



Guiding Ohio Online Request for Proposals for consultant to create graphics

The State Library of Ohio provides statewide training, programs, services, and resources to public library systems in Ohio. The State Library is currently implementing a grant which will 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.

This RFP is for a designer to create a logo, branding guideline, and a promotional poster. The first of draft of the logo will be delivered for approval no later than October 7, 2013 and be finalized by November 30, 2013. All graphics are to be delivered by January 1st, 2014. The logo will need to be available in black and white as well as color and be delivered in .ai, .eps, .indd, .svg, .png and .psd file formats. The poster will be delivered in .ai and .pdf file formats. This contract will be for no more than \$2, 000.

The selected individual will have:

- Ability to communicate in a timely and effective manner. (i.e., responding to any request within 72 hours)
- Ability to complete tasks on schedule.
- Ability to comply with grant reporting requirements.
- Demonstrated ability to create visual elements based on nature of a program.
- Proven ability to incorporate credits, logos, and other branding information required by the awarding agency.

Three to five sample logos, resume and three professional or personal references must be sent to Jamie Pardee (jpardee@library.ohio.gov) by August 23. Late proposals will not be accepted. Electronic submission of proposals is required. Any questions must be submitted to J. Pardee by August 12. Respondents to this RFP will be notified by September 20. Work on the project will begin by October 7.

A Committee of State Library staff will review submitted proposals and will make the final selection.

Preference will be given to:

- Ohio-based designers or designers with experience working with the State of Ohio.

A create brief for this project can be found at <http://library.ohio.gov/sites/default/files/CreativeBrief-Guiding-Ohio-Online-Logo.pdf>.