



Gay Pride Celebration Committee of San Jose DBA Silicon Valley Pride
1346 The Alameda, PMB 508, Suite 7 San Jose CA 95126-2699
www.svpride.com

FOR IMMEDIATE RELEASE

Contact Saldy Suriben
Email saldy.suriben@svpride.com
Website www.svpride.com

Silicon Valley Pride Embraces Progress With New Logo

Colors representing marginalized LGBTQ+ communities are now prominently displayed in the visual identity of one of the largest Pride organizations in California.

SAN JOSE, CA -- January 8, 2021 -- In its efforts to embrace diversity, resilience and intersectionality within the LGBTQ+ community, Silicon Valley Pride today introduced a new logo incorporating the rainbow colors of the traditional Pride Flag with colors from the Progress Pride Flag recognizing marginalized LGBTQ+ communities: black and brown for people of color, and pink, white and blue for transgender individuals. The punctuation at the end of the logo proclaims the LGBTQ+ community is here for good — period.

“The Progress Flag was created by Portland based graphic designer Daniel Quasar in 2018. We want to have a modern look in its logo while paying homage to the progress flag as the current sign of the LGBTQ+ community,” said board member and Chief Marketing Officer, Saldy Suriben.

Silicon Valley Pride organizes the annual LGBTQ+ Parade and Festival in downtown San Jose every last weekend of August. It also holds a variety of events throughout the year to educate and uplift the entire LGBTQ+ community in the South Bay and beyond.

For information on Silicon Valley Pride and its events, visit www.svpride.com or the organization’s Facebook and Instagram pages.

About Silicon Valley Pride

For over 40 years, Silicon Valley Pride, formerly San Jose Pride, has honored the Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, Asexual (LGBTQIA+) community and its allies with a Pride parade and festival. The annual parade and festival are produced by the Gay PRIDE Celebration Committee of San Jose (GPCCSJ, Inc.) an incorporated non-profit organization wholly organized and staffed by volunteers. We are the largest PRIDE organization in Northern California, outside of San Francisco. Attendees come from all over the Bay Area to participate in the festival and related events. The festival attracts thousands of guests each year and is the largest LGBTQ event held in the South Bay.

Gay Pride Celebration Committee of San Jose DBA Silicon Valley Pride
1346 The Alameda, PMB 508, Suite 7
San Jose CA 95126-2699
www.svpride.com