

# PROJECT RAINBOW

TOGETHER IN 2019,  
LET'S PAINT  
NEW YORK CITY  
PROUD

**NYC**  
& Company



# OUTFIT YOUR BUSINESS FOR WORLDPRIDE 2019 IN NEW YORK CITY

As an NYC & Company member, you are an indispensable ambassador of our great city. We've assembled this tool kit with three easy recommendations to help you play an even greater role in this year's milestone Pride celebrations. Showcasing our eye-catching shattered rainbow motif, this suite of custom assets is available for use and personalization by members like you.

## TOGETHER, LET'S PAINT THE TOWN PROUD!





# 1. DECLARE YOUR PRIDE: DECOR & SIGNAGE

As part of our recently announced partnership with Mastercard, we are creating a co-branded window cling with the message “Acceptance Matters.”

This will be mailed to you free of charge in May. We encourage you to display it on the door, windows or facade of your business during WorldPride month.

We are also including suggested designs for rainbow flags and signage, which you may develop however best suits your business and brand. For unity with other businesses, please refer to our Pride brand guidelines at [business.nycgo.com/projectrainbow](https://business.nycgo.com/projectrainbow). To help you produce these assets, we have recommended trusted vendors who already have the designs on file.



### #acceptancematters Window Cling

Developed as part of our new partnership with Mastercard, your co-branded window cling will be mailed to you free of charge in May. We encourage you to display it on the door, windows or facade of your business during WorldPride month.





### “Pride. Uncontained.” Flag

Suggested vendor:

National Flag: <https://nationalflag.com>

Contact:

Howard Siegel: [hsiegel@nationalflag.com](mailto:hsiegel@nationalflag.com)

Peter Feldman: [pfeldman@nationalflag.com](mailto:pfeldman@nationalflag.com)

To help you produce your rainbow flag, our trusted vendors already have the design on file.



### Gender-Neutral Restroom Sign

Safe and equal bathroom access is a human right—and since March 2016, restaurants, bars and other public places in New York City with single-stall restrooms have been required\* to replace “men” and “women” signage with gender-neutral signage. Our custom sign can provide further affirmation for your customers.

### Gender-Neutral Restroom Signs

Suggested Vendor:

Duggal: <https://duggal.com>

Contact:

Gordon Bailey: [gordon@duggal.com](mailto:gordon@duggal.com)

[\\*Learn more about the law](#)



**NYC**  
**PRIDE. UNCONTAINED.**



## 2. WEAR YOUR PRIDE: ACCESSORIES

Businesses all over New York City are uniting their branding in the name of Pride. We encourage you to outfit your employees in solidarity and celebration.

To help you produce these assets, we have recommended trusted vendors who already have the designs on file.





## Enamel Pin

Suggested Vendor:

Pinsource: <https://pinsource.com>

Contact:

Brent Jarvis: [brent@pinsource.com](mailto:brent@pinsource.com)

## Employee Name Tags

Suggested Vendors:

Axis Promotions: <https://axispromo.com>

Halo Branded Solutions: <https://halo.com>

Contacts:

Dan McClung: [dmcclung@axispromo.com](mailto:dmcclung@axispromo.com)

Kimberly Mormando: [kimberly.mormando@halo.com](mailto:kimberly.mormando@halo.com)

## Buttons

Suggested Vendors:

Axis Promotions: <https://axispromo.com>

Halo Branded Solutions: <https://halo.com>

Contacts:

Dan McClung: [dmcclung@axispromo.com](mailto:dmcclung@axispromo.com)

Kimberly Mormando: [kimberly.mormando@halo.com](mailto:kimberly.mormando@halo.com)





