

BLINKSWAG

# Pre-Launch DEI Gate Checklist



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| Gate                                  | Status               | Notes  |
|---------------------------------------|----------------------|--|
| Cultural Sensitivity Review Completed | Green / Yellow / Red | ERG review documented; severity scale applied        |
| No High-Severity Concerns Open        | Green / Yellow / Red | All high-risk issues resolved prior to approval      |
| Legal Compliance Verified             | Green / Yellow / Red | Trademark, privacy, and jurisdiction review complete |
| Accessibility Benchmarks Confirmed    | Green / Yellow / Red | WCAG-informed contrast and sizing standards met      |
| Supplier Certifications Verified      | Green / Yellow / Red | Diversity and material certifications validated      |
| Crisis Response Plan Documented       | Green / Yellow / Red | Response team and escalation path identified         |

**Launch Rule:** All gates must be Green or Yellow with documented mitigation. Any Red status requires production halt until resolved.

## Severity Scale

| Level           | Definition   | Required Action                            |
|-----------------|--|--|
| High (Red)      | Cultural appropriation risk, legal compliance issue, or exclusion risk | HALT production until fully resolved       |
| Medium (Yellow) | Messaging clarity concerns or minor inclusivity gaps                   | Document mitigation plan before proceeding |
| Low (Green)     | Minor stylistic suggestions or enhancements                            | Proceed and monitor post-launch feedback   |

## Approval Signatures

| Role              | Name | Signature | Date |
|-------------------|------|-----------|------|
| Procurement Lead  |      |           |      |
| DEI Officer       |      |           |      |
| Legal Counsel     |      |           |      |
| Executive Sponsor |      |           |      |

# BLINK SWAG

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