Bill & Melinda Gates Foundation

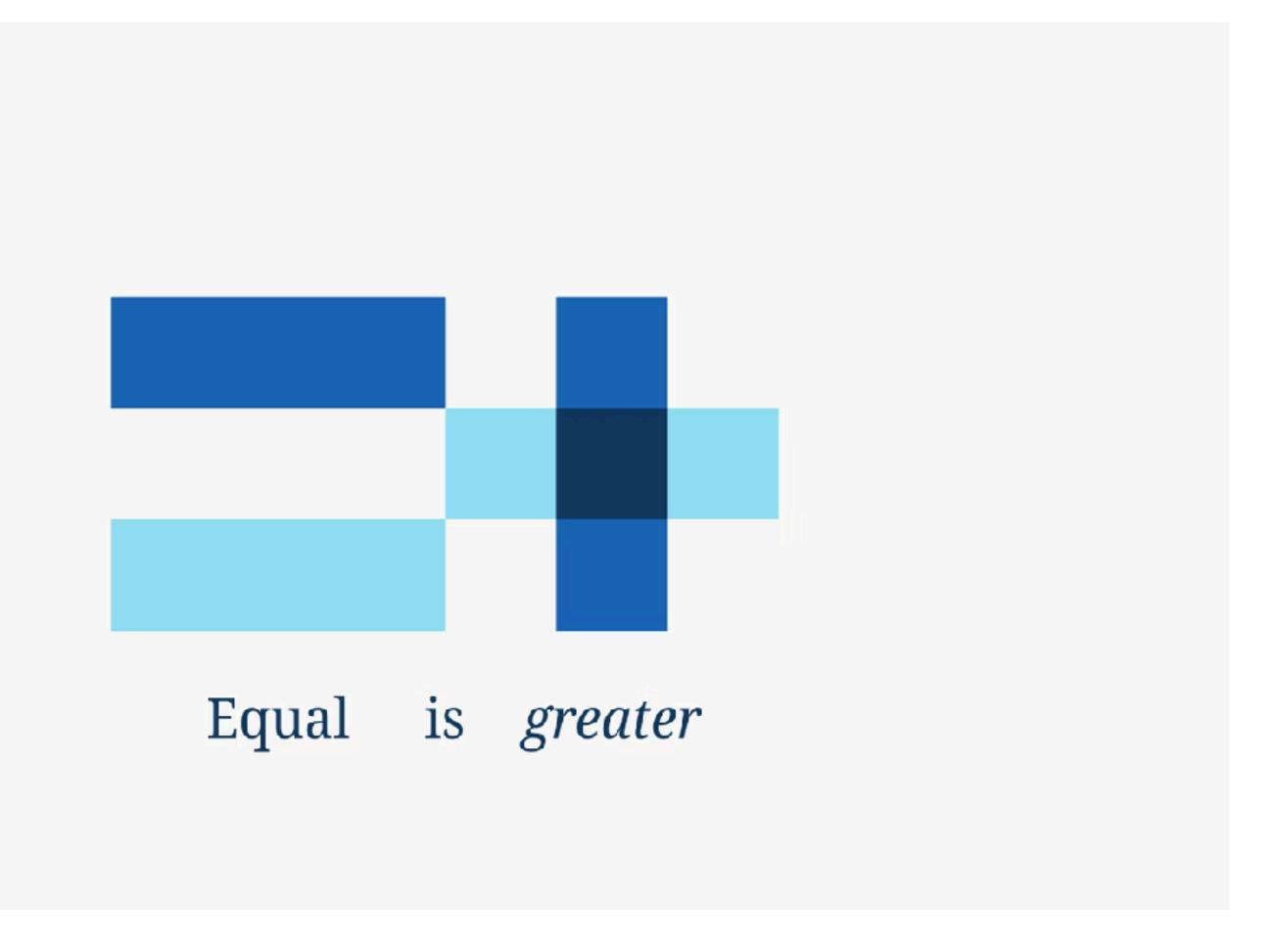
Giorgia Lupi and team developed a data visualization brand system that combines the pragmatism of information design with the graphic expressiveness of a visual identity program. Created in collaboration with the Bill & Melinda Gates Foundation, the system was conceived to help tell rigorous, branded, 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.