**NYC**  
**PRIDE. UNCONTAINED.**

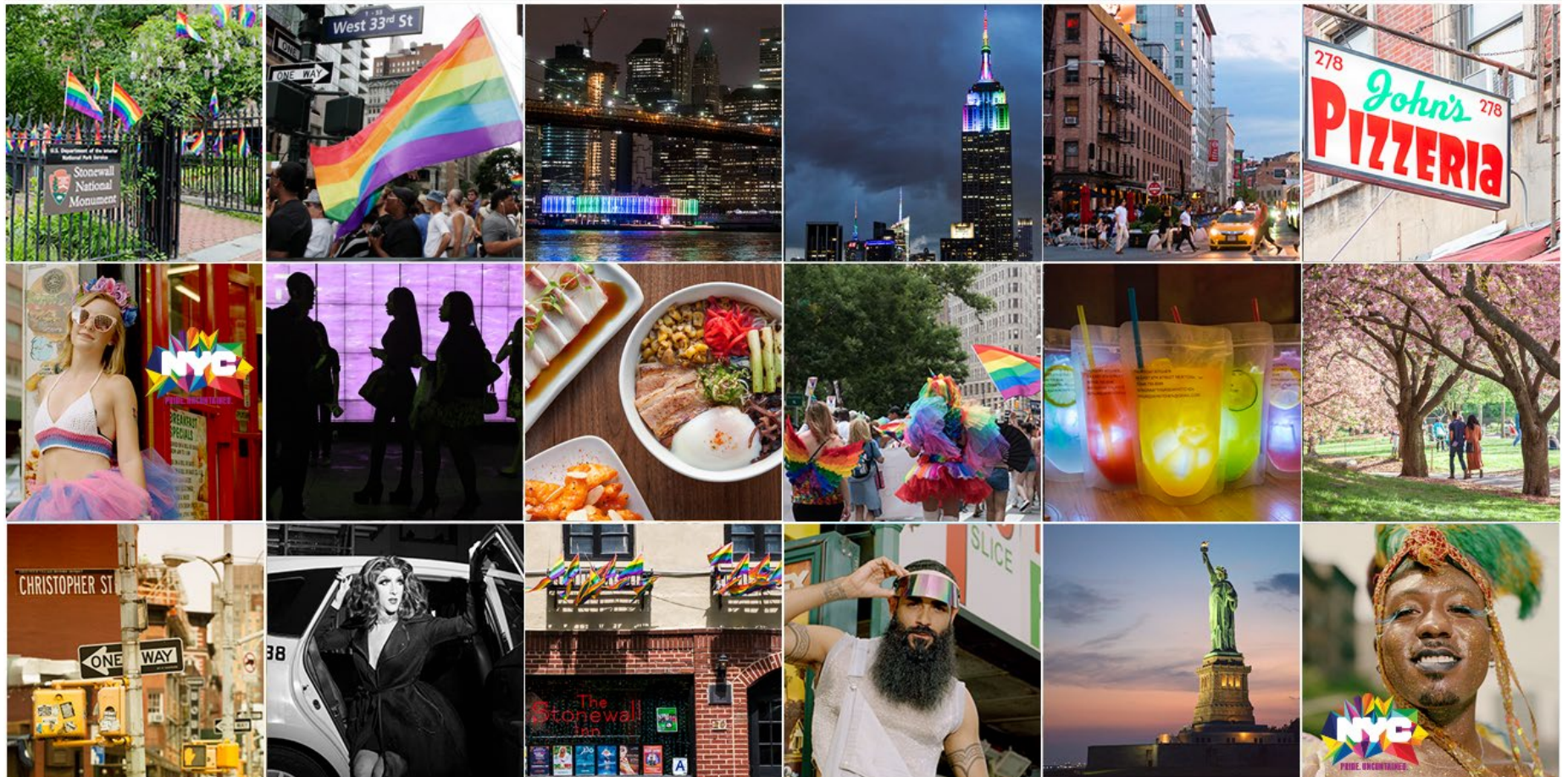


## 3. SHARE YOUR PRIDE: SOCIAL MEDIA

WorldPride celebrations and events will be taking place throughout the five boroughs during the entire month of June. In addition to incorporating our branding elements and suggestions into your business, you can show your support by sharing your Pride moments on our Project Rainbow Social Wall—launching in April at [nycgo.com/worldpride](https://nycgo.com/worldpride).

For more information on how to participate, visit [business.nycgo.com/projectrainbow](https://business.nycgo.com/projectrainbow).

# #ProjectRainbowNYC



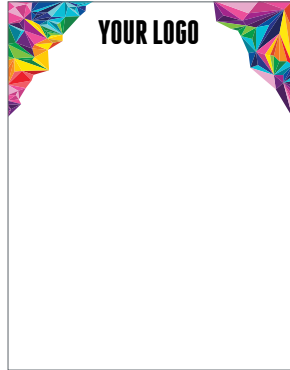
Example of the Project Rainbow Social Wall, launching in April at [nycgo.com/worldpride](https://nycgo.com/worldpride)





# FURTHER INSPIRATION: PRIDE IN THE WILD

What if all of New York City colored outside the lines? Here are some additional branding suggestions that you can develop for your business during WorldPride month.



**HOTELS**

Letterhead & Notepad

Keycard

Signage



# RESTAURANTS

Menu

Window Decal using facets of the logo

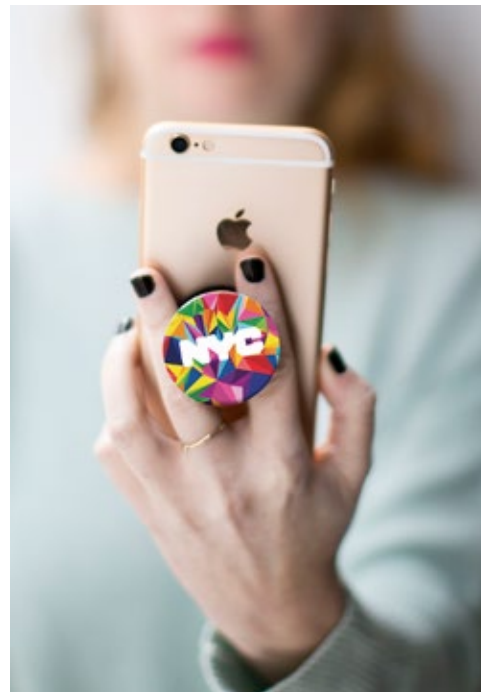




# MUSEUMS & CULTURAL INSTITUTIONS

Map/Information Pamphlet

Admission Pass/Ticket



# SWAG

T Shirts

Phone Case

Popsocket

Tote Bag

# WHAT'S NEXT?

Keep checking [business.nycgo.com/projectrainbow](https://business.nycgo.com/projectrainbow) for the latest resources and information on how to show your support during WorldPride.

