Inclusive Mosque Graphic Design Brief

About Inclusive Mosque

Inclusive Mosque Initiative is a feminist mosque community advancing the understanding of justice, rights and peace through Islam and community organising. We centre freedom of belief and religion, the rights of women, queer, trans, non-binary and disabled people and embed anti-racist and anti-sectarian thinking in all we do. We have two main strands of work 1) Sector-facing work that supports the gender-based violence sector, the LGBT+ sector and the mental health sector to address the Islamophobia in their support services and 2) Community-facing events that provide a feminist alternative to mainstream mosque spaces where there is no segregation and where prayers are led by people of all genders.

Project Overview

We need seven visually compelling digital graphics that align with the tone, mood, and colour palette of the original *Raise Your Gaze: Our Prayer is Protest* artwork (see below). These images will be used across our digital platforms to promote our events and encourage participants to see themselves as politically relevant and part of spiritual and communal resistance to injustice.

Essential skills, experience and knowledge

The successful candidate will:

- Be proficient in Adobe Illustrator and related programmes.
- Have sizing and resolution knowledge.
- Understand how to organise text and images so that key messages stand out.
- Understand typography and be able to choose and pair fonts and colours for readability and impact from within IMI's brand guidelines.
- Understand composition and layout for event marketing.
- Have experience in creating graphics for event marketing.
- Have experience creating images with brand consistency using brand guidelines provided.
- Understand Inclusive Mosque's target audience and have ideas on artwork that would appeal to them.
- Know how to optimise images for social media use.
- Have experience working with clients and be able to provide examples of past work.
- Be able to receive feedback and implement changes quickly.
- Be able to confidently meet the deadlines for this project as written below.

Deliverables

We need one image for each of these events, unless otherwise stated, delivered in formats for each of the platforms we use. Images to be delivered in .AI file type.

Events

- Eid ul Fitr
- Eid ul Adha

- Halaqa discussion group x 3 images or the same image in 3 different colour ways
- Feminist Majlis
- Support space: Preparing for and processing Far Right violence

Formats and platforms

- Eventbrite 2160 x 1080 px
- Instagram post 1080 x 1350 px
- Instagram story 1080 x 1920 px
- Website homepage carousel 3015 x 2105 px
- Website thumbnail 354 x 220 px

Editing and revisions

We'd like one opportunity to make revisions for each event image. See review dates below.

We'd like to be able to make our own edits to the image so we can update the date, time, venue etc of each event so the files should be delivered in .AI file type.

Budget and payments

Our total budget for this work is £1,120. This can be paid in one or two instalments after the delivery of work.

Creative Direction

The images should feel **bold, empowering, artistic, and community-driven**—blending faith, resistance, and self-expression. The designs should be modern yet organic, with a balance between structured typography and expressive, free-flowing artwork. They must adhere to our brand guideline which will still leave the designer lots of room for creativity.

File Requirements

- File type: vector .AI

- Size Variations: Optimized for social media and websites, see sizes above.

Tone & Mood Keywords

- Inspiring

- Spiritual

- Activist-driven

- Community-centred

- Thoughtful

- Artistic

Reference Material

- Poster from Our Prayer is Protest
- Our Brand Guidelines
- Previous event imagery

- [Our Instagram page](#)

Timeline and Delivery

<u>Eid ul Fitr</u>

- **First Draft delivered:** Saturday 15th March
- **Review date:** Monday 17th March
- **Final designs:** Friday 21st March

<u>Halaqa Discussion Group</u>

- **First Draft delivered:** Thursday 20th March
- **Review date:** Monday 24th March
- **Final designs:** Monday 31st March

<u>Muslim Support Space: Preparing for and processing Far Right Violence</u>

- **First Draft delivered:** Friday 4th April
- **Review date:** Monday 7th April
- **Final designs:** Friday 11th April

<u>Eid ul Adha</u>

- **First Draft delivered:** Wednesday 7th May 2025
- **Review date:** Monday 12th May 2025
- **Final designs:** Monday 19th May 2025

<u>Feminist Majlis</u>

- **First Draft delivered:** Thursday 22nd May
- **Review date:** Monday 26th May
- **Final designs:** Friday 30th May

Copyright

Inclusive Mosque requires the designer to acknowledge that all intellectual property rights, including copyright, in the final designs created for us (the client) shall be fully transferred to the client upon payment. We (the client) shall have exclusive rights to use, modify, reproduce, and distribute the work for the original purposes, without the right to resell nor the right to share with any other party outside of Inclusive Mosque.

How to apply

Please send a short covering letter answering the question below along with a link to or attachments of **work you've done that demonstrates your experience, skills and knowledge**.

Questions to answer in your covering letter (no more that 500 words). We are interested in your ideas and understanding:

- Tell us who you think the Inclusive Mosque community is i.e. what they experience and why they come to our events.
- What do you think the Inclusive Mosque community wants to see and doesn't want to see, from IMI's event marketing?
- OPTIONAL: Send along links to or attachments of work that is not your own but you feel inspired by.

Deadline to apply: Friday 7th March 9am.