



THE MISSING PIECE

Creating an Inclusive Workplace for
LGBTQI+ Employees in Sri Lanka

BE MY VOICE

Colour
our
the
life.



01. Research

get ready for final major project

background

in january 2024 you will start work on your final major project [fmp] — it is 50% of your marks for year 3

the project is a showcase for your research, design + technical skills. use it to shape your own, distinctive practice ready for working + studying in the mid 2020s + beyond

in january, you will write a project proposal that defines your research question + sets clear objectives. you review + revise these throughout the project

why

this short brief gets you thinking about your fmp early. most good design projects start with an exciting question — the extra time now will help you develop your one by january 2024

you're not committing to anything at this stage — so keep an open mind + don't worry if you can't yet imagine your fmp

brief

1

write a list of design specialisms — include some you are good at + others you want to explore, eg:

animation
augmented / virtual reality
editorial design
user experience design

2

write a list of problems — big or small, global or local, eg:

climate change
food poverty
information overload
social anxiety

3

aim for ten items minimum in each list. mix them until you find at least three interesting combinations, eg:

animation + climate change

4

spend a day researching each combination. look at artists + designers, mylibrary.uca.ac.uk for expert sources, blogs, podcasts, etc. analyse your research — are links + patterns emerging?

5

for each combination, summarise your research on one a3 sheet. bring printouts on 28 september

Overview

Discrimination against LGBTQI+ individuals in the workplace is a significant issue, and it can take many forms, from obvious acts of prejudice to subtle forms of bias. This kind of discrimination can make LGBTQI+ employees feel uncomfortable, unappreciated, and even pressured to leave their jobs. As a graphic designer, you have a unique opportunity to support the LGBTQI+ community and promote inclusivity through your creative work.

LGBTQI+ individuals in the workplace may experience discrimination in various ways, such as being denied job opportunities or promotions, facing unfair treatment or harassment, experiencing subtle forms of discrimination, feeling excluded in conversations, and dealing with unsupportive policies for same-sex couples or non-traditional families.

The impact of such discrimination can be significant, leading to feelings of isolation and stress for those who feel alone in their workplace due to their gender identity or sexual orientation. It can also result in mental health challenges from the need to hide one's identity or endure a hostile work environment, as well as economic consequences like job loss or limited career advancement opportunities.

The LGBTQI+ community in Sri Lanka faces societal, political, and legal challenges that have led to their isolation and separation from the wider society. This exclusion has made it difficult for them to access services and has increased their exposure to social and economic exclusion. Moreover, the discrimination and bias they face from society create barriers, causing many individuals within the LGBTQI+ community to hide their identities and endure different types of prejudice and violence.

It's crucial for Sri Lankan organizations to create an inclusive work environment that welcomes diversity and provides support. LGBTQI+ employees. While efforts have been made to promote inclusivity, the LGBTQI+ community still faces obstacles at work due to the lack of protections and societal biases.

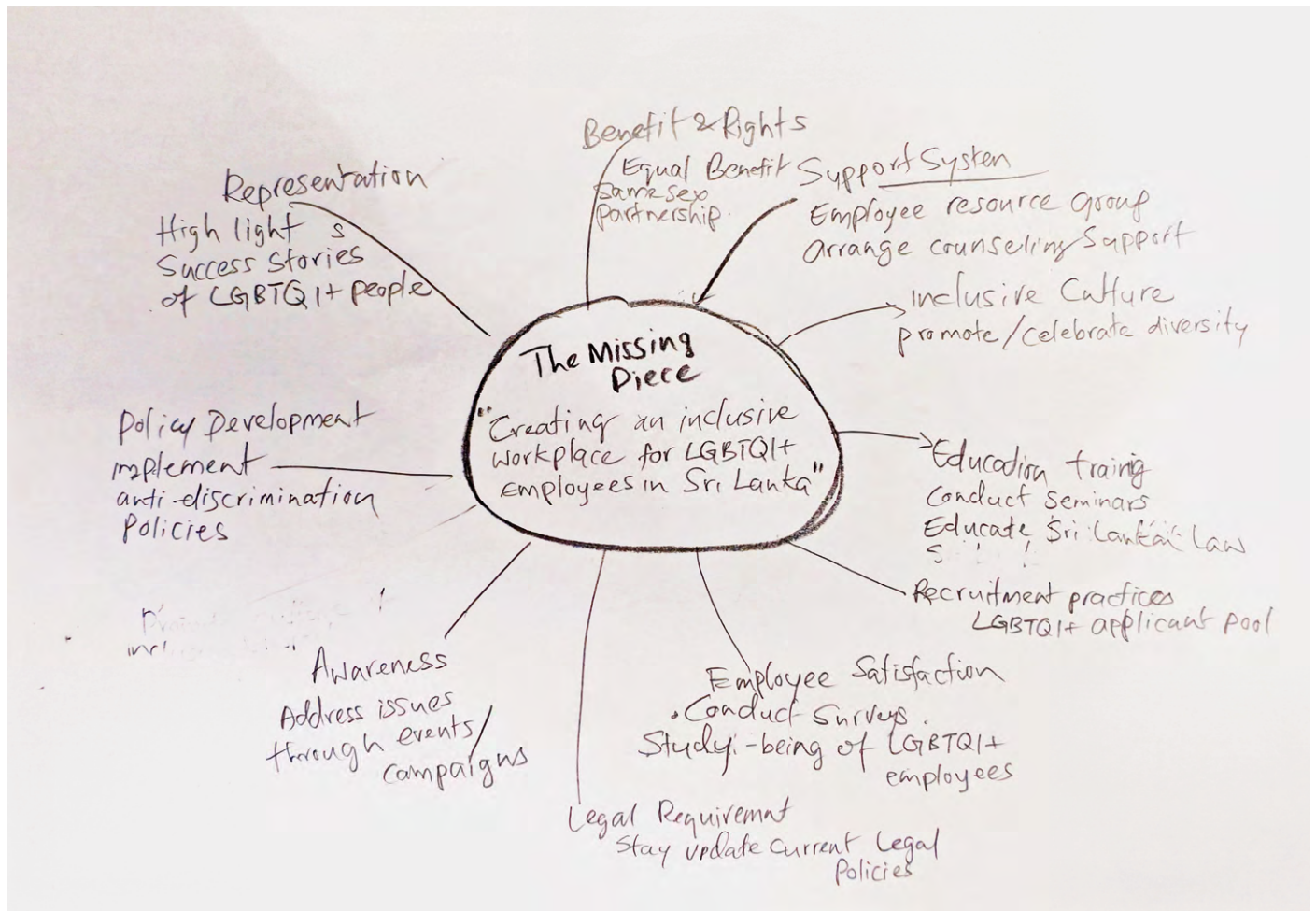
Graphic design influences many aspects of our daily lives. As a graphic designer, it's important to promote diversity and inclusivity through design. This can be achieved by creating logos, branding materials, and campaigns that represent the LGBTQI+ community using symbols and color palettes that resonate with them. Additionally, designing materials for events such as Pride Month can help celebrate LGBTQI+ identities and promote visibility, ultimately creating a sense of community and belonging.

In conclusion, graphic design is a crucial ally in the fight for LGBTQ+ rights and acceptance. It not only amplifies the community's voice but also weaves a tapestry of shared experiences and aspirations. As society moves towards greater inclusivity, the role of graphic design in shaping and reflecting LGBTQI+ identities will undoubtedly continue to grow.

Creating an inclusive workplace for LGBTQI+ employees in Sri Lanka

Mind mapping, a visual tool that aids in organizing information, is an indispensable asset for graphic designers. I have taken on the important and challenging task of advocating for LGBTQI+ rights and addressing discrimination in the workplace.

In this endeavor, I am exploring the potential of utilizing graphic design as a powerful medium to bring about positive change and raise awareness.





LGBTQI+ Rainbow Flag Gilbert Baker

The LGBTQI+ Rainbow Pride Flag, also known as the Rainbow Flag, was created by Gilbert Baker in 1978. Gilbert Baker, an acclaimed artist, gay rights advocate, and drag queen, designed the flag as a new symbol for the LGBTQI+ community at the behest of his friend, politician Harvey Milk. The flag made its first appearance at the San Francisco Gay Freedom Day Parade on June 25, 1978.

Baker and a group of volunteers hand-dyed and stitched the initial flags for the parade. The original design featured eight colors, each representing different concepts, from sexuality to harmony with nature. Over time, the flag has been altered, usually with six stripes, and has evolved into a global symbol of LGBTQI+ pride and diversity.

Gilbert Baker made the deliberate choice not to trademark the Rainbow Flag because he wanted it to be an open and inclusive symbol for the community. His creation has since become an iconic and enduring symbol of the fight for LGBTQI+ rights, proudly displayed worldwide as an expression of unity and support for the community.

The flag's significance and influence continue to expand, recognized as a symbol of acceptance, community, diversity, and love⁴. Baker's legacy lives on through the flag, which remains a potent and evocative symbol of the ongoing struggle for equality and recognition within the LGBTQI+ movement.

Flag [\[edit\]](#)

Main article: Rainbow flag (LGBT movement)

The colors on the Rainbow Flag reflect the diversity of the LGBT community. When Baker raised the first rainbow flags at San Francisco Pride (his group raised two flags at the Civic Center) on June 25, 1978, it comprised eight symbolic colors.^{[30][31][32]}

Hot pink		Sex
Red		Life
Orange		Healing
Yellow		Sunlight
Green		Nature
Turquoise		Magic/Art
Indigo		Serenity
Violet		Spirit



The six-color version of the pride flag is most common. The original version from 1978 featured two additional stripes—hot pink and turquoise—which were removed for manufacturing and practical reasons.