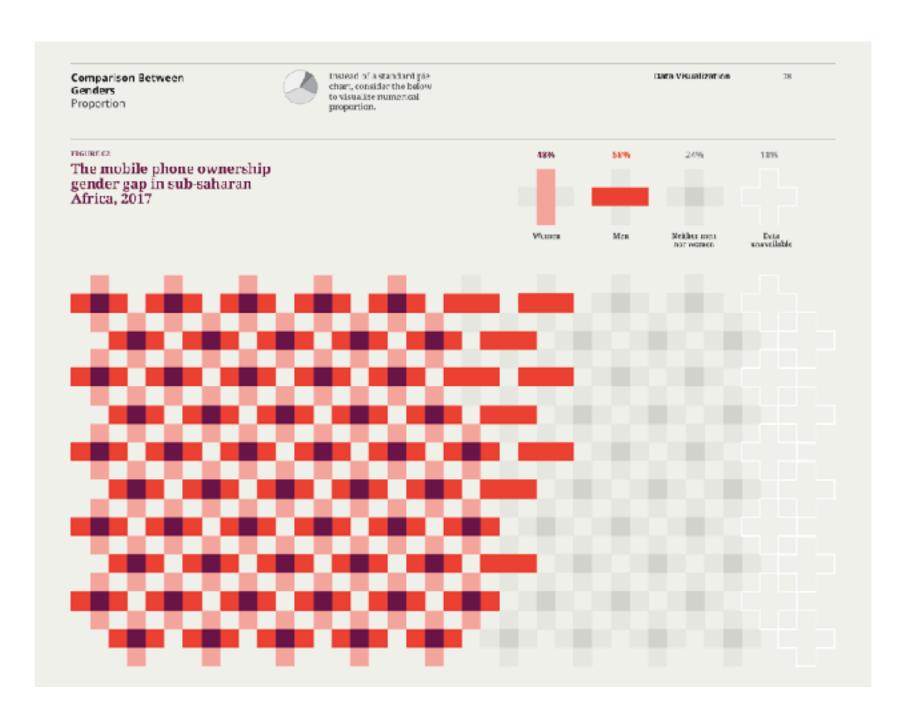
As issues of gender equity, access, and justice become more and more acute thanks to Covid-19, the team saw a broad mandate for their work, with the understanding that gender is not a side issue, but indeed embedded in every aspect of human society. To date, data visualization about gender topics has 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.

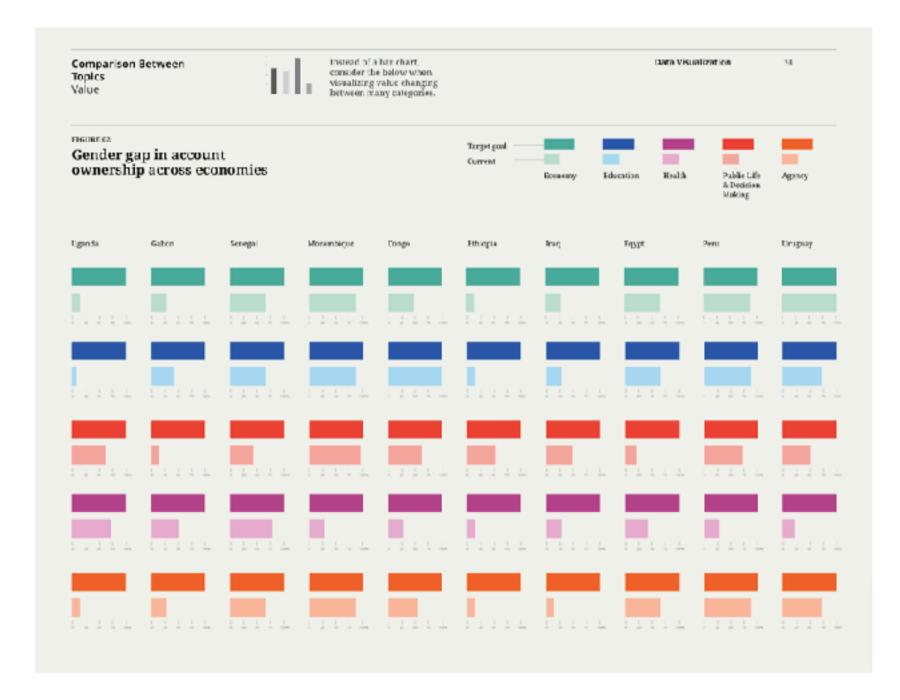
The new creative platform rejects these tropes with a geometry-based graphic lexicon that is bold, contemporary and progressive. Every element is constructed out of an equal sign (=) or a plus sign (+), reinforcing the centrality of these two concepts to the pursuit of meaningful gender parity. The plus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

