

Unmarried Equality
LOGO RATIONALE

Unmarried Equality

UE logotype: Gotham Narrow Medium

As explained in the name change rationale, Unmarried Equality was chosen to clarify the organizations' core goal.

With the weight of understandability pulled by words, this freed up the visual component of the logo to focus on subtler aspects such as shifting perceptions and symbolism that can be applied to distinct qualities of the organization.

The first cliché that needed to be addressed, both to general audiences and prospective members, is that unmarried people are “alone.” In truth unmarried individuals have rich support circles formed with more emphasis on choice rather than biological connections as a whole. Additionally, Unmarried Equality exists so this demographic can *join together* to influence change.



UE symbol of community, unity, and diversity.

For these reasons it was important to pull the community aspect to the forefront. Consequently, the most striking aspect of the logo is four figures connected by their arms.

Each stylized figure is a different color formulated by their placement in relation to the color wheel. Opposite of each person is another in a complementary color. The reason for their distinctness in regards to color is to represent the wide array of people with vastly different lifestyles that make up the target audience and members.



Unmarried Equality stylized acronym

The organization and its goals as an abstract idea (rather than manifestation as represented by the people) are signified by the “UE” acronym at the center of the graphic. This is an intentionally subtle aspect since the figures need to dominate to create visual harmony.

The idea of equality (shown as a stylized “E” modeled after a mathematical equal sign) is near the center as well as it is the core goal and reason for members combining their strengths as individuals for greater clout.