RAINBOW FLAG EXHIBIT
by GILBERT BAKER
LGBT COMMUNITY CENTER
NEW YORK CITY, JUNE 2002

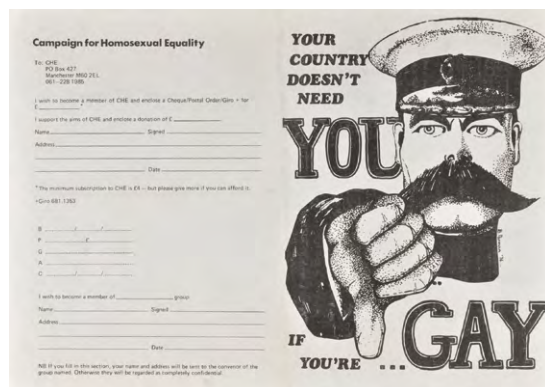
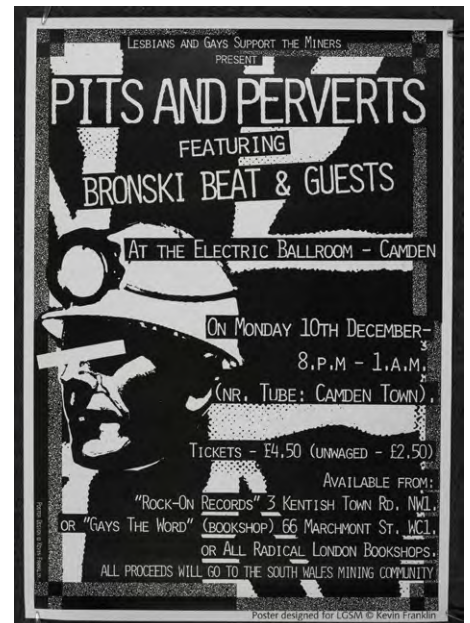
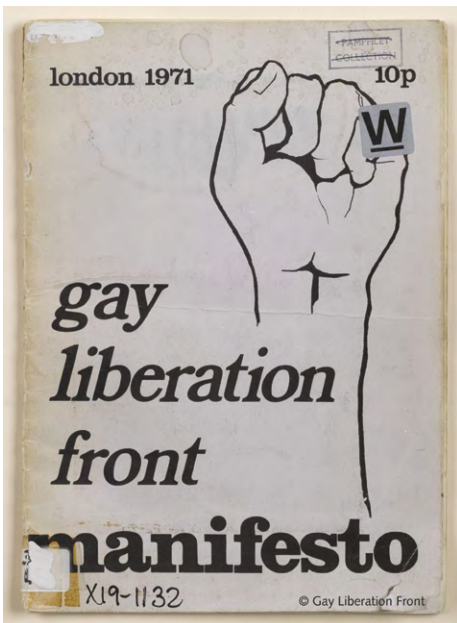
A Brief History: The Campaigning Visuals of LGBTQI+ Design

<https://designlab.com/blog/rainbow-flag-history-lgbt-design-campaign-graphics>

The historical criminalization and pathologizing of minority sexual orientations and gender identities in the 1960s, as well as the associated social stigma and its enduring impact on mental health and homelessness.

A few decades ago, the LGBT+ community faced a lot of oppression and criminalization. It might seem like things have changed now, but that's not true. Same-sex marriage is still a big issue in many

developed countries, and there are still many other inequalities. The stigma and oppression against the global LGBT+ community are extreme and shocking. The fight for social respect and legal equality continues, with new challenges at home and around the world.



Gilbert font created in tribute to designer of Rainbow Flag

<https://www.dezeen.com/2017/04/28/gilbert-baker-font-tribute-designer-lgbtq-rainbow-flag/>

After learning about Baker's passing earlier this month, Ogilvy & Mather, a former collaborator based in London, joined forces with organizations Newfest and NYC Pride, as well as foundry Fontself, to develop a font in honor of his impact on LGBTQ communities.

This craft was a commemorative piece that honors his legacy and commemorates the iconic rainbow flag.

The power lies in the colors and the significance behind each of them. That was the primary inspiration: to celebrate something created that truly transformed people's perception of that community.



Advocates for Trans Equality

<https://www.pentagram.com/work/advocates-for-trans-equality/story>

The visual identity of A4TE represents the strength and vibrancy of the trans community while also reflecting the seriousness required for dealing with legal and political matters. The brand is versatile and can fit in at various events, legal proceedings, fundraisers, and government hearings. Its graphic elements are designed to adapt its message as needed.

The brand's new logo is simple, powerful, and easy to recognize. It focuses on the "T" for trans and uses a unique shade of magenta in its color scheme, which is unusual for advocacy groups. This color also subtly nods to the colors of the trans flag.



Serif: Brand identity, strategy, messaging and digital design for a new space connecting LGBTQI+

<https://www.pentagram.com/work/serif/story>

The Serif brand identity is human, artful, and energetic, inspired by movement and connection. The name "Serif" suggests an added stroke or flourish, and the wordmark is highly flexible, featuring dynamic typography that changes to convey different personalities, identities, and facets. The fluid shapes and curves can be exaggerated to create graphic compositions and content windows.

The designers expanded the logotype to a

customized alphabet with alternate versions for every letter, expressing fluidity and individuality. These glyphs are used as personal icons on the platform and can be used throughout the brand as typographic accents. The logo is accompanied by a pair of brand typefaces that reflect its contrasting widths. The refinement of the logo is emphasized by the strong sans serif GT America (from Grilli Type), while Nib (from Colophon) has its own unique serifs.



Research / Creative works by others

Proud Whopper

<https://www.pentagram.com/work/advocates-for-trans-equality/story>

In 2014, Burger King introduced a special burger called the Proud Whopper during the San Francisco Pride Parade. The burger was wrapped in rainbow colors and attracted a lot of attention. When customers unwrapped the burger, they found a message inside: "we are all the same inside." This campaign aimed to convey the message that the Proud Whopper was no different from any other burger.

Designer Rodrigo Bistene



How a wrapper made the world talk about acceptance and equal rights.

In 2014, Burger King introduced the Proud Whopper, a burger wrapped with the colors of the rainbow. People flouted Burger King to find out what was so different about this Whopper. But when they opened the wrapper, they found the same Whopper they've always loved. The message on the wrapper explained everything: "we are all the same inside!"

The launch generated a film, which took over social media and mass media publications, gathering 7 million views, 1.3 billion impressions worth \$21 million in ad value, 450 thousand blog mentions, and becoming the #1 trending topic on Facebook and Twitter. People spontaneously auctioned Proud Whopper wrappers on eBay for up to \$1000. In the end, the Proud Whopper became more than a hamburger wrapper, it became a proclamation of equality.



Open wrap front:



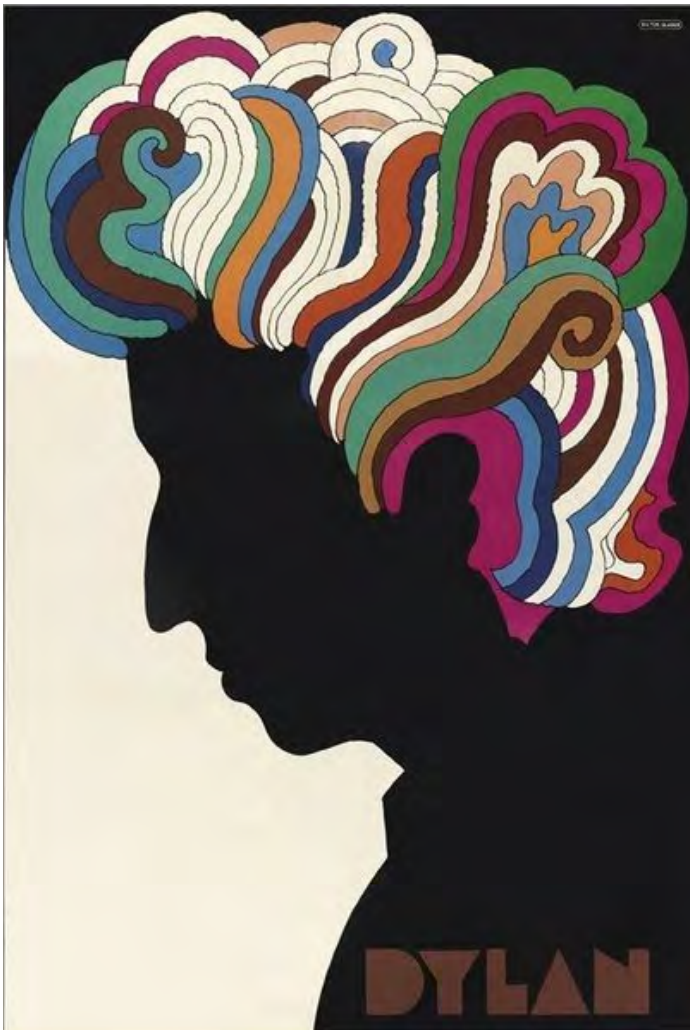
Open wrap back:



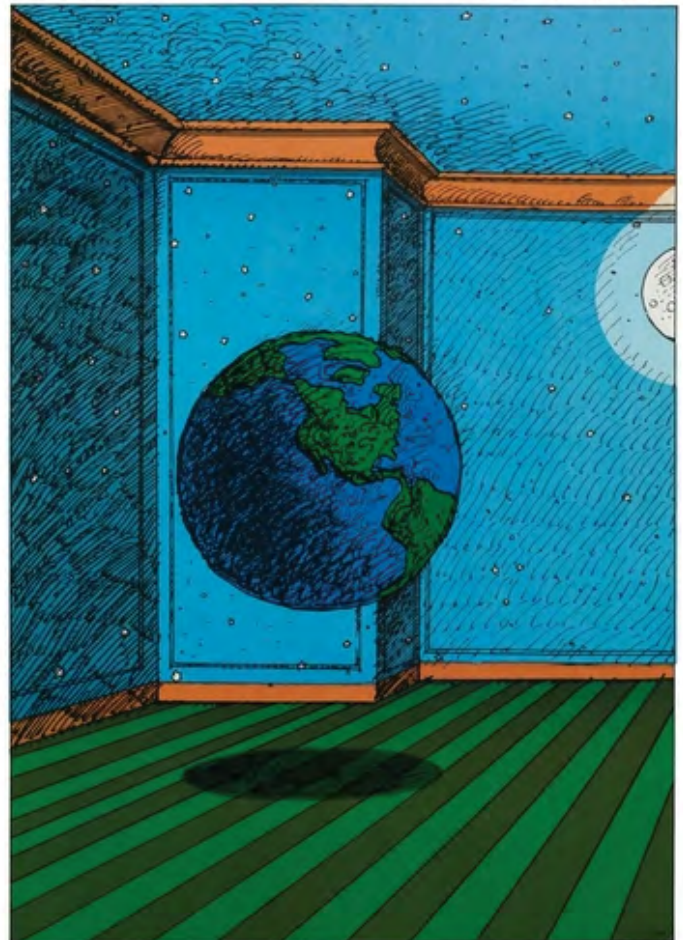
Research / Inspirational works by famous designers and artists

Milton Glaser, a well-known graphic designer in the United States, has created numerous posters, publications, and architectural designs throughout his lengthy career. He is best known for his iconic I LOVE NY branding, logos for Target and JetBlue, the opening title sequence to Mad Men, and poster designs for musician Bob Dylan.

