



*Ms.*  
*Heritage*  
PAGEANT

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Brand Position



## *BRAND POSITION*

The Miss Heritage Pageant celebrates beauty in all its forms, while promoting confidence, inclusivity, community spirit and honoring the tradition of May Day.

## *BRAND PILLARS*

### **EMPOWERMENT**

Encouraging girls to embrace their individuality and talents, fostering self-confidence and self-expression

### **INCLUSIVITY**

Emphasizing that beauty comes in diverse forms

### **COMMUNITY**

Fostering connections among participants and the wider community, celebrating unity and support

### **TRADITION**

Honoring the historic significance and traditions of May Day while infusing it with modern values

## *BRAND MISSION & VISION*

### **MISSION STATEMENT**

To empower young girls aged 5-13 by providing a platform that celebrates their individuality, fosters self-confidence, and promotes inclusivity, while honoring the rich traditions of May Day and our community heritage.

### **VISION STATEMENT**

We envision a future where every girl feels empowered to embrace her unique beauty, talents, and aspirations, supported by a community that celebrates unity, tradition, and the spirit of May Day.



## *TAGLINE*

The brand tagline further embraces the Miss Heritage Pageant's mission and vision. It can be used as a byline with the logo or on its own as a primary visual element, however, the logo must always be on the same page.

Embracing Tradition,  
Empowering Beauty,  
Enriching Community.







Logo

## *PRIMARY LOGO*

The Miss Heritage Pageant logo features the typeface Milkshake and is a classic nod to the past.





## PRIMARY LOGO

When overlaying photography, the primary logo should only be used in all white or all black.



The primary logo consists of a crown icon above the word "Heritage" in a large, elegant, black script font. The word "Ms" is written in a smaller, black script font above the "H". Below "Heritage" is the word "PAGEANT" in a bold, black, uppercase sans-serif font.



## *PRIMARY LOGO WITH TAGLINE*

When pairing the tagline with the logo, the tagline styled using a pipe glyph in lieu of periods. Use Gotham Book when pairing the logo and tagline together.



Embracing Tradition | Empowering Beauty | Enriching Community

# GRAPHIC ELEMENTS

## PAGE AND GRAPHIC BORDERS

Borders are used as a graphic element on pages, social media graphics and other collateral. Borders should be a 4 point thick solid line, and used only in white, black, Vintage Blue or Spring Yellow. When using floral or pageant cutouts in conjunction with a border, ensure that elements of the cutouts intertwine with the border to portray a sense of depth.

Allow for ample clear space for any logo or headline that is placed within a border.



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Colors

## *COLOR PALETTE*

The main colors of the Miss Heritage Pageant are Spring Yellow and Vintage Blue. Spring Yellow symbolizes warmth, positivity and new beginnings. Vintage Blue signifies timeless elegance, reflecting the historic roots of May Day. Together, these colors evoke a sense of nostalgia, capture the essence of tradition, community, and reflect the vibrancy of spring.

### Spring Yellow

**PMS:** 7404 C

**CMYK:** 3 8 86 0

**RGB:** 251 222 63

**Hex:** #fbde3f

### Vintage Blue

**PMS:** Blue 0821 C

**CMYK:** 44 0 2 0

**RGB:** 130 212 241

**Hex:** #82d4f1



Typography



# TYPOGRAPHY

For headlines and display use Dubiel Italics or Dubiel Plain. For large numbers use Dubiel Italics

Gotham Condensed Bold may be used for longer headlines containing important information.

Dubiel Plain

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Dubiel Italics

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

Gotham Condensed Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

# *TYPOGRAPHY*

For subheadings use Gotham bold in all caps.  
For body copy use Gotham book.

Gotham Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

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Photography

# PHOTOGRAPHY

Miss Heritage Pageant photography features a unique blend of floral, vintage and modern photography.

## FLORALS

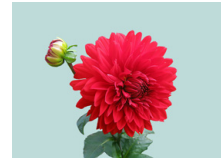
Vibrant floral imagery juxtaposed with typography, page borders or vintage pageant photography. Florals are removed from their original backgrounds (cutout) and placed on a solid color of Spring Yellow or Vintage Blue.



Original imagery



Original imagery



# PHOTOGRAPHY

Miss Heritage Pageant photography features a unique blend of floral, vintage and modern photography.

## CURRENT AND PAST PARTICIPANTS

These photos showcase pageant participants and highlight diversity and inclusivity.



*The images shown are for illustration purposes only.*



Application



# APPLICATION

2017 MAY DAY

 *Ms*  
**Heritage**  
PAGEANT



**Friday, May 5, 2017**  
Douglasville Arts and Recreation Center  
Open to young ladies ages 3-13

<b>Show Time at 7</b> Doors Open at 6	<b>Registration</b> March 6 - April 1
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**For More Information** Contact Program Director at  
251.402.5621 | Chrys9107@gmail.com

YOUTH ACTION ENTERTAINMENT PRODUCTION

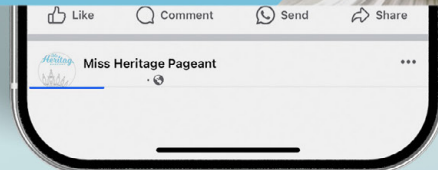
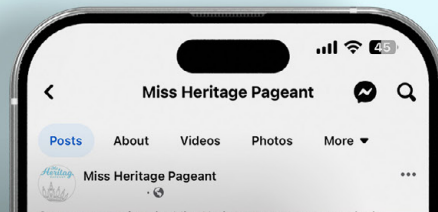


# APPLICATION





# APPLICATION



*Chrissy Norman*

Founder and President

[Facebook.com/MsHeritagePageant](https://www.facebook.com/MsHeritagePageant)