

q feature: VICTORIAN PRIDE CENTRE

The Victorian Pride Centre (VPC) is progressing well and a new look and feel has evolved to reflect the diversity, vibrancy and strength of LGBTIQ communities.



THE VICTORIAN PRIDE CENTRE

The VPC – an Australian first – will provide Australian LGBTIQ people, communities and allies with an iconic, safe and very literal symbol of pride. As we plan for the construction of an iconic building for people to gather, connect and get support a new landmark was recently launched at the VPC's Community Reference Group meeting.

VPC Communications Working Group Co-Chairs, Georgie Harman and Tass Mousaferiadis believe the new design, while honouring the Rainbow flag, represents the VPC's commitment to inclusion and respect.

"A brand never outweighs the people and values of an organisation, but it is a visual mark of what it stands for. The new, circular motif of rainbow colours is a symbol of our commitment to connecting people and organisations, of the vibrancy and strength of the communities we are working for, and celebration of our pride," Georgie said.

Tass explained that "the circular design was specifically chosen to stand out, and to represent the binding of enthusiasm and ideals, community and energy. The central aperture of the mark creates a visual link to the physical site; open and welcoming to community." The landmark has grown out of the development of the Victorian virtual Pride Centre, the VPC's online resource directory, funded by the Victorian State Government.

Minister for Equality Martin Foley recently announced a second tranche of funding to the virtual Pride Centre. Now in stage two development, the virtual Pride Centre will play a significant role in improving access to key information and support for many people across the State.

"The virtual Pride Centre will create a presence beyond the physical building and the evolution of the VPC's landmark will tie these two key resources together." Minister Foley said.

The landmark is currently being rolled out across platforms with VPC Community Reference Group Member Sally, already sporting the new design on her facebook profile.



Pictured: Sally, Gippsland resident and member of the VPC's community reference group.

For more information, please visit www.pridecentre.org.au or www.facebook.com/vicpridecentre