

## **KnowItNow24x7 Logo Redesign / Rebranding Project Prospectus**

KnowItNow24x7, Ohio's statewide online reference service, is seeking to rebrand and redesign its logo. The statewide service will celebrate its fifth anniversary on Sept. 7, 2009, and a new logo will serve to take the organization into its sixth year and beyond. Ohio graphic designers in public, academic, and special libraries, as well as other institutions (including graphic design students), are invited to submit logos to be considered as the new identity of KnowItNow24x7. Logos will be accepted as in-kind contributions to KnowItNow24x7, and the winning design will be credited to the submitting institution (and designer or design team) on the Marketing Materials page of the KnowItNow24x7 Provider site.

*Please read the entire Project Prospectus before contributing submissions.*

Deadline for submissions is **October 31, 2009, 11:59 pm.**

### **KnowItNow24x7 - Background Information**

#### **What is KnowItNow24x7?**

KnowItNow24x7 is:

- An online service providing information and research help.
- Staffed by Ohio librarians.
- Real time help in finding authoritative information.
- Available 24 hours a day, 7 days a week (except holidays).
- Freelance librarians working from home to provide after-hours service.
- Funded by a federal Library Services and Technology Act (LSTA) grant awarded by the State Library of Ohio.
- Provided at no cost to all residents of Ohio.

KnowItNow24x7's service web site can be located at **<http://www.knowitnow.org>**.

#### **History**

KnowItNow24x7 began functioning as a statewide virtual reference service on September 7, 2004. Since that time, KnowItNow24x7 librarians have handled almost 550,000 patron sessions with an average of over 9,000 sessions per month.

Additional information such as statistics, participating libraries, newsletters, etc., can be found at <http://provider.knowitnow.org>.

#### **The Cooperative Model**

KnowItNow24x7 is a multi-type library virtual reference collaborative comprised of member libraries that contribute staffing to the service. Public, academic, and special libraries as well as freelance after-hours librarians work together to provide 24x7 information and reference service via the Internet. The service is funded by a federal LSTA grant awarded by the State Library of Ohio. The Statewide Coordinator and Web Services Coordinator are stationed at Cleveland Public Library, which also hosts the hardware and software platform for the service and serves as the administrative center. The after-hours librarians (referred to as AfterDark librarians) are supervised by the AfterDark Coordinator based at the Northeast Ohio Regional Library System

(NEO-RLS) in Warren, Ohio. One of the librarians at Oberlin College serves as liaison to OhioLINK which joined KnowItNow24x7 as a partner in 2008. There is also a team of librarians who follow-up by email with patrons who leave a message instead of waiting for a librarian to chat online with them.

Currently, over 60 public, academic, and special libraries (with well over 250 librarians trained to staff the service cumulatively) and 53 AfterDark librarians participate as "answerers." Fiscal year 2008-2009 saw an almost 17% increase over fiscal year 2007-2008 in patron sessions handled on KnowItNow24x7.

### **What is 'Virtual Reference'?**

Ohio librarians are available online to "chat" with patrons in real time about their research and information needs. Virtual reference service includes (but is not limited to):

- "Chatting" online via a designated web interface
- Using instant messaging services like AOL, MSN, and Yahoo!
- Searching the Internet or online databases for authoritative information
- Sharing of web pages, documents, or resources from online databases
- Following up off-line via e-mail

### **Using KnowItNow24x7 is Easy**

Any Ohio resident can use the KnowItNow24x7 service, anytime, day or night. The following simple steps connect patrons to a live librarian trained to help them find information:

- Go to <http://www.knowitnow.org> or click on the KnowItNow24x7 link or logo from a participating library
- Enter your valid Ohio zip code (or OhioLINK institution in the case of [academic.knowitnow.org](http://academic.knowitnow.org))
- Type in a question and fill in other data (email address, name, etc.)
- Select the queue that best fits the question, either General Questions or a subject. College and university students using <http://academic.knowitnow.org> are automatically routed to an OhioLINK provider (from 9am to 11pm, Monday through Friday).
- Select "Connect to a librarian"

Very shortly, the patron is connected to a librarian. The patron and librarian will then chat back and forth using their computer keyboards or other Internet-connected device until the question has been answered or appropriate information has been received. At the end of the session, the patron receives a feedback survey and will also receive a transcript of her session (if an email address was provided), complete with all the URLs to web pages visited and other important information relayed by the librarian.

