

Thriving Together.

We are looking for a Freelance Graphic Designer to Co-Create a Visual Identity Rooted in Joy, Equity, and Community

Overview & Opportunity

As [Thriving Together](#) continues to grow as a movement rooted in belonging, equity, and the belief that we can transform our community so that everyone thrives – all people, all places, no exceptions – we believe our visual identity must fully reflect those values.

What is 'visual identity'?

This includes a custom **logo, color palette, font system, and brand graphics** that can be used across our website, print materials, digital media, and more.

We are looking for an **experienced freelance graphic designer** to **co-create** our official visual identity—one that feels alive, connected, and reflective of the communities we serve. We want to collaborate with someone who can bring Thriving Together to life visually. Ideally, this is a designer who:

- Has experience working *authentically* with Black, Latine, Indigenous, AAPI, LGBTQIA2S+, and/or other marginalized communities or organizations uplifting these identities
- Has a portfolio that reflects joy, boldness, artistry, and community
- Moves relationally and sees design as a tool for belonging and narrative power
- Calls Winston-Salem/Forsyth County home and has a passion for community-led systemic change—someone who believes in the power of people to rebuild and reshape our city into one that is safe, empowering, joyful, and vibrant. All people. All places. No exceptions.

This is a meaningful opportunity to shape how a community-centered movement shows up in the world and to co-create a visual language rooted in joy and collective power.

Scope of Work

The selected designer will:

- Participate in 2–3 creative working sessions with Thriving Together's (TT) communications team and Thriving Together network members to understand our community vision
- Participate in regular check-ins with the project lead.
- Develop a logo that can be easily adapted for both print and digital use
- Propose a color palette, font family, and complementary graphic elements
- Create a Brand Guidelines document outlining how to use the brand assets
- Deliver all final files (editable + web-ready) by **August 31, 2025**

How to Express Interest

We know formal applications can be a barrier—so we're keeping this simple and accessible.

To be considered, please send the following to Cat Mizzi-Orrell, Forsyth Futures' Communications Manager, at catherine@forsythfutures.org by June 22:

- A **link to your portfolio** (this could be a website, Instagram, PDF, Dropbox folder—whatever works for you)
- Short answers (1–2 sentences each is fine!) to the following prompts:
 1. What draws you to Thriving Together's vision?
 2. How does your creative practice reflect joy, community, and/or equity?
 3. Is there a project you've worked on that aligns with what we're trying to do here?

Optional: You're also welcome to attach a brief bio, CV, or client list if you'd like—but it's *not required*.

Timeline

Date	Milestone
June 22	Deadline to indicate interest
June 23–27	Selection process (<i>interested parties should be available for communication in this window</i>)
June 30	Designer selected and contacted. All interested parties that were not selected will also be notified on this day.
July 1 –August 31	Project kick off; collaborative design process <i>Designer should be available for an in-person meeting the week of July 1.</i>
August 31	Final logo + brand assets delivered

Budget

- Total design commission: **\$5,000**
 - This includes all creative work, working sessions, and delivery of final brand assets
 - \$2,500 will be paid to the designer upon project kickoff, and the remaining \$2,500 will be paid upon project delivery.

Terms & Eligibility

We welcome submissions from experienced freelance designers. This is a **contract-based opportunity**, and the selected designer will be engaged as an **independent contractor**.

To ensure alignment with our values and legal best practices:

- We do not discriminate on the basis of race, color, religion, gender, gender identity or expression, sexual orientation, national origin, disability, or age.
- Applicants must be authorized to work in the United States.
- The language and scope of this call are designed to respect the boundaries of independent contractor status.

We are committed to a fair, accessible, and community-rooted process and encourage anyone who resonates with the vision of Thriving Together to apply or reach out with questions.

Is there someone you'd like to recommend?

We're also inviting our Thriving Together network and partners to recommend designers they've worked with or admire. If you're a recommender:

- Please share the designer's name and contact information with Cat Mizzi-Orrell, Forsyth Futures' Communications Manager, at catherine@forsythfutures.org

We'll reach out directly to recommended designers and invite them to submit through the same process as above.