

# Bill & Melinda Gates Foundation

Giorgia Lupi and team developed a data visualization brand system that combines the pragmatism of information design with the graphic expressiveness of a visual identity program. Created in collaboration with the Bill & Melinda Gates Foundation, the system was conceived to help tell rigorous, branded, and above all human stories about gender equality. The end result, dubbed a “creative platform,” is an innovative, data-driven visual language that represents a new model for how brands can communicate to their audiences with—and through—data.

As issues of gender equity, access, and justice become more and more acute thanks to Covid-19, the team saw a broad mandate for their work, with the understanding that gender is not a side issue, but indeed embedded in every aspect of human society. To date, data visualization about gender topics has often relied on sexist tropes, such as using pink for females and blue for men; isotypes with women in dresses; and an overemphasis of gender as a static binary.

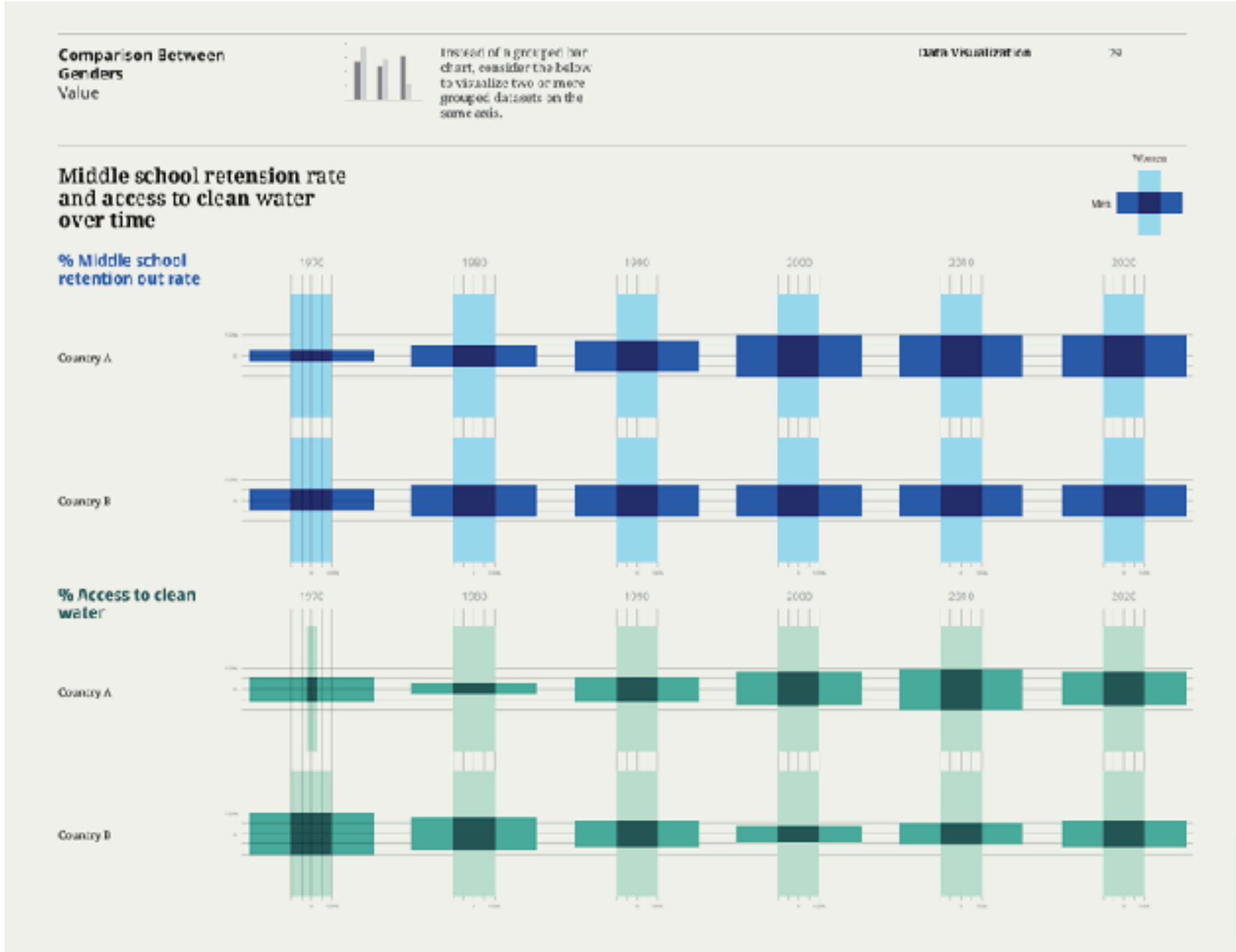
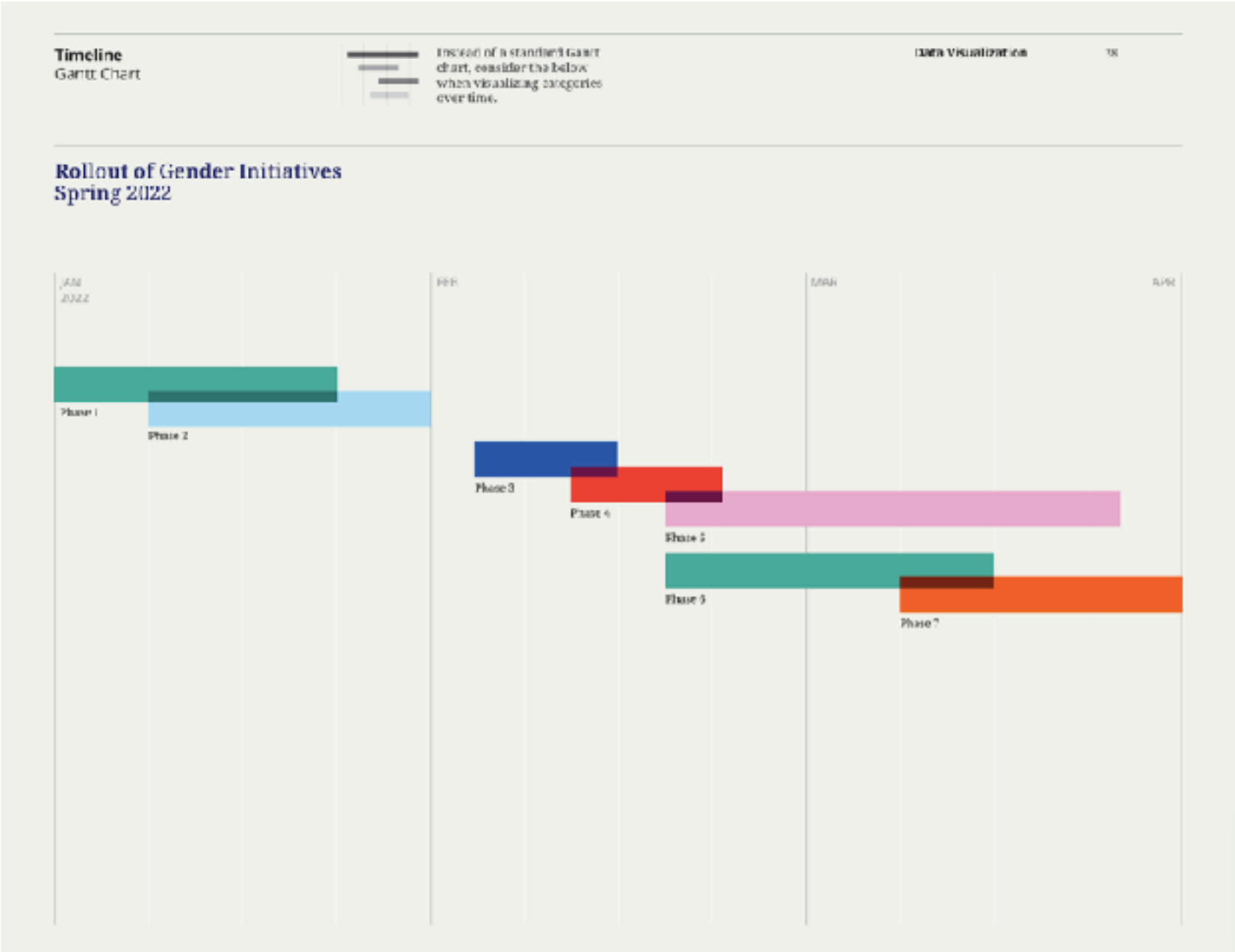
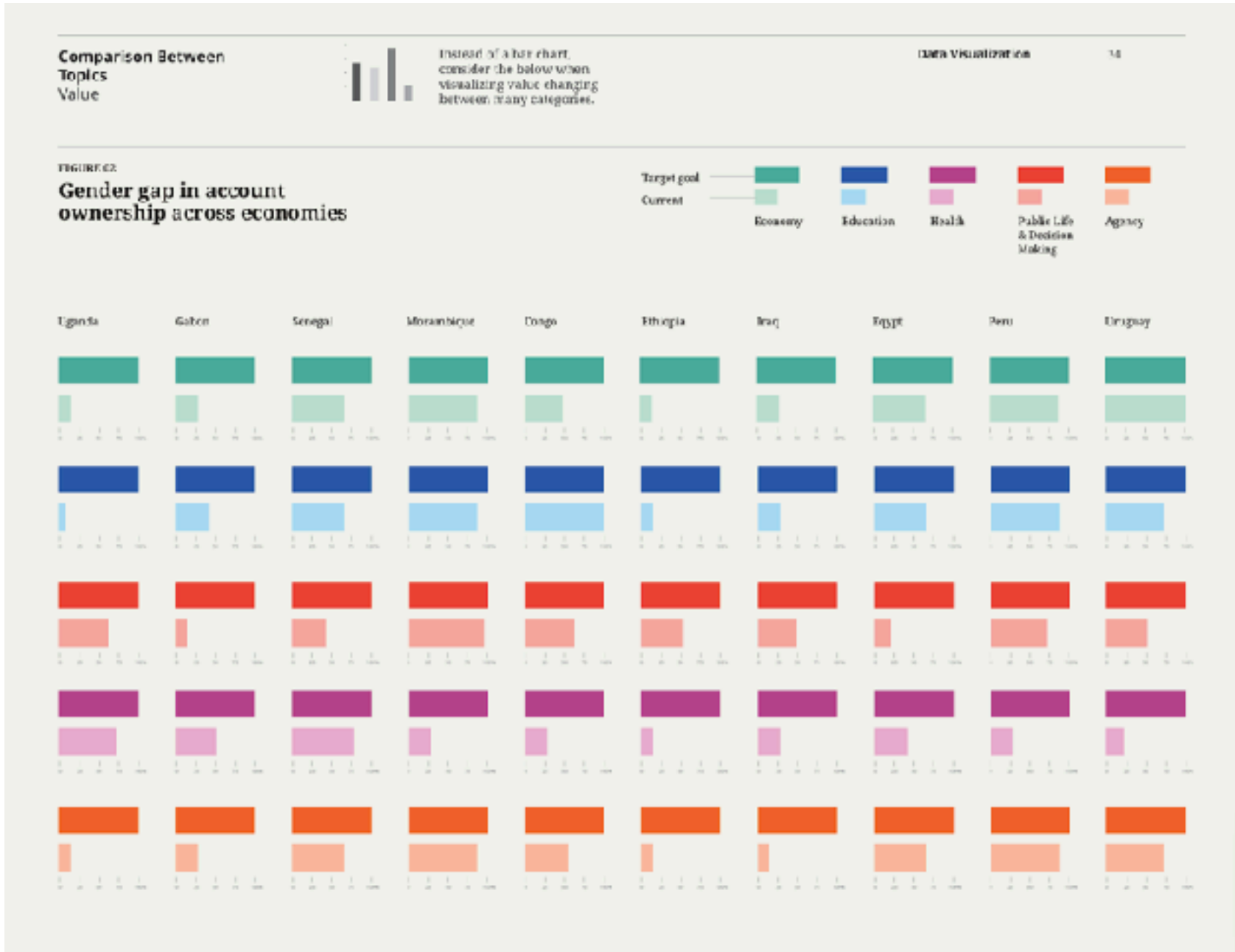
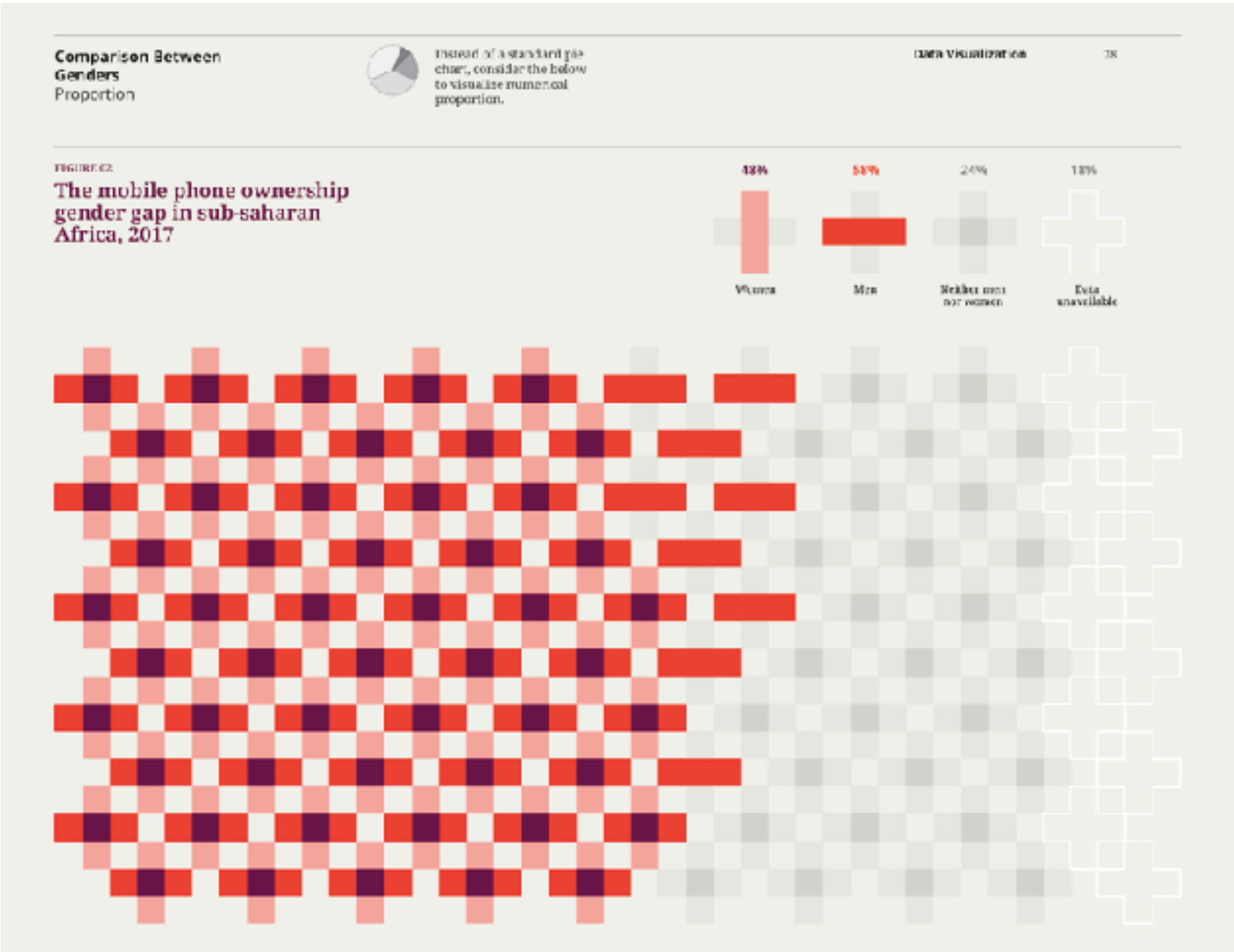