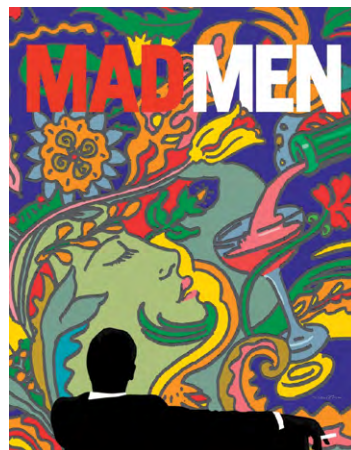
Glaser emphasized the importance of the connection between seeing and understanding in his work, transforming the concept of creating powerful and timeless designs. His work reflects a deep understanding and conceptual thinking, combined with a diverse visual language.



GIVE EARTH A CHANCE



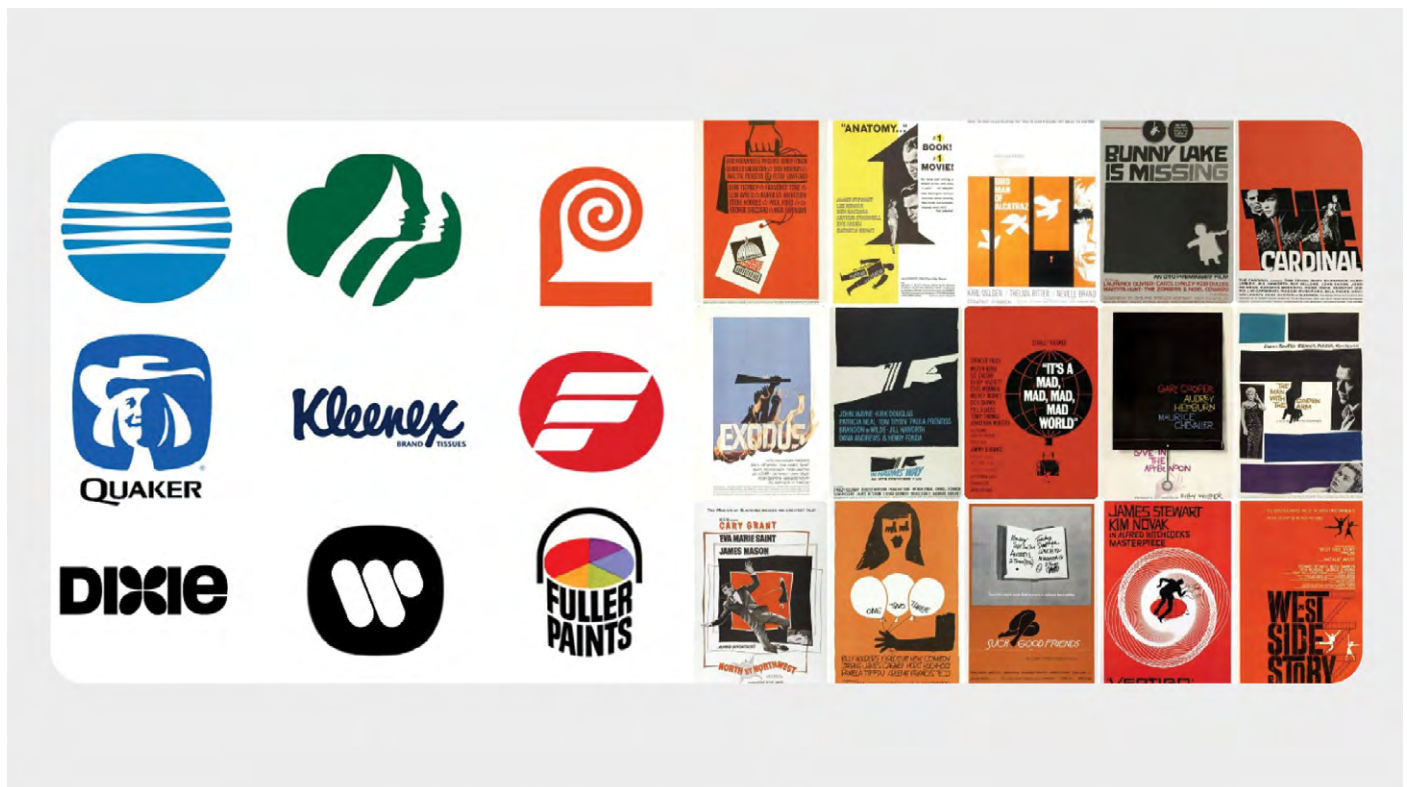
Environmental Action Coalition



Research / Inspirational works by famous designers and artistst

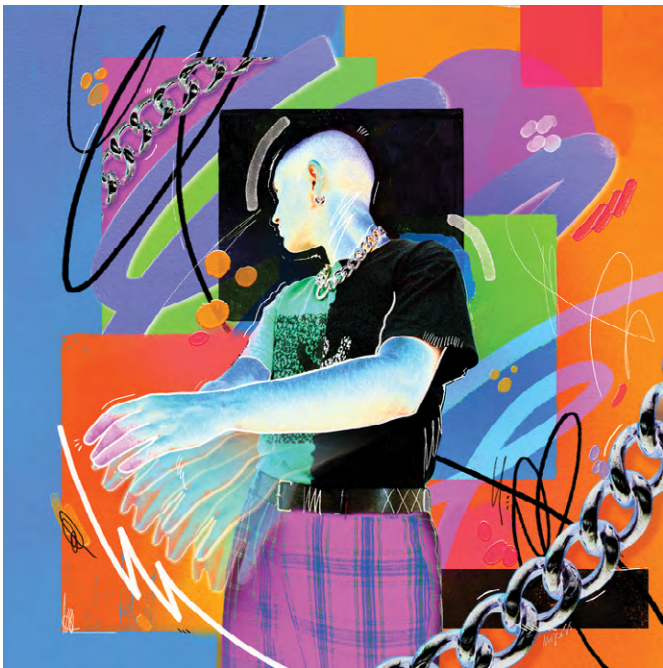
Saul Bass was a talented artist who revolutionized the way text was used in movies. He brought words to life by making them move and interact in the opening and closing credits of films. Some of his famous works include the titles for movies like Psycho, Vertigo, West Side Story, The Man with the Golden Arm, and The Shining.

Apart from movies, he also created logos for well-known brands like Quaker Oats and Kleenex. Even though these logos have changed over time, they still have the essence of Saul Bass's original designs.



Research / Inspirational works by famous designers and artists

Aries Moross (previously Kate Moross) founded their studio in 2012 working on branding and commercial projects for brands like Nike and Ray-Ban. Yet, with their starkly original, bright, and chaotic typography, the studio found itself focused on music-related projects. Notably, they have created designs and artwork for One Direction and the Spice Girls' comeback tour.





02. Design Assets

Creating a system for a brand with such extensive scope requires finding a balance between maintaining design consistency and allowing for creative freedom.

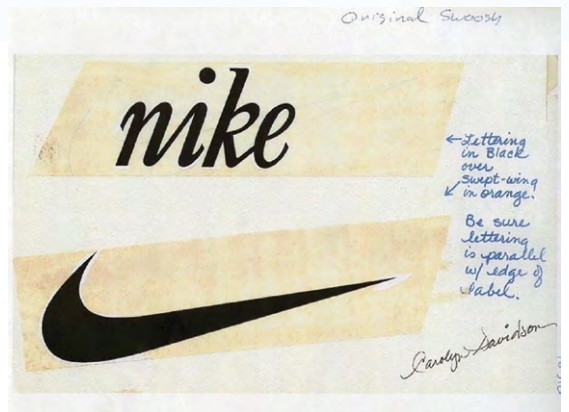
Developing a brand for the LGBTQI+ community is a challenging task, as it involves addressing their concerns and representing their voice. It is crucial to establish a cohesive identity across all platforms, using behavioral principles to create a consistent yet adaptable experience.

Design assets / Logos by other designers

When creating a logo, it's crucial to make sure it truly represents your brand and speaks to your intended audience. To do this, it's helpful to look at other logos to see what makes them effective or not. By studying well-known logos, I can learn what makes a logo strong and interesting.

Creating a logo to represent the LGBTQI+ community is a complex undertaking.

