



# Delaware County Commissioners

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## FOR IMMEDIATE RELEASE

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### **Delaware County Approves Branding Project Contract**

DELAWARE, Ohio — The Delaware County Board of Commissioners today approved a contract for the design firm that will guide its branding project: Cleveland-based Studio Graphique, Inc. The County and Studio Graphique have signed a contract for \$45,150.

Work will commence within the month and the goal is to complete design work by next February. Implementation will be tied to the opening of the County's new judicial building, which is expected to open in early summer. The project will yield a new logo, tagline, letterhead and a variety of other branding materials for use by the County's elected officials, staff and affiliated agencies.

Delaware County Communications Manager Jane Hawes, who will serve as project manager for the County, said they received 25 proposals in response to its Request for Proposals that was issued June 30, 2016.

"This project generated a tremendous amount of interest," Hawes said. "We received proposals from all over the country and I'm told by other area governments who have undertaken similar projects that something like this usually attracts about five to eight proposals."

Studio Graphique emerged as the top candidate during a competitive review process that included assessment using two weighted scoring rubrics; presentations by the three finalist firms; and finally a review of references. The other finalists were Fahlgren Mortine and Moorehead + Pentella, both Columbus-based agencies.

"Experience with civic branding was one of the most heavily weighted factors for us," Hawes said, "as were staff qualifications and demonstrating an awareness of what makes Delaware County and a county-branding project unique. Studio Graphique definitely hit the mark on all these factors."

Cathy Fromet, a principal with Studio Graphique, said: "Studio Graphique enjoys working with civic organizations to uncover and articulate their brands. We are excited to begin these efforts with the County and look forward to helping them express their brand promise and bring a consistent image to the organization as a whole."

Studio Graphique, which has also been involved with the City of Delaware's branding and wayfinding project, will begin its research work soon. Hawes said there will be several opportunities throughout the process for the public to observe and contribute input for the project.

"We're also going to post information on the County's website," Hawes said. "I think this will be a really enjoyable exercise for all of us. We're going to get a lot of objective feedback and the end result will be a cohesive image that really represents who we are and where we're headed as a county."

For more information about the branding project, please visit: <http://www.co.delaware.oh.us/index.php/branding-project-documents>.

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