The new creative platform rejects these tropes with a geometry-based graphic lexicon that is bold, contemporary and progressive. Every element is constructed out of an equal sign (=) or a plus sign (+), reinforcing the centrality of these two concepts to the pursuit of meaningful gender parity. The plus and equal signs also often overlap, visually alluding to the idea of integration and gender as a lens through which to see the world.

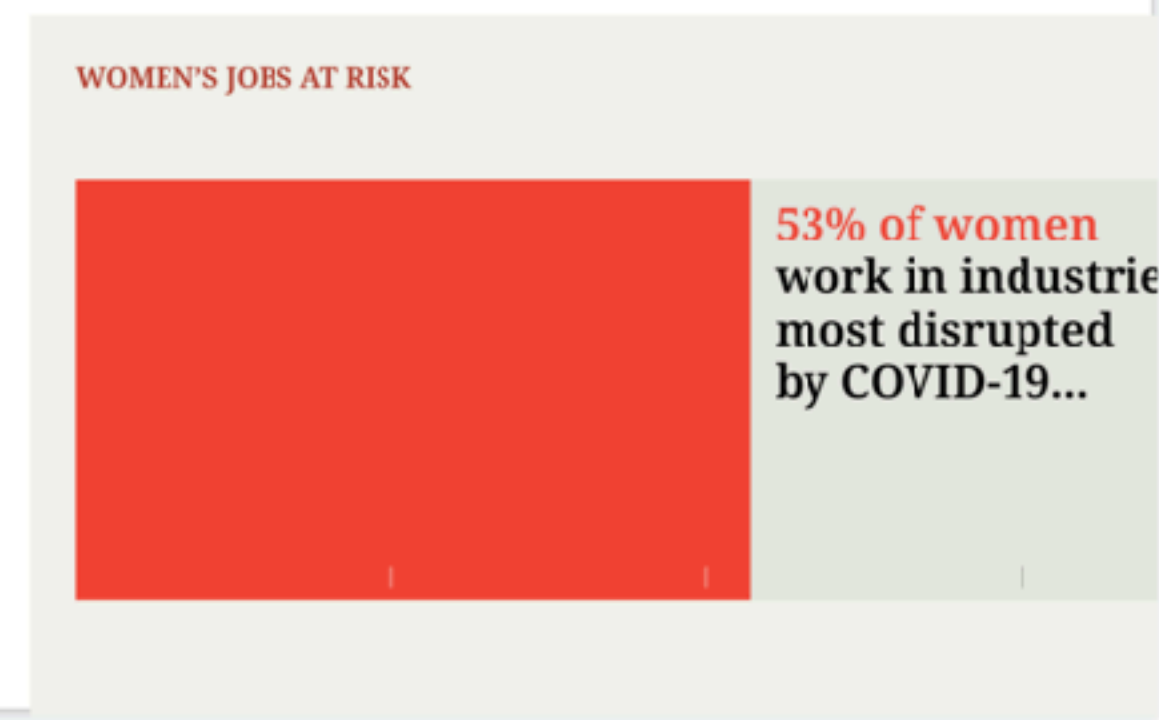
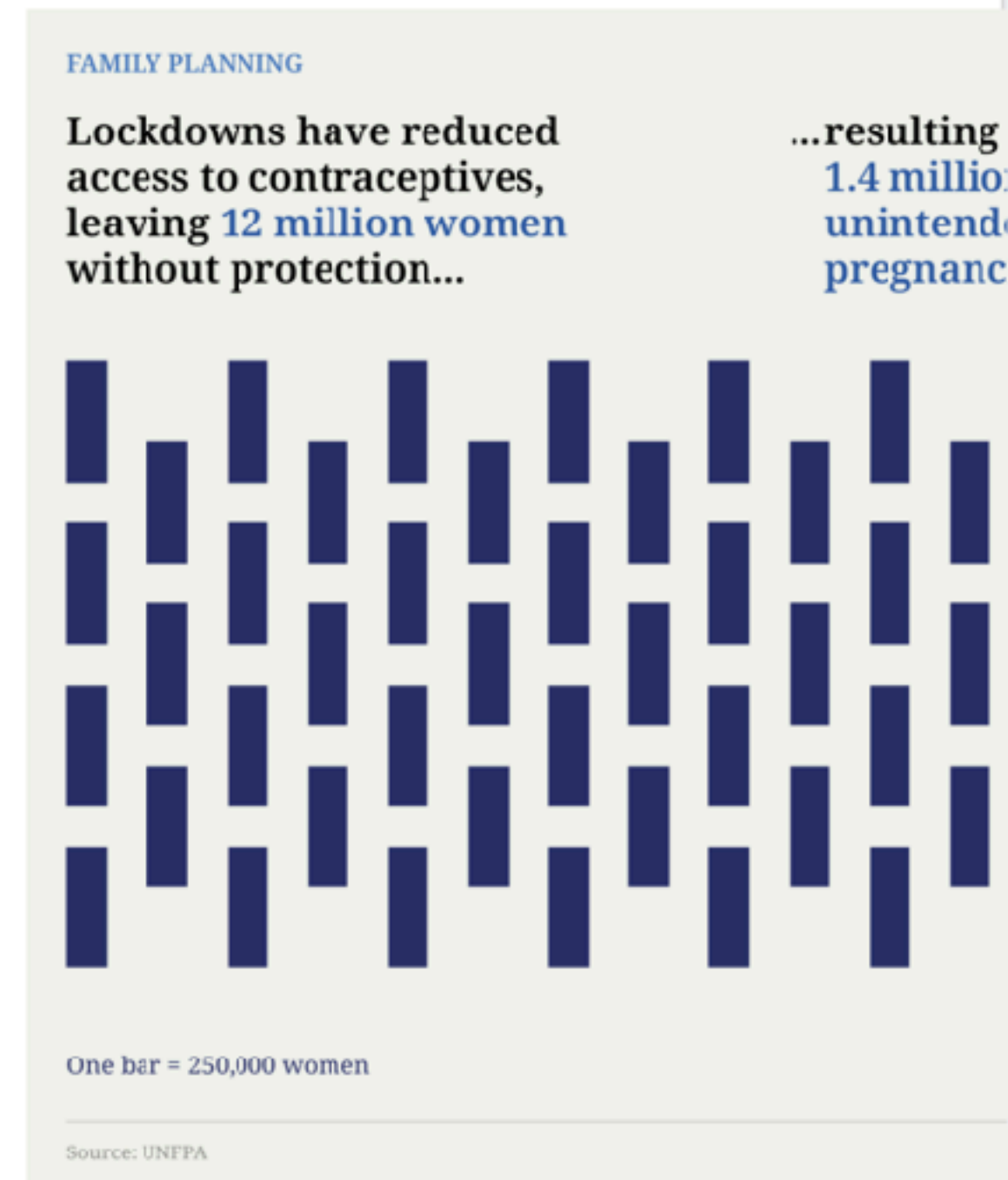
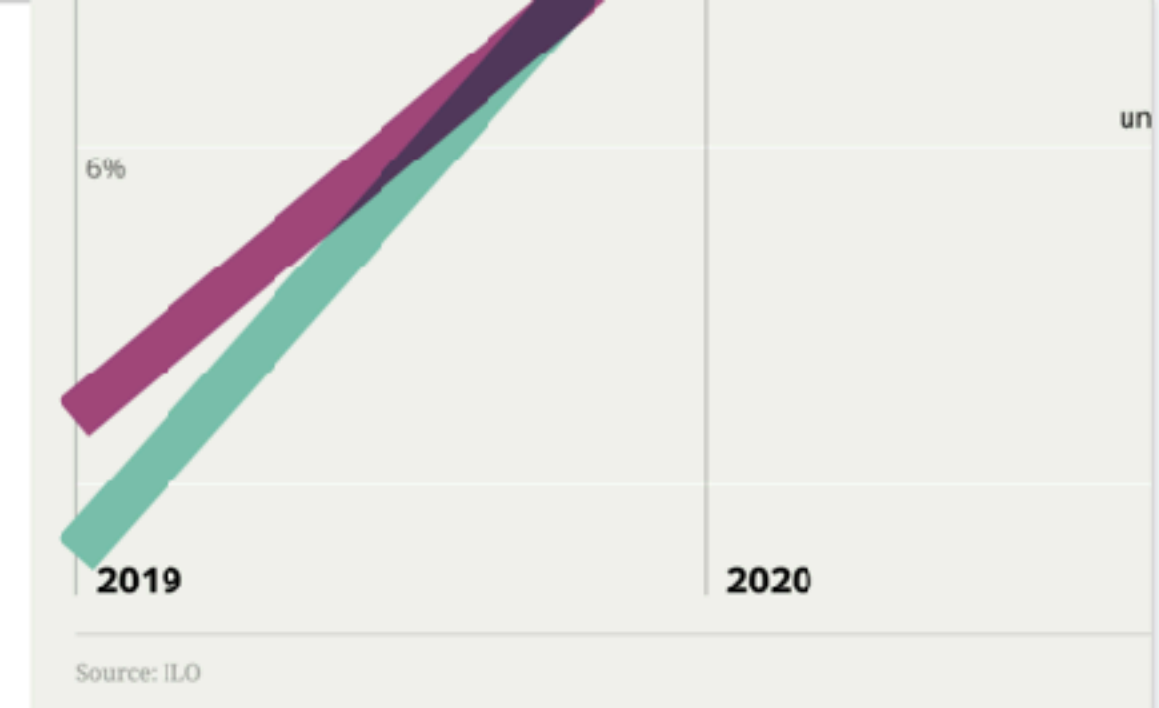
