

## ALT Text Descriptions for #TransMascFutures Campaign



**Alt Text:** #TransMascFutures is displayed over a blue and pink gradient background with black twinkling star details, and features InReach and GLAAD logos underneath.



**ALT Text:** #TransMascFutures is stacked in light blue, white and pink font featuring InReach and GLAAD logos over a solid black background surrounded by floral illustrations.



**ALT Text:**

Option 1: #TransMascFutures displays over a gradient pink to blue background with InReach and GLAAD logos. A person with golden brown skin and short, buzz fade hair and a nose ring, smiles next to the words, “My transness. My body. My choices.”

Option 2: #TransMascFutures displays over a gradient pink to blue background with InReach and GLAAD logos. A masculine-presenting person with warm brown skin tones and short, buzz fade hair and a nose ring, smiles next to the words, “My transness. My body. My choices.”

Option 3 (without skin tone or gender presentation described): #TransMascFutures displays over a gradient pink to blue background with InReach and GLAAD logos. A person with a short, buzz fade hair style and a nose ring, smiles next to the words, “My transness. My body. My choices.”



**ALT Text:**

Option 1: #TransMascFutures displays in stacked blue, white and pink font like the transgender pride flag, over InReach and GLAAD logos. An androgynous person with warm tan skin and short brown hair with sunglasses and a yellow shirt is smirking and posed with their hand by their face sits next to the words, “Share your Trans Joy”

Option 2: #TransMascFutures displays in stacked blue, white and pink font like the transgender pride flag, over InReach and GLAAD logos. An agender person with light olive skin tones and short brown hair styled back with sunglasses and a yellow shirt is smirking and posed with their hand by their face sits next to the words, “Share your Trans Joy”

Option 3: (without skin tone or gender presentation described): #TransMascFutures displays in stacked blue, white and pink font like the transgender pride flag, over InReach and GLAAD logos. A person with short brown hair styled back with sunglasses and a yellow shirt is smirking and casually posed sits next to the words, “Share your Trans Joy”



**ALT Text:**

Option 1: #TransMascFutures displays over a masculine-presenting person with deep tan skin and short black hair in business wear has a warm smile looking directly at the camera. “Our voices. Our stories. Our lives” displays in large text with InReach and GLAAD logos above.

Option 2: #TransMascFutures displays over a transgender masculine person with warm golden tan skin tones and short black hair wearing a shirt and tie, has a warm smile looking directly at the camera. “Our voices. Our stories. Our lives” displays in large text with InReach and GLAAD logos above.

Option 3: (without skin tone or gender presentation described): #TransMascFutures displays over a person with short black hair wearing a shirt and tie, has a warm smile looking directly at the camera. “Our voices. Our stories. Our lives” displays in large text with InReach and GLAAD logos

Option 4: (shorter, less detailed): A person with short black hair smiles at the camera next to the words, “Our voices. Our stories. Our lives.” Above them is a hashtag and logos: #TransMascFutures by InReach and GLAAD.



**ALT Text:**

Option 1: #TransMascFutures is stacked in blue, white and pink font like the transgender pride flag, displays over a person with light tan skin and feminine features and a magnetic smile, posing and wears heart shaped earrings and styled short blonde hair stares at the words, “Be bold. Be strong. Be you.”

Option 2: #TransMascFutures is stacked in blue, white and pink font like the transgender pride flag, displays over a feminine transgender person with light tan skin and a cheeky smile, posing and wears heart shaped earrings and styled short blonde hair stares at the words, “Be bold. Be strong. Be you.”

Option 3: (without skin tone or gender presentation described): #TransMascFutures is stacked in blue, white and pink font like the transgender pride flag, displays over a person with feminine features, styled short blonde hair and a magnetic smile poses and stares at the words, “Be bold. Be strong. Be you.”



**ALT Text:**

Option 1: A candid agender person with golden light brown skin, short dark curly hair wearing make-up is smiling radiantly into their hand with their eyes closed, next to the words, We're here. We're trans. Get used to it! #TransMascFutures displays below over InReach and GLAAD logos.

Option 2: A candid feminine nonbinary person with golden brown skin, short dark curly hair wearing make-up is smiling radiantly into their hand with their eyes closed, next to the words, We're here. We're trans. Get used to it! #TransMascFutures displays below over InReach and GLAAD logos.

Option 3: (without skin tone or gender presentation described): A candid happy person with short dark curly hair wearing make-up is smiling radiantly into their hand with their eyes closed, next to the words, "We're here. We're trans. Get used to it!" #TransMascFutures displays below over InReach and GLAAD logos.