

TIPS ON BUILDING A FEMINIST BUSINESS IDENTITY

By *Shaleen Ratansi, Founder of Aiya ayiA*

Business owners are increasingly understanding the importance of aligning their business identity with values that prioritize inclusivity, equality, and sustainability. Feminist entrepreneurs lead this charge, placing people and the planet at the forefront of their operations.

1

Know your why

Be clear on your purpose and the problem you are solving through your products or services. Why does your company exist? What do you stand for?

2

Set goals for your company identity

How do you want your business to be perceived? Think about the values that motivate your business, like gender equality, transparency, inclusivity, and sustainability. There is power in naming the values that define your business. Let this guide how you present your business to the world.

3

Integrate feminist values into your business' visual identity

Be mindful about the design, colours, stock images, and icons you choose. Include diverse representation in your visual identity by weaving in different body types, races, and abilities.

4

Know your target audience

What do they do? What messages resonate with them? Is your audience steeped in feminist politics, interested in gender equality and sustainability, or completely unfamiliar? This will help you choose words that communicate your feminist business identity, evoking emotion, forging meaningful connection with your customers, and avoiding turning your audience off.

5

Invest in a professional to build your company identity

If you have the resources, this is likely a good investment. Look for design firms that are owned and operated by women and gender-diverse people, particularly those who come from the communities your business serves. Find out if they understand and embrace feminist approaches in their business practices too.

6

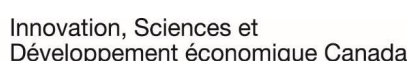
Get inspired by leading feminist brands

Seek out companies that are explicitly feminist in their messaging and approach - they're out there! Connect with them and take inspiration from the ways they overtly and subtly tell the world that their company is part of a growing feminist business community.



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