

Rainbow Flag Redesign Studies

June 27, 2009



Flickr: Moktoipas

Key Words for Updating the Rainbow Flag

Equality

Strength

Fabulous

Unity

Honor

Tolerance

Pride

Identity

Acceptance

Civil Rights

Diversity

Power

Love

Inclusive

Respect

Hope

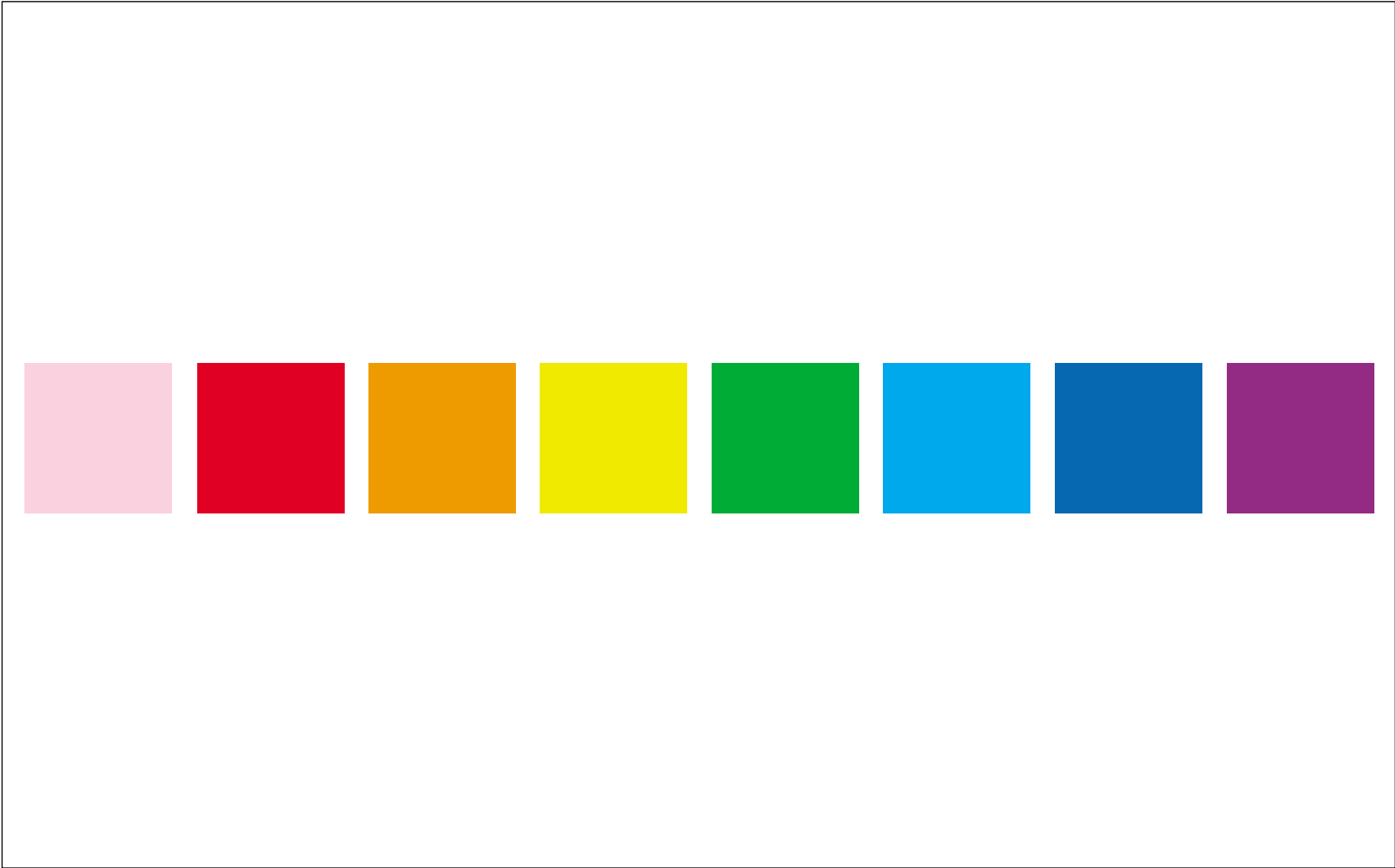
Unique

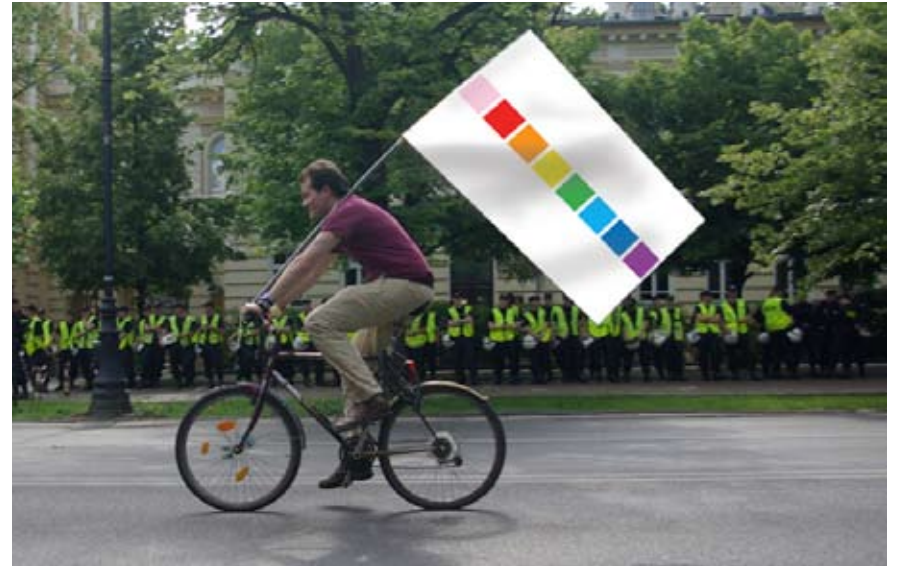
Rainbow Flag Modified

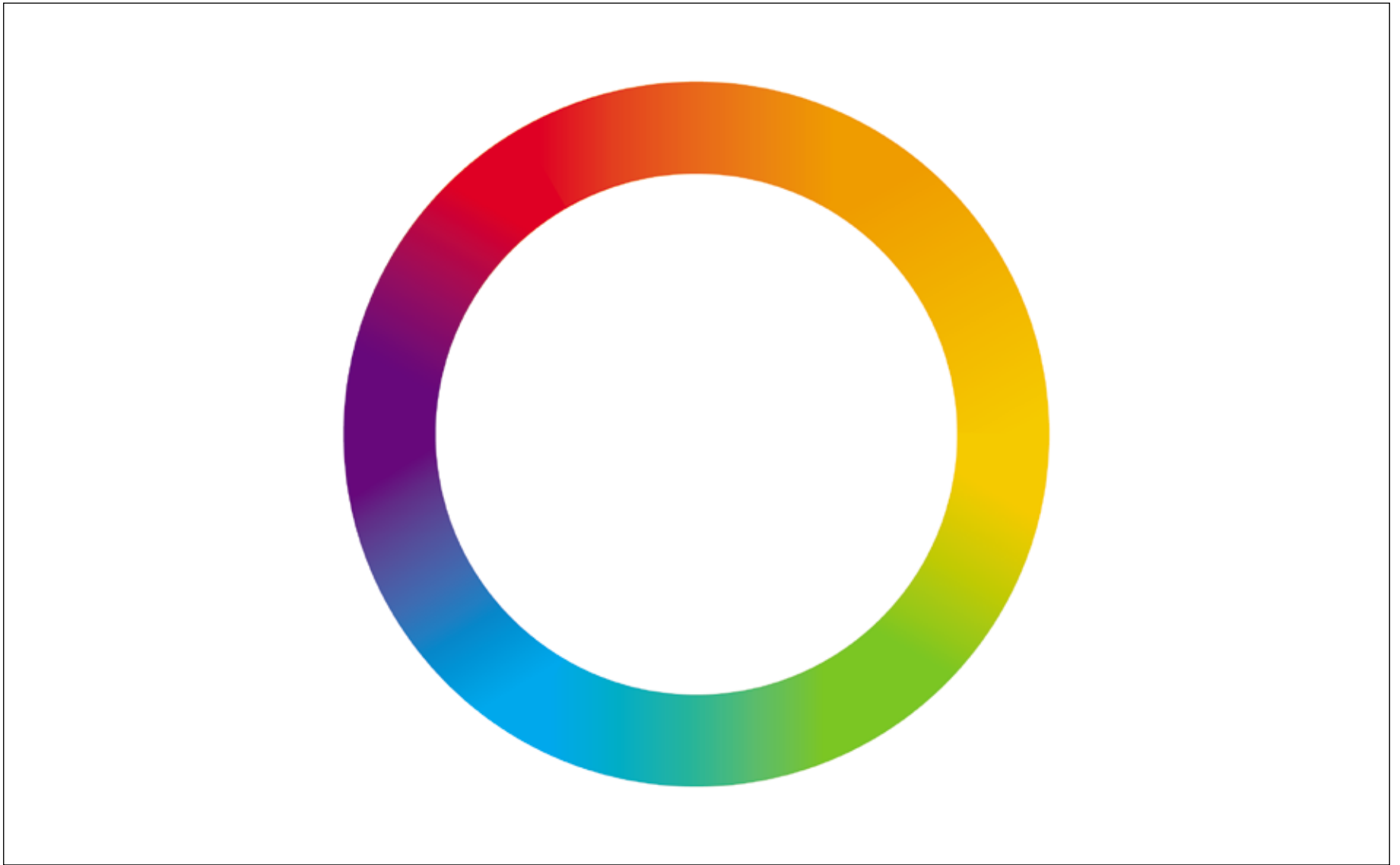
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Rainbow Flag Symbols

