



## Guiding Ohio Online Logo

**Creative Brief**  
**July 2013**

### Background

The State Library of Ohio provides statewide training, programs, services, and resources to public library systems in Ohio. We are currently implementing a planning grant will enable the State Library to develop a program called Guiding Ohio Online. Through Guiding Ohio Online, AmeriCorps members will perform training sessions, hands-on help, and other services to fulfill the vision of every Ohioan being able to fully participate in e-government, search and apply for jobs online, understand the risks and benefits to internet finance, connect with family online, and protect personal information in the digital age. Guiding Ohio Online will target populations in rural Ohio. AmeriCorps members will address the needs of these rural communities resulting in the enhanced digital skills of the targeted population. Program activities will primarily be in the areas of workforce enhancement and digital literacy.

### Challenges

- Background: the primary audience is libraries in rural areas and in particular rural residents requiring internet access that is available using libraries.
- Audience: The individuals targeted as needing the most assistance with digital literacy are seniors (individuals over age 65) or persons making less than \$30,000 per year who may or may not have a high school diploma. As stated before, AmeriCorps members tend to be younger adults. The librarians will be of varying ages. A logo would need to appeal to these different groups.
- Gender: All genders will be represented.
- Focus: The logo will need to have elements that convey "digital", "computer" or "online".
- Expectation: Many of the individuals in need of digital literacy skills are intimidated by computer use. A logo needs to convey a sense of openness and friendliness.
- Flexibility to scale the presentation to the various planned uses.

### Visual Identity Uses

Consideration must be given to the intended usage of the graphics in the visual identity system. Those include:

- Website
- Email
- Program book
- Posters
- Brochures

### Themes to Be Communicated

Some unifying themes:

- Friendliness
- Connectivity
- Help or assistance
- Openness to new ideas or ways of thinking



#### Design Suggestions:

- Bright colors or primary colors
- Simplicity

#### Themes to be avoided:

- Dark colors or other themes that convey mysteriousness or confusion
- An over-emphasis on technology
- Overused library symbols such as the “silhouette of man holding a book” icon.

#### **The Assignment**

- At least two creative directions which take into account the factors of use, audience and themes
- Logo development
- Look and feel
- Tone
- Representations rendered for Web and print