



We're Reimagining Our Logo, And We Want You to Be a Part of It

At TIERs, we believe that community is more than something we serve; it's something we build with. From the work we do on the ground to the stories we tell and the spaces we fight to protect, our mission has always been rooted in shared values, lived experiences, and collective power. That's why we're inviting queer graphic designers from all over Nigeria to redesign our iconic eagle logo to help shape the future of our brand.

What We're Looking For

We're calling on queer graphic designers with a strong, creative portfolio, especially in logo design, to send in their work and be considered for this opportunity. Whether you're self-taught or studio-trained, if you have a passion for visual storytelling and a sharp eye for meaningful design, we want to see what you can do.

The Process

1. Portfolio Submission

First, we're collecting expressions of interest (EOIs) via emails from interested designers. Send an email to us with your name, a letter of interest, and a PDF portfolio. The email subject should be "EOI for TIERs logo redesign"

2. Shortlist & Interviews

From the submissions, we'll shortlist **five designers**. They will submit a written design concept for the new logo where the eagle is still present in the

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1B Godson Ilodiana Close Off Ayo Babatunde Crescent, Akinogun Road, Oniru, Lekki, Lagos.
Telephone: 09031496580 E-mail:info@initiative4equality.org website: www.theinitiativeforequalrights.org



logo. They will be invited to interview and explain their concept, and two finalist will be chosen based on the concept and interview.

3. **Finalists & Concept Development**

After interviews, we'll select **two designers** to move forward and create fresh logo concepts for TIERs. We will give you one week to come up with three **logo options**, drawing inspiration from our existing eagle logo and a creative brief that includes our values, history, goals, and the energy we want this new chapter to carry.

4. **Selection**

After careful consideration with our in-house team and TIERs Board, **one final logo** will be chosen to represent the new visual identity of TIERs.

What's in it for you?

We believe in compensating creativity fairly, and we deeply value the time and energy that goes into this kind of work. Aside from the recognition of helping to shape the face of a prolific Human Rights NGO, the designer whose logo is selected will also receive payment for the use of their logo. The other designer whose work was not selected will receive compensation for their time.

How to Apply:

To be considered, please send in your portfolio of logo designs as your Expression of Interest (EOI) to: comms@initiative4equality.org

The email subject should be "EOI for TIERs logo redesign"

Deadline for submission of your EOI is 23:59 WAT on Monday 28th July 2025

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This is a chance to help shape how TIERs is seen and remembered, to contribute to the visual legacy of an organization who has been working at the front line of equality and justice for 20 years. Let's create something bold, something true, and something that is *truly* us.

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