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The New Colors of Pride

We've selected a recommended color and named it **Shock**. It is a variation of Magenta and Shocking Pink and contains both red and blue which suggests the traditional pink and lavender associated with the gay movement. Historically this color has been popular with the avant-garde. The color is bold, aggressive and intense while at the same time uplifting and celebratory. These are all appropriate metaphors for the contemporary gay movement which is now fully “out of the closet” and has high visibility in all facets of contemporary life. In addition, Shock is a color that is not represented on any national or state flag, further ensuring the uniqueness that is the gay community.

White represents the **Unity** of the gay community. When white light is refracted through a prism it reveals all of its color components in the form of a rainbow – which makes a direct connection to the rainbow flag. A prism is traditionally triangular in shape – another symbolic reference to the gay community.



SHOCK

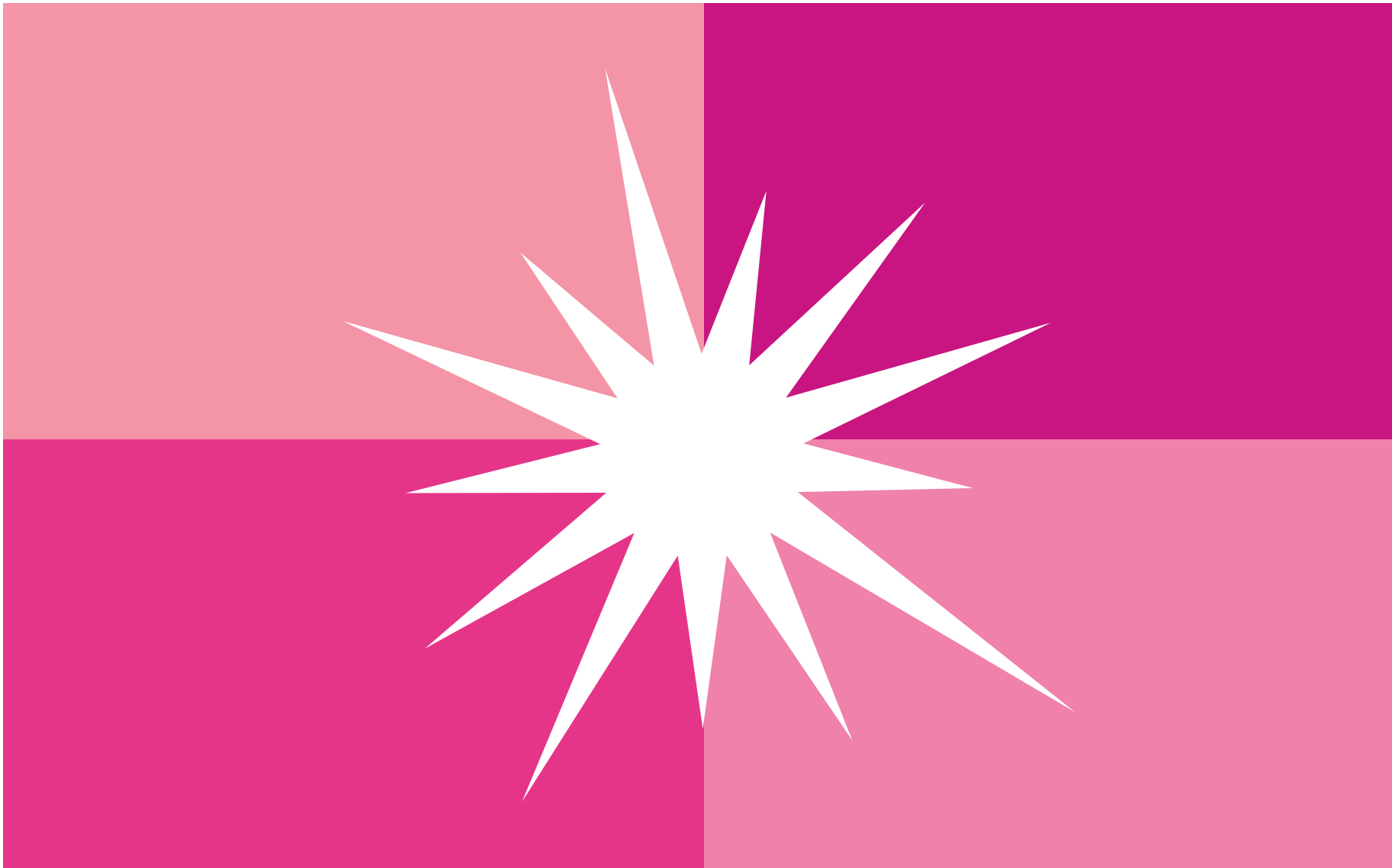
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CMYK: 5C, 88M, 0Y, 0K
RGB: 234R, 68G, 152B
WEB: EA-R, 44G, 98B