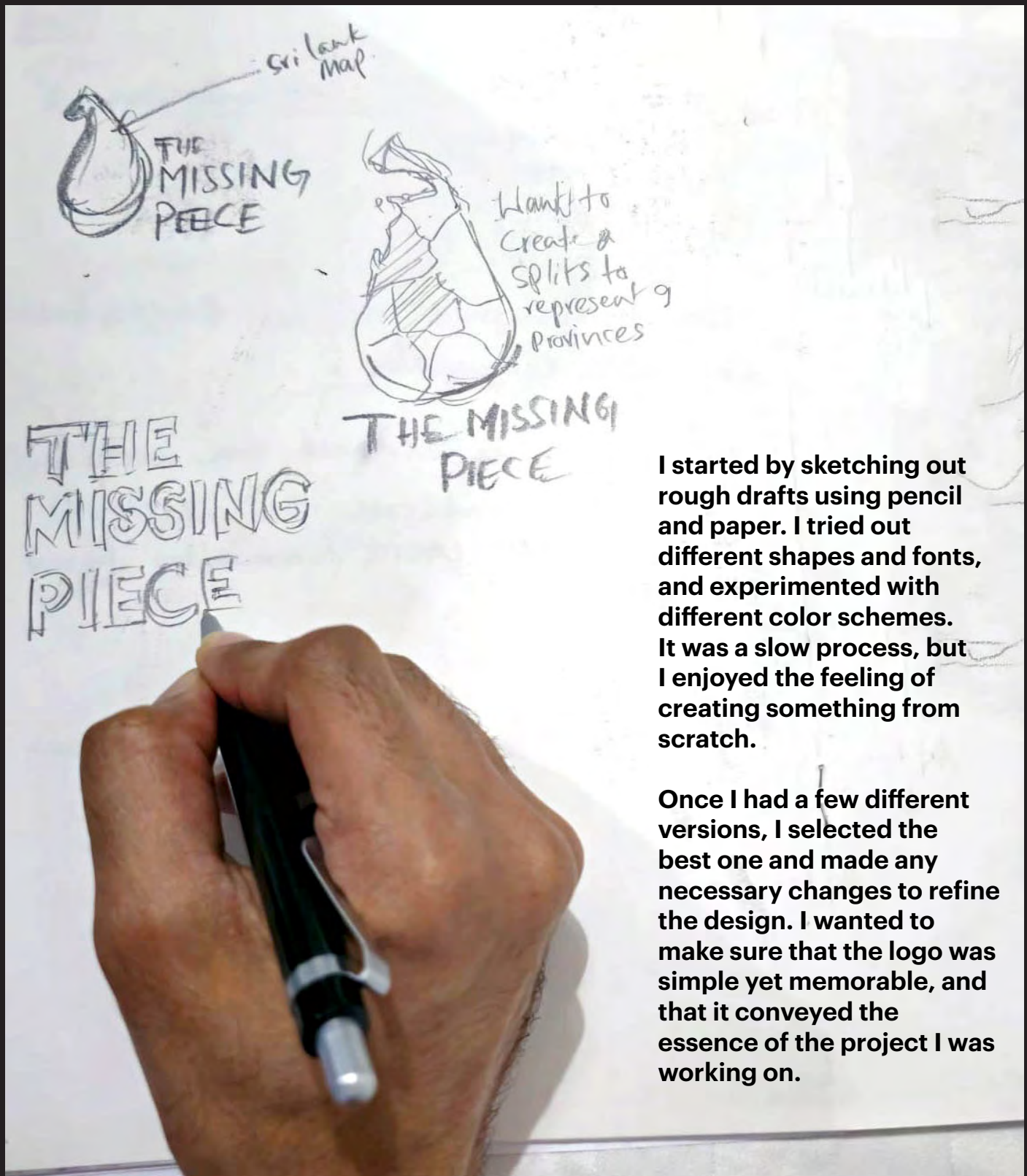
It requires careful consideration to effectively convey the intended message through design. The logo should be distinctive and memorable to make a meaningful impact. With thoughtful attention to detail, I aim to craft a logo that authentically embodies the brand and fosters success.



Design assets / Constructing sketches

When sketching to capture an idea, it's crucial to use user-friendly tools that don't create unnecessary barriers. For this specific project, I experimented with various logos that needed to encapsulate the essence of Sri Lanka and the LGBTQI+ community. The goal was to address the issues faced by the local LGBTQI+ community in Sri Lanka.

The logo design had to be simple yet memorable to effectively convey the desired message.



I started by sketching out rough drafts using pencil and paper. I tried out different shapes and fonts, and experimented with different color schemes. It was a slow process, but I enjoyed the feeling of creating something from scratch.

Once I had a few different versions, I selected the best one and made any necessary changes to refine the design. I wanted to make sure that the logo was simple yet memorable, and that it conveyed the essence of the project I was working on.





Squares
Make the
Map.

THE MISSING
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THE
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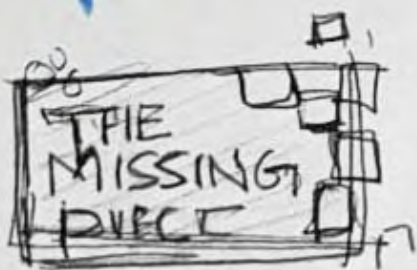
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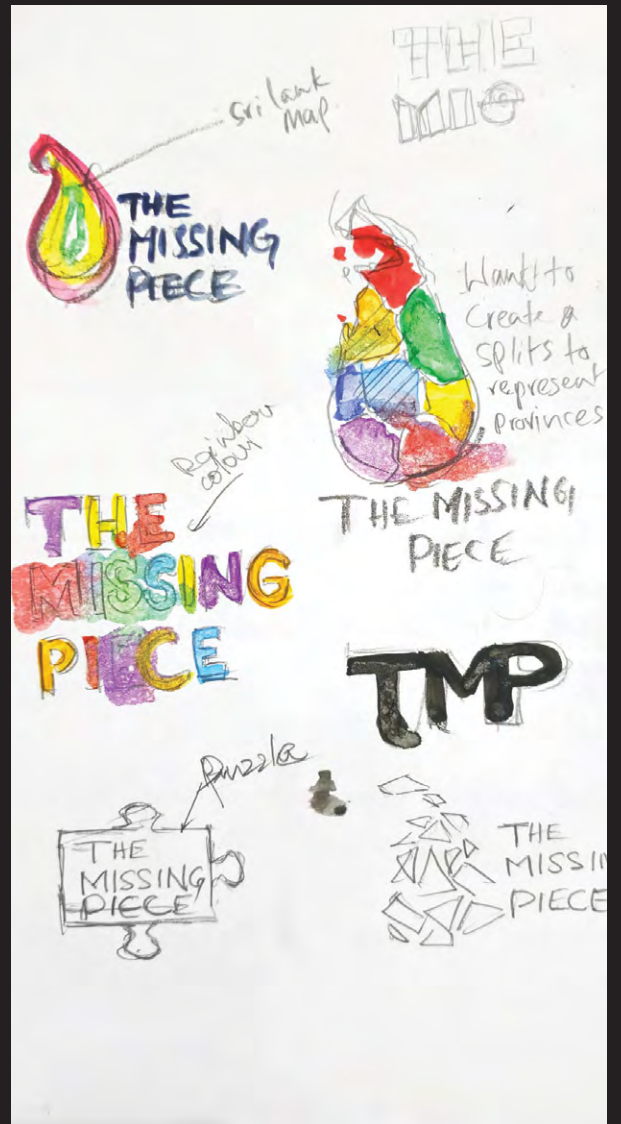
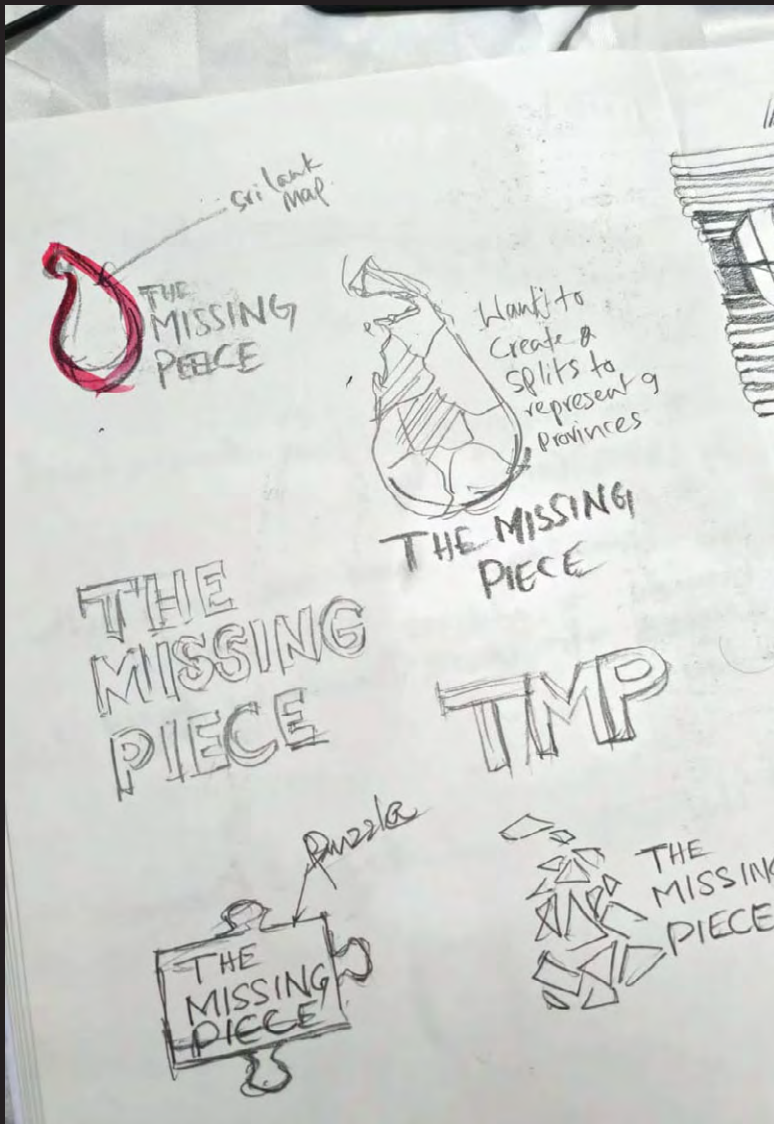
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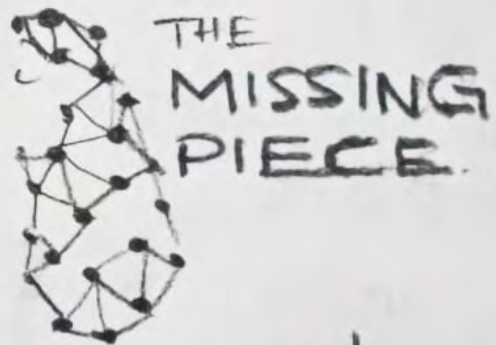
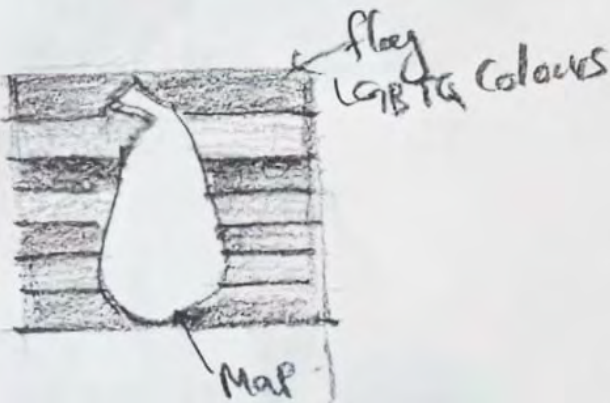
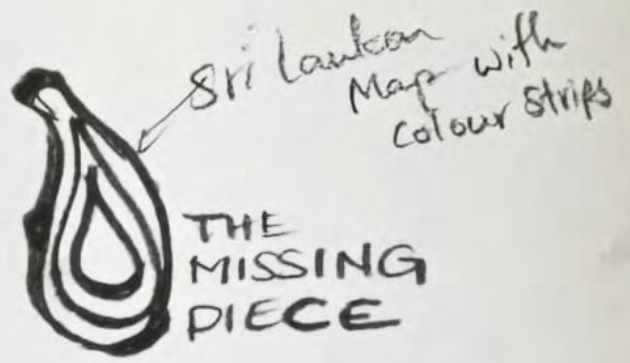
THE
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The
Missing
piece.



