

SoPA grad adds Nola flair to Super Bowl LIX logo

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For the first time ever, the NFL collaborated with a local artist on the creation of a Super Bowl logo.

The artist who created our new logo, Tahj Williams, is the queen of her Black Masking Indian tribe in New Orleans, the home of Super Bowl LIX.

With a beading tradition and... pic.twitter.com/qC05f8VL76

— NFL (@NFL) [February 12, 2024](#)

Video by Justen Williams, 343 Media.

When Super Bowl LIX heads to New Orleans in 2025, [Tulane School of Professional Advancement](#) (Tulane SoPA) grad Tahj Williams' artistry will shine through her contribution to the official NFL logo.

Williams, who is Queen of a New Orleans Black Masking Indian tribe and a graduate of [SoPA's information technology program](#), was commissioned to design a logo for the big game as a tribute to the city and its local culture. Williams makes history as the first artist outside of the league to create the championship game emblem.

"There aren't too many things in this world that can make me decide not to continue sewing on my new suit for 2024," wrote Williams in a social media post announcing the partnership.

The hand-beaded design pays homage to the elaborate suits worn by masking Indians during Mardi Gras and Super Sunday celebrations. Known locally as "Queen Tahj," some would say she's experiencing a whirlwind of recent accomplishments

including an on-stage appearance at the Grammy's with super star artist, Jon Batiste in 2022.