UNITY

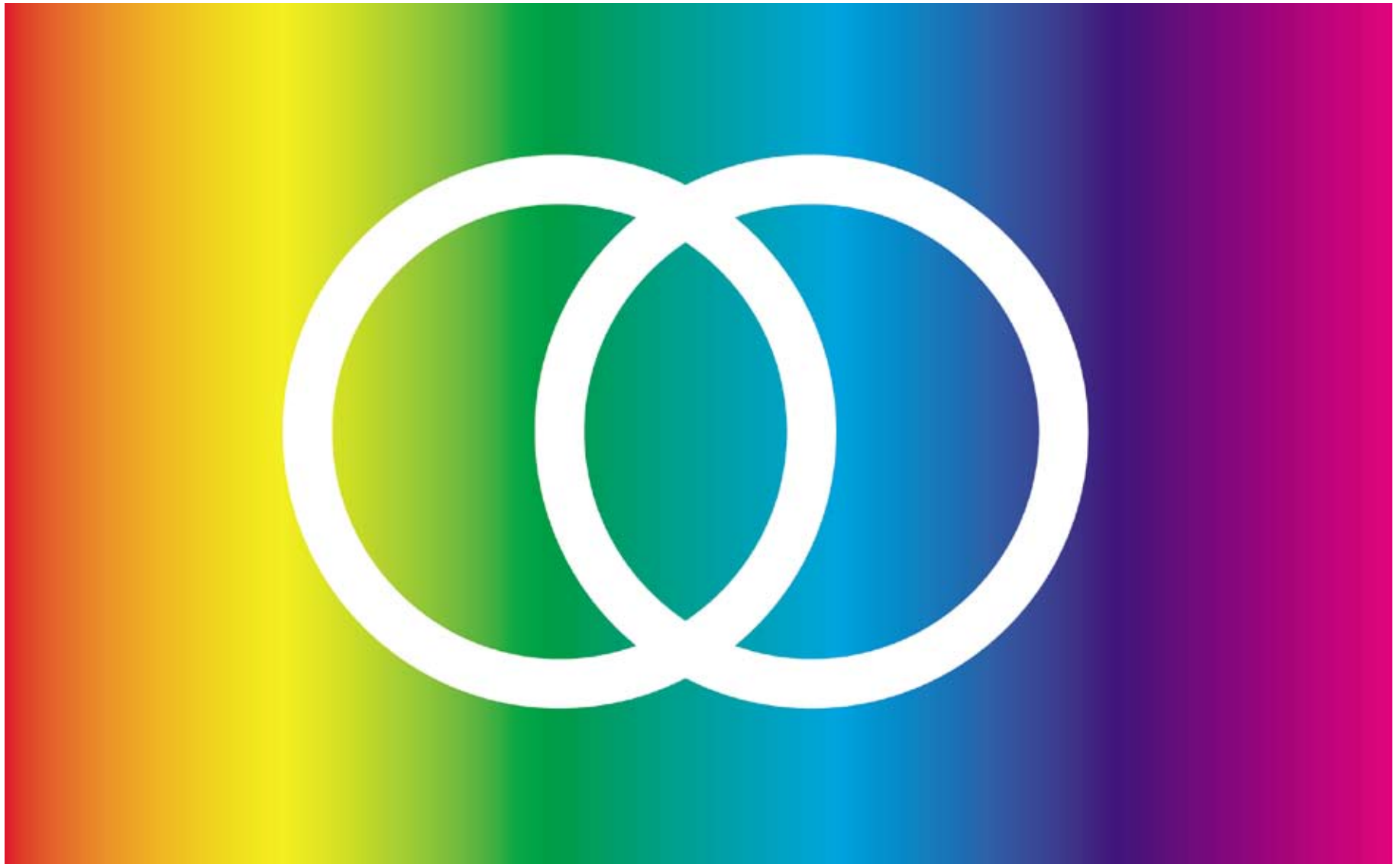
