



2026



# GRAPHIC ASSETS USAGE GUIDELINES

for Pride Pledge  
Gold Subscribers

[info@pridepledge.co.nz](mailto:info@pridepledge.co.nz)

[pridepledge.co.nz](http://pridepledge.co.nz)

South Pacific Pride Ltd. T/A Pride Pledge



Welcome and thank you for supporting Pride Pledge in 2026. This document should serve as a handy guide for you and your team regarding usage of the Pride Pledge graphics and physical assets.

We are happy to supply working files for your designer to integrate, or file versions suitable for print.

Please note that all our logos are legally trademarked.

Any questions or requests, just get in touch at [info@pridepledge.co.nz](mailto:info@pridepledge.co.nz).

Let's get visible!

# PRIDE PLEDGE LOGOS

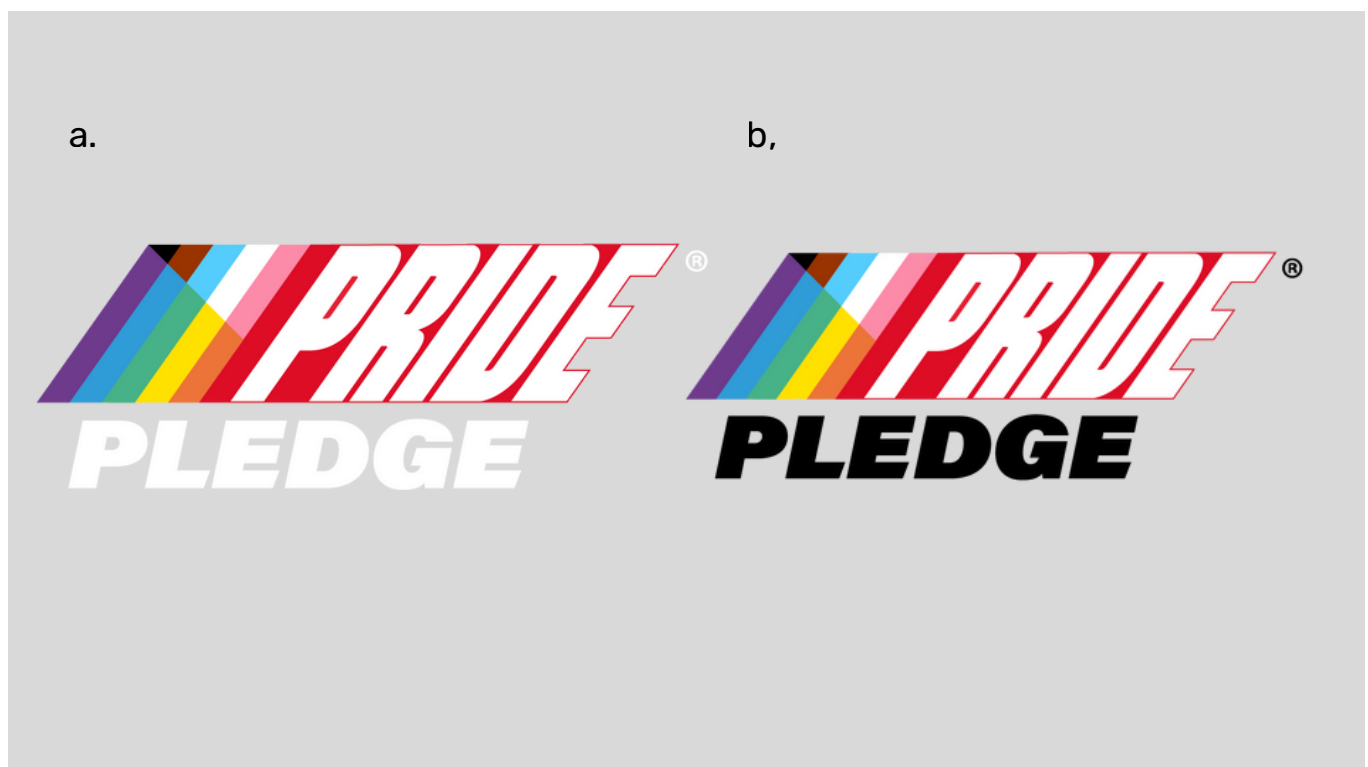
These logos are for use for any digital or online purposes including email signatures or your website. We also have print quality files available should you like to include these on any physical materials. Note that these are not dated.

We have supplied 2 versions of this logo;

- Keyline White - for use on any background that isn't white, otherwise the 'pledge' isn't visible.
- Keyline Black - for use on any background that isn't black, otherwise the 'pledge' isn't visible.

The logos below have been presented with a grey background for visibility.

Please do not stretch or distort the logo, combine with other text or graphics, or change the colour of the logo.

