

LtP Butterfly Pin

Long version:

Just like the Safe on Campus symbol on teacher's doors or the Batsignal in the sky of Gotham City, the LEGO Group needs a symbol to identify the catalysts of social change who are always willing to step in and step up for integrating and activating means for greater good. The SRLT will be signified by a LEGO butterfly, a symbol of beauty, metamorphosis, and how even small causes can have big effects. The color patterns of butterflies that team members wear will represent their different areas of specialization, such as Mental Health and DE&I. When anyone in the LEGO Group sees someone wearing that butterfly pin, they know that person is an SRLT member with whom they can collaborate or from whom they can seek assistance in pushing social responsibility forward in their projects.



Short version:

The LEGO Group needs a symbol to identify those who are always willing to step in and step up for social change. The SRLT will be signified by a LEGO butterfly to symbolize our role as catalysts of positive social transformation. The color patterns of butterflies represent different areas of specialization, such as Mental Health and DE&I. Anyone in the LEGO Group can reach out to someone wearing a pin to seek assistance in pushing social responsibility forward in their projects.