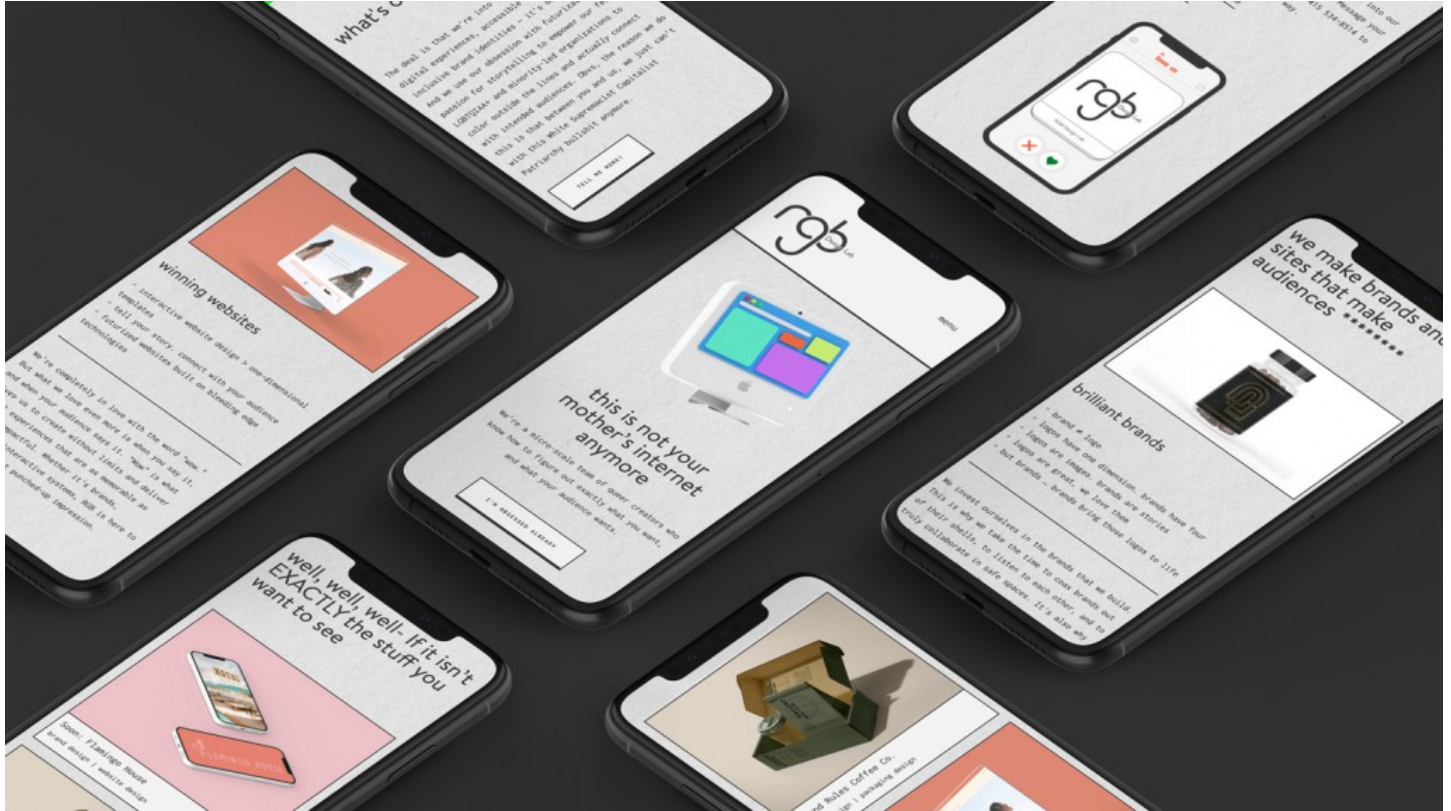


LGBTQ+ Creative Studio Rebrands to Support Emerging LGBTQ+ and Minority-Owned Orgs

RGB Design Lab has re-established itself as the go-to, full-service creative studio for minority businesses



San Francisco, California Jun 13, 2022 ([IssueWire.com](https://www.issuewire.com)) - RGB Design Lab, a Bay-Area-based branding and website design studio, announced today that it has completed a significant rebranding. The rebrand entails not only an aesthetic update, but a transition to solely working with LGBTQ+ and minority-owned businesses.

