



S

Stakeholder Awareness

Who is this going to affect? Who have we made invisible?

N

Needs

Does what we're portraying match up with fundamental human needs?

I

Impact

What does this reinforce? Is that good? Impact isn't the same across cultural contexts.

F

Friends

Everyone is...x test. Ask why. Does it have to be that way?

F

Feasible

Is the equity branding feasible? Believable?

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