



BIAS BREAKER

LGBTQ+

BE SQUARE OR BE AWARE

BRAND

PURPOSE:

- The purpose of our brand is to dispel sexual biases. It is help people outside the LGBTQ+ community be more aware of this community. It aims to create an inclusive environment in all sections of society for people with different sexuality and sexual identities.
- Urge brands to be more inclusive and gather sponsors from the LGBTQ+ community.
- To spread more awareness about the community through interactive ways. It will study the communication gaps between people outside the community and people in the community and also between people within the community.
- Wider employment scope for the LGBTQ+ community in terms of employment, ambitions, etc.

BRAND IDENTITY

Verbal

1

Social Enterprise - non-profit organization.

2

Interactive mechanism to spread information.

3

The name 'Bias breaker' was made because the purpose of the brand is to erase sexual biases.

4

Core Archetypes

Educator

Influencer Archetype:

Care-giver

Friend

Creator

COLLATERALS

T-shirts.



BIAS BREAKER

LIFESTYLE &
HAIRSTYLE CULT

OCTOBER 2022
ISSUE. 18

MAKEUP OF 22
MAKEUP
CREATIVES

+

STORIES OF
MOTIVATIONAL
HOMOSEXUALS

GUIDE
FALL FASHION
LOOKBOOKS

TOP TIPS
HEALTHY LIFE
& CHOICES

PG 30

QUEER
ROYALTY

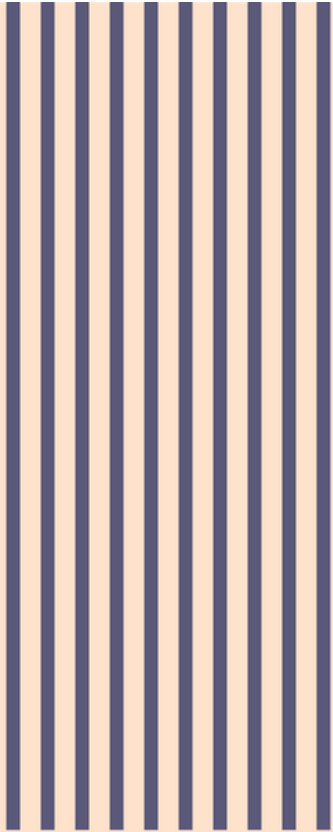


0 00000 00000 0
REALLY QUEER VISIT

0 00000 00000 0
REALLY QUEER VISIT

Magazines

Detailed Page Layout of Magazine



MAKE-UP

CREATIVES

HAIRSTYLES
FACE-ART
EXPRESSIONS

THESE ARE FEW LOOKS THAT
HELP THE PEOPLE FROM THE
LGBTQ+ COMMUNITY EXPRESS
THEMSELVES AND GAIN
CONFIDENCE.

Detailed Page Layout of Magazine

THE MAIN
COMPONENTS OF
THE CREATIVE
MAKE-UP LOOK
AND HAIRSTYLES
ARE MENTIONED
HERE.

LOREM IPSUM DOLOR SIT AMET,
CONSECTETUR ADIPISCING ELIT,
SED DO EIUSMOD TEMPOR
INCIDIDUNT UT LABORE ET
DOLORE MAGNA ALIQUA. QUIS
IPSUM SUSPENDISSE ULTRICES
GRAVIDA. RISUS COMMODO
VIVERRA MAECENAS
ACCUMSAN LACUS VEL
FACILISIS. LOREM IPSUM
DOLOR SIT AMET.

CONSECTETUR ADIPISCING ELIT,
SED DO EIUSMOD TEMPOR
INCIDIDUNT UT LABORE ET
DOLORE MAGNA ALIQUA. QUIS



ART

COLOURS

PARIENCE

L
G
B
T
Q
+

PRIDE WITH STYLE
MOCK-UPS





MAKE-UP CREATIVES

HAIRSTYLES
FACE-ART
EXPRESSIONS

THESE ARE FEW LOOKS THAT
HELP THE PEOPLE FROM THE
LGBTQ+ COMMUNITY EXPRESS
THEMSELVES AND GAIN
CONFIDENCE

THE MAIN
COMPONENTS OF
THE CREATIVE
MAKE-UP LOOK
AND HAIRSTYLES
ARE MENTIONED
HERE.

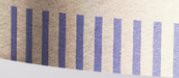
LOREM IPSUM DOLOR SIT AMET,
CONSECTETUR ADIPISCING ELIT,
SED DO EIUSMOD TEMPOR
INCIDIDUNT UT LABORE ET
DOLORE MAGNA ALIQUA, QUIA
IPSUM SUSCIPESSE ULTRICEX
SENVIDA. PRISUS COMMODO
VIVERRA MAECENAS
ACCUMSAN LACUS VEL
FACILISIS. LOREM IPSUM
DOLOR SIT AMET,

CONSECTETUR ADIPISCING ELIT,
SED DO EIUSMOD TEMPOR
INCIDIDUNT UT LABORE ET
DOLORE MAGNA ALIQUA, QUIA



PARIENCE

PRIDE WITH STYLE
MOCK-UPS



ART

COLOURS

L G B T Q +