

CAN D,E&I BECOME A BRAND?

NOT JUST A MANIFESTO.

NOT JUST AN
OCCASIONAL EMAIL.

NOT JUST A YEARLY
ONLINE TEST.

CAN IT BE MORE THAN SOMETHING
WE ONLY THINK ABOUT...

...WHEN WE'RE TOLD
TO THINK ABOUT IT?

WE THINK IT CAN!



MANI COMMONWEALTH // McCANN FESTO

A black and white photograph of a person wearing a full-body bodysuit with a grid pattern. The person is sitting on a thick, horizontal tree branch, leaning back against a vertical trunk. The back of the bodysuit features a large logo that reads 'B HUMAN' in a stylized font, with 'COMMONWEALTH // McCANN' in smaller text below it. The person is looking away from the camera towards a background of bare trees and a hazy sky.

We believe “different” is a superpower.

We believe in variety—of thought and backgrounds.

Of race, sex, age, religion and gender pronouns.

We believe in uncommon bonds.

And in being an agency everyone can believe in.

We will always fight for equality. But we will also

fight for our differences. Because when our

differences are respected, our work gets better.

And we get better as human beings. Win, win.

So go ahead. Unleash your “different” on our world.

Bring on your quirks, your back story and your own

unique perspective to every assignment.

Don’t be afraid to be weird. Weird is creative.

Voice your opinion. Because group-think sucks.

Speak up. Speak out. And speak your truth.

In short, Be Who Your Are. And let others do the same.

We are Commonwealth//McCann.

And our superpower is our differences.



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PR

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INT



Don't hide your "different." A diverse mix of people, voices, thoughts and backgrounds creates a happier, more productive and more creative workplace for us all.

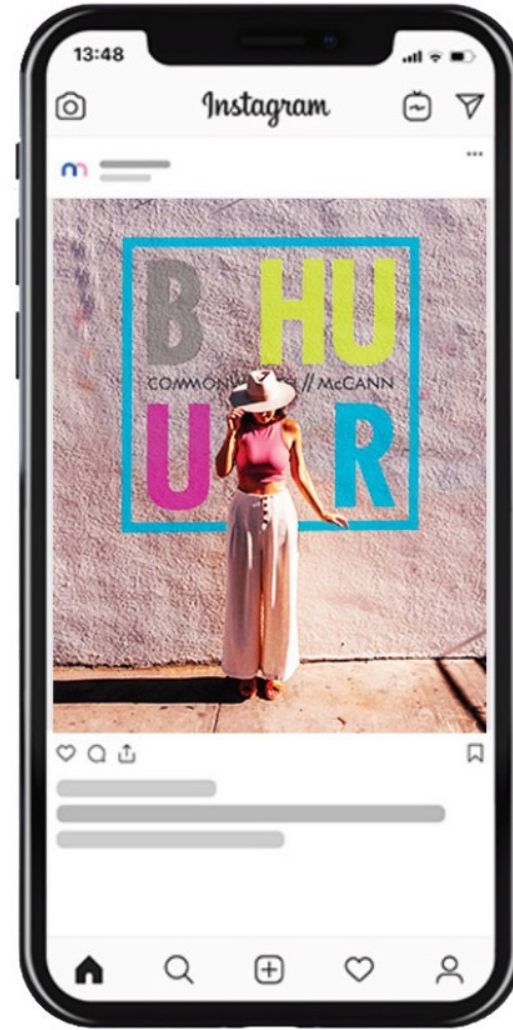




OUT DOOR

COMMONWEALTH // McCANN







WEA
COMMONWEALTH // McCANN
R IT

PROUDLY





THE WORLD'S FIRST
ALL-INCLUSIVE COFFEE MUG.



UNITING RIGHTIES AND LEFTIES OVER COFFEE.

