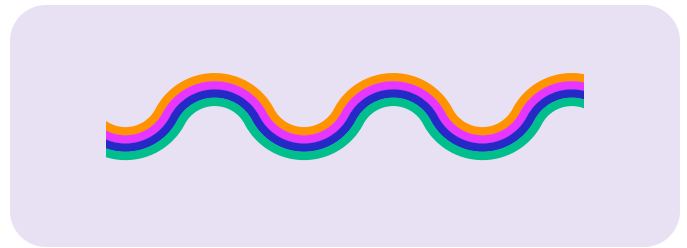
Ripples • behind a portrait or a hero, fading out



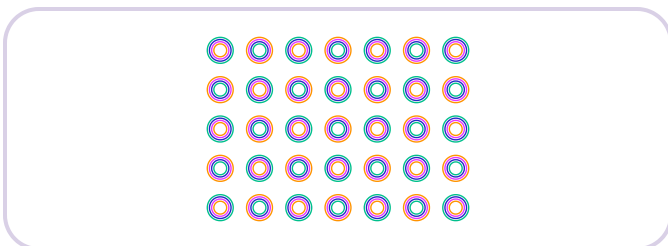
W and O ribbon • the signature, orange on top



Swoop • title and closing slides



Wave • borders and bands



Ring dots • behind a cut-out person



Wallpaper, solid • backdrops, step-and-repeat, merch

RIBBON RULES

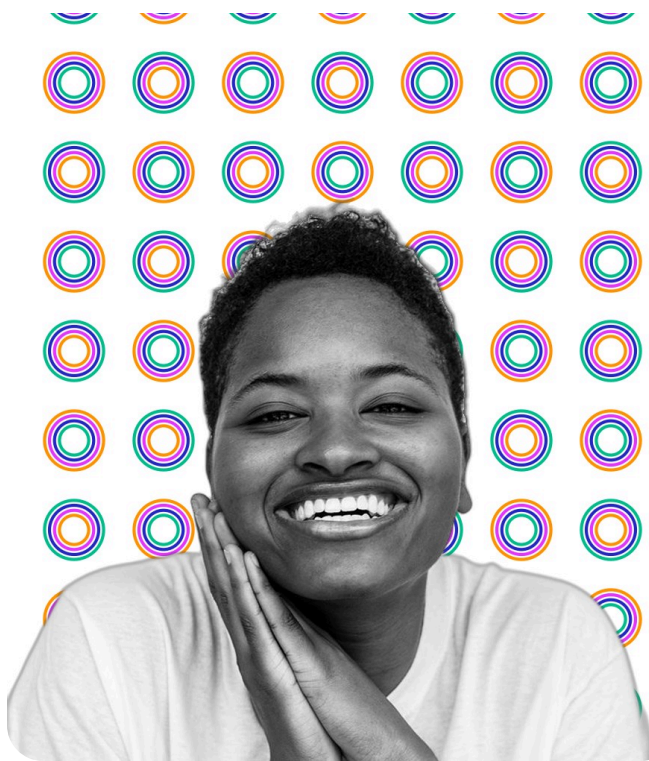
Bands always touch. Order is fixed. Corners are round, never sharp. It runs off the edge of the page; it never floats.

PATTERN RULE

A pattern fills a whole surface or a whole shape. Never a pattern behind text you need to read.

Patterns go behind people.

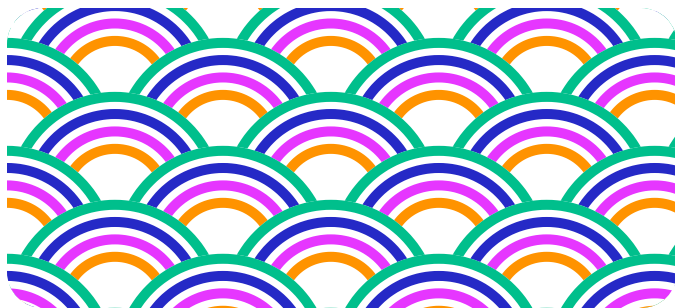
Ring dots are a full field behind a cut-out person: the dots carry the brand, the person carries the feeling. The wallpapers fill big surfaces with no one in front of them. One pattern per layout, never behind body text.



