



# PRIDE AT MONASH SHIRT DESIGN

**DVC(E) Respect, Equity, Diversity, and Inclusion (REDI Team)**  
**Designed by Stephanie Bridges and Byrony Baker**

## DESIGNERS

### Stephanie Bridges

Bachelor of Communication Design

I'm a Monash-trained graphic designer who loves identity, publication, and multimedia design. I'm all about bold colours, playful ideas, and experimenting with print to see what's possible. I thrive in team environments, love bouncing ideas around, and genuinely enjoy the energy that comes from creating with a team. My love for bright visuals (and cute collectibles) keeps my work fun, expressive, and full of personality.



### Byrony Baker

Bachelor of Communication Design

Hi I'm Bryony, a Melbourne-based Graphic Designer. My Graphic Design practice is grounded in collaboration and a strong belief that the best work comes from working together. I'm passionate about designing for impact and using visual communication as a tool to make a difference and inspire positive change. For me, great design is not only visually engaging but also purposeful, empathetic, and capable of creating a connection between the designer and the audience.



## WORKSHOP

In early October, allies and members of Rainbow and LGBTIQ+ communities at Monash were invited to join our co-design workshop, hosted by the wonderful desli, a proud queer advocate, educator, and event producer.

Throughout the workshop, desli guided participants through a journey of queer history, exploring language and messaging around Pride, and reflecting on the diversity of values and expressions among us.

Desli used various creative prompts and physical resources that enabled participants to shape their knowledge, experiences and inspiration into a design concept that was meaningful to them.

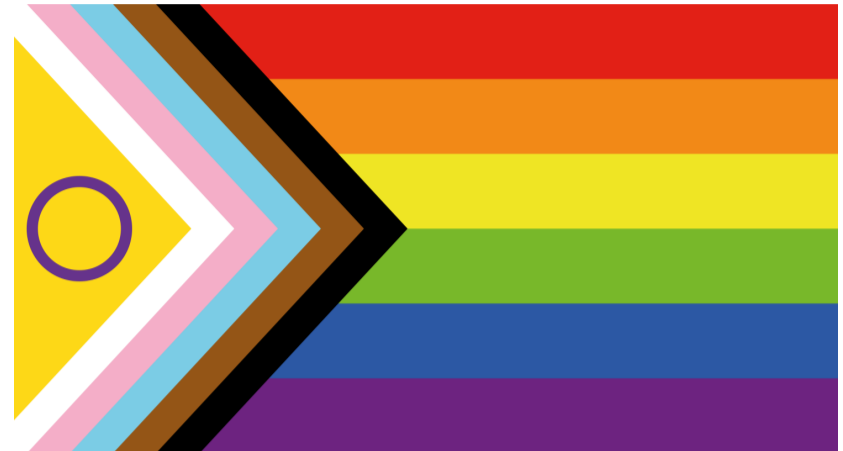
The workshop allowed Stephanie and Byrony to hear directly from the community, helping them ground their design in shared sentiments and lived experiences.

# DESIGN ELEMENTS

## Progress Pride Flag

The Intersex-inclusive Progress Pride Flag features as the statement element in the new shirt design. Designed in 2021 by Valentino Vecchiotti to include representation of Intersex communities, this flag has been adopted into the Pride at Monash branding.

A key piece of feedback throughout the design process was that the flag 'flow' more prominently across the shirt, representing the diversity of rainbow communities, the progress that has been made and a clear acknowledgement of the work that is still to come.



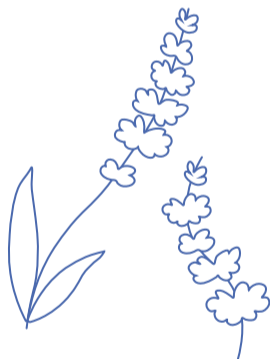
**Initial Element Style**  
(featuring gradients)



**Updated Element Style**  
(featuring outlines)

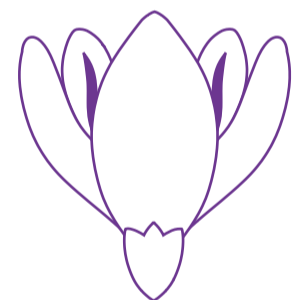
## Lavender

A symbol of pride, solidarity, and resilience. Reflects the shared identity that unites the community.



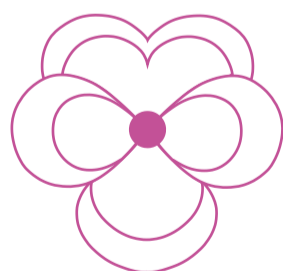
## Violets

Representing the lesbian community, celebrating love, authenticity, and self-embrace.



## Orchids

Representing intersex pride, celebrating strength, beauty, and individuality.



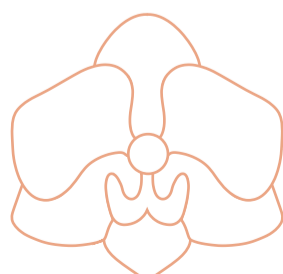
## Roses

Representing the gay and transgender community. Honouring love, resilience, and deep connection.



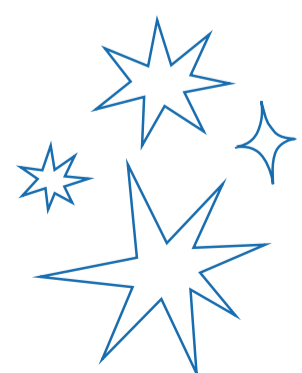
## Pansies

A symbol of queer identity and visibility. Honouring courage, expression, and ongoing self-definition.



## Stars

A symbol of hope, resilience, and future-focus.



# DESIGN PROCESS

## 1. Brief

Following the design workshop, delsi collated participants' ideas into a design brief, which outlined the core elements to be featured on the new design. Features like a flowing rainbow, scattered stars and symbolic flowers, were identified as priority elements. Preferences for other elements like the shirt colour and slogans were also mentioned.

## 2. Research

To start designing the individual elements, Steph and Bryony conducted research on some of the flowers mentioned in the brief to deepen their understanding of the relevance and significance to different communities. They dedicated time to researching and reflecting on participant sentiments around particular flowers as to ensure people would feel connected to and accurately represented by the new design.

## 3. Development

Through the development stage, a variety of styles for flowers and stars were explored, to find ways to create interest and depth but cohesiveness with our existing Pride at Monash branding. This led to the development of flowers that were formed by basic shapes each with different coloured outlines to showcase diversity and enabled exploration in incorporating the flowers into the stripes of the flag (now featured in the final design).

## 4. Refinement

The shirt designs went through multiple iterations, beginning with exploring how all the elements would sit together, followed by rounds of feedback and refinement until we landed on our final design.

# SHIRT DESIGNS



## Previous Design

Our previous Pride shirt followed the same general design approach as the several years prior, with it primarily featuring the Pride at Monash logo on the front.



## New Design

Our new Pride shirt brings together a broader range of design elements to express activism, belonging and joy, and is made from recycled PET material, making them much more breathable and ideal for warm weather Pride events.