Triangle shapes.



Connecting points
Connecting community



Design assets / Logo digitisation

After sketching several logo concepts by hand, I shifted to digitizing the chosen design. During this phase, I explored various styles and colour palettes to find the perfect match for the concept. It was important to me that the logo aligned with the overall brand vision, so I took a deliberate and methodical approach to refine the design and ensure it met all the necessary criteria.

Logo option 01

The vibrant and bursting logo captures the essence of celebration and inclusivity, symbolizing the spirit of joy and acceptance within the LGBTQI+ community.



**Creating an Inclusive Workplace for
LGBTQI+ Employees in Sri Lanka**



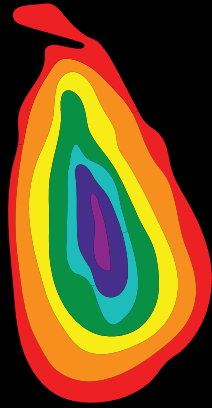
**Creating an Inclusive Workplace for
LGBTQI+ Employees in Sri Lanka**

Design assets / Computer Generated Logo Experiment

Logo option 02

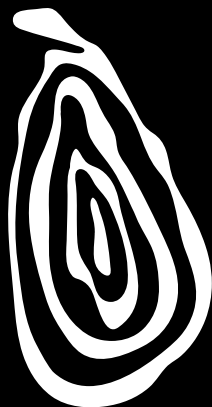
The logo features the map of Sri Lanka filled with vibrant LGBTQI+ rainbow colors, creating a visually captivating and inclusive design.





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LGBTQI+ Employees in Sri Lanka



THE MISSING PIECE

Creating an Inclusive Workplace for
LGBTQI+ Employees in Sri Lanka

Design assets / Computer Generated Logo Experiment

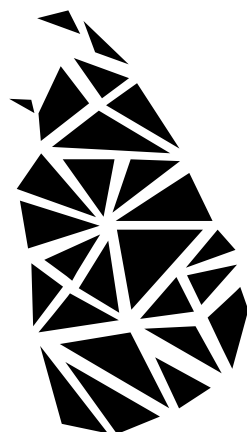
Logo option 03

I utilized fragmented triangle shapes to construct the Sri Lankan map, seamlessly integrating them with a sophisticated and professional font to produce a polished and distinctive visual representation. Triangles are associated with stability and ingenuity, as well as mysticism, and the arts.



THE MISSING PIECE

Creating an Inclusive Workplace for
LGBTQI+ Employees in Sri Lanka



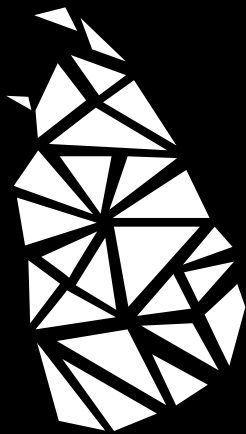
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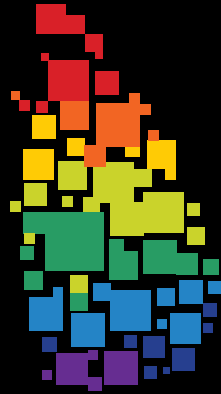
Creating an Inclusive Workplace for
LGBTQI+ Employees in Sri Lanka

Design assets / Computer Generated Logo Experiment

Logo option 04

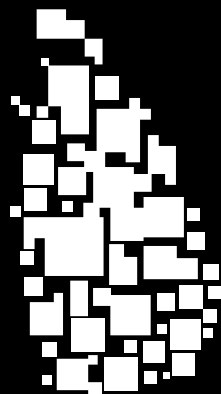
Squares and rectangles translate to feelings of stability and balance in the human mind. As such, secondary psychological associations of reliability and stability often occur.





THE MISSING PIECE

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LGBTQI + Employees in Sri Lanka



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LGBTQ+ Employees in Sri Lanka



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Design assets / Brainstorming

Review with Antony

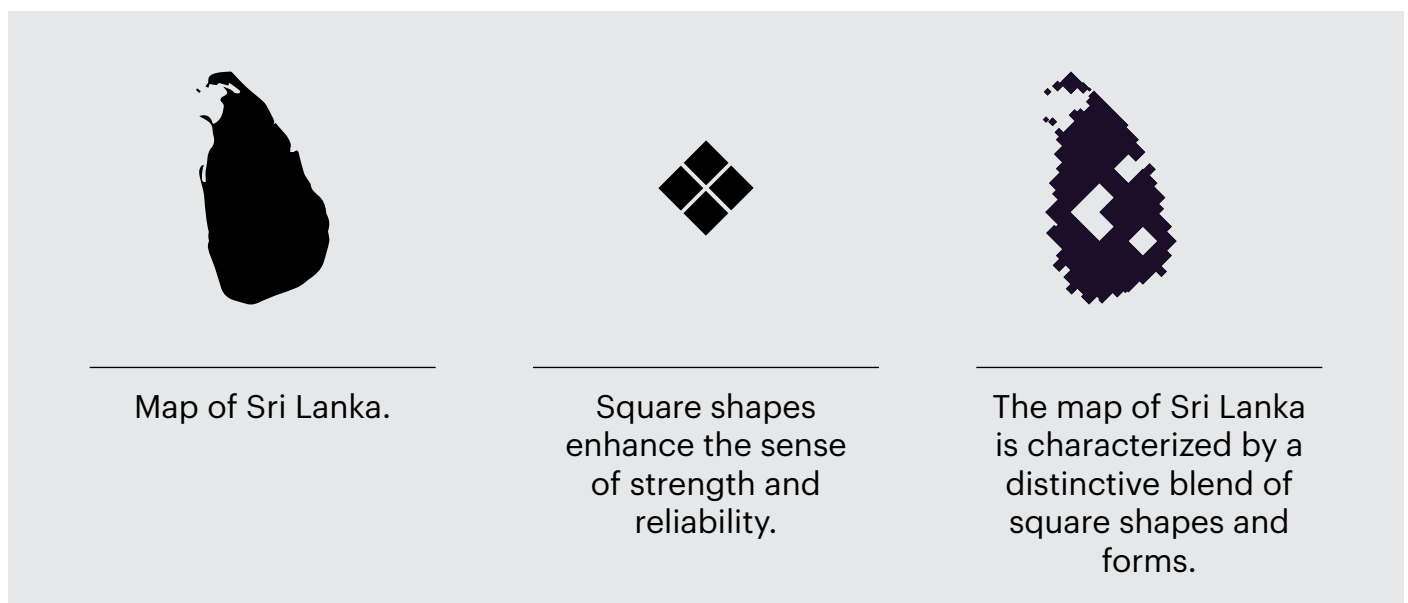
During the discussion with lecturer Antony about design and, he emphasized the significance of choosing the right logo. He explained that it's essential to carefully consider this aspect to ensure effective message delivery and visual appeal. Antony suggested examining the logo on various surfaces to ensure its clarity and stressed the importance of maintaining its quality while exploring different options to find the most suitable one.



Design assets / Final logo

After conducting multiple logo design experiments, I have developed an exciting concept. The logo features squares positioned at 45-degree angles, symbolizing a concerted effort to accurately capture the strength of the LGBTQI+ Community. I intend to incorporate square shapes into the design, as squares are widely recognized symbols of stability and security. Additionally, the square form also serves as a representation of the Sri Lankan map, with some squares in the central area removed to denote incompleteness, symbolizing that LGBTQI+ people have not yet received their full rights. The vibrant colors chosen for the squares are specifically selected to represent the LGBTQI+ community, making this logo both relevant and contemporary.

Main concept of logo



Logo with Tag Line



Logo without Tag Line





Design assets / Slogan

I created a powerful new slogan, "BE MY VOICE," which will be prominently featured in our upcoming campaign. This impactful slogan will be incorporated into all campaign materials, including promotional items like T-shirts, banners, and posters. "BE MY VOICE" will serve as the central theme of our campaign, emphasizing the importance of speaking out and being heard. It aims to reach the public and raise awareness, giving voice to marginalized individuals and standing in solidarity with them to amplify their voices.

I carefully selected the Graphika Black typeface to enhance the visual impact of the "BE MY VOICE" slogan, making it visually striking and underscoring the importance of the overall concept. Additionally, I intentionally incorporated the colors representing the LGBTQI+ community as a way to show solidarity and support for LGBTQI+ individuals.

**BE MY
VOICE**

**BE MY
VOICE**

**BE MY
VOICE**

EMMY

VOICE



03. Brand Guideline

This guidelines provide a constructive approach to effectively utilizing The Missing Puzzle assets while preserving the authenticity of our brand.

Brand guideline / Clear space

The clear space rule is a crucial element that should be taken into consideration while using our logo. This rule refers to the minimum area around the logo that must be kept free from any other visual elements such as text, images, or graphics. It's important to maintain this clear space to ensure that our logo remains distinct, legible, and recognizable, regardless of where it is placed or used.

The amount of clear space required may vary depending on the scenario and context of the logo's usage. Therefore, it's essential to assess the situation carefully and determine the appropriate clear space needed to maintain the integrity of our brand.



The height of the letter 'E' will be utilized as clear space. This means that the area surrounding the letter 'E' will be kept free of any text or graphics so that it remains distinct and easily recognizable. It is an important design consideration that ensures legibility and clarity of the message.

Brand guideline / Logo misuse

Anything listed below should be avoided when using logo.



✗ Do not distort the symbol



✗ Do not change logotype



✗ Do not change the proportion



✗ Do not add any effects



✗ Do not misuse colourways



✗ Do not put the logo in a busy image



✗ Do not change the position



✗ Do not place logo on any element

Brand guideline / Typography

Graphik is our primary font. We use it in various weights in everything from headlines to body copy. This primary font is for use in materials created by design and digital specialists .