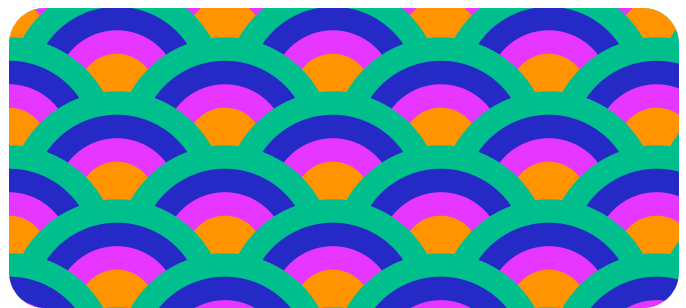
Ring dots on white • Who We Fund, Instagram, reports



Ring dots on night • Gayla posters and tickets



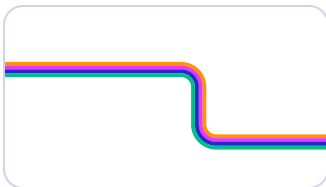
Wallpaper, open • lighter surfaces, merch



Wallpaper, solid • backdrops, step-and-repeat

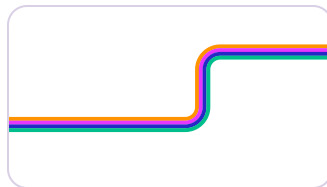
One ribbon, sixteen moves.

The ribbon steps, loops, runs and rolls to frame a slide, a cover or a page. Pick one per layout. Orange always rides on top.



Title step

title slides



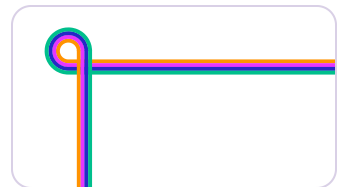
Title step, inverted

title slides



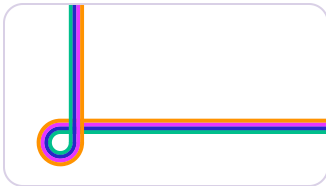
Corner, top right

covers



Corner, top left

covers



Corner, bottom left

closers



Corner, bottom right

closers



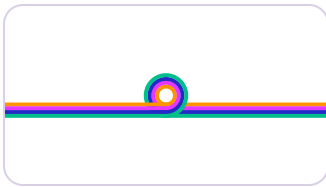
Bottom run

content slides



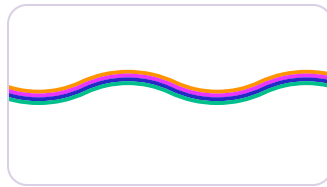
Top run

content slides



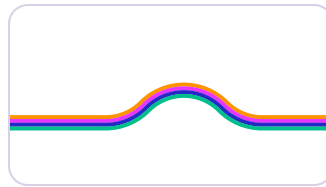
Loop divider

section breaks



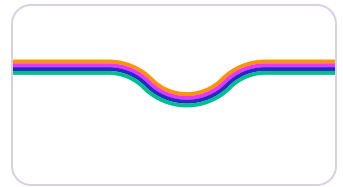
Wave

backgrounds



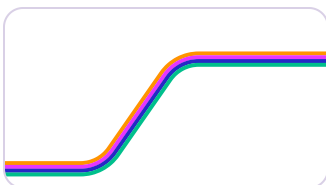
Single crest

under a big number



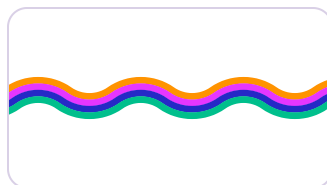
Single dip

above a headline



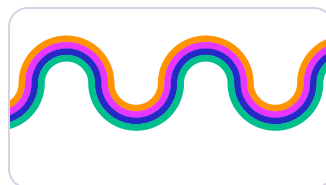
Swoop

title and closing



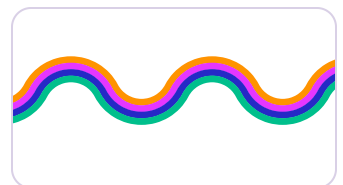
Soft wave

borders



Single wave

bands



Medium wave

bands

A small mark with a few jobs.

Exactly half the logo’s O. One at a time, small, never as a bullet or a row.



An affirming space isn’t always a building. Sometimes it’s one adult who knows how to hold space.

Executive Director, a wayOUT grantee - placeholder attribution

Half O • opens a pull quote

OUR STORY

Ten years of Gaylas

				
2016 wayOUT starts	2019 Milestone	2022 Milestone	2024 \$181,000+ · Outright Vermont	2025 \$115,000+ · Sweet Evening Breeze

Placeholder: 2019 and 2022 milestones to fill in

Half O • marks years on a timeline



Sweet Evening Breeze, Louisville

LA Gayla · \$115,000+

Half O • tabs a photo with the year

See who we fund

AT REST

See who we fund

ON HOVER

The straight underline lifts away and a small half O cups the link

Half O • smiles under a link on hover



THE ONE EXCEPTION

The half O sits right way up, like the logo. Only the link hover turns it upside down, as a smile.

Two kinds of photo. Both are real.



The young people

Black and white, close up, smiling. Always real youth from a grantee, with the organization's permission. Caption who they're with, never their story without consent.



The Gayla

Full color, in the crowd, mid-moment. Performers, paddles up, people hugging. Never a stiff group shot when a candid exists.

CREDIT EVERY PHOTO

"Photo by" with the photographer's name, every time. Our photographers are volunteers too: Kit Karzen, Easton Schirra, Clint Keller.