### **Who Uses KnowItNow24x7?**

- K – 12 students represent around 50% of KnowItNow24x7 usage, but teachers, parents, college students, and the general public also make use of the service.
- Residents from every county in Ohio use KnowItNow24x7 with approximately 15% of usage in 2008 being by residents of suburban and rural Ohio counties.
- People from within the state of Ohio primarily use the service; however, the cooperative association with Oregon's virtual reference service (L-net) means that Ohio librarians also serve Oregon residents from 9am to 12pm, Monday through Friday.

### KnowItNow24x7 Benefits Ohio Residents By:

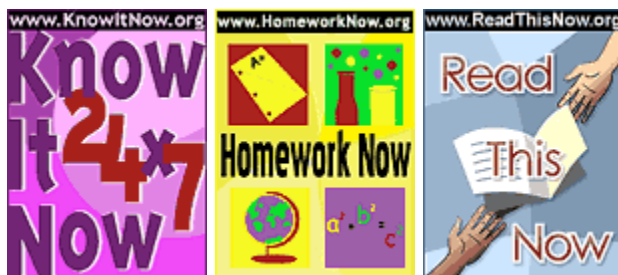
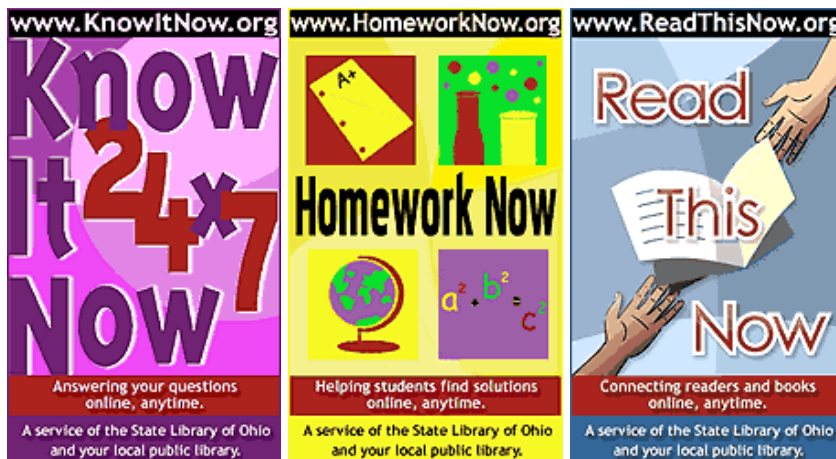
- Connecting them to a live person who is an expert in searching for information.
- Providing personalized responses and information resources checked for accuracy and authority.
- Being available any time of the day or night, even when library buildings are closed.

## KnowItNow24x7 – Need for Rebranding

### Entering the 6th Year of Service

KnowItNow24x7 has been in existence since 2001: First as a service of Cleveland Public Library and the CLEVNET consortium in Northeast Ohio, then as a statewide service beginning in 2004 (in collaboration with Cuyahoga County Public Library and NEO-RLS). The current logo is the one used since the inauguration of the statewide service in 2004. During that time, web interface and design have evolved, as have user expectations for the look and feel of websites. We believe our logo is felt by many (including ourselves) to be somewhat outdated and in need of a "fresh" look.

