

# I'm speaking queer here.



## My Great Unicorn Self

How I identify myself now.



**Gender Identity**

Female / Woman / Girl  
Male / Man / Boy  
Other Gender(s)

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**Gender Expression**

Feminine  
Masculine  
Other

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**Sex Assigned at Birth**

Female Male Intersex Other

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**Emotionally Attracted To**

Women  
Men  
Other Gender(s)

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**Sexually Attracted To**

Women  
Men  
Other Gender(s)

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**Relationship Expression**

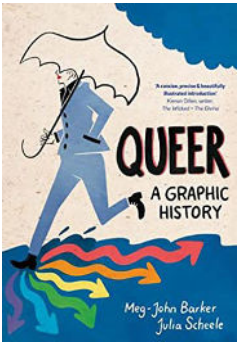
Type:  Solo  1 Partner  Poly

Level of Fidelity:  Closed  Open

Original graphic by **TSER**  
Trans Student Education Resources

To learn more, go to [www.transstudent.org/gender](http://www.transstudent.org/gender) • Original Design by Landyn Pan • Original Illustration by Anna Moore • Adapted and modified by Shane Lukas / A Great Idea

## A Few Great Resources to Explore + Discover the Dynamic Power of Queer



- Queer: A Graphic History* by Meg-John Barker and Julia Scheele
- We Are Everywhere: Protest, Power, and Pride in the History of Queer Liberation* by Matthew Riemer and Leighton Brown
- Be an Inclusion Ally: ABCs of LGBTQ+* by Lisa Koenecke
- Beyond the Gender Binary* by Alok Vaid-Menon
- Your Brand Should Be Gay (Even If You're Not): The Art and Science of Creating an Authentic Brand* by Re Perez
- Polysecure: Attachment, Trauma and Consensual Nonmonogamy* by Jessica Fern
- Inclusion, Inc.: How to Design Intersectional Equity into the Workplace* by Sara Sanford

Learn more about

**A GREAT IDEA**



# Is my brand speaking queer here?



## Queer considerations in brand communications

Yes	?	No		Action List
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Does my brand take time to reflect about our assumptions of 'normal', including heterosexist narratives?</b>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Is my brand providing opportunities (not requirements) for self-identification?</b> There is no one right way for people to disclose experiences or identities.	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Do we make space for and respect individual self-identification?</b> Review your existing practices across the brand experience to ensure that individuals internally and externally are visible and treated with dignity.	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Does my brand engage and represent individuals as multi-dimensional?</b> Including individuals and stories that center people through their intersectionality sends an inclusive message.	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Do we routinely take a holistic look at the individual experience of our community members?</b> Internally, review support and roles in leadership. Externally, review experiences and messaging with the lens of diverse individuals, including those of queer and diverse identities.	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Does everyone connected with the brand have skills to respond to individuals from a variety of identities and experiences?</b> Ensure that your teams and your services recognize a variety of identities, experiences, and relationships.	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Are we intentional about sharing multiple, diverse experiences rather than 'singular' voices from the margins or under-represented identities?</b> It can be easy to miss the opportunities that a spectrum provides.	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Does my brand work 'with' and not 'for' communities that access our services, volunteers, donors, and staff?</b> If people without lived experience aren't at your table, you are missing opportunities to deliver on your values.	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Does my brand invest in phased approaches to change and encourage community dialogue?</b> Recognize risks in rapidly aligning to evolutions and discoveries or engaging in performative response.	<input type="checkbox"/>