A grayscale photograph of a person sitting on a patterned rug, using a stylus on a tablet. A laptop is open to the left, and a notebook is at the bottom. The scene is overlaid with a semi-transparent white box containing the text 'DIGITAL' and 'COMMONWEALTH // McCANN'.

DIGITAL

COMMONWEALTH // McCANN

CW D&I presents: Michelle Fox-Phillips | International Transgender Day of Visibility



○ CW DET Comms (DET-CMW) <CWCommunications....

Today at 9:16 AM

To: CMW DET 500WOO Mailing List; CMW DET 360WMA Mailing List



INTERNATIONAL TRANSGENDER DAY OF VISIBILITY

In honor of Transgender Day of Visibility, CW DEI will host Michelle Fox-Phillips, founder of Gender-identity Network Alliance and Deacon with the Metropolitan Community Church of Detroit. Fox-Phillips is a lifelong transgender advocate and educator.

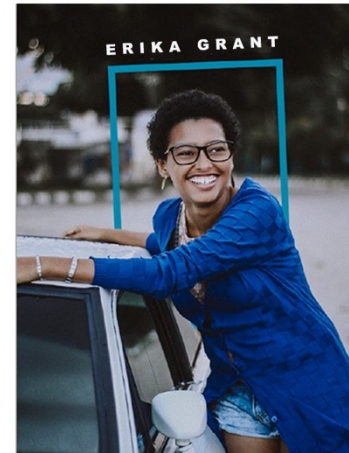
Transgender Day of Visibility for Allies

Transgender Day of Visibility was founded by Rachel Crandall, a Michigan-based transgender activist, in 2009. Its observance is in tandem with Transgender Day of Remembrance and focuses on the joy of transgender people and communities.

Fox-Phillips will provide context to the word “visibility” and how it relates to the transgender community and will connect how the visibility of allies impacts us all.

We will also have time for discussion, so bring your questions.

Join us on Monday, March 28, 2022. The presentation will run from 3:00 p.m. to 4:00 p.m. ET. [Click here](#) to RSVP and to receive meeting details.

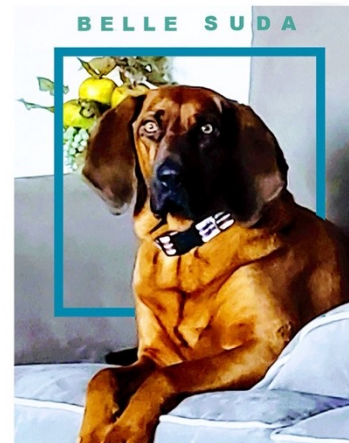


#BIPOC
#Producer
#Single Mom
#Film Critic

Hello! My name is Erika Sadio. I graduated from Wayne State University in 2019, where I majored in Marketing and Information Systems Management.

Throughout my time socially-distanced from people, I've nurtured a knack for staying busy by learning various crafts and outdoor activities. I've also rediscovered an enjoyment in reading, and I welcome any book recommendations anyone has! The rest of my time I enjoy spending with my friends and family watching horror movies, preferably from the 70s since I love the improvised special effects.

Although this is a virtual beginning, I'm very excited to start my career here at Commonwealth, and I look forward to getting to know the team!



#Steve Suda's Dog
#Tennis ball lover
#Redbone RaccoonHound
#Good Girl
Hi everyone!

I'm very happy to be a part of Commonwealth's Production department. I've worked at most ad agencies around Detroit. Some of you know me from working together back in the good old days at Bozell or BBDO. Still miss those days...

I left Michigan to live in Italy, then LA and finally Mexico City, then back to LA and now back to Michigan- never say never. I love to travel. I also enjoy skydiving, zip- lining, photography, swimming with sharks and trying anything that looks like fun- swimming with sharks did not look like fun.

