Research in identity theory has previously explored a number of identities. A majority of these, however, have been identities that are socially desired and expected. This research seeks to explore a different type of identity, those that are counter-normative. The aim of this thesis is to begin the exploration of how individuals with counter-normative identities fit into the identity processes posited by identity theory. Using a nationally representative web-based survey, three groups of identities are explored. Within each group are three specific identities with varying amounts of normalcy. In order to examine the identity process across the three identities and the three sets, group structural equation modeling is used. The results examine the similarities and differences between each of the three identities with regard to the model of identity processes proposed by the structural identity theory research program. In addition, a relatively understudied component of self-esteem, authenticity, is included as an outcome of the identity model. The findings show that those individuals who claim counter-normative identities do, in fact, differ from those who claim normative identities in their experience of the identity process. These results suggest that the structural identity theory model may not carry over from normative to counter-normative identities. Future work should examine counter-normative identities more closely to determine whether a separate model is required for counter-normative identities.