### Examples of Current Logos for KnowItNow24x7 "Brands"





### Consolidation of Web Portals and "Brands"

Ohio residents have had, up until now, four possible portals through which to access KnowItNow24x7:

- KnowItNow: <http://www.knowitnow.org>
- HomeworkNow: <http://www.homeworknow.org>
- ReadThisNow: <http://www.readthisnow.org>
- KnowItNow Academic: <http://academic.knowitnow.org>

This proliferation of web addresses and "brand" names made marketing the statewide online reference service problematic. With the loss of online tutors in 2007, HomeworkNow became simply "another door into the same building" since the same librarians who staff KnowItNow.org also respond to patrons accessing the service through HomeworkNow. ReadThisNow saw a higher percentage of use since Sept. 2008; however, this can be primarily attributed to the fact that it was then made available as a subject queue at [www.knowitnow.org](http://www.knowitnow.org).

Beginning in late 2009, the service will simply be rebranded as **KnowItNow24x7** with *one* point of access ([www.knowitnow.org](http://www.knowitnow.org)) for both K-12 students and the general public. This change will help in being able to market the service as well as establish use patterns after students leave high school. College and university students will still access their librarians via [academic.knowitnow.org](http://academic.knowitnow.org); however, a new **KnowItNow24x7** logo which can be adapted to present a common brand for both the [www.knowitnow.org](http://www.knowitnow.org) and [academic.knowitnow.org](http://academic.knowitnow.org) sites is desirable to provide continuity for students between high school and college and, eventually, beyond.

### Challenges Presented by Current KnowItNow24x7 Logos

Examples of difficulties with the present logos include:

#### 1. Designs are not Versatile

The current logo is difficult to work with for a variety of print and web based applications. One issue with the current logo is that it does not contain one image that can be pulled from the whole to be re-purposed in different ways such as AskON (<http://askon.ca/en/about.html>) pulls out their text from the main logo for other purposes.

**2. Multiple Shapes and No Consistency:** Multiple current designs are not consistent (see different shapes, sizes, and tagline placement on logo examples on page 3). The logo appears as both a rectangle and circle. Some versions have the web address, others don't. There is also no consistent look across the different services tying them together.

**3. Text on Graphics:** The text superimposed on a graphic reduces readability at lower resolutions. A simple logo that avoids this would be best for readability.

**4. Color Schemes:** The color palette of the current logos also make it difficult to coordinate with other elements.

**5. Logos Tied to Text:** Some of the current designs attempt to incorporate too much information (logo, web address, tagline, etc.) into one design. A new logo with accompanying text instead of text as part of the logo would be preferable.

#### **6. No Dedicated Graphic Designer**

The KnowItNow24x7 organization has no "in-house" graphic designer available to assist with graphic design creation and maintenance. The current logo was provided by a staff member of the Cleveland Public Library as an in-kind contribution. This causes difficulty when modifications to the current logo are needed for various print jobs or when libraries in the state need to modify a logo for web use to fit the particular needs of their website and have no in-house person to do so. In order to make any modifications, "borrowed" help needs to be solicited. This is often not this person's job, and other projects take priority over these requests.

### **New KnowItNow24x7 Logo Requirements**

KnowItNow24x7 seeks a new logo that will help with brand recognition for years to come; one that is contemporary, but that won't become outdated quickly because it is too trendy. We need something that will last at least for the next five years.

HomeworkNow.org and ReadThisNow.org will be consolidated with KnowItNow.org and rebranded as **KnowItNow24x7**. This consolidation provides the opportunity for *one* new logo to be marketed statewide. Requirements for the new logo include:

#### **1. Name / Slogan(s)**

All graphics should include the service name:

**KnowItNow24x7**

(Note: No spaces and upper and lower case letters)

All graphics should include the tagline ("**Answering your questions online, anytime**") or be presented in such a way (file-type) that multiple tag lines could be created by simply switching out text in the original graphics file.

#### **2. Logo That Has a Simplified Color Palette**

The preference is for a simple, bold color scheme with a design that works for both local libraries and KnowItNow24x7 to coordinate with various color schemes in websites, publicity materials, etc.