Enough about me. I look forward to meeting you and working together!

test

02:04

People Chat Reactions Rooms More Camera Mic Share

Leave

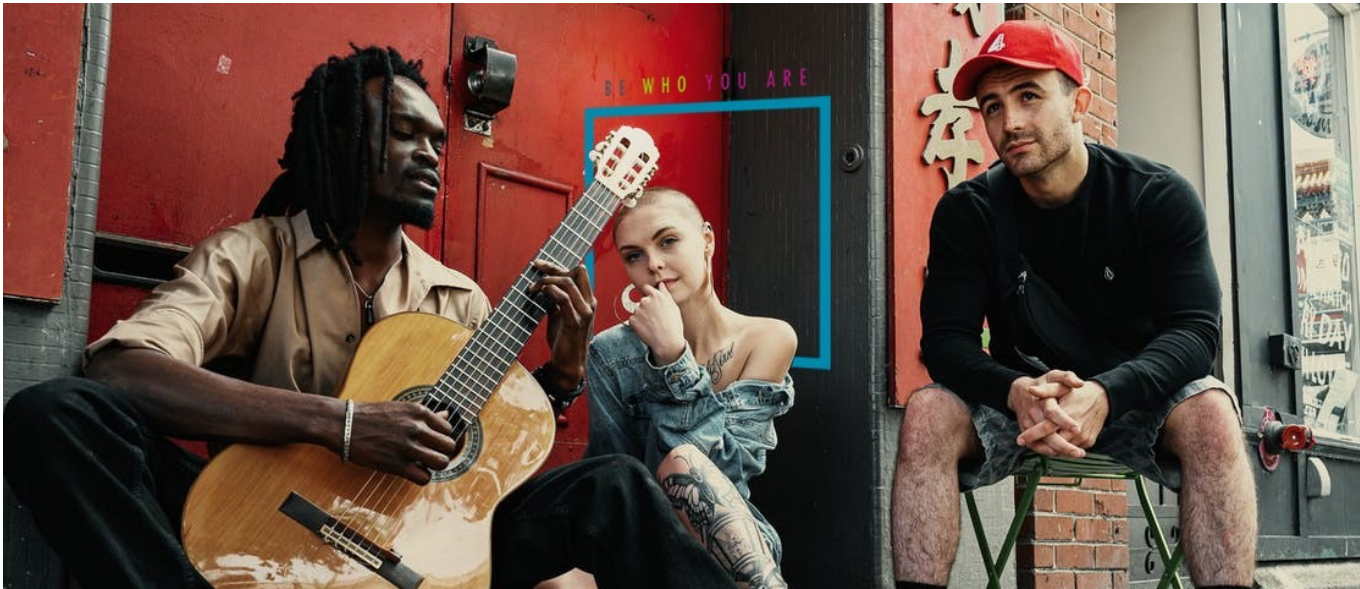
B H U
COMMONWEALTH // McCANN
U R

Stocker, Mike (DET-CMW)





THE COMMONWEALTH // McCANN BRAND



Primary



Primary - No Tagline



Black



Secondary



Secondary - No Tagline



White



FUTURA BOLD BT

This font style in **ALL_CAPS** is used for all headlines and text that require impact.

Futura MD BT

This font can be used for sub-headlines and copy to show impact.

Futura LT BT

The Futura LT BT font style is the primary style used for body copy and should always be displayed in Black. Subtext and taglines that require less visibility than body copy can be set in Commonwealth//McCann Dark Gray (use Black or White only if Dark Gray causes legibility issues).

PMS: 3135 C
CMYK: 90/30/22/1
RGB: 8/140/174
HEX: #008BAD

PMS: 375 C
CMYK: 38/00/99/00
RGB: 172/208/55
HEX: #ACD037

PMS: 241 C
CMYK: 31/100/8/0
RGB: 180/26/131
HEX: #B41A83

PMS: 7540 C
CMYK: 69/59/52/33
RGB: 74/79/85
HEX: #4A4F55

PMS: Cool Gray 5 C
CMYK: 11/9/11/26
RGB: 178/178/178
HEX: #B2B2B2

PMS: Black



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THANKU
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