



LGBTQIA+
COMMUNITY
AND ALLIES

**PLUS: An IPGLBTQ+ Rebrand
October 2021**





A BRG's Purpose

A Business Resource Group (BRG) helps both its participants and IPG as a whole, providing a positive forum for development, education, and idea exchange, particularly pertaining to dimensions of diversity.

The phrase "dimensions of diversity" refers to the facts of human and organizational differences and similarities. Our characteristics and backgrounds can affect so many areas of our life, including home, career, social groups, and access to opportunity.

At IPG, we currently have 5 BRGs: Asian Heritage Group (AHG), Black Employee Network (BEN), SOMOS (Hispanic/Latino Heritage Group), Women's Leadership Network (WLN), and PLUS (LGBTQIA+ Community & Allies) - formerly IPGLBTQ+.

A BRG's Purpose

BRG Focus Areas (5Cs) and Examples of Activities

BRG Focus Area (5 Cs)	Example of Activities
Careers <ul style="list-style-type: none">• Development and advancement• Retention• Recruitment• Issues affecting careers	<ul style="list-style-type: none">• Career workshops (mentoring, managing up, negotiations, etc.)• Professional/technical workshops (digital, PR, etc.)• Mentoring/sponsorship awareness and programs• Work/Life issue awareness, strategies and activities• Might partner w/Community/External organizations for recruitment outreach
Communications <ul style="list-style-type: none">• MERGE/BRG to employees for participation & awareness of programs• Leads drives for participation• Supports implementation for other committees	<ul style="list-style-type: none">• Copywriting & design• Campaign planning• Agendas• Presentations• Meeting Notes• Corporate approvals for communications• Agency Ambassadors (representatives) and Meeters & Greeters
Community <ul style="list-style-type: none">• Give back, support community organizations• Link to careers, culture, clients when possible	<ul style="list-style-type: none">• Partnerships with schools, universities (might collaborate with Careers)• Sponsorships• Fundraisers• Seek tie-ins, leverage existing IPG and agency relationships
Culture/Issues <ul style="list-style-type: none">• Focus on Identity groups• Celebrate culture• Inform and address unique issues• Enhance work environment	<ul style="list-style-type: none">• Cultural celebrations such as Pride Month, Asian Pacific Islander Heritage Mo.• Education/Information seminars on key cultural/political/work issues related to a group• Awareness campaigns for cultural/gender diversity
Clients <ul style="list-style-type: none">• Support agency collaboration• Connect BRG activities to growth• Relates to marketplace	<ul style="list-style-type: none">• Marketplace insights• Partnerships on conferences/workshops• Participation/attendance at programs• Growth/new revenue collaboration

A decorative graphic consisting of several overlapping, curved bands of color in a rainbow spectrum (pink, light blue, brown, black, red, orange, yellow, green, blue, purple) that curves across the top and bottom of the page.

PLUS Mission Statement

As a preeminent global provider of marketing and communications, IPG plays a pivotal role in empowering communities around the world to be open and empathetic to all of humanity and the environment. Promoting inclusive spaces and fostering a sense of belonging for the LGBTQ+ community is at the center of PLUS's mission to IPG employees.

We work to ensure that IPG policies and practices are inclusive of our LGBTQ+ employees. We also aim to provide our teams with the resources to attract and retain LGBTQ+ talent, while championing the power of our work to accurately reflect the needs and interests of LGBTQ+ consumers.

As an open group, we work with our allies and community to educate and inform all employees about issues facing the LGBTQ+ community. While delivering on this broad agenda, we look to build a tight-knit community of professionals who support each other through networking, career development and camaraderie.



Why PLUS?

While the letters of IPGLBTQ+ all stand for important identities within the LGBTQ+ community - Lesbian, Gay, Bisexual, Transgender, Queer, and more (+), the name itself becomes more and more cumbersome to say with the inclusion each diverse identity.

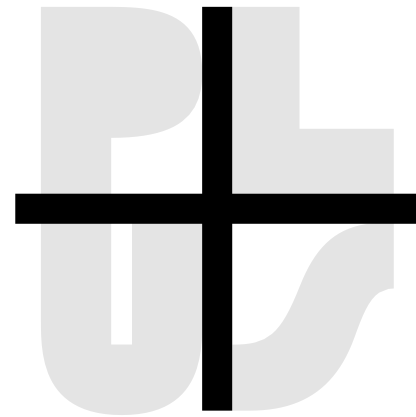
We decided rather than continue to add letters to demonstrate the inclusive nature of this community, we simply keep the PLUS sign to show dedication to our expansive and diverse members. PLUS is the new, inclusive, and ultimately easier-to-say name for our ever-expanding BRG community.

Logo Redesign

In approaching our logo redesign, our goal was to achieve a streamlined and simple visual representation of our group. The logo includes the subtext: "LGBTQIA+ COMMUNITY AND ALLIES" to highlight the intent of our group to be inclusive of both the members of the LGBTQIA+ community and our allies.

Our design concept includes the incorporation of the plus (+) sign embedded in the negative space of the logo.

The colors of the design are interchangeable to incorporate any inclusive color schemes, including transgender and other identity flag colors, Black and Brown communities, and individualization of future programs/initiatives.



Hidden PLUS Sign in Negative Space of Construction



LGBTQIA+
COMMUNITY
AND ALLIES



LGBTQIA+ COMMUNITY AND ALLIES

Logo and Horizontal Logo

**PL
US**

**LGBTQIA+
COMMUNITY
AND ALLIES**

PLUS

LGBTQIA+ COMMUNITY AND ALLIES

One Color Logo

PLUS

LGBTQIA+
COMMUNITY
AND ALLIES

PLUS

LGBTQIA+ COMMUNITY AND ALLIES

One Color Knockout Logo



Customizable Color Scheme to Match Events



**PL
US**

Lorem

Ipsum Dolor

Sit Amet

Use S Shape Large in Background



Pride Flag Using S Waves

REBRAND TIMELINE

Overall Approach:

In addition to announcement of our revised brand, the relaunch is an opportunity for membership recruitment and to re-engage existing members.

Oct 28: Initial Announcement

Initial rebrand announcement during LGBTQ PLUS HISTORY: A Conversation in Celebration of LGBTQ+ History Month

November: Recruitment Push

Leverage buzz from rebrand announcement to drive membership and additional co-chair search (in chapters where needed)

January: Fully launched

Fully rolled out with new branding, assets and logo

Thank You



LGBTQIA+
COMMUNITY
AND ALLIES