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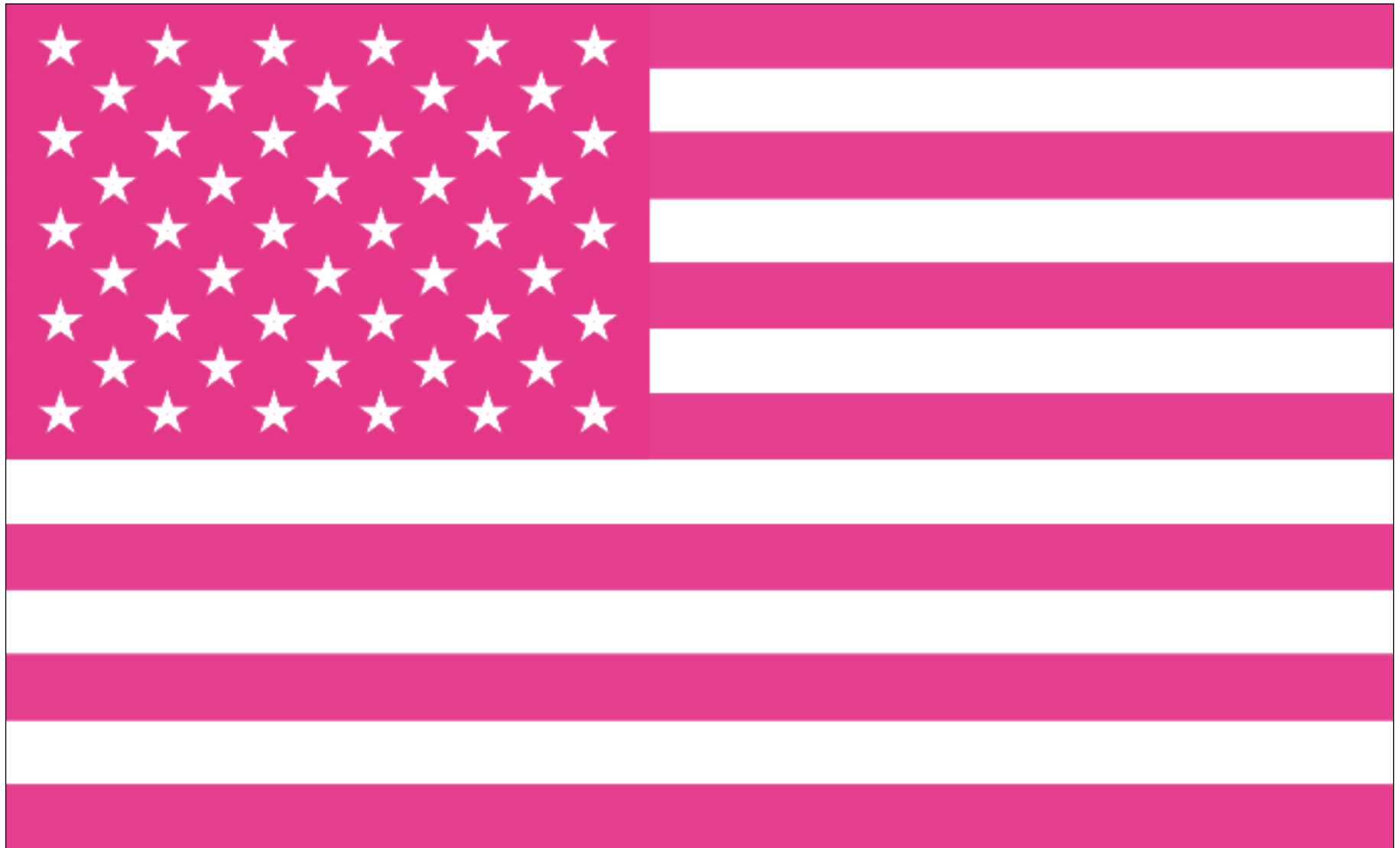




