



TALK OPENLY

Silas Green

Talk Openly

After looking at the Brandlab state of the industry report, the thing that stuck out to me the most was the statistics of employees feeling uncomfortable talking with their coworkers, especially their higher-ups. Some of the main ideas for a narrative that I wanted to focus on were as followed:

- Leaders aren't committed
- Poor communication
- Lack of action
- Open conversation
- Heartful conversation, but still critical
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With these ideas in mind, the main saying that I came up with was "talk openly." The idea of this phrase was to bring attention to how CEO's are in control and make their subordinates feel unable or uncomfortable to talk to them. Other ideas that I wanted to focus on were "imposter syndrome" and workers not being able to voice their opinions.

Talk Openly

These are some of the early ideations I had of phrases to play onto the “talk openly” topic.

TALK OPENLY

#speakyourpiece

#talkthetalk

#straight-talk

#talkloose

Are leaders of organizations truly committed to advancing DEI&B at their workplaces?

Leaders: 98% Yes White: 58% Yes BIPOC: 39% Yes



<https://www.thebrandlab.org/>

TALK OPENLY

#talktheplank

#takeatalk

#talkitoff

#takeatalk

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TALK OPENLY

#talktoafriend

#wannatalkaboutit

#anotherconversation

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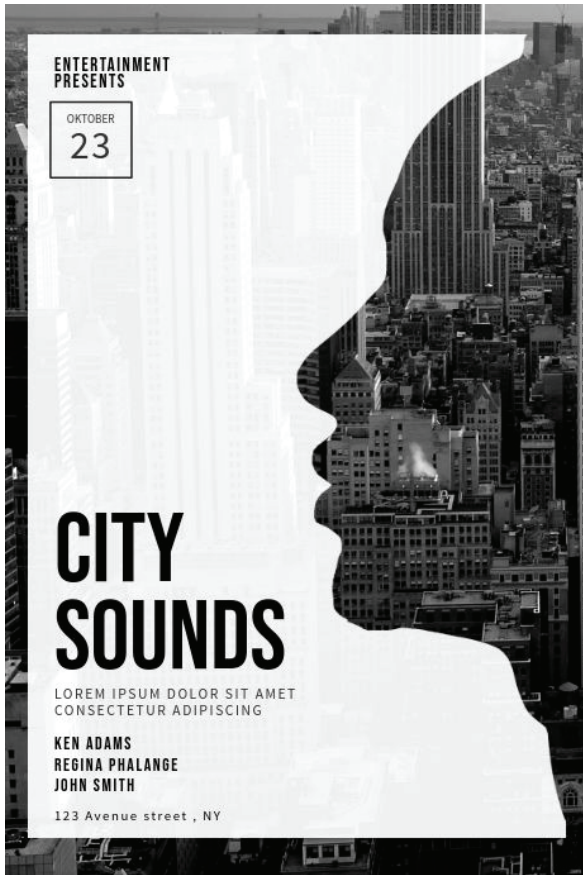
Inspiration

My main inspiration came from the Hiroshima appeal posters. I liked the subtle illustrations a majority of them shared. It gives the viewer an intriguing design to look at, but is also subtly disturbing or offensive in some way without being blatant. There is something “off” about the illustrations and what they represent.