Graphik Black

Graphik Bold

Graphik Bold Italic

Graphik Semibold

Graphik Semibold Italic

Graphik Medium

Graphik Medium Italic

Graphik Regular

Graphik Regular Italic

Graphik Light

Graphik Light Italic



Brand guideline / Colour palette

When choosing a brand color for a community as significant as the LGBTQI+ community, it is crucial to consider the symbolism and representation it conveys. In this case, I opted to use the official rainbow colors that are featured on the LGBTQI+ flag. These vibrant colors not only signify strength and harmony but also hold individual meanings, with each color representing a unique aspect of the community.

Hex F06BA8

CMYK 0, 73, 0, 0

RGB 240, 107, 168

Pantone 218

Hex E40303

CMYK 0, 99, 99, 11

RGB 228, 3, 3

Pantone 1797

Hex FFED00

CMYK 0, 7, 100, 0

RGB 255, 237, 0

Pantone 107

Hex FF8C00

CMYK 100, 0, 70, 50

RGB 255, 140, 0

Pantone 356

Hex 008026

CMYK 0, 73, 0, 0

RGB 0, 128, 38

Pantone 218

Hex FFED00

CMYK 0, 7, 100, 0

RGB 255, 237, 0

Pantone 107

Hex 24408E

CMYK 75, 55, 0, 44

RGB 36, 64, 142

Pantone 12748

Hex 732982

CMYK 12, 69, 0, 49

RGB 115, 41, 130

Pantone 2607



04. Brand Application

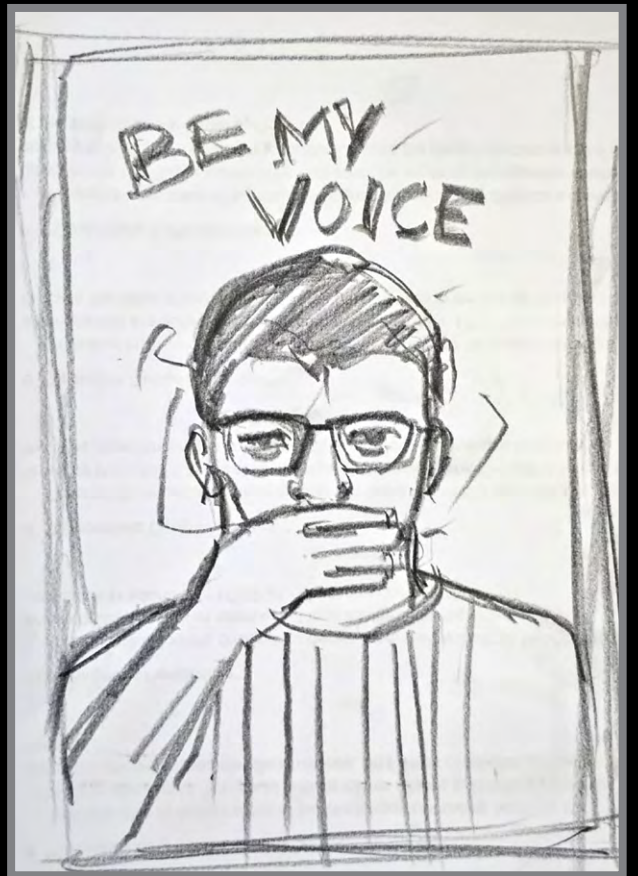
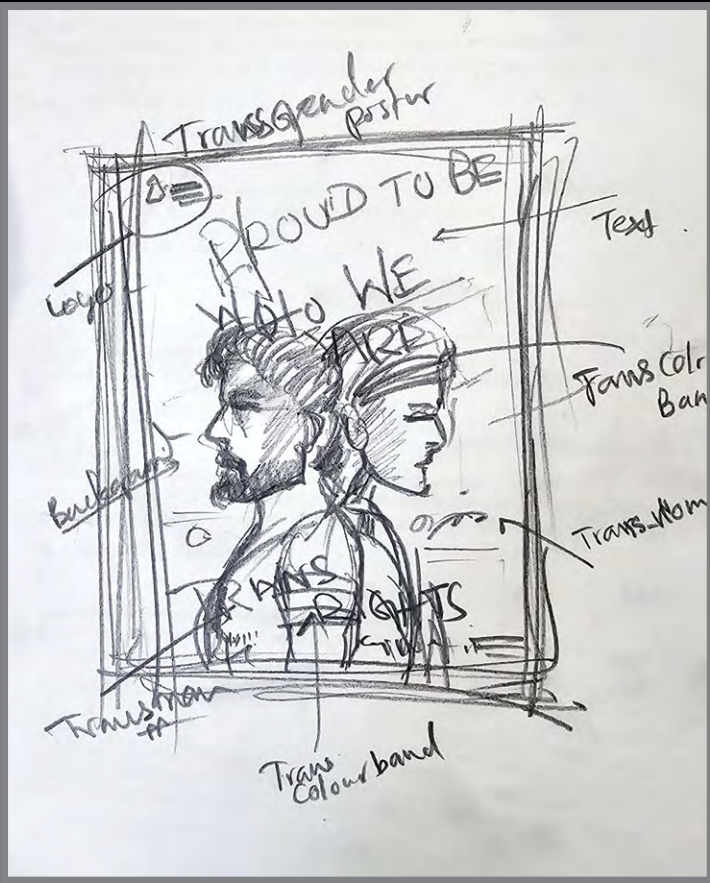
This guidelines provide a constructive approach to effectively utilizing The Missing Piece assets while preserving the authenticity of our brand.

Brand application / Posters

Mood board

I began the poster design process by developing a mood board that featured a diverse selection of illustrative works. Instead of relying on photographs, I opted to create the poster from scratch, drawing inspiration from renowned artists such as Picasso and his distinct cubism style, as well as the unique color application of Aries Moross. I was particularly drawn to Moross's emphasis on vibrant colors in her art style.

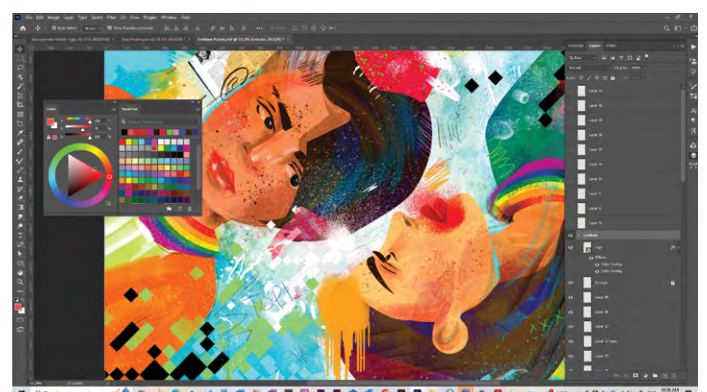
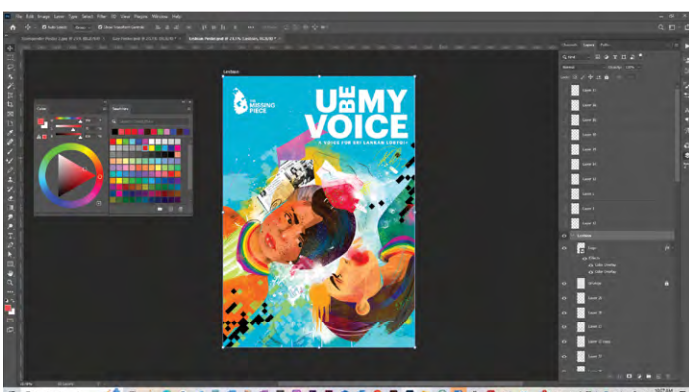
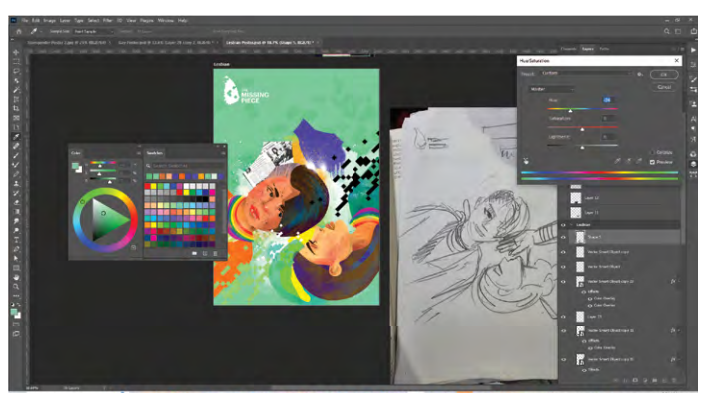
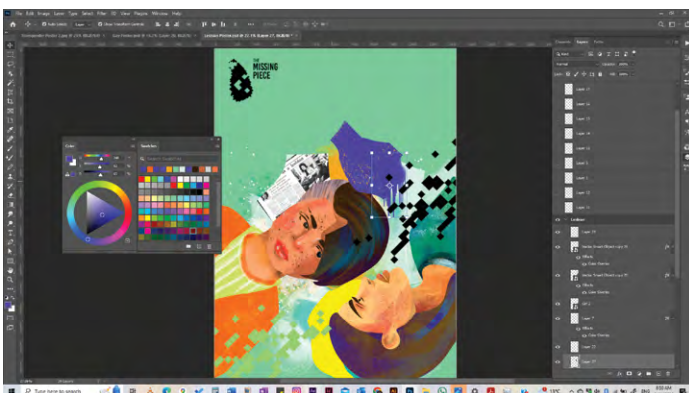
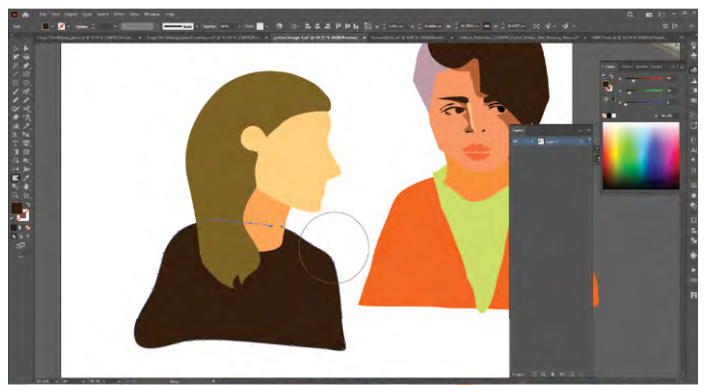
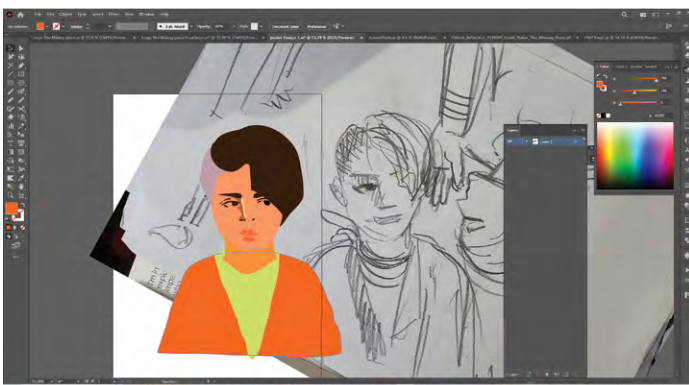




