

Pride ERGs (We/Ro)

*"I believe that no one should ever have to choose between a career we love
and living our lives with authenticity and integrity"*



Logo was a joint effort with Shelby Hutchison

Selisse Berry

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Pride of we

When a group of driven LGBTQ+ employees got together to create the first group of its kind at WeWork, I had to be a part of it. The first project was defining the brand and logo of the group. It needed to express the fun and energy we had, while still staying on brand. In addition to the logo, we created smaller hearts for when the logo needed to be small. They also represent other groups within the community. People of color and Transgender identities.



Bring on the swag!

It went without saying, we needed a t-shirt. So I worked on a symbol that wouldn't scream any message in anyone's face, but instead make something that anyone could wear. Something to bring people together. Within days of handing them out, they appeared everywhere in the office, worn by everyone from the founders to the cleaning staff.



Pride NYC & Beyond

The group was created in the winter of 2017/2018. After we created the brand and our first shirt, Pride month was soon upon us. I volunteered to lead designer efforts on the float, and gathered a small team to help plan out what we'll do, and what our theme would be.

We decided our theme should be 'Defiantly Different'. Most people at Pride go crazy with the color (And good for them!). We wanted to take the cleanliness of WeWork and make color stand out and speak intentionally. So we chose to use white and silver as our main color, while accents of color would pop and speak louder. This would also help us stand out compared to other floats.

Along with the float, I made tattoos and stickers. We picked out colorful accessories while printing last years pride shirt on white to unify everyone. These designs were used across the world in other parades, from Rio to LA, Tel Aviv to London.













Summercamp

WeWork's annual Summercamp to London was the perfect moment to introduce our mission to the rest of the company. And that included stickers and tattoos.







National Coming out day

October came, and so did National Coming Out Day. We threw an event for this moment, and I created a sticker for the event.



Transgender Awareness day

The last sticker I worked on was for Transgender Awareness Day. The sticker is supposed to represent perception. You should be perceived how you identify, and this sticker with its illusionary properties demonstrates that.



Pride at Ro

During my time at Ro, I co-founded the Pride ERG alongside a colleague. Together, we facilitated our company's LGBTQ+ slack channel and planned a virtual Pride Month. During pride month, we organized events for baking together, a drag bingo, and had queer authors come to speak.



Logo I designed for the group.





Pride mark for Pride 2021.



Pride shirt / 2021



An apron design for our event, Chaotic Baking.