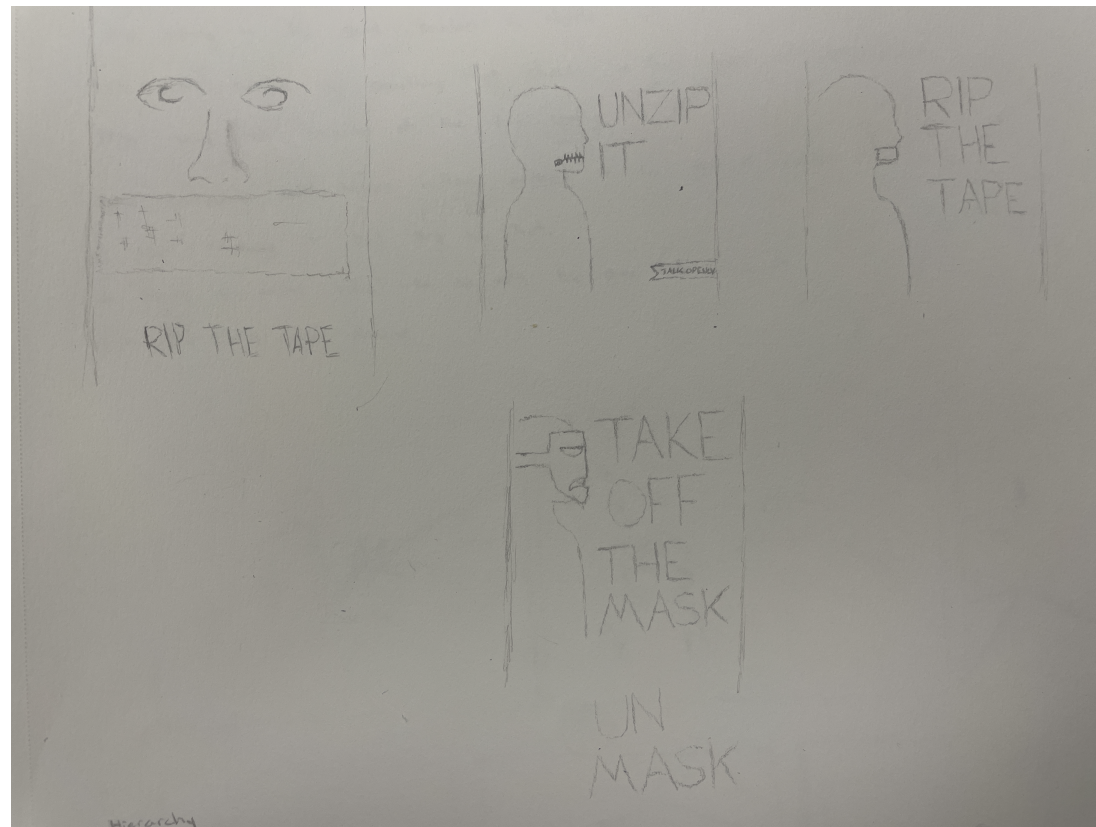
Inspiration

Posters that added more inspiration because of their illustration.



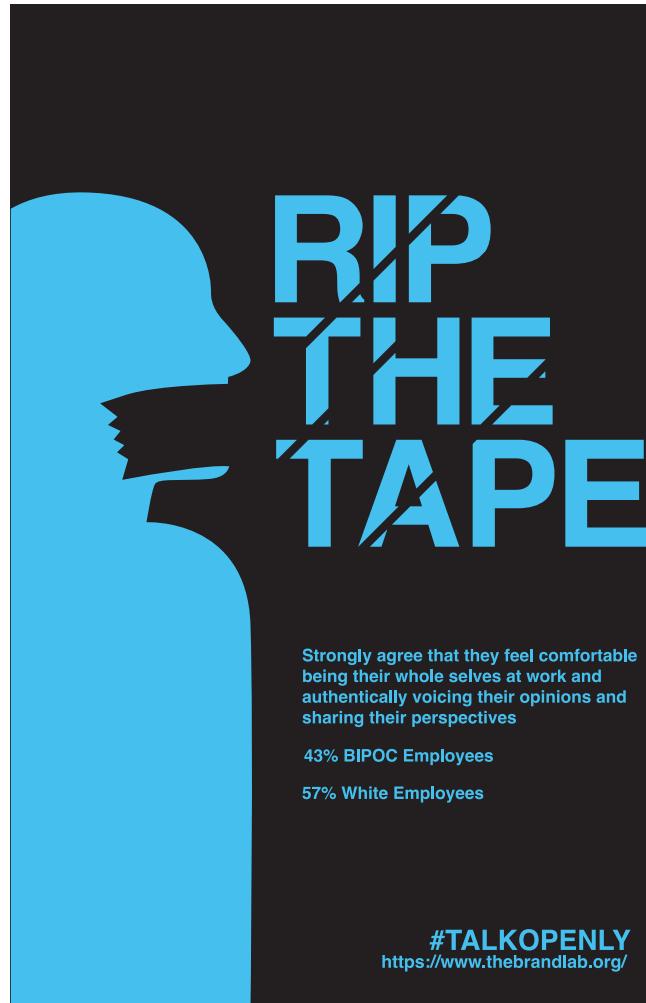
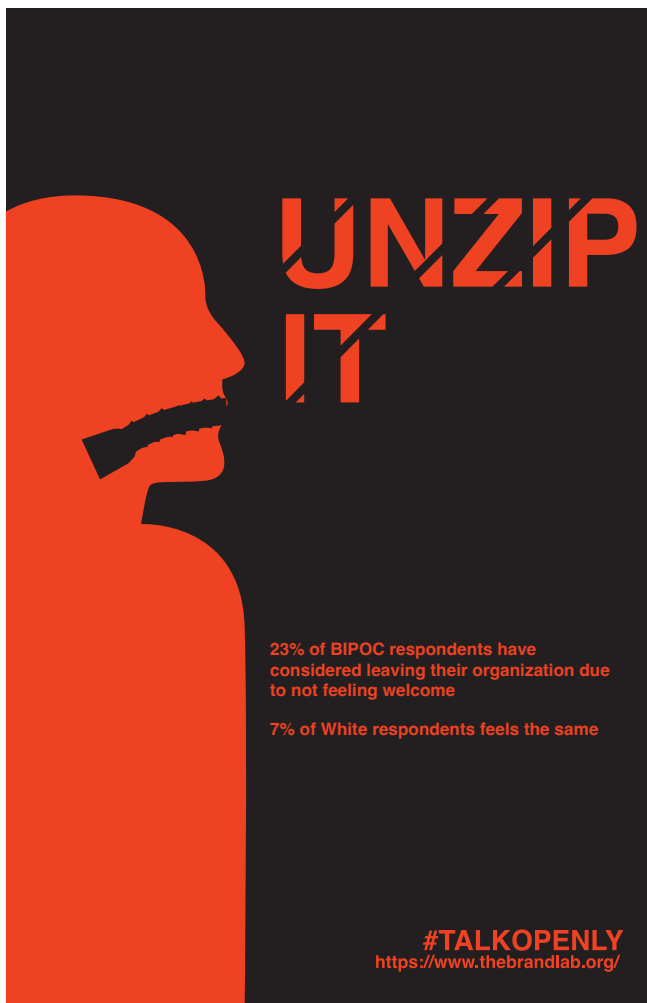
Initial Poster Design