Brand application / Digital art progress

Poster for Lesbian Community

Designing a visually appealing and thoughtfully crafted poster specifically tailored to represent the Lesbian community (LGBTQI+) can play a vital role in increasing visibility and understanding of this marginalized group. Through the use of vibrant colors, meaningful imagery, and inclusive language, such a poster has the potential to raise awareness about the unique issues and challenges faced by lesbian individuals. Additionally, it can serve as a powerful educational tool, shedding light on the rich diversity within the LGBTQ community and promoting inclusivity. By celebrating the multifaceted identities and experiences of lesbians, the poster can foster a sense of belonging and acceptance, ultimately contributing to a more inclusive and empathetic society.

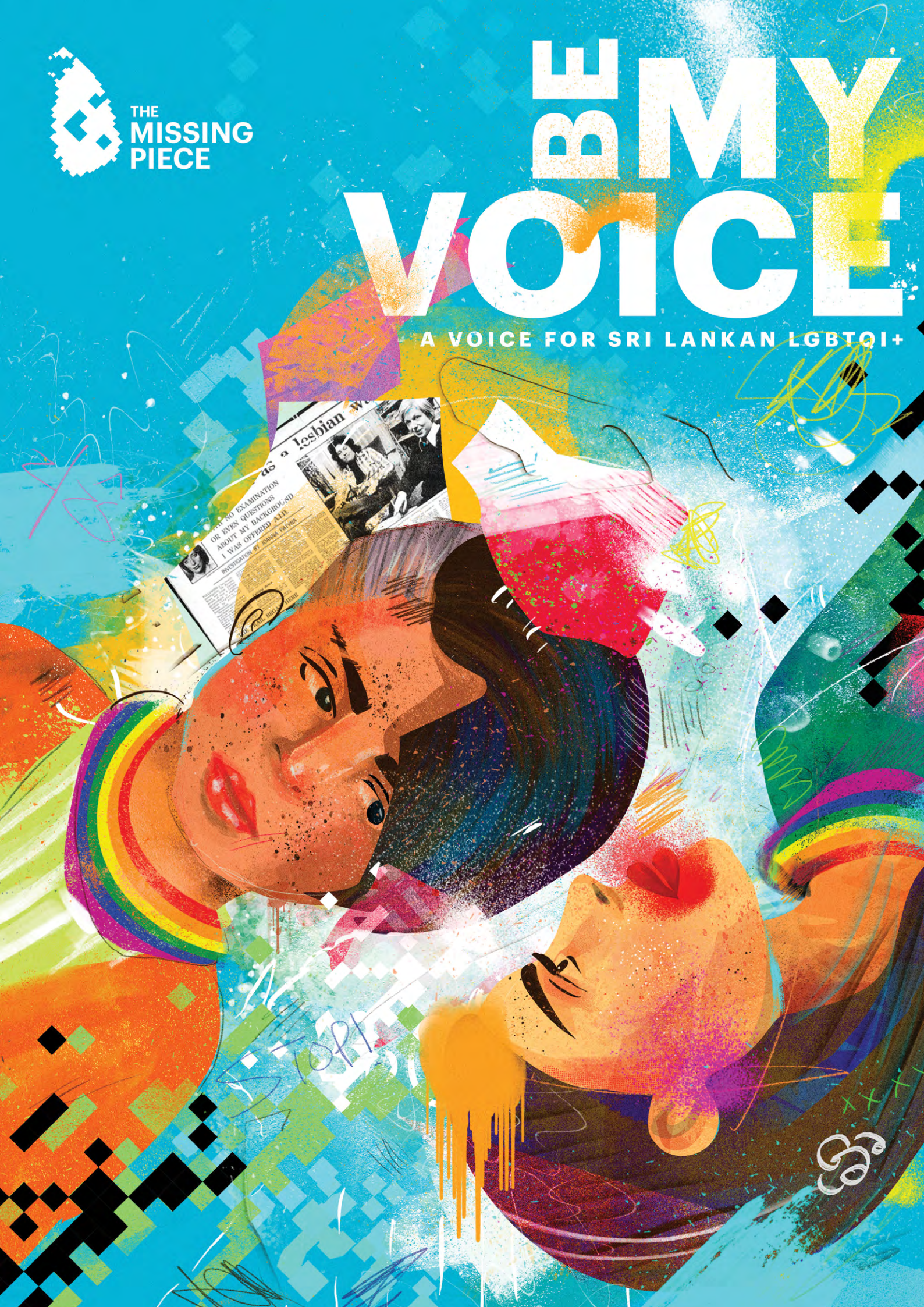




THE
MISSING
PIECE

THE EMMY VOICE

A VOICE FOR SRI LANKAN LGBTQI+



THE MISSING PIECE

BE MY VOICE

A VOICE FOR SRI LANKAN LGBTQI+

The poster is a colorful, abstract composition. It features two faces in profile, one above the other, rendered in a painterly style. The top face has a rainbow-colored halo around its head. The background is a mix of bright colors (blue, green, orange, pink) with splatters and a newspaper clipping. The text 'THE MISSING PIECE' is in the top left, 'BE MY VOICE' is in large white letters across the top, and 'A VOICE FOR SRI LANKAN LGBTQI+' is below it. The poster is mounted on a grey metal frame against a brick wall.



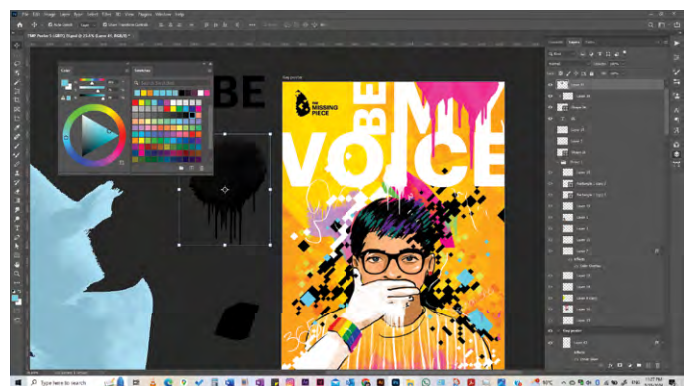
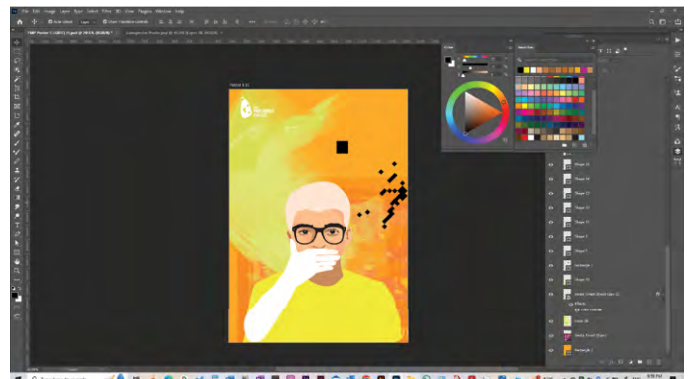


Designing a visually compelling poster for the LGBTQ community on a large scale can play a significant role in increasing awareness and capturing public interest. Utilizing outdoor platforms like billboards and bus stop shelters to showcase the poster can effectively connect and involve the broader public.

Brand Application / Digital art progress

Poster for Gay Community

In advocating for Gay (LGBTQI+) rights and awareness, the use of large-scale posters has proven to be an impactful method. My poster features a powerful symbol - a figure covering his mouth, representing the silence and lack of voice experienced by marginalized gay individuals. This silence signifies the lack of support and acknowledgment of their struggles. It's vital to speak up for those who are marginalized and to become their strength. The poster design utilizes a striking digital painting style, incorporating vibrant colors and textures to grab attention and effectively convey the intended message. The combination of symbolism and visual elements creates a compelling visual narrative, aiming to raise awareness and spark conversations about the rights and challenges faced by the LGBTQI+ community.





THE
MISSING
PIECE

BENNY VOICE

A VOICE FOR SRI LANKAN LGBTQI+



THE MISSING PIECE

BE MY VOICE

A VOICE FOR SRI LANKAN LGBT+

365

Section 365

The poster is a vibrant, digital-style illustration. It features a central figure of a person with short dark hair, wearing black-rimmed glasses and a white t-shirt with vertical rainbow stripes. The person's hand is raised to their mouth in a 'shushing' gesture. The background is a bright, warm yellow and orange gradient, overlaid with a complex pattern of colorful geometric shapes, including squares, diamonds, and lines in shades of purple, pink, blue, and black. The overall aesthetic is reminiscent of digital art or graffiti. In the top left corner, there is a small logo consisting of a white square with a black dot pattern, followed by the text 'THE MISSING PIECE'. The main title 'BE MY VOICE' is written in large, bold, white capital letters. Below the title, the subtitle 'A VOICE FOR SRI LANKAN LGBT+' is written in smaller white capital letters. On the left side, the number '365' is written in a white, handwritten-style font. On the right side, the text 'Section 365' is written in a similar white, handwritten-style font. The poster is mounted on a dark grey metal frame against a dark brick wall.