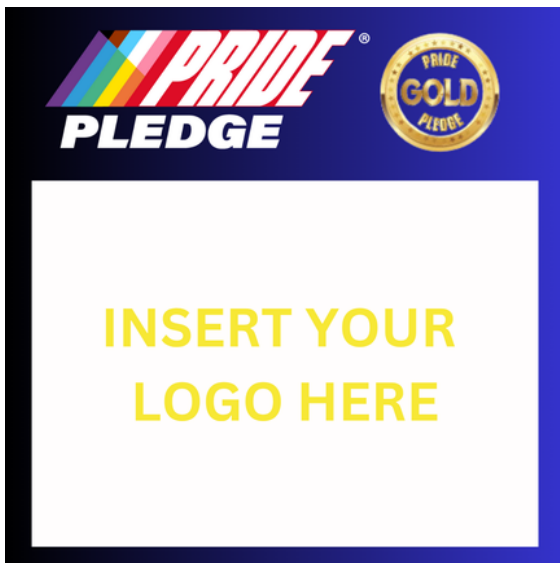


# SOCIAL SQUARES

To be used to post to your Instagram timeline, or other social media timelines like Facebook or Linked In.

When posting Pride Pledge materials on social media, please tag our handle @pridepledge and use the hashtag #pridepledge.

Please do not stretch or distort the graphic, combine with other text or graphics, change the colour of the graphic or use it to promote anything other than the message that you are a 2026 Pride Pledge Subscriber.



# PRIDE PLEDGE STICKER - DIGITAL AND PHYSICAL

A physical design asset (and there is a digital version too) - you will receive this in the mail in a welcome pack after your subscription has been confirmed. For small to medium sized organisations you will be sent 5 x stickers per subscription year.

For large organisation's, we ask you to confirm how many you need via a survey link that will be sent to you. If you require more, please email [info@pridepledge.co.nz](mailto:info@pridepledge.co.nz) to request these.

Ideally these should be displayed prominently in your workplace, best placed near the entrance to your premises where it can be seen clearly. They can also be used on material like the back of laptops, on desk dividers, windows, doors etc. Please do not doctor, distort or partially cover this sticker.



# PRIDE PLEDGE CERTIFICATE

A physical design asset, customised with the name and details of your business. You will receive this in the mail in a welcome pack after your subscription has been confirmed for small to medium sized businesses.

For large businesses you will only be sent the digital files unless you request hard copies via the survey link that will be sent at the beginning of each year.

These are ideally to be displayed prominently in your workplace, best on a wall in your premises where it can be seen clearly, in a frame if possible,

Please do not doctor, distort or partially cover this certificate



## CERTIFICATE OF COMMITMENT 2026

AFFIRMS OUR COMMITMENT TO ALL LGBTTQIAP+ (RAINBOW) PEOPLE HAVING THE FREEDOM TO BE SAFE, VISIBLE AND INCLUDED IN ALL ASPECTS OF LIFE AND WE WILL USE OUR VOICE TO ACTIVELY SUPPORT AND CELEBRATE OUR RAINBOW COMMUNITIES, EVERY DAY.

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## Physical Certificates

You can just write in your company name under the Pride Pledge Logo and at the bottom of the certificate have this signed by your CEO or equivalent person who is championing Rainbow Inclusion in your organisation. If you require more than the 2 sent to you, please email [info@pridepledge.co.nz](mailto:info@pridepledge.co.nz) for more or you can print digital copies. **EXAMPLE:**



*Smart Hotels*

AFFIRMS OUR COMMITMENT TO ALL LGBTTQIAP+ (RAINBOW) PEOPLE HAVING THE FREEDOM TO BE SAFE, VISIBLE AND INCLUDED IN ALL ASPECTS OF LIFE AND WE WILL USE OUR VOICE TO ACTIVELY SUPPORT AND CELEBRATE OUR RAINBOW COMMUNITIES, EVERY DAY.

*Jo Smith*

Jo Smith, Director

## Digital Certificates

Due to many different needs and branding requirements of our clients, we have introduced digital corticates that you can co-brand and print as required.

There are two sizes available : A5 and A4. These can be found in the folder link emailed when you sign up or the start of each year. You can add your logo to the files and then print as many as you need, and either add an electronic signature at the bottom or sign these individually once printed by your CEO or equivalent Rainbow Champion. **EXAMPLE:**



**INSERT  
LOGO HERE**

AFFIRMS OUR COMMITMENT TO ALL LGBTTQIAP+ (RAINBOW) PEOPLE HAVING THE FREEDOM TO BE SAFE, VISIBLE AND INCLUDED IN ALL ASPECTS OF LIFE AND WE WILL USE OUR VOICE TO ACTIVELY SUPPORT AND CELEBRATE OUR RAINBOW COMMUNITIES, EVERY DAY.

*Jo Smith*

Jo Smith, Director

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# GOLD SUPPORTER BADGE "LOCK-UPS"

While we often add this Gold Badge as a 'sticker' to other design work, sometimes it's best to use it as a separate element alongside another graphic, to increase it's legibility and prominence.

We colloquially call these combinations 'lock ups'.

Below are some examples of the badge working in conjunction with other graphics.

These lock ups are for use any digital or online platform, they work particularly well on email signatures or websites. If you have any questions regarding this, do feel free to get in touch at [info@pridepledge.co.nz](mailto:info@pridepledge.co.nz).

a.



b.



# OTHER BRANDING

You are welcome to create and design your own email signatures, Instagram posts, or any other materials you like. We have also created some additional options which are in the digital folder you will be sent each year or when you sign up. See examples below... Remember - VISIBILITY is key!

