



## **Freelance Brand Developer**

**Job type:** Contract (project-based)

**Location:** Remote

### **Position Overview**

Texas Health Institute (THI), on behalf of the Texas Oral Health Coalition (TxOHC), is seeking an experienced freelance brand designer to craft a strong brand foundation package. This project is about more than just a logo—it's about building the visual and strategic base that communicates values, connects with the right audience, and ensures long-term consistency.

The designer will partner with us to deliver a polished and professional brand identity that is both strategic and creative. The end result should represent our mission, resonate with our ideal audience, and set the stage for future growth.

### **Who We Are**

Guided by a statewide advisory committee, TxOHC is a collaborative of multiple sectors, led by Texas Health Institute. The diverse network of statewide and regional stakeholders in oral health includes community-based organizations, professional associations, clinicians, academic institutions, public health agencies, regional coalitions, philanthropic organizations, payors, advocacy organizations, and more.

The new TxOHC website will be the digital home for our coalition, featuring our priorities, leadership, convenings, and resources.

### **What You'll Do**

#### **Branding and Visual Identity**

- Develop a full logo suite with 2–3 logo variations
- Create a color palette that reflects the brand's identity and complements THI's brand colors
- Establish brand typography for consistent communication
- Deliver a brand guidelines document for clarity and consistency
- Provide digital mockups to visualize the brand in use
- Ensure the visual brand reflects TxOHC's mission, resonates with diverse audiences, and aligns with the established THI brand

## Requirements

- 3–5 years of experience in brand identity design
- Strong portfolio showcasing logo suites and brand foundation work
- Ability to incorporate brand strategy and competitor awareness into design choices
- Excellent communication and project management skills
- Experience working with nonprofits or purpose-driven organizations (nice to have)

## Project Timeline

- October 8, 2025 – October 22, 2025

## How to Apply

Submit the following to **[mvarghese@texashealthinstitute.org](mailto:mvarghese@texashealthinstitute.org)** with subject line:

**“Freelance Application: TxOHC Brand Development”** by 5 p.m. CT on October 1, 2025.

- Resume or company background
- Portfolio link or PDF with at least three relevant branding/website examples
- Brief project approach and timeline
- Hourly or project-based cost estimate (total project budget \$1200)
- Two client references