

s22

**From:** s22  
**Sent:** Wednesday, 16 August 2023 8:59 AM  
**To:** s22 SBS Pride  
**Cc:** s22  
**Subject:** RE: SBS Pride Logo Proposal

Morning everyone,

Just wanted to close off this loop and deliver the updated pride logo we shared for approval last month.

 [SBS Pride](#)

I've given the pride shared inbox permissions to access this link but let me know if anyone else needs access.

Thank you!

s22

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**From:** s22 @sbs.com.au>  
**Sent:** Monday, 3 July 2023 12:51 PM  
**To:** s22 SBS Pride  
<SBSPride@sbs.com.au>  
**Cc:** s22  
**Subject:** Re: SBS Pride Logo Proposal

Hi s22, great that it's been so well received!

The first place this logo will be used is in an update to the logo cube in the lobby at Artarmon, which will now include logos from NITV, SBS Audio, SBS OD as well the Aboriginal & Torres Strait Island flags and either the updated Pride logo or Progress flag (exact design TBC).

Otherwise we're happy for it to be used in internal/external comms as per the current Pride logo, and will send through updated logo files as soon as they're ready.

Thanks so much to yourself & the Pride and Allies team for your assistance,

s22

s22  
Creative Manager – Brand & Art Direction  
s22

SBS acknowledges the Traditional Owners of Country throughout Australia.

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**From:** s22 @sbs.com.au>  
**Date:** Monday, 3 July 2023 at 12:02 pm  
**To:** s22, SBS Pride s22 @sbs.com.au>, s22

s22

**Subject:** Re: SBS Pride Logo Proposal

Hey s22

Thank you for following up!

No other feedback has come through on our end. The consensus is positive! It is great to have an update.

The only other question that came through was where is this logo going to be used (internally or externally)?

If you are happy to send across the assets once they are finished, we would love to use it as our updated Pride and Allies logo.

Let me know,

s22

Get [Outlook for iOS](#)

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**From:** s22 <[redacted]@sbs.com.au>

**Sent:** Monday, July 3, 2023 11:32:04 AM

**To:** s22 <[redacted]>

**Cc:** s22 <[redacted]>

**Subject:** RE: SBS Pride Logo Proposal

Hi everyone,,

Hope you had a lovely weekend! Just following up to see if you had any additional feedback on the updated pride flag design?

Thanks

s22

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**From:** s22 <[redacted]@sbs.com.au>

**Sent:** Tuesday, 27 June 2023 2:40 PM

**To:** s22 <[redacted]>

**Subject:** RE: SBS Pride Logo Proposal

Hey s22,

Thanks for coming back! We've sent it out to the committee and are so far getting really positive feedback.

One of our very detail oriented members pointed out a small issue with the graphic: You can see on the black background render there is a gap between the pink and red colours. This might also be the case on the white background – but it is difficult to tell.



I'll come back to you with any final thoughts by EOW. 😊

Warmly,

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From: s22 [@sbs.com.au](mailto:s22@sbs.com.au)>

Sent: Tuesday, 27 June 2023 2:37 PM

To: SBS Pride s22 [@sbs.com.au](mailto:s22@sbs.com.au); s22

Subject: RE: SBS Pride Logo Proposal

Hi s22

Just stepping in regarding feedback timeline 😊 It would be amazing if we could get feedback by end of this week? Friday 30<sup>th</sup> June.

Let me know if that sounds OK!

Ta

s22

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From: SBS Pride s22 [@sbs.com.au](mailto:s22@sbs.com.au)>

Sent: Monday, 26 June 2023 5:27 PM

To: s22

Cc: s22

Subject: RE: SBS Pride Logo Proposal

Hey s22,

Thanks for reaching out.

At first glance I think this looks fantastic and I wholeheartedly agree that the logo was needing an update. We will send the proposal out to our committee to get further feedback.

Do you have a deadline for feedback?

Warmly,

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**From:** s22 <[s22@sbs.com.au](mailto:s22@sbs.com.au)>

**Sent:** Friday, 23 June 2023 5:00 PM

**To:** SBS Prides s22

**Cc:** s22

**Subject:** SBS Pride Logo Proposal

Hello and happy Pride to everyone on Pride & Allies!

The Brand Team recently got a request for a pride logo for some internal signage, and we wanted to use this opportunity to recognise our community's gender & cultural diversity by adding colors from the Progress Flag.

Attached is a deck outlining our modest proposal, but we wanted to share it with you all for your feedback before progressing it any further.

Hope that everyone has a great weekend and look forward to hearing your thoughts,

s22

s22  
Creative Manager – Brand & Art Direction

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