



Delaware County Commissioners

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Delaware County Launches Branding Project

DELAWARE, Ohio — Delaware County today issued a request for proposals, as it begins a branding project.

The County's Communications Manager Jane Hawes, who will head the project, explained that the effort, approved in session today by the Board of County Commissioners, isn't just about signs and logos.

"While we often think of brands as something you can see like a logo or a set of colors and type fonts used by an organization, it really goes beyond that," Hawes said. "It's a process of defining who and what an organization is and it's a way of communicating where we're headed in the future. It's an absolutely essential part of strategic planning because it helps us define who we serve today and who we can serve in the future."

Right now the County is seeking proposals from professional design firms and aims to select one to work with by the end of August. Proposals will be accepted until Aug. 1.

"Once we select a firm to partner with," Hawes said, "we'll begin the research phase, meeting with a wide variety of people, both inside and outside county government, and gathering input about the County's history, demographics, core values and our vision for the future."

After the research phase is completed, the design phase begins. The project's ultimate goal is a "style guide" that is used to create images, signs and other visual and verbal elements that represent an organization.

"We are definitely benefiting from the fact that the city of Delaware just went through a similar process, so hopefully that eliminates some of the 'fear of the unknown' about what we'll be doing," Hawes said, adding, "and I think the city's result was very successful from creating a new logo that feels absolutely representative of the city to putting up wayfinding signage that helps people navigate the city more safely."

Hawes said the proposal stipulates that all design work be completed by Feb. 1, 2017, and the County hopes to start implementing changes as the new Judicial Building opens next June.

"Rolling out changes to logos, stationery and signs would be done in phases, since that is most cost effective," Hawes said.

To download the RFP, please go to: <http://www.co.delaware.oh.us/bids>. For more information about Delaware County, please visit their website at: <http://www.co.delaware.oh.us>.

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Attachment: Copy of RFP

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