Sound like the friend who got you involved.



FUN FIRST

"We make giving fun, then send 100% of proceeds to small, local LGBTQ+ youth organizations." Not "Please consider supporting our mission."



VOLUNTEERS IN EVERY SENTENCE

"Run by volunteers. 100% of proceeds go out." Say it plainly and often.



SPECIFIC BEATS BIG

"\$115,000+ for Sweet Evening Breeze in Louisville." A name and a number, never "making a difference".



SHORT AND DIRECT

Short sentences. No jargon. Write it the way you'd say it at the bar.

WORDS WE ALWAYS USE

wayOUT, always. The formal name is **The wayOUT LGBTQ Foundation**.

Youth organizations for the people we fund. Not every grantee is a center.

Young people or **youth**. Never "kids".

LGBTQ+ by default. And **100% volunteer**, always.

Words that include.

These are the defaults. The person you’re writing about outranks all of them: use the words they use for themselves.

PRONOUNS

Use the pronouns people use. Singular “they” is fine. Say “pronouns,” not “preferred pronouns.” Never guess in a caption: ask, or use their name.

QUEER

Many young people use it and we use it for the community. For a person, only if they use it.

LGBTQ+

Our house style. When writing about a grantee, use the form they use, like LGBTQIA+ or 2SLGBTQ+. GLAAD writes LGBTQ.

SAY	INSTEAD OF
LGBTQ+	“the gay community” for everyone
sexual orientation	“sexual preference”
transgender, as an adjective	“transgendered,” “a transgender”
assigned female or male at birth, only if it matters	“born a man,” “biologically male”
gay, lesbian, LGBTQ+ people	“homosexual”
gender-affirming care	“sex change”
siblings	“brothers and sisters”
everyone, y’all, folks, friends	“you guys,” “ladies and gentlemen”
partner or spouse, until you know	“boyfriend,” “wife”
young people in hostile places	“at-risk youth”
their life, their family	“the LGBTQ lifestyle”

GOT IT WRONG?

It happens. Correct it, thank whoever flagged it and keep going: “Thanks for the catch: they.” A quick fix beats a long apology. In print or online, fix it and note the update.

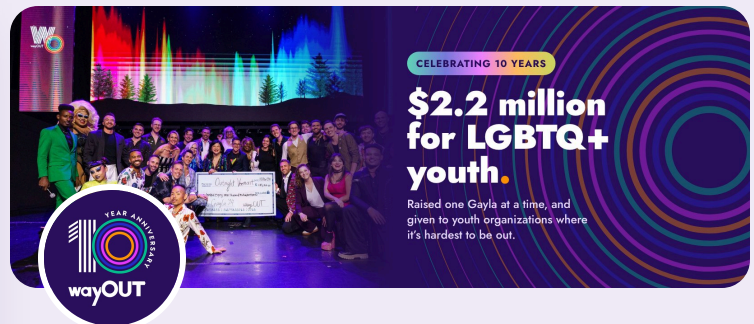
NOT SURE?

Ask the grantee. Then check GLAAD’s Media Reference Guide at [glaad.org/reference](https://www.glaad.org/reference).

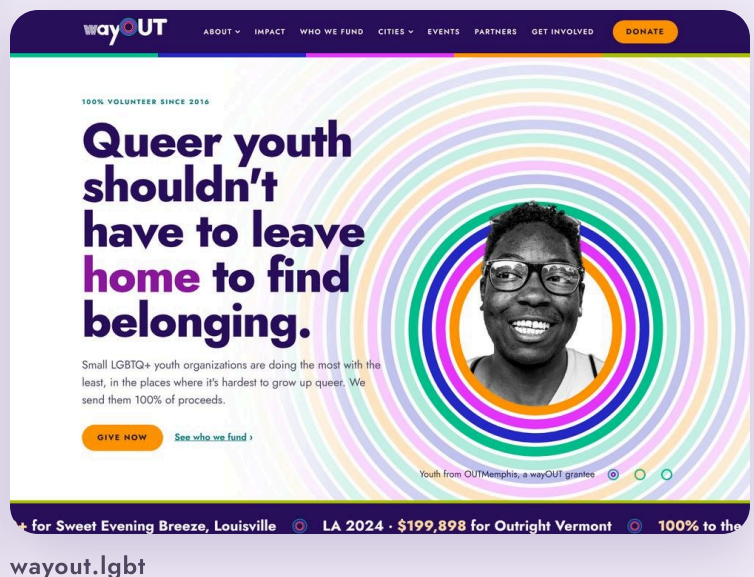
Out in the world.



Gayla poster



Social cover and avatar



wayout.lgbt



Every file: wayout.lgbt/brand-kit

Questions, or a logo you're not sure about?

brenden@wayout.lgbt

CREATED BY VICTOR/VICTORIA