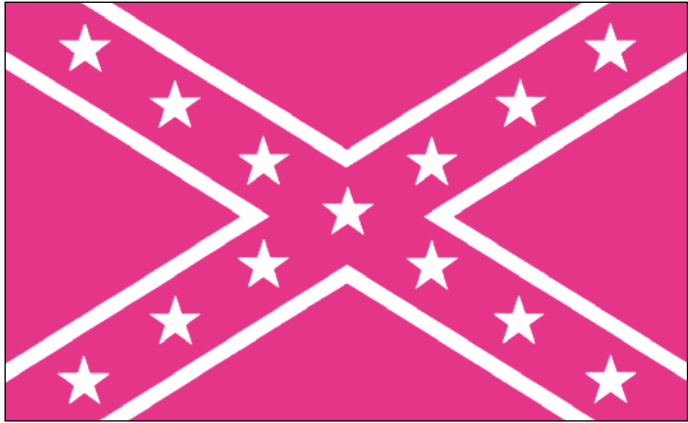


Rainbow Flag Conceptual

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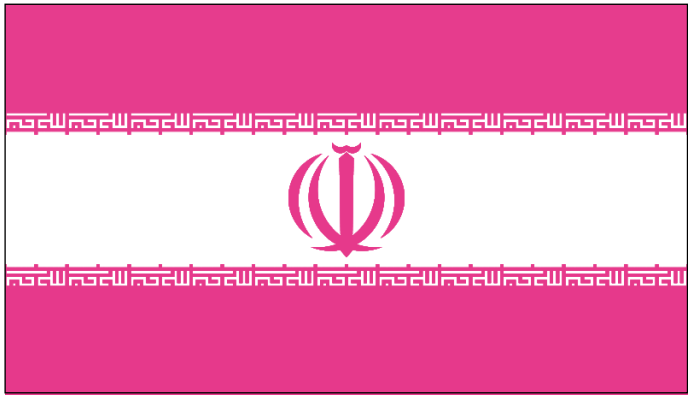
“I am a gay American” – James McGreevey, Aug 13, 2004



