



EQUAL AFRICA

LUXURY

Client:



January
2023
Equal Africa
Luxury
Project

Client **BRIEF**

- Design a variation / sub-category of the Equal Africa logo
- The variation is intended to be used for the luxury division



The Remix



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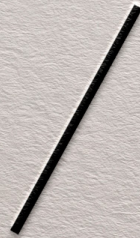


Using the colours of the pride flag to symbolise and emphasize luxury travel is a positively effective way to communicate a message that is inclusive and accepting. Luxury travel can often be associated with exclusivity and elitism, but by using the pride flag colours in the word luxury or luxe, it sends a clear message that anyone regardless of gender, sexuality or identity can enjoy luxury travel in an environment of acceptance and equality. It also helps to promote diversity within the luxury travel industry, as it encourages people of all backgrounds to feel they can access and enjoy luxury experiences without any judgement or stigma.

The colour scheme used in the pride flag communicates a sense of joy and empowerment which is evoked by luxury travel destinations. This helps to create a positive perception that this type of travel market is open and accessible for everyone, no matter who they are or how they identify. Furthermore, using the pride flag opens up dialogue about how this type of market can be more inclusive and supportive of underrepresented members within the LGBTQ+ community. By openly acknowledging these groups through visuals such as this one, it shows that luxury travel companies are actively striving towards creating an environment of acceptance and support for those who wish to experience luxury experiences.

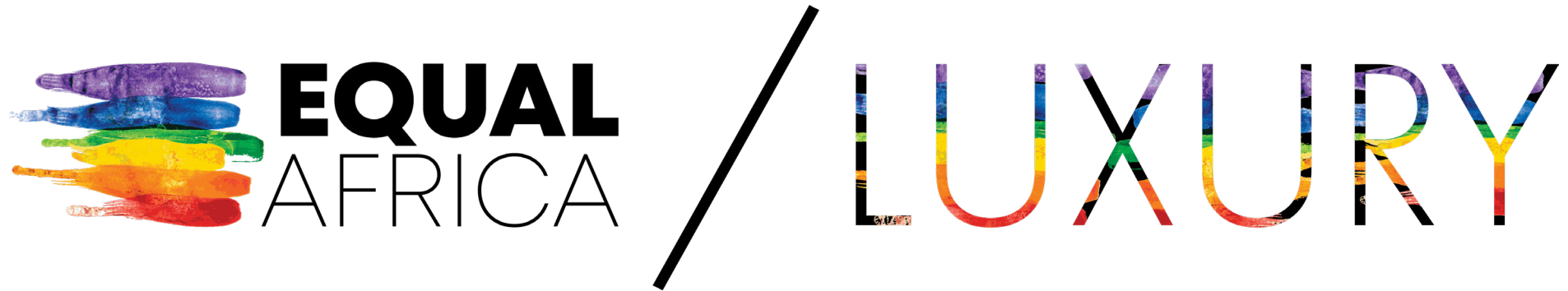


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