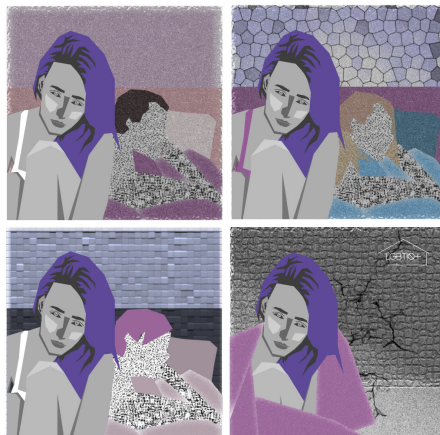


HOMELESSNESS STARTS AT HOME.

LGBTIQ+ youth housing exclusion and
mental health awareness campaign



1.

ABOUT THE CAMPAIGN

ABOUT

The campaign is one of the results of a KA2 Erasmus+ project from 2022-2023: Addressing LGBTIQ+ youth homelessness and housing by Ljubljana Pride Association (Slovenia) in partnership with Associazione Quore APS (Italy) and Obra Gay Associação (Portugal). The project was named Queer nest.



**LJUB
ANA
PRIDE**



**OPUS
DIVERSIDADES**

CAMPAIGN GOALS:

- Raising awareness of LGBTIQ+ youth, LGBTIQ+ organizations and the general public about issues of housing exclusion and homelessness of LGBTIQ+ youth
- Raising awareness of LGBTIQ+ youth, LGBTIQ+ organizations about support mechanisms in the case of facing homelessness and/or housing exclusion
- Raising awareness of LGBTIQ+ youth, LGBTIQ+ organizations and the general public about the services we offer

TARGET GROUPS:

- Young LGBTIQ+ people who are homeless and/or housing excluded, and those with increased risk of homelessness and/or housing exclusion
- Youth workers and other professionalised staff, working with LGBTIQ+ youth.

2.

VISUAL IDENTITY

Graphics and visual identity by Ljubljana Pride Association.

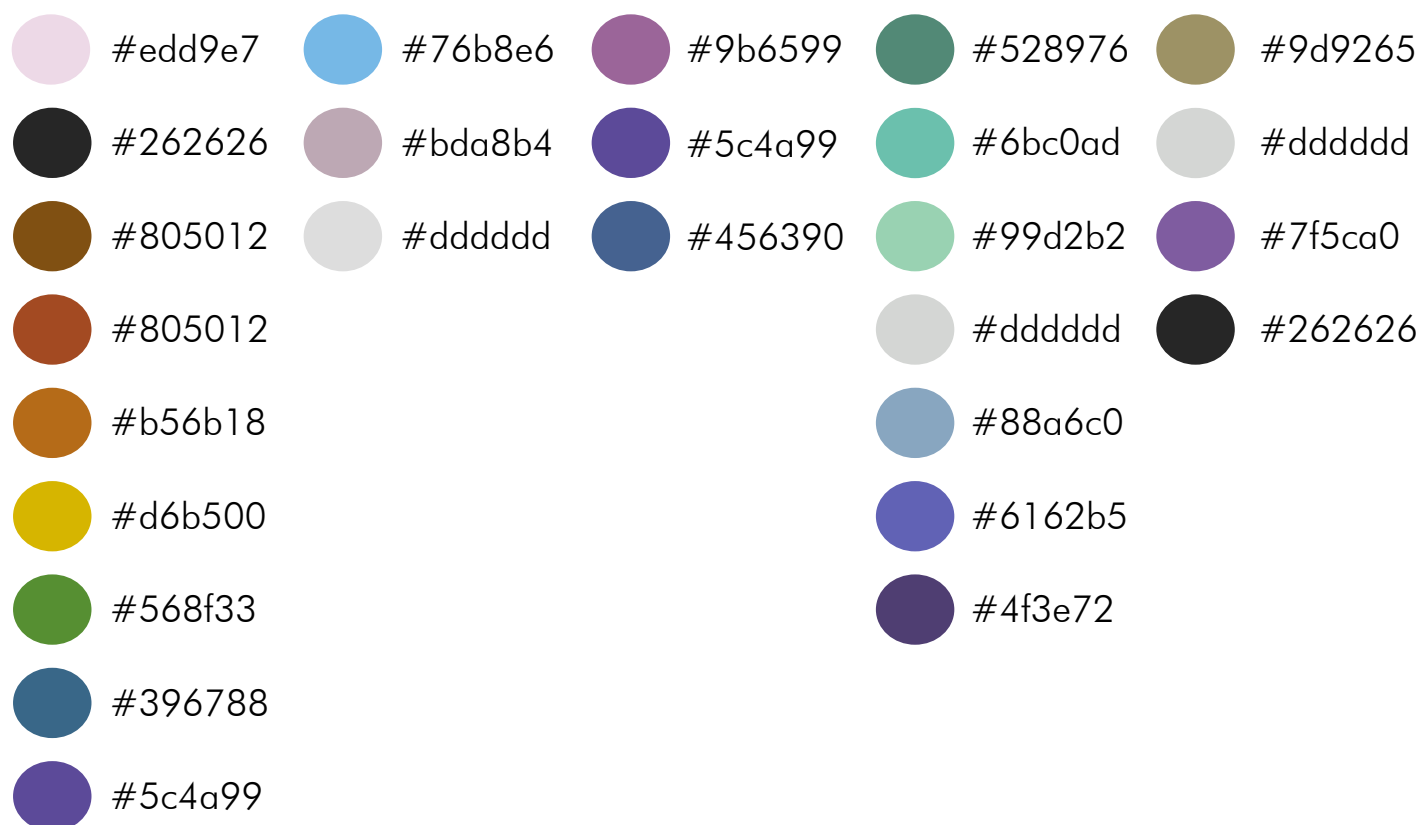
Graphics are free to use within the campaign; attribution required.