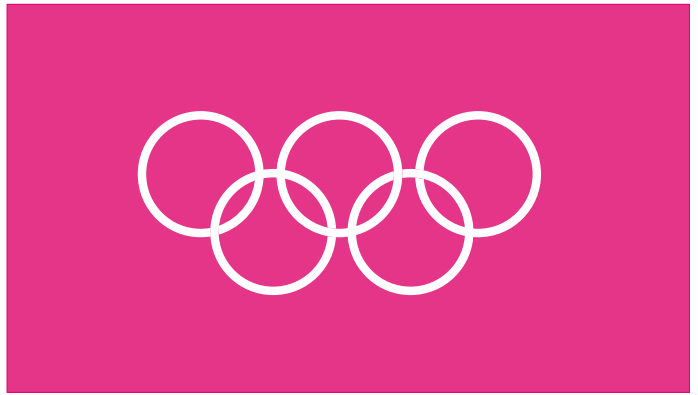
Confederate



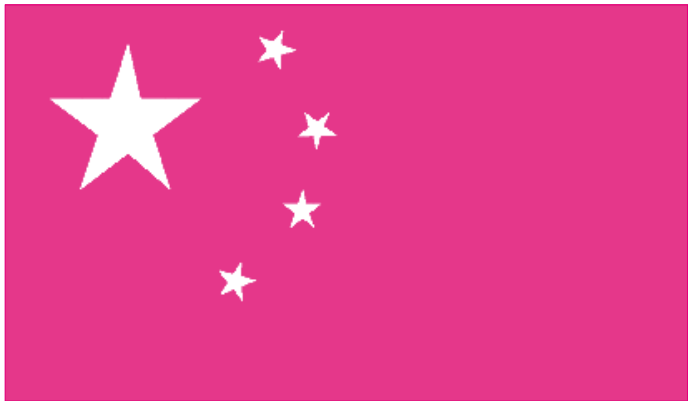
Christian



Iran



Olympic

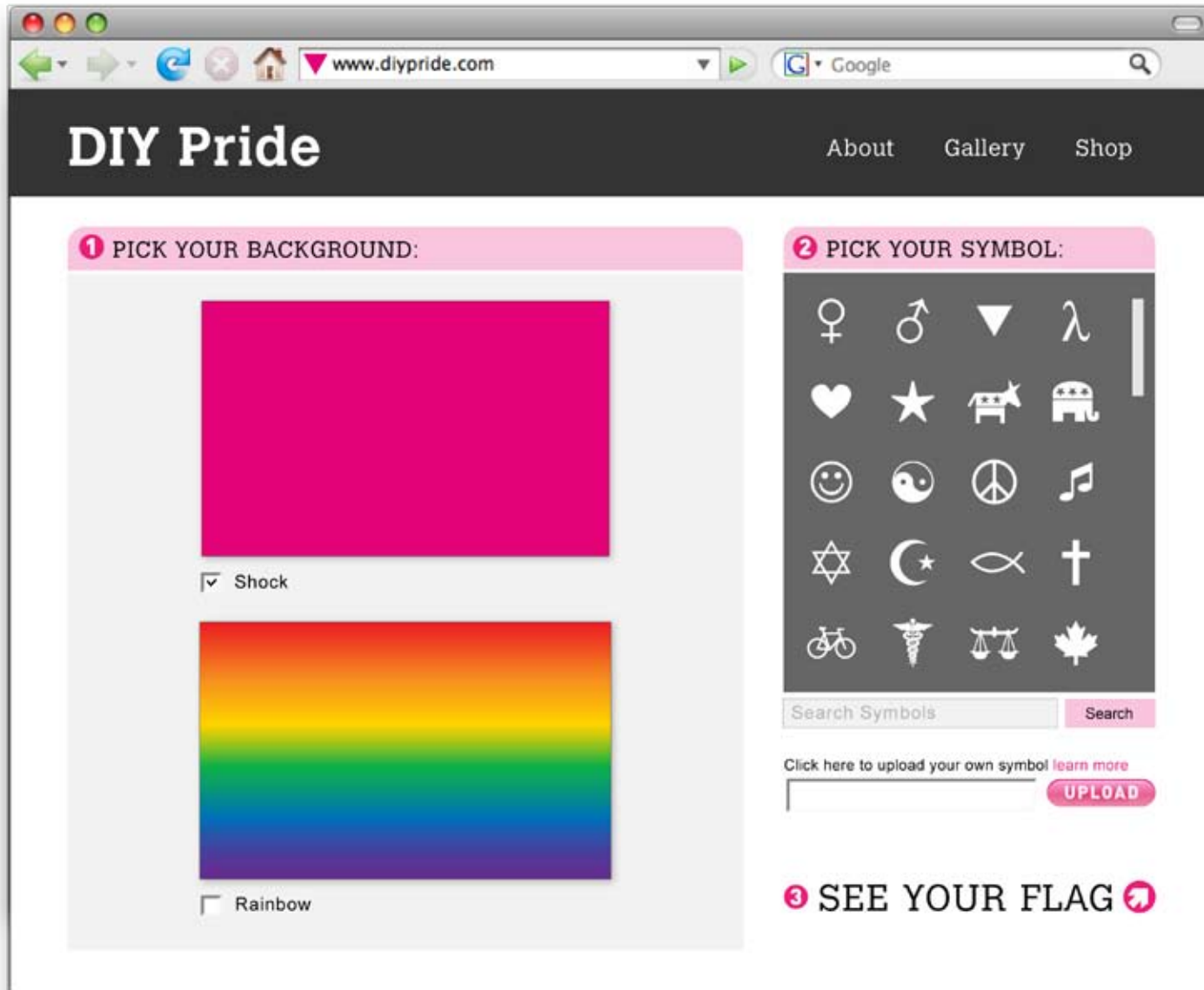