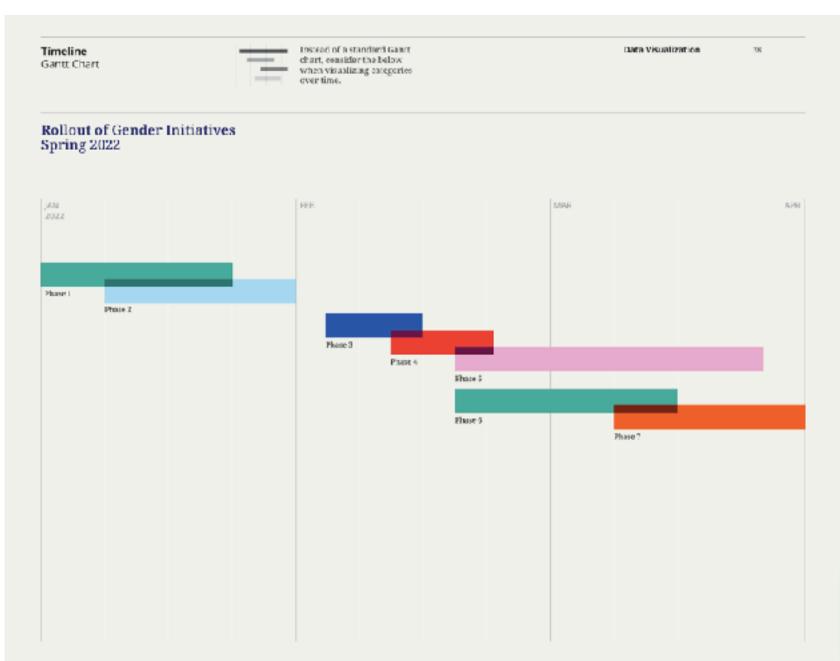
To learn more:

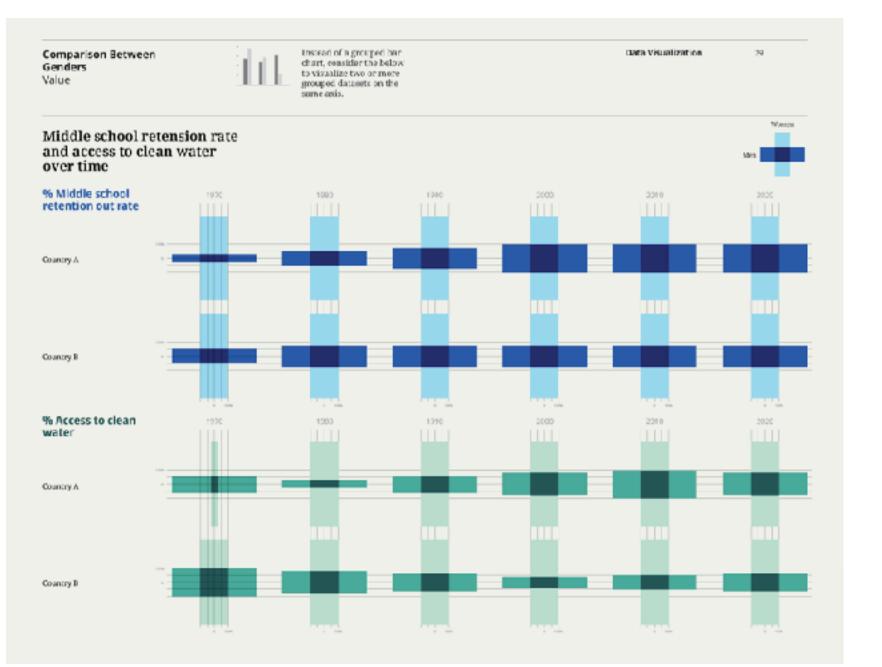
https://www.pentagram.com/work/gender-equality-creative-platform?rel=search&query=gates&page=1