For the initial poster design, I came up with the idea to have an illustration of a person with something on their face to prevent them from communicating properly. With these illustrations, I added simple phrases that would go with the illustrations. For example, I have two illustrations below that have someone with tape covering their mouth, so I used the phrase “rip the tape” to go along with the idea of “talk openly.”



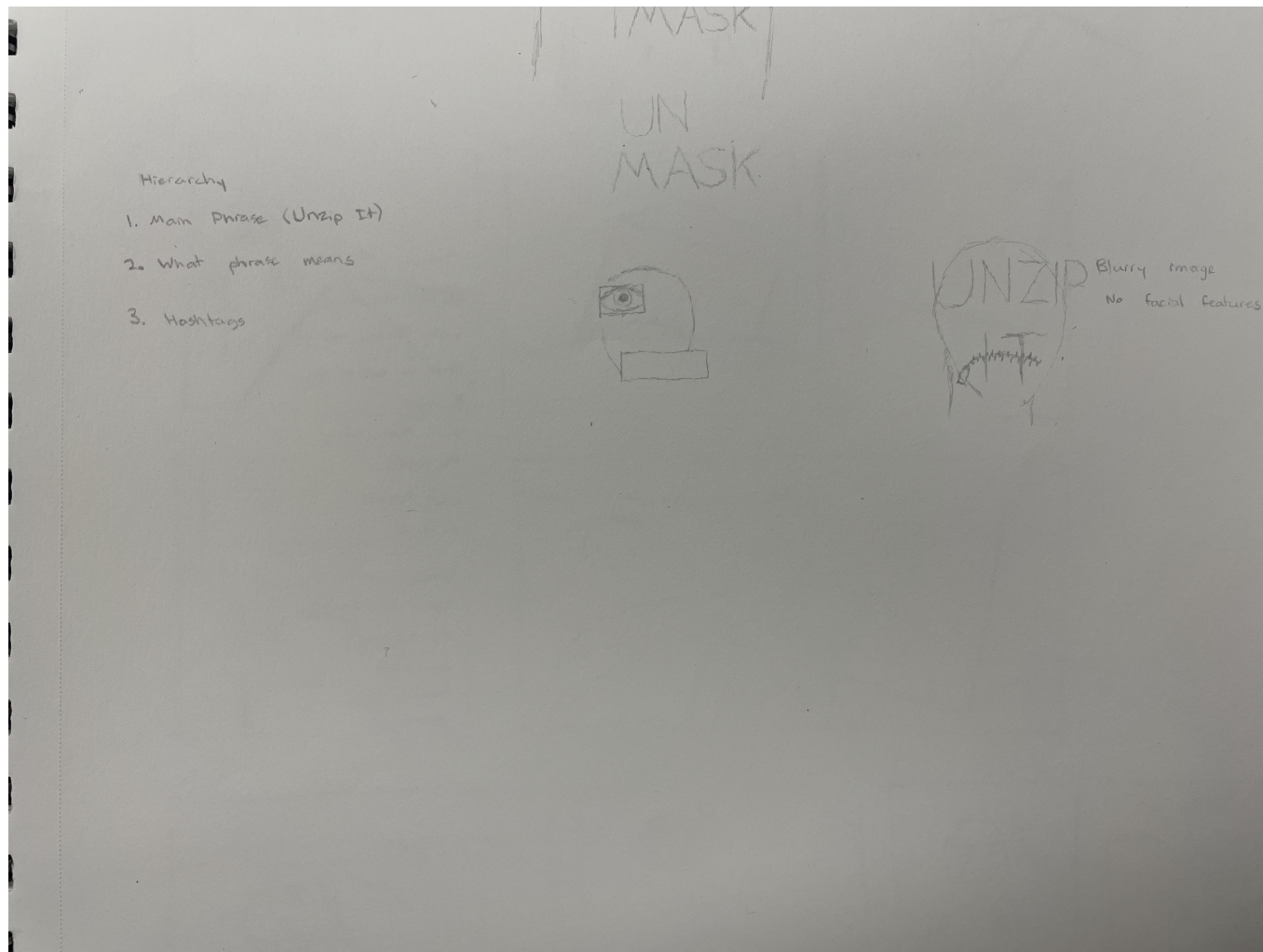
Initial Poster Design

I ended up sticking with a simple silhouette for my first iterations. Along with this, I also put the main phrase that went along with the poster bold next to the illustration.



Poster Design

I kept the phrases “Unzip It,” Rip the Tape,” and “Take off the Mask,” but wanted to change the illustrations to be less simple to impact the viewer more. I chose the illustration of someone with a cloth over their face, added an object to interrupt communication, then blurring that image.