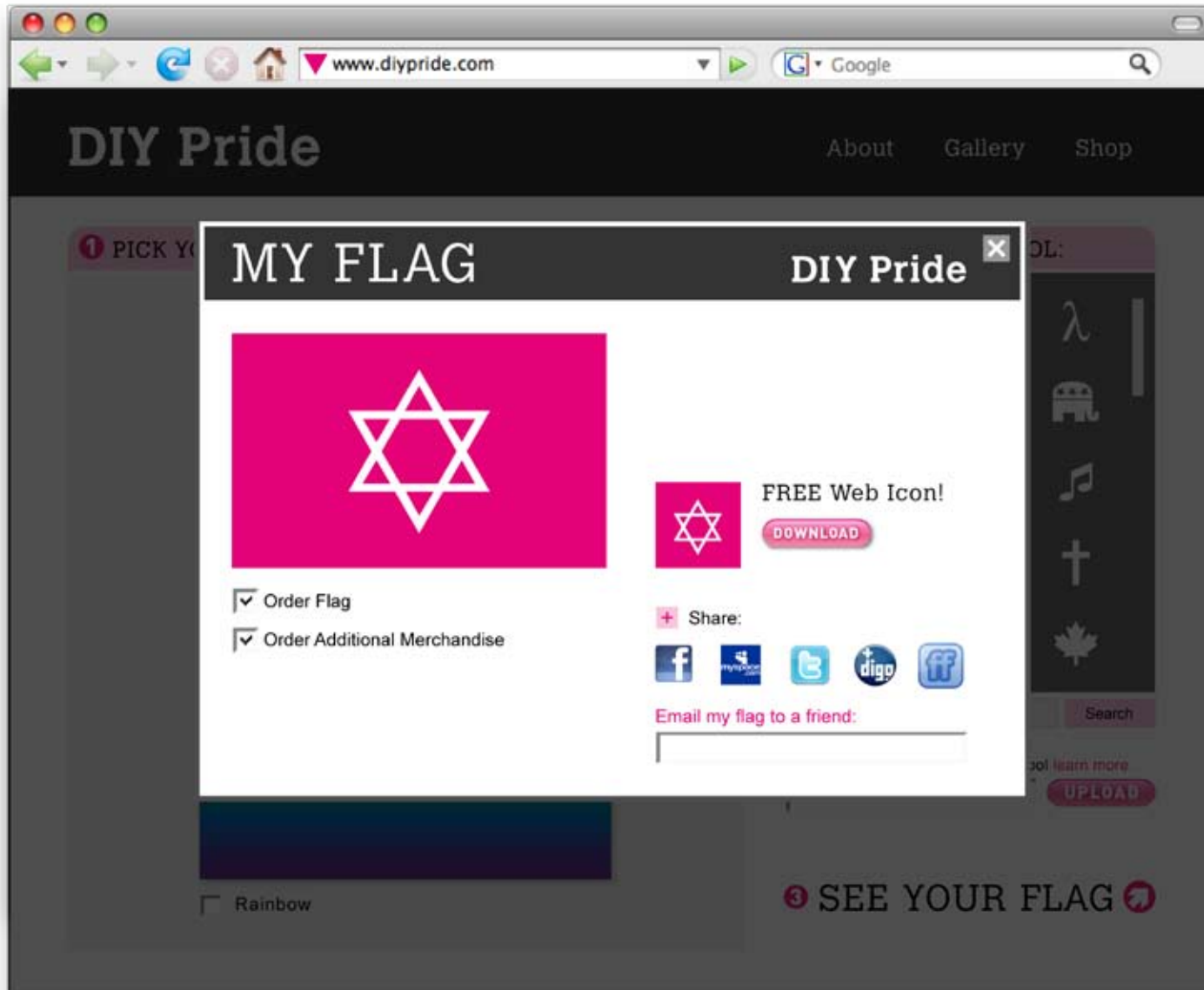
China



POW









Rainbow Flag: Conceptual 2-applications

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