

## **Call for Creative Agency to Develop a New Initiative Brand Branding Brief: The Global Sexuality and Gender Justice Initiative (SGJI)**

### **Background**

New initiative for the defence and promotion of Global Sexuality and Gender Justice (SGJI) requires an initial brand package. The initiative brand should stand independent, it will be used convening of wide LGBTQIA+, SRHRJ and gender equality movements, advocacy campaigns, fundraising from large philanthropic bodies, and diplomatic advocacy with governments.

### **Mission**

To spark excitement, foster collaboration and bring to scale an inclusive, effective, intersectional movement that drives social, legislative, and political change at the community, national and global level.

- To build a bigger movement of SRHRJ, LGBTQIA+ and Gender Justice actors united on human rights.
- To build a cross-sectoral united front against forces that attack the rights of LGBTQIA+ and all women (LBTQI+ and cisgender heterosexual) across the globe.
- To increase current and new resource investment into our human rights and gender justice work across our sectors
- To increase and amplify our collective voice.

### **Audience**

The brand is required to be adaptable across a wide range of audiences including:

- Philanthropic funders who look for bold action for change
- Grassroots activists who look for solidarity
- Government donors who look for alignment with development goals
- Leaders and governments in complex and/or restrictive contexts

### **Media Package**

The initial package will include logo, typeface, brand guidelines, key visual, set of icons, social media frames, background for zoom calls, PPT layout, letterhead.

Additional pieces for development once initiative is formally launched are website and videos.

### **Submitting a Proposal**

Please send an initial proposal to Isabella Lewis [ilewis@ippf.org](mailto:ilewis@ippf.org) that includes a project timeline and processes, summary of brand package delivery, and budget for the initial brand package. Applicants may also consider adding a separate initial proposal for website development and video content.