Poster Design

UNZIP IT

TALK OPENLY
Percentage of employees that have considered leaving their organization due to feeling unwelcome

23% BIPOC	7% White
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#UNZIPIT
#TALKOPENLY
<https://www.thebrandlab.org/>

RIP THE TAPE

TALK OPENLY
Percentage of employees that strongly they are comfortable being their whole selves at work, and can authentically voice their opinions and share their perspectives

43% BIPOC	57% White
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#RIPTHETAPE
#TALKOPENLY
<https://www.thebrandlab.org/>

TAKE OFF THE MASK

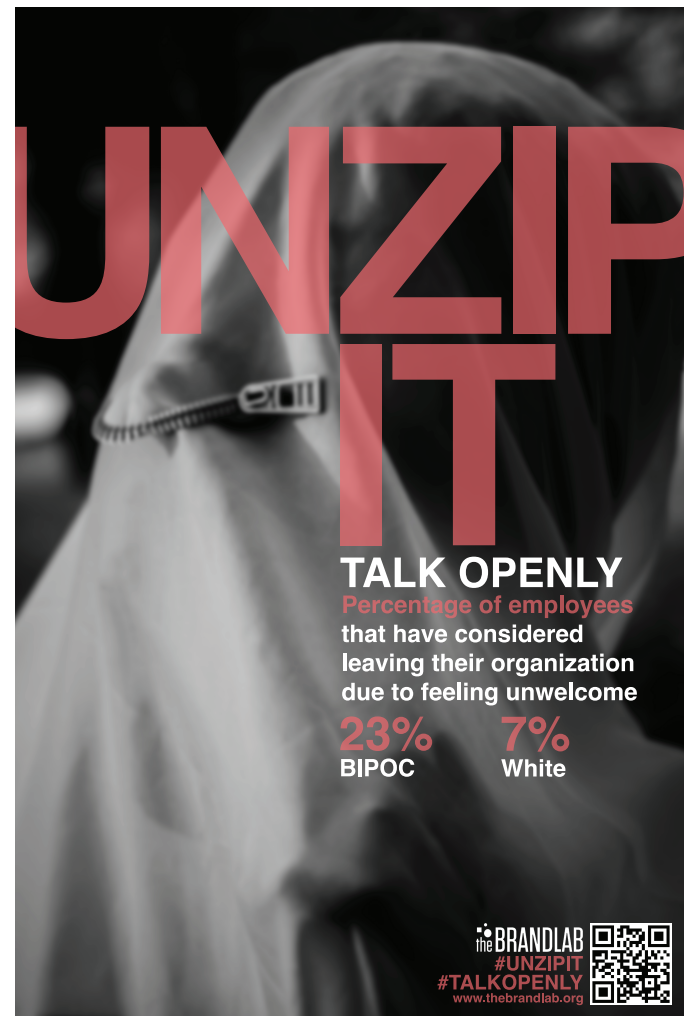
TALK OPENLY
Are the leaders of organizations truly committed to advancing DEI&B in their workplace?

