



**Capital  
Pride**  
Ottawa's most colourful festival  
Le plus coloré des festivals d'Ottawa  
**Fierté  
dans la capitale**



When thinking about what makes our festival special, I thought back to the decision to rebrand the name of the festival to “Capital Pride”, to better represent the national capital region. This specifically references our unique status as the nation’s capital, and it was the inspiration for this design.

On a map, a national capital is often represented with a star surrounded by two circles. The star is also often used to symbolize something special, outstanding or significant.

A star attraction, a porn star, a superstar, four star restaurant... It has a positive meaning and for Capital Pride represents credibility, resilience and endurance. The circles represent the first letter of the capital city, Ottawa.

Purple is often used to represent queer identity. A few other reasons:

- Violets or pansies were worn by men and women in England in the 1500s who refused to marry;
- Purple or lavender is the colour that is produced by mixing pink and blue, and has been used as a middle colour to represent bisexuality, gender fluidity or the “third sex” – i.e. gay or lesbian;
- The hyacinth, a purple flower is named after the male lover of Apollo, Hyacinthus;
- Narcissus, another flower that is described as purple in myths is named after the man who fell in love with his own image. Another myth tells of Persephone, who when picking up a narcissus was taken to the underworld, became Hades’ queen and also companion to the goddess Hekate.

Finally, the lettering and overall design is slanted because we’re anything but straight. It also makes it dynamic, progressive and fun.



- Glenn Crawford, *Jack Of All Trades Design*



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