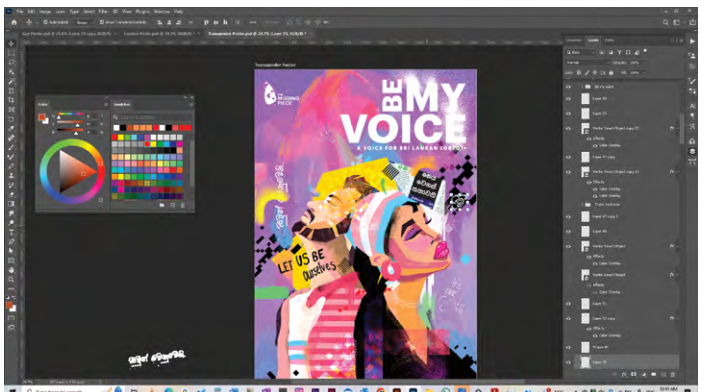
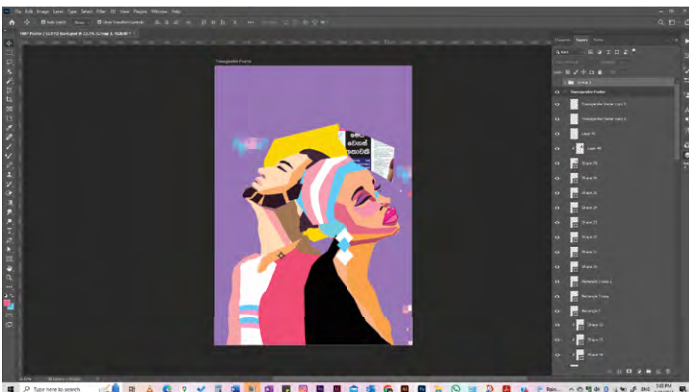
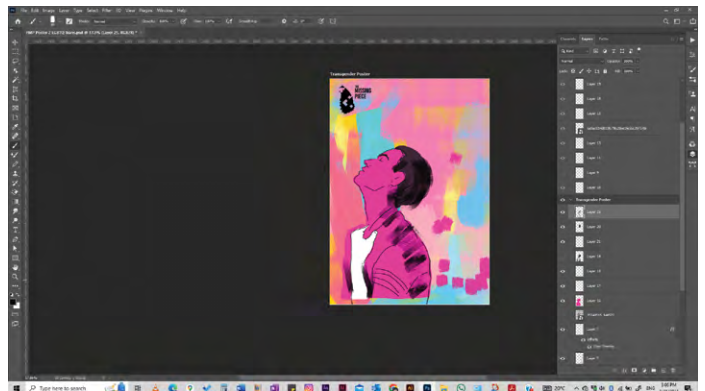
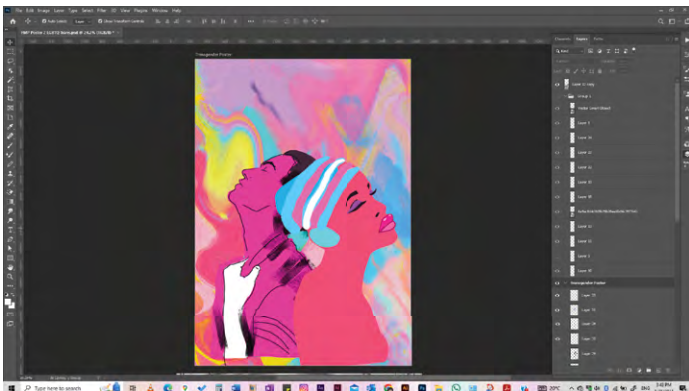
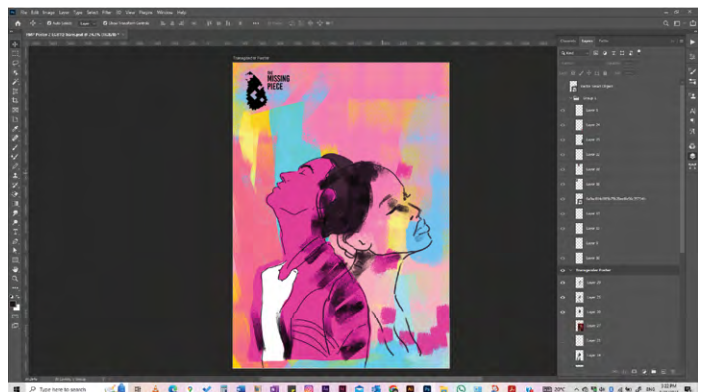
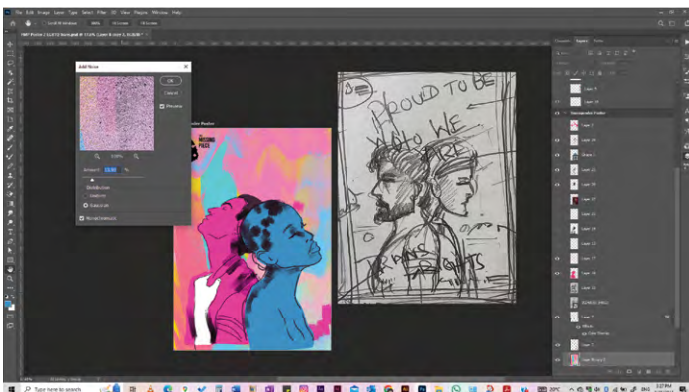


Using banners and posters to reach a large community is an effective way to raise awareness. It allows many people to see and engage with information. This approach balances the energy and liveliness of gay individuals with the seriousness needed to work with legal and political institutions.

Brand Application / Digital art progress

Poster for Bi and Transgender Community

The poster designed for the bisexual and transgender community features an impressive street art style, showcasing two distinct figures representing the bisexual and transgender individuals. The captivating colour combination used in the poster represents the vibrant LGBTQI+ colours, adding a sense of inclusivity and pride. Skillfully combined digital art brushes to blend various artistic styles, resulting in a visually striking and meaningful representation of the community.





THE MISSING
PIECE

BE MY VOICE

A VOICE FOR SRI LANKAN LGBTQI+

ඔබගේ දේශය.

LET US BE
ourselves

It's
our
rights

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Using banners and posters to reach a large community is an effective way to raise awareness. It allows many people to see and engage with information. This approach balances the energy and liveliness of gay individuals with the seriousness needed to work with legal and political institutions.





**BE MY
VOICE**





Brand application / Tote bag

Designer tote bags offer a stylish and practical way to showcase unique designs. These versatile bags make a bold statement and provide an ideal platform for promoting LGBTQI+ awareness and creative expression. Incorporating printed LGBTQI+ logos and messages on tote bags can effectively reach a wide audience, serving as a powerful tool for raising awareness and celebrating diversity.

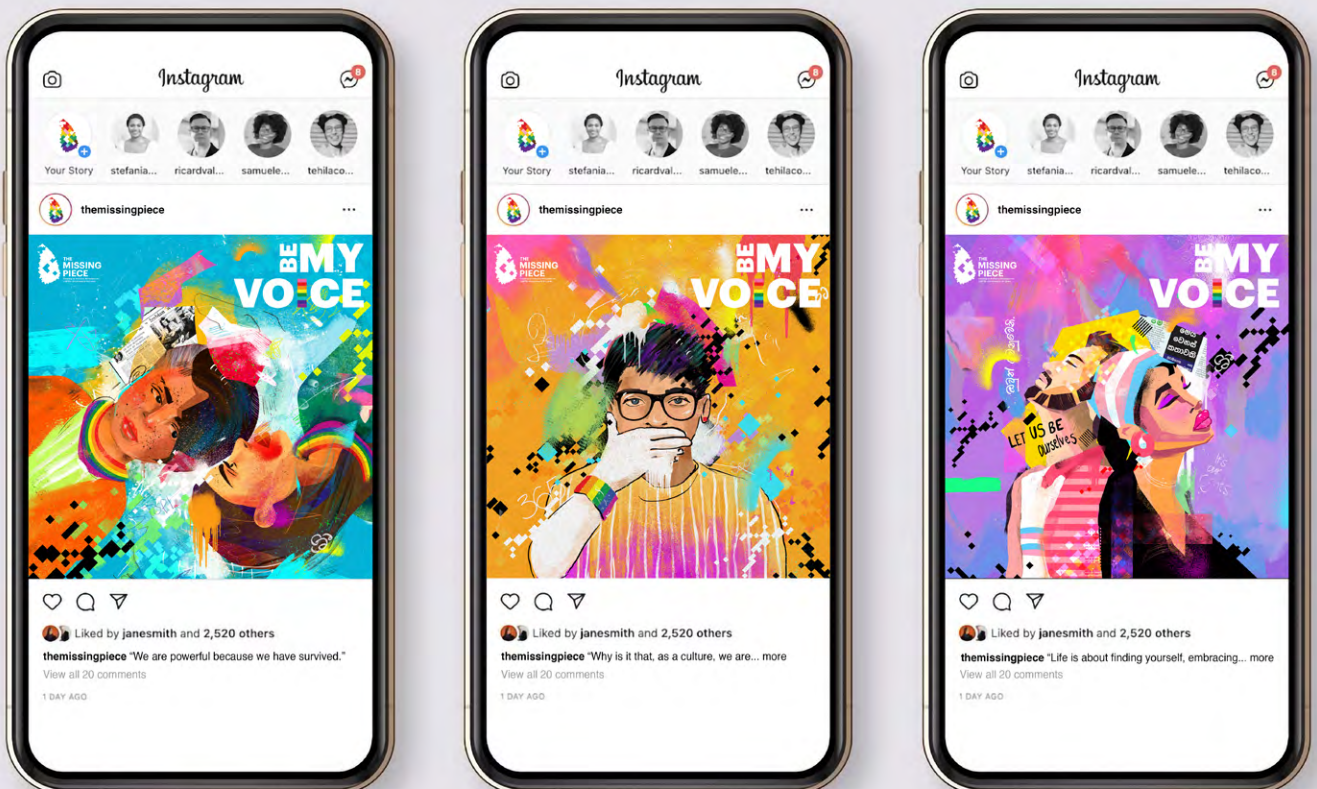




Brand application / Social media

Instagram

In many places, LGBTQI+ individuals face challenges due to the lack of acceptance of sexuality and gender diversity. This can make it hard for them to fully develop their LGBTQI+ identity and forces them to conform to heteronormativity in public to avoid discrimination. Increasing awareness and promoting acceptance of LGBTQ individuals through educational materials, personal experiences, and advocacy on social media can have a significant impact on creating positive change.



**BE MY
VOICE**







**BE MY
VOICE**