



Portland Design Works Diversity and Inclusion Policy

Portland Design Works is committed to encouraging diversity, equality and inclusion in the bike community by providing high-quality products to our diverse community through our marketing practices. We understand that the cycling community is made up of people of all colors, body sizes, ages, abilities, and gender expressions and identities, which is what makes it great. Therefore, we want to not only create products that can be enjoyed by everyone, but celebrate the diversity of the cycling community by showing accurate representation in our marketing materials and social media posts. We aim to accomplish this by practicing the following:

Representation in Marketing Materials

- Ensure marketing materials have inclusive representation across race, age, gender identity/expression, body size and ability.
- Use a diverse group of models on social media posts and in product photos on our website.

Eliminate Cultural Appropriation

- Do not make or sell products with designs that are culturally sensitive to Indigenous people or other underrepresented communities.
- Listen to feedback from our staff and customers to understand if a certain product may be problematic.

Eliminate Culturally Harmful Language

- Do not use language that negatively impacts underrepresented groups (such as words that reinforce stereotypes, slurs, co-opting cultural language, etc.) on product packaging, in marketing materials or on social media.

Portland Design Works

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