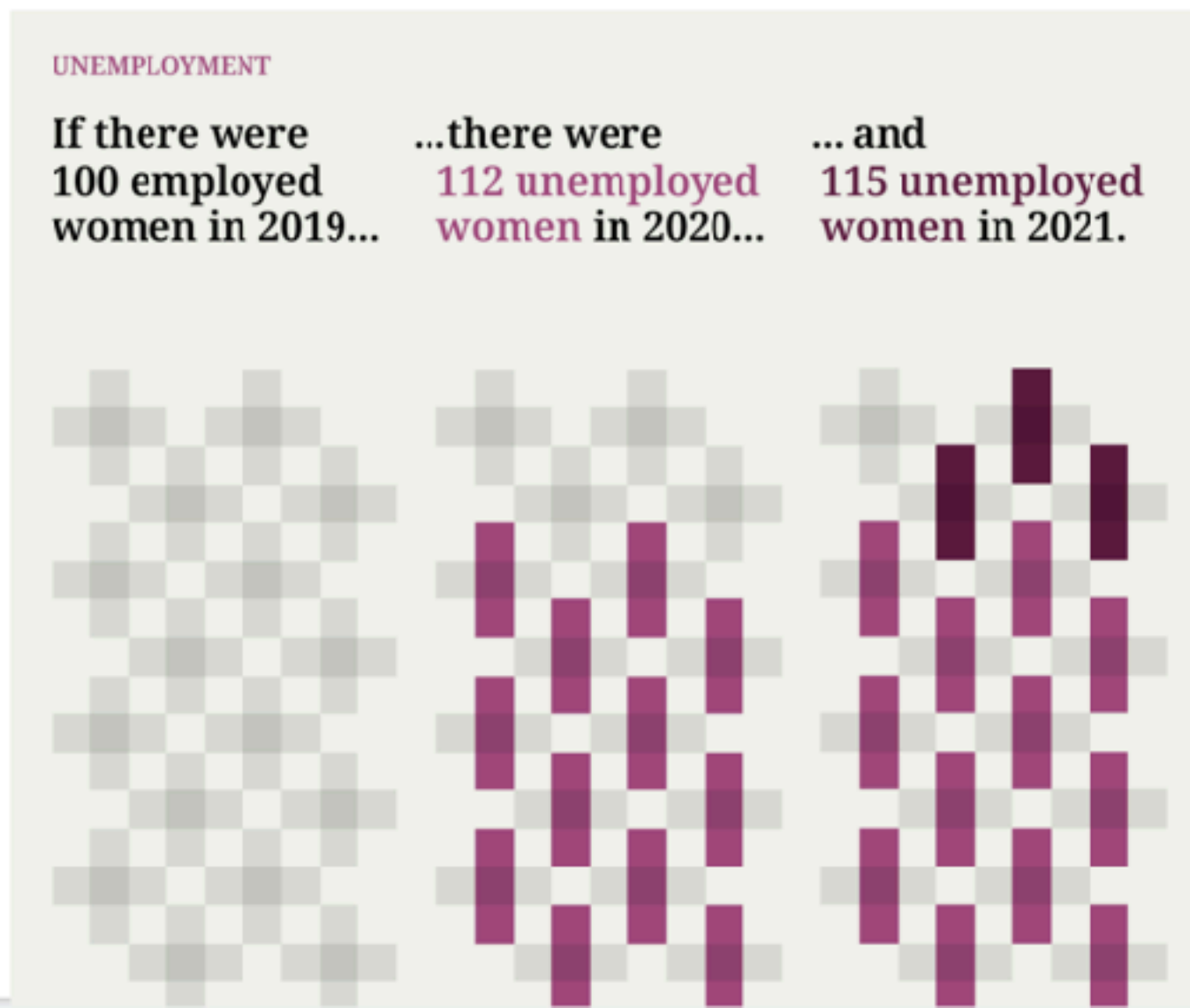
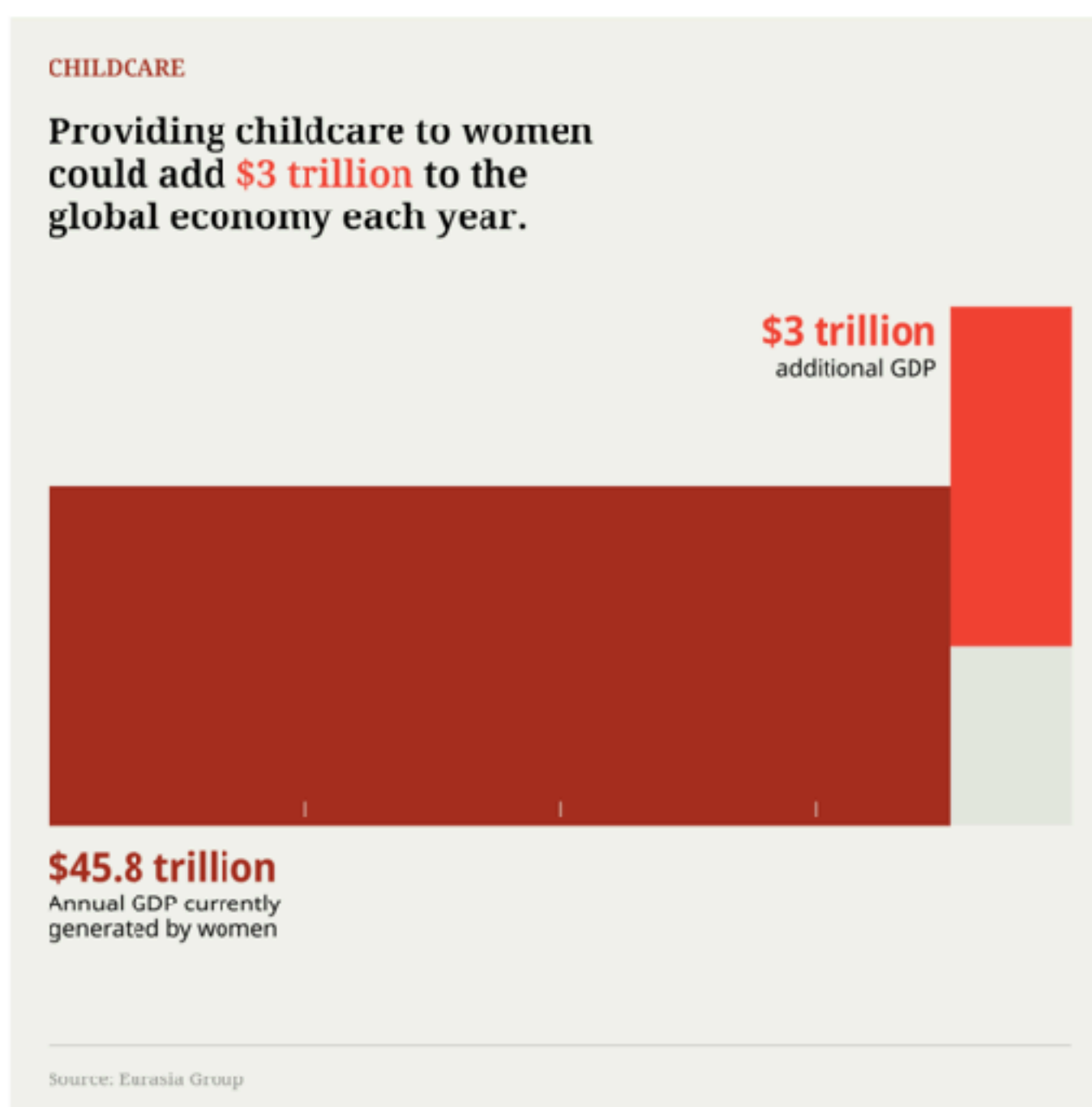
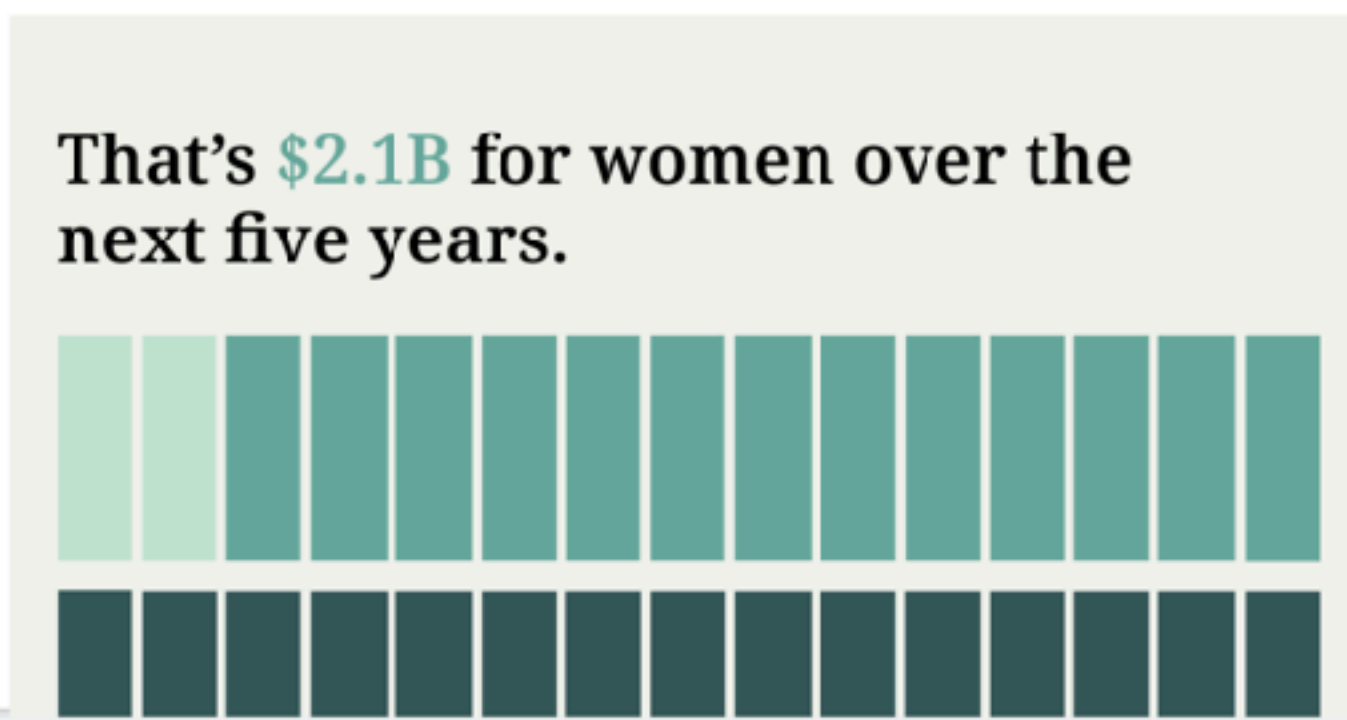
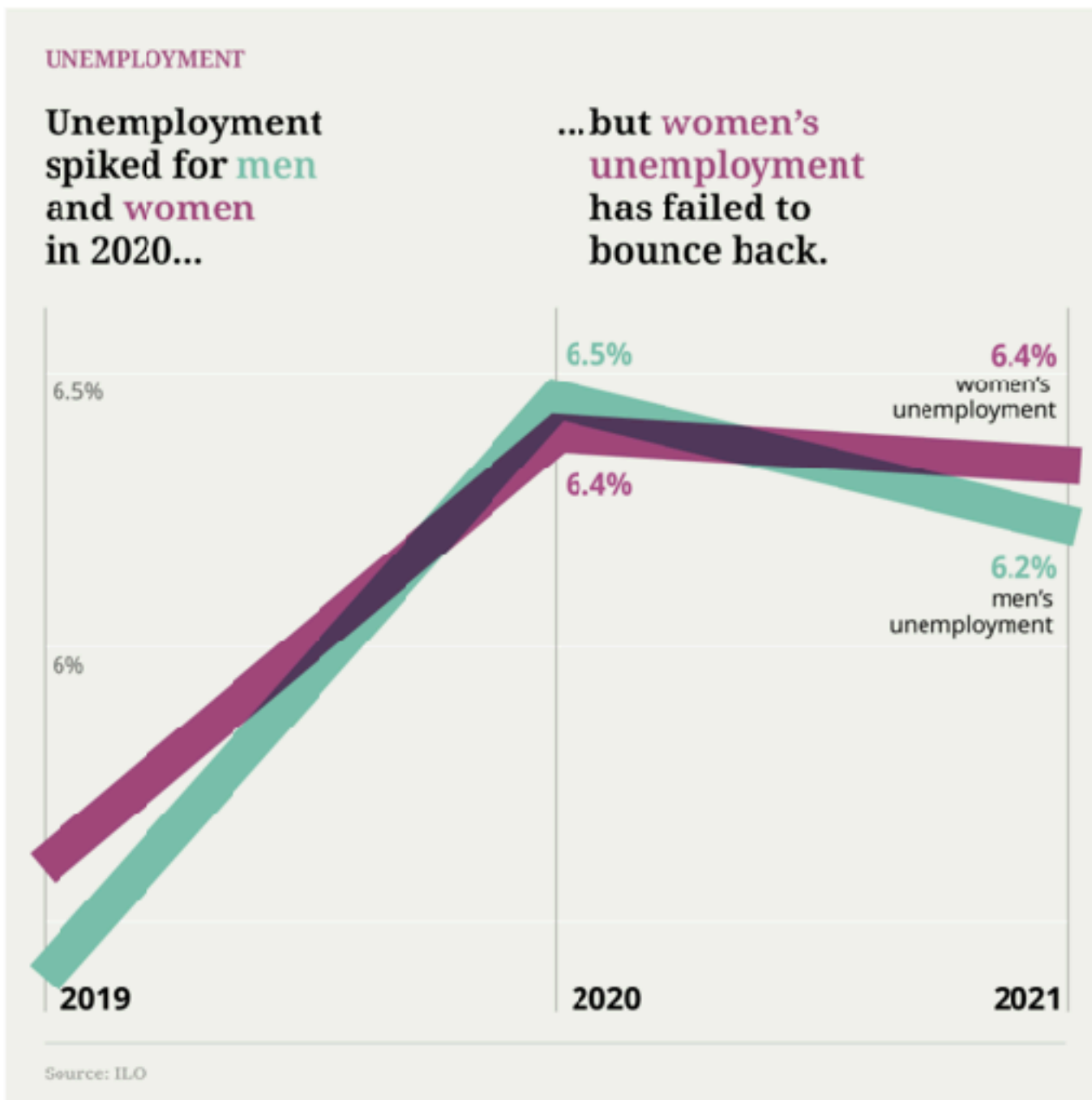
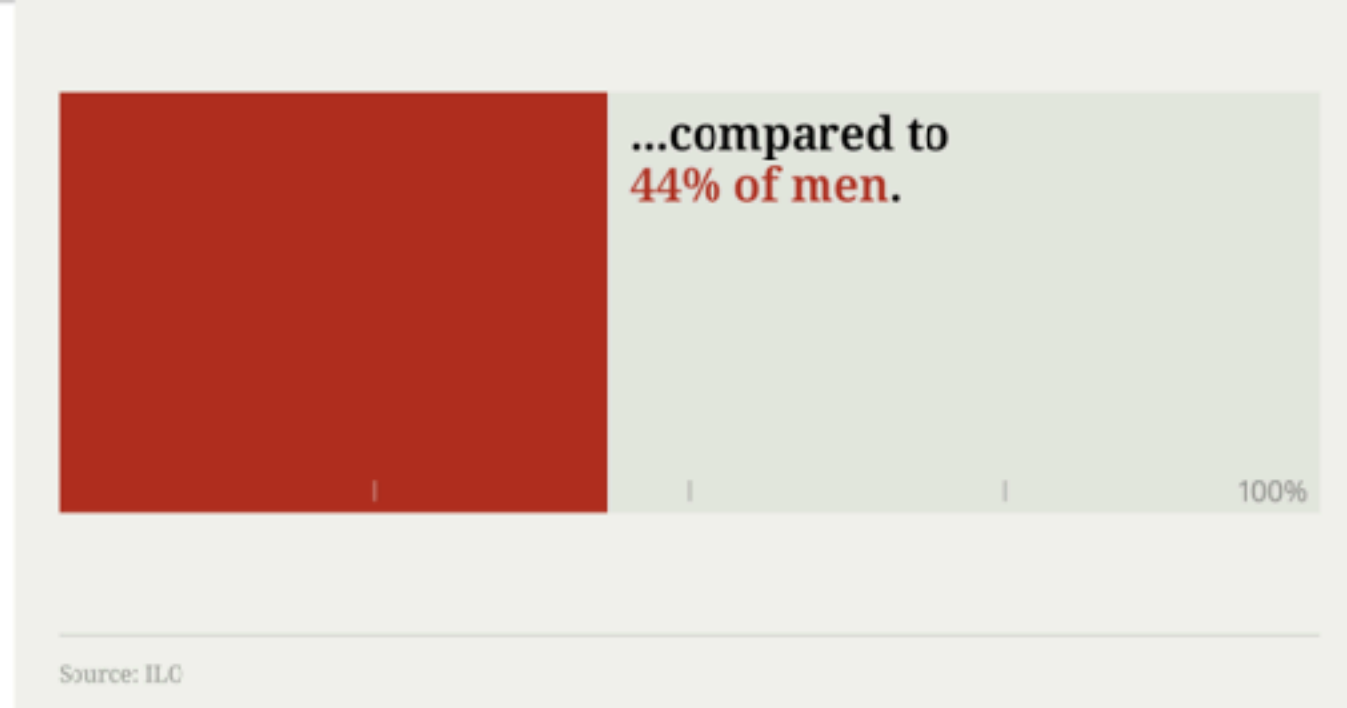
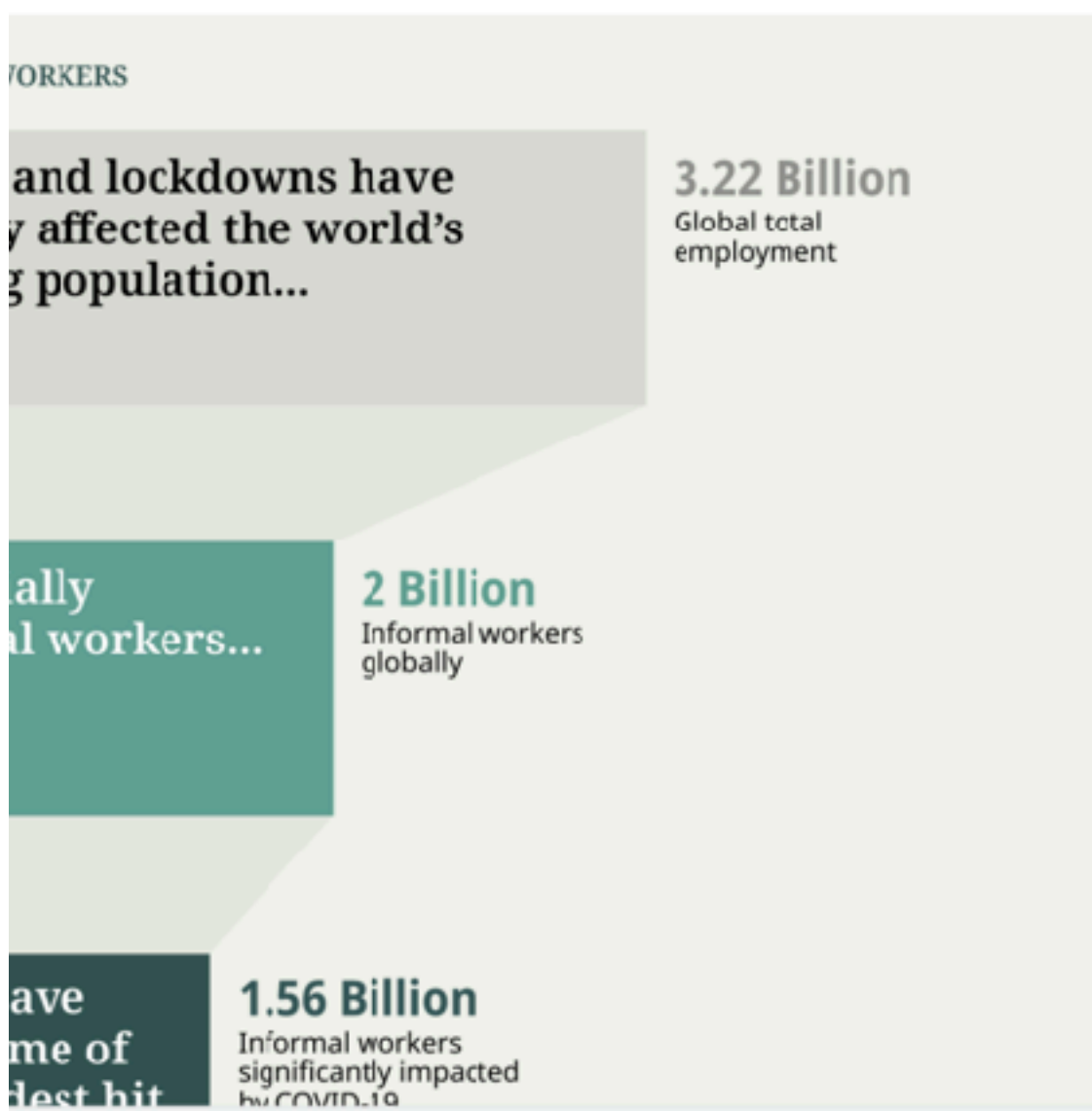
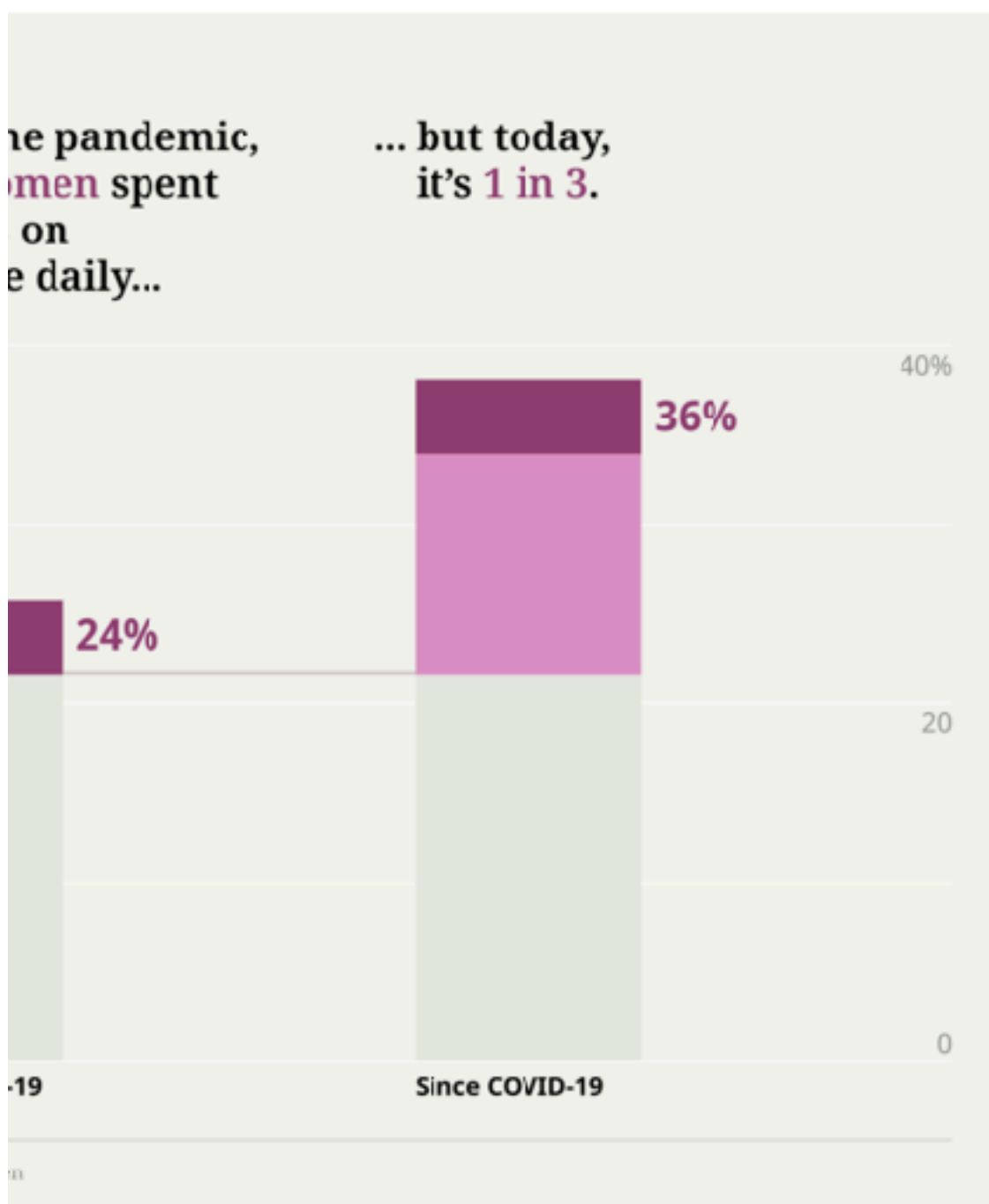
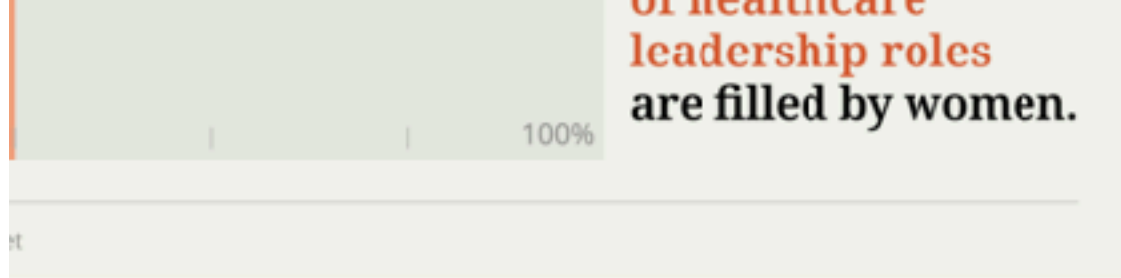