TYPEFACE: Futura

Futura Hv BT - Heavy

Futura Lt BT - Light

COLOURS:



WATERMARK:



Watermark is used as a campaign symbol on each graphic and it represents the main theme of the campaign - LGBTIQ+ housing.

GRAPHIC 1



NO ONE SHOULD LIVE IN THE CLOSET.

NO ONE SHOULD LIVE ON THE STREET.



The graphic illustrates the journey of a transgender individual before and after their transition. On the left side, we see a pre-transition image, depicting a time when they were living with their parents. On the right side, the post-transition image portrays the person now living independently on the streets, highlighting the challenging situation they faced when they came out to their parents.

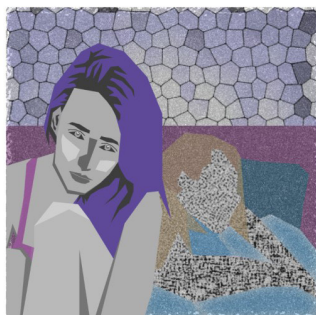
The colors used on the right side of the graphic are symbolic of the transgender pride flag, representing the individual's identity and the resilience they have shown throughout their journey.



GRAPHIC 2



**I'D RATHER SPEND A NIGHT
IN A BED WITH A STRANGER,
THAN ALONE ON THE STREET.**



The graphic portrays a powerful narrative of a person's experiences and choices. It starts with an image of someone awake next to a sleeping individual and evolves through various backgrounds and companions, ultimately ending with the person alone on the street. This sequence symbolizes the harsh reality of housing exclusion, where individuals may choose to sleep with strangers in order to secure a warm bed, rather than face the prospect of sleeping alone on the streets.

The colors used in the graphic subtly incorporate the bi pride flag's palette, honoring the person's bisexual identity without reinforcing stereotypes. It's important to note that this graphic can also be applied to discussions related to sex work, highlighting the complex decisions individuals may make in challenging circumstances.



GRAPHIC 3



**PETS NOT ALLOWED.
GAYS EVEN LESS SO.**



The graphic conveys a poignant message by depicting two gay individuals holding hands in front of a door adorned with a defaced LGBTIQ+ flag. Accompanied by the striking slogan, 'Pets not allowed, gays even less so,' it sheds light on a distressing reality. In many apartment advertisements, property owners explicitly state that pets are unwelcome. However, for LGBTIQ+ individuals, especially those in relationships, the situation is compounded by discrimination and a lack of acceptance. Finding an apartment can be an arduous journey, often requiring individuals to conceal their sexual orientation or gender identity, as they encounter hostility and exclusion from potential landlords.



GRAPHIC 4



**MY PARENTS LOVED ME AS THEIR SON,
BUT THREW ME OUT OF THE HOUSE
AS THEIR DAUGHTER.**



The graphic poignantly depicts a young transgender girl, standing alone on a dark, nighttime street, clutching her backpack. Accompanied by the striking slogan, 'My parents loved me as their son, but threw me out of the house as their daughter,' it serves as a stark reminder of the complexities surrounding parental love and acceptance when it comes to a child's gender identity. This image highlights the painful reality that, in some cases, a parent's love can be conditional, changing based on their child's gender identity, leading to heart-wrenching outcomes such as rejection and homelessness.



GRAPHIC 5

VERSION 1



I TOLD MY DAD I'M IN LOVE

WITH A BOY FROM MY SCHOOL.



The graphic features a young boy wearing a sweater adorned with the colors of the gay pride flag. Regrettably, his face is marked with visible bruises. Accompanied by the thought-provoking slogan, 'I told my dad I'm in love with a boy from school,' it starkly highlights the distressing reality that some young LGBTIQ+ individuals may face violence from their parents as a consequence of coming out.

Given the graphic nature of this image, we have also created an alternative version that conveys the message with less intensity.



GRAPHIC 5

VERSION 2



**I TOLD MY PARENTS I'M IN LOVE
WITH A BOY FROM MY SCHOOL.**



The graphic depicts a young boy wearing a sweater adorned with the colors of the gay pride flag, carrying a backpack. Behind him, a closed door reveals his parents with their backs turned to him. This image symbolizes the emotional hardship that many young individuals face when coming out to their parents. It vividly portrays the heartbreaking experience of parents figuratively 'turning their backs' on their child, which can sometimes lead to them being expelled from their own home.



GRAPHIC 6



**MY MIND IS MY ONLY HOME,
YET MY HOME IS A DARK PLACE.**



The graphic captures a poignant moment of a non-binary individual, tears streaming down their face as they sit on their bed. Accompanied by the evocative slogan, 'My mind is my only home, yet my home is a dark place,' it powerfully illustrates the profound emotional and mental toll that unstable, unsafe, or lack of housing can inflict on a person. This image serves as a reminder of the struggles faced by those dealing with homelessness and the resulting impact on their mental health.



3.

IMPLEMENTATION

SOCIAL MEDIA

