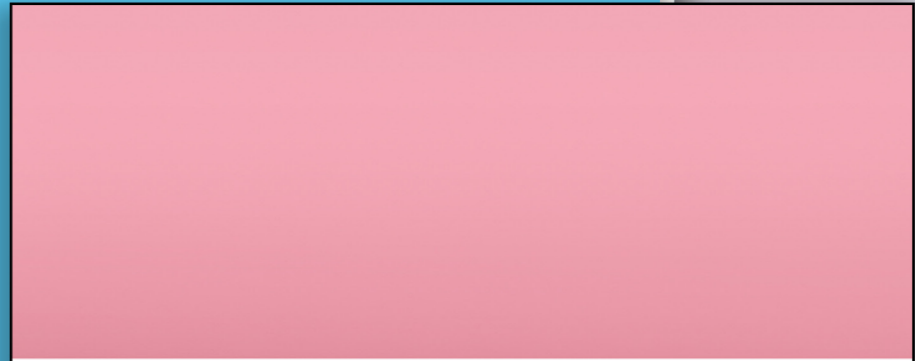
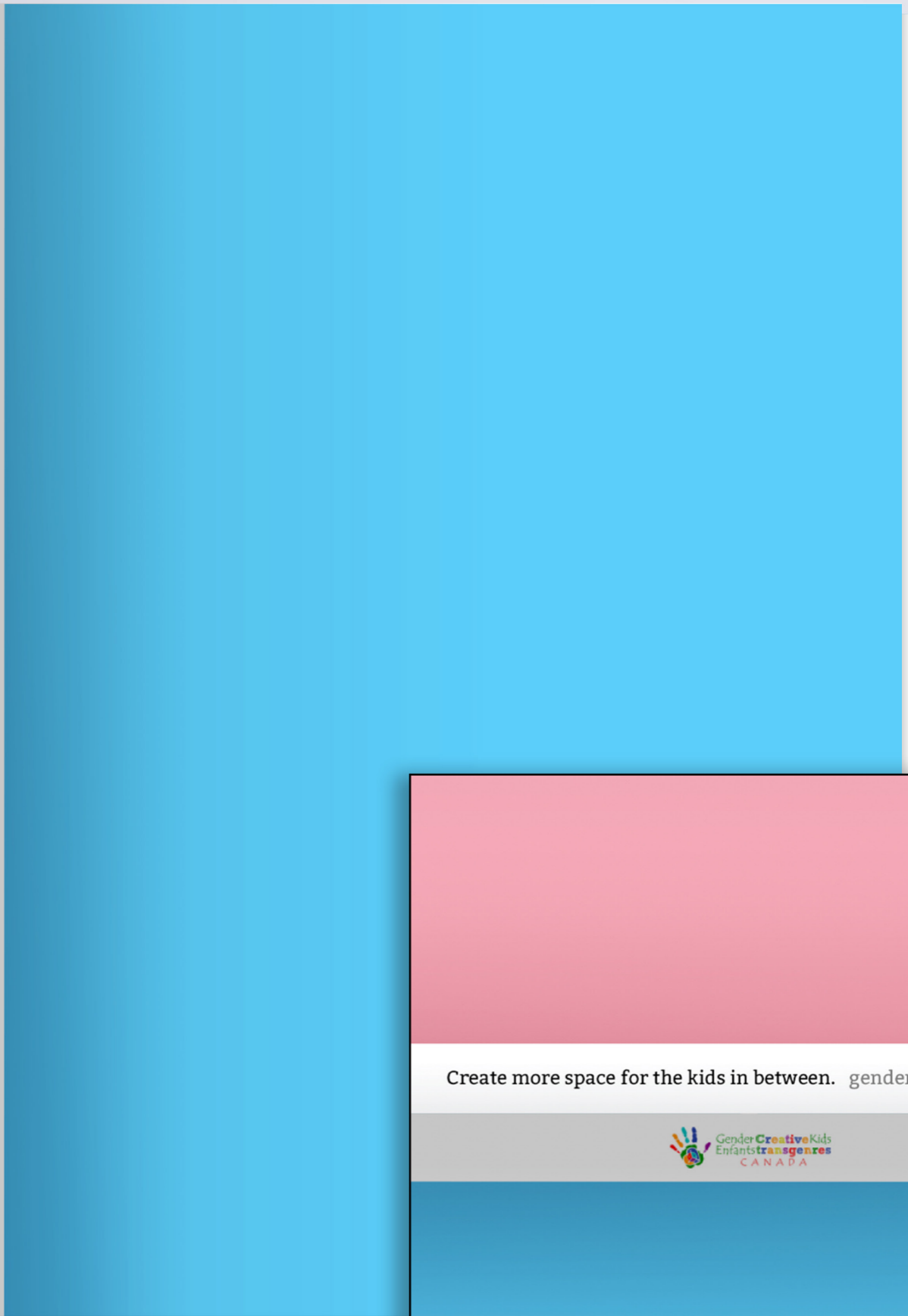




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MARGINALIZED

Trans, gender-fluid and non-binary kids spend their days caught between traditional gender norms.

Cis-gendered males and females have spaces dedicated just to them, but youth who identify outside of the binary struggle to find environments where they can be authentic, comfortable and safe.

A double page spread helps put this dynamic into perspective. Pink and blue, signifiers of female and male, are each generously swathed over their own dedicated page. Trans and non-binary kids are left to wonder which page—if either—is for them.

The message targets youth in a way that makes them feel understood and supported, while giving other audiences a picture of how this group is, literally, marginalized in their day-to-day life.

From wild postings in the small space between a male and female bathroom, to targeted banners on a website that pushes for gender selection, this piece can be extended to a campaign by focusing on times or places that the gender-binary is strongly present.