39% Executive Level Workers	97% BIPOC Employees
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#TAKEOFFTHEMASK
#TALKOPENLY
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Final Redesign

For my final redigns, I made adjustments such as changing the main text size to be much larger, then putting the body text on a grid according to the main text.

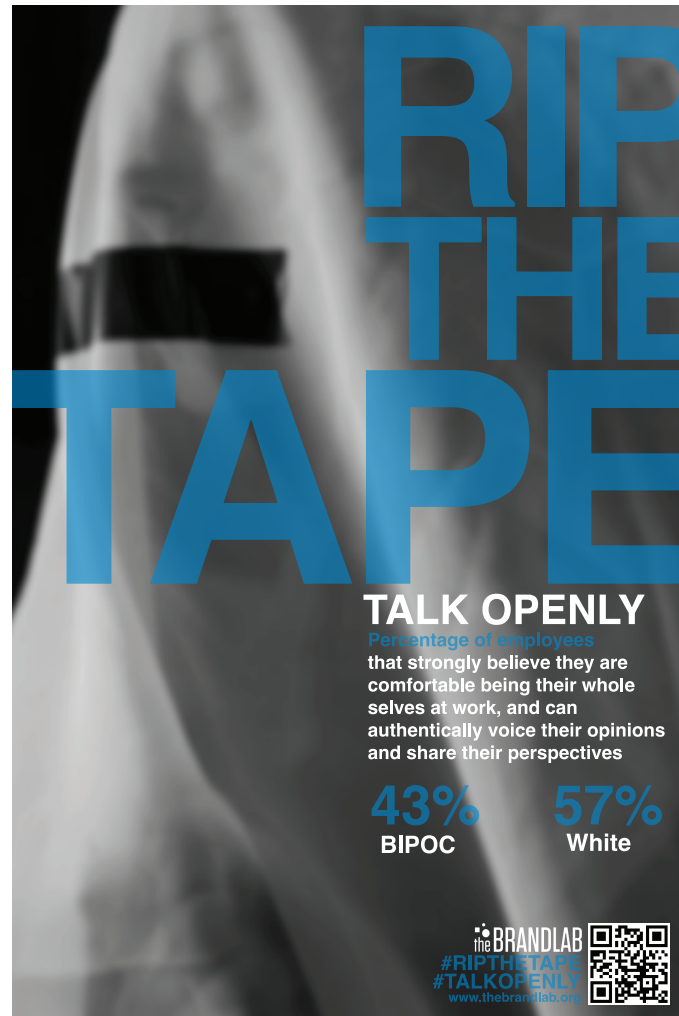



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RIP THE TAPE

TALK OPENLY
Percentage of employees that strongly believe they are comfortable being their whole selves at work, and can authentically voice their opinions and share their perspectives

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Final Thoughts

The final design of the posters shows a clear narrative with the bold text related to the image, as well as the “talk openly” related paragraph below. Each illustration shows a person with cloth over their head as well as an object over their face to prevent them from communicating properly. Each poster also has a body paragraph that briefly explains a statistic, with percentages shown accordingly. The goal was to show the main idea such as “unzip it,” and explain what “unzip it” means with a statistic.

The collection of posters created is a cohesive way to represent what theBrandlab’s company represents, providing information on the poster as well as an easy way to access theBrandlab’s services to continue the conversation.