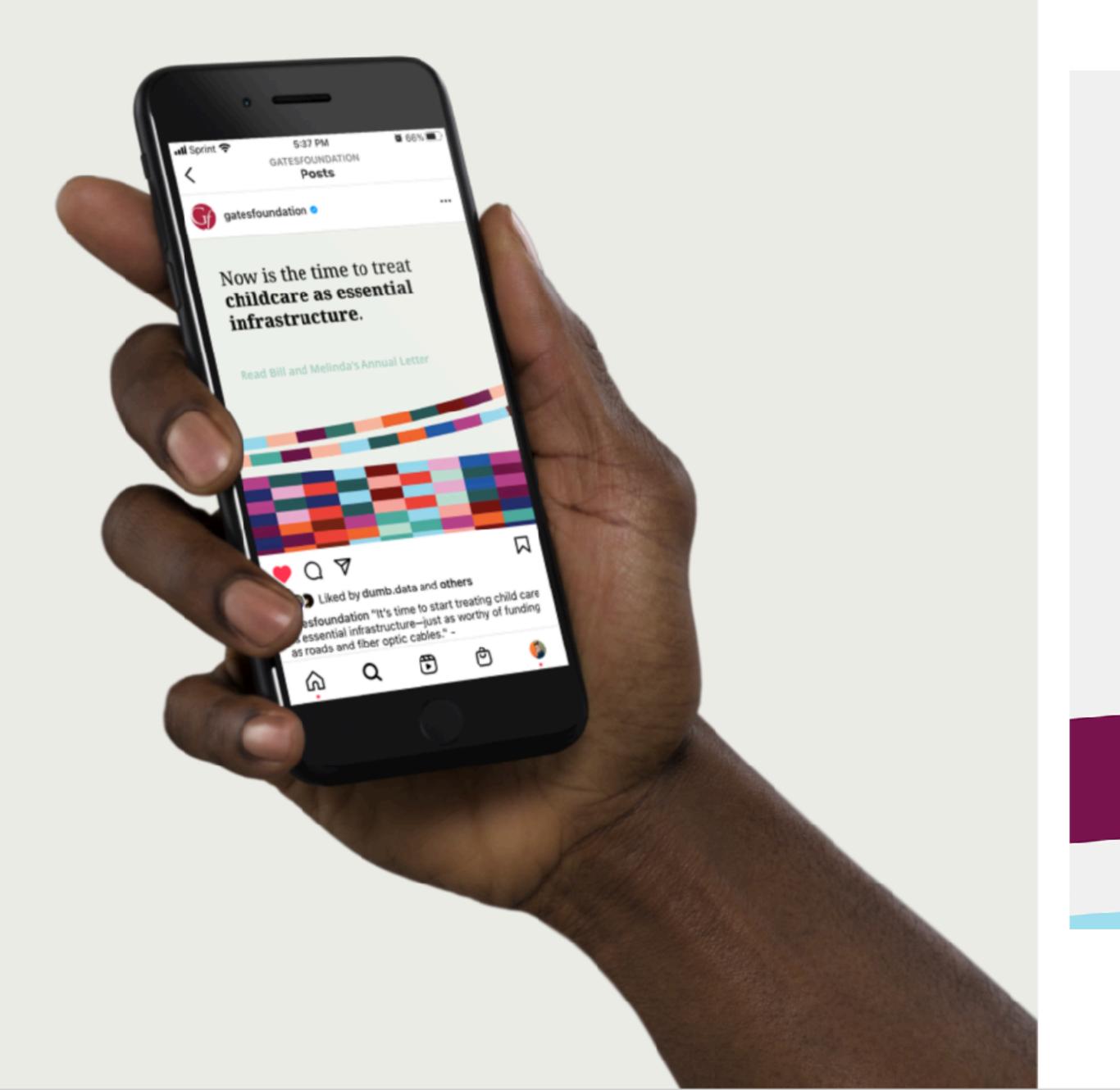








leadership roles 100 are filled by women. ...compared to 44% of men. Source: Eurasia Group CHILDCARE ne pandemic, ... but today, Providing childcare to women it's 1 in 3. men spent could add \$3 trillion to the 2020 2019 global economy each year. e daily... Source: ILO Source: ILO \$3 trillion 40% additional GDP 36% UNEMPLOYMENT FAMILY PLANNING ...but women's Lockdowns have reduced Unemployment ...resulting 1.4 millio unemployment spiked for men access to contraceptives, has failed to and women leaving 12 million women unintend 24% bounce back. in 2020... without protection... pregnanc 20 6.5% 6.4% women's 6.5% unemployment \$45.8 trillion Annual GDP currently generated by women 6.2% men's unemployment Since COVID-19 Source: Eurasia Group UNEMPLOYMENT ORKERS If there were ...there were ... and and lockdowns have 3.22 Billion 100 employed 115 unemployed 112 unemployed Global total employment affected the world's 2021 2019 2020 women in 2021. One bar = 250,000 women women in 2019... women in 2020... g population... Source: ILO WOMEN'S JOBS AT RISK That's \$2.1B for women over the ally d workers... 2 Billion 53% of women next five years. Informal workers globally work in industrie most disrupted by COVID-19... 1.56 Billion Informal workers significantly impacted me of



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

CHILDCARE