#### **3. Logo that is Simple and Memorable**

The current logos' looks are complicated and need to be simplified. Logo submissions that take into consider the design principles at the following website would be desirable:

<http://webdesignfromscratch.com/logos.cfm>.

#### 4. Audience

Although a large percentage of users of KnowItNow24x7 are K-12 students, the basic logo should be appealing to *all* audiences. However, the ability to customize the logo for various groups (K - 12, college and university students, and general public) would be desirable.

#### 5. Logo That is Scalable

The logo must be scalable i.e. effective when just an inch in size.

#### 6. Logo That is Contemporary But Not Trendy

KnowItNow24x7 desires to have a new logo that is contemporary, for example:

AskAway (Wisconsin): <http://www.askaway.info/>

AskColorado: <http://www.askcolorado.org/>

AskALibrarian (Florida): <http://www.askalibrarian.org/aal.asp>

AskNow (California): <http://www.asknow.org/>

AskOntario (Canada): <http://askon.ca/>

InfoAnytime (Connecticut): <http://www.infoanytime.org/>

These are *not* meant to represent what KnowItNow24x7 would like the new logo to look like, merely examples of other services branding. The new logo should not be so trendy as to “date” itself quickly.

#### 7. Websafe:

For all materials designed for the web environment, the design must employ websafe colors and adhere to W3C and other standards.

### Submission Requirements

1. Ohio graphic designers at public, academic, and special libraries as well as other institutions (including students of graphic design) are invited to submit logos to be considered as the new brand of KnowItNow24x7.

2. Logos will be accepted as **in-kind contributions** to KnowItNow24x7. No financial nor any other kind of remuneration will be provided by KnowItNow24x7 for the winning designs; however, the submitting designer(s) and institution will be credited on the Marketing Materials page of the KnowItNow24x7 Provider site.

3. Create a new KnowItNow24x7 logo. Working with the KnowItNow24x7 Coordinator to understand KnowItNow24x7’s mission and vision, the graphic designer(s) will develop a logo and associated items that include all components needed for a rebranding campaign, both print and web-based, including, but not limited to: name, tagline, logos, fonts, color palettes, etc.

4. Provide a logo that can easily be translated to print and web identity materials including websites, business cards and stationery, publications, promotional items, special event materials, presentation materials, advertisements, brochures, signage and display for trade shows, educational materials, exhibit banners, and advertisements.

5. Submissions must address: typography, color, and graphic elements.
6. Logos should be submitted as electronic file attachments to **support@knowitnow.org** with the subject line "Logo Submission"
7. Logo submissions should be accompanied by the name the designer (or members of the design team) and the library or institution and appropriate contact information (email, phone, IM, etc.).

## **Selection Process**

Deadline for submissions is **October 31, 2009, 11:59 pm**. Designs submitted will be evaluated by a committee comprised of (but not limited to) the KnowItNow24x7 coordinators, the State Library of Ohio, and KnowItNow24x7 librarians. Each design will be reviewed for alignment with the desires outlined in this document. Based on the review of the designs and discussion between reviewing entities, a final selection will be made. Requests for modifications may be requested. KnowItNow24x7 reserves the right to reject any and all designs.

## **Final Deliverables**

Because KnowItNow24x7 works with libraries throughout the state with varying levels of staff familiarity with graphic manipulation and design, graphics files that are complete (.PSD, .TIFF, .JPEG) are required as well as the original files (with layers) for manipulation by designers at local libraries with those skills.

Upon selection, the graphic designer will deliver the final logo(s) as per the following specifications:

- In formats compatible for both web and print applications
- In both Adobe Illustrator and well as Photoshop formats (with layers when appropriate)
- In both color and black & white
- For the following purposes: Vector images (.CDR and .EPS) for professional printing, high resolution .JPG files for desktop printing, .PNG files with transparent backgrounds for web site usage, a large .PNG version with transparent background for use in programs like Microsoft Word and PowerPoint.

### **Questions should be addressed to:**

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