The full-service creative studio was founded in 2020 by Heath Owen, Bay Area native with deep roots in the California small business community. Before the rebrand, Owen was designing and developing under Heath Owen Design. There, he worked with not only small businesses but larger organizations such as the Chambers of Commerce. Owen worked closely with the Mill Valley Chamber of Commerce to completely rebrand their online presence and continues to collaborate with the Chamber under RGB Design Lab. Following the Chamber's rebrand, the platform saw an increase of 350% in its page views and an increase of 210% in average time on page.

The idea to niche-down to focus on supporting LGBTQ+ and minority-owned businesses stemmed from Owen's difficulties finding safe and comfortable spaces to unlock creativity. RGB Design Lab believes that the internet is not always a safe and inclusive environment, and they aim to change that.

According to Owen, "when most organizations are ready to either launch or reimagine their digital presence, they can easily find one of many creative agencies that they can collaborate with to bring their

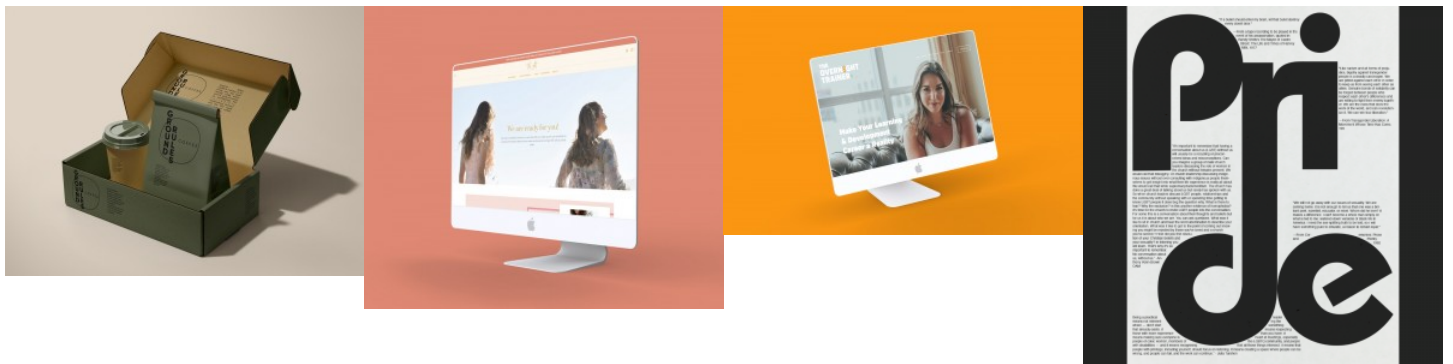
ideas to life. However, for LGBTQ+ and minority-built organizations, these creative spaces tend to feel uncomfortable and inauthentic. The organizations that RGB wants to work with are orgs that want to be 100% themselves, loud and proud. We want to create a safe space that not only allows our clients to open their creativity, but to help them create safe spaces for their own following."

In addition, RGB Design Lab has expanded its team to serve such organizations better. Focusing on what they call "micro-scale" teams, RGB focuses on creating genuine and easy client experiences. With copywriter Taylor Cossairt and marketing director Leah Birhanu, Owen is able to provide a client experience that is unlike many bloated and bureaucratic experiences that many agencies provide. Also, by partnering with a content safety strategist, the studio is able to ensure that whether it is its own content or the content of its clients, any output is safe, inclusive, and diverse.

RGB's mission statement:

The deal is that we're into designing impactful digital experiences, accessible new media, and inclusive brand identities — it's our "thing." And we use our obsession with futurization and passion for storytelling to empower our fellow LGBTQIAA+ and minority-led organizations to color outside the lines and *actually* connect with intended audiences. Obvs, the reason we do this is that between you and us, we just can't with this White Supremacist Capitalist Patriarchy bulls*** anymore.

Visit www.rgbdesignlab.com to explore the new website, brand, and portfolio.



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Source : RGB Design Lab

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