To learn more:

<https://www.pentagram.com/work/gender-equality-creative-platform?rel=search&query=gates&page=1>

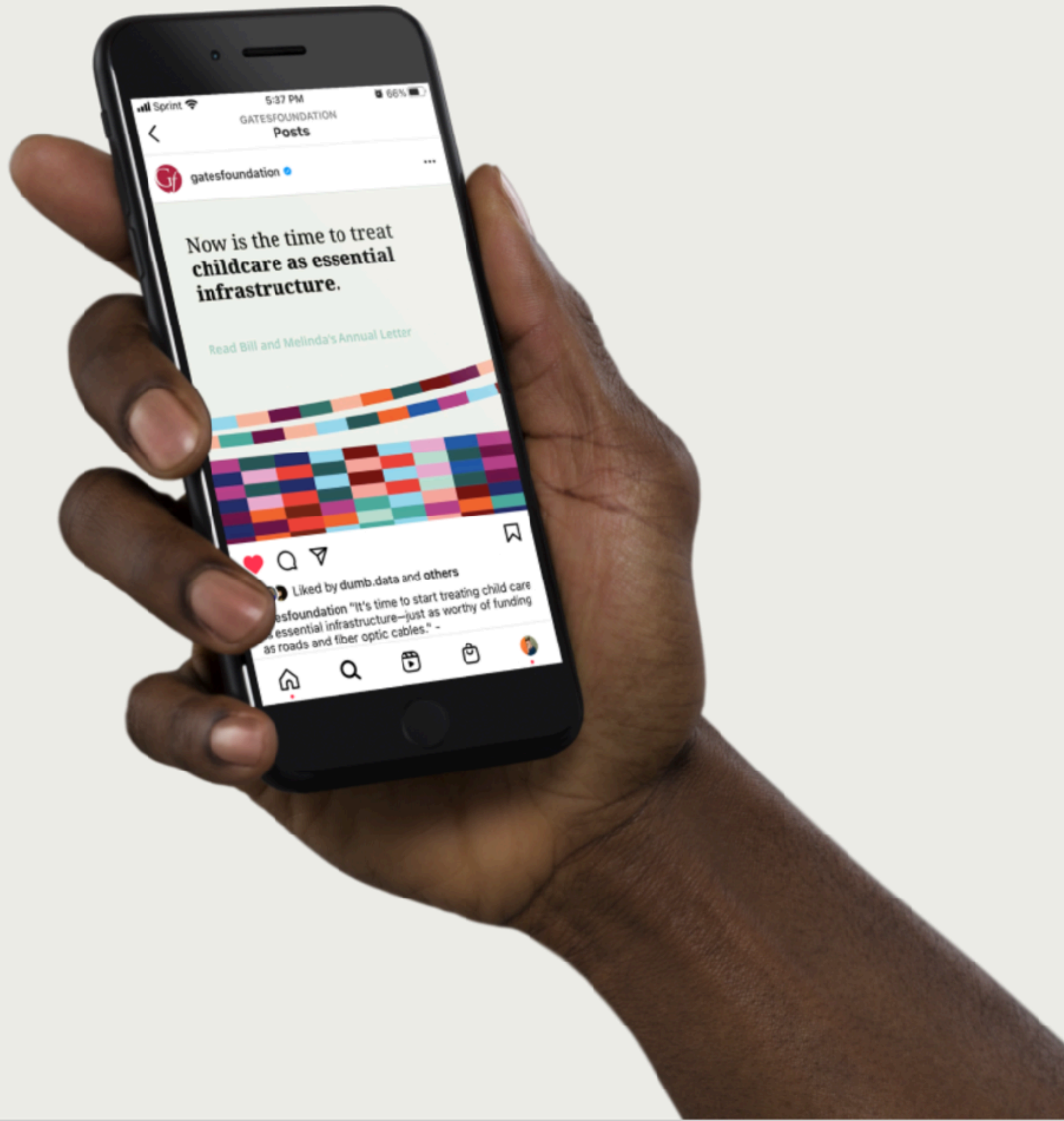


Equal is *greater*









For women to fully participate in the labor force, economic recovery policy must address **childcare**.

