RFQQ 25-02 IMLS Grant Project Graphic Designer

AMENDMENT NO. 1

(*December 13, 2024*)

SUMMARY

This Amendment No. 1 to RFQQ 25-02 compiles all the questions received from vendors during Question-and-Answer Period from December 2, 2024, to December 11, 2024, and provides OSOS official answers to each of the vendors' questions.

COMPLETE LIST OF QUESTIONS & ANSWERS

Q1: Is it possible to meet 1:1 prior to the proposal due date?

A1: The procedures outlined in RFQQ 25-02 establish a structured timeline to ensure fairness and transparency in the evaluation process. According to Section 2.3, a mandatory preproposal conference was held on December 11, 2024, to address questions, and as specified in Section 2.2, all questions and answers, including those from the preproposal conference, must be published by December 13, 2024.

Additionally, as noted in Section 2.4, all proposals must be submitted by 5:00 p.m. Pacific Time on December 23, 2024. To ensure that all participants have equal access to information and opportunities to prepare their proposals, one-on-one meetings outside the structured process are not permitted.

We appreciate your understanding as we adhere to the RFQQ guidelines to maintain a transparent and equitable process for all proposers.

Q2: Beyond the listed objectives, are there specific success metrics for this project (e.g., engagement rates, user feedback)?

A2: No additional metrics

Q3: While we understand the outlined budget, is there any flexibility if additional elements are deemed necessary to meet project objectives?

A3: Unfortunately, there is no flexibility due to strict federal grant funding.

Q4: Are there strict deadlines for specific deliverables within the project timeline, or is there some flexibility?

A4: There is some/limited flexibility within the project timeline.

Q5: What types of assets are already developed (e.g., branding guides, templates, past infographics, explainer videos)?

A5: One brand book, one explainer video, and graphic elements have already been developed. Digital tutorials have also been created using these assets. Be prepared to offer feedback on the employment and combination of assets in provided digital tutorials.

Q6: Are we leveraging pre-existing animated video assets as the sole content, or will additional content need to be captured?

A6: Additional content, generally based on the style of the pre-existing content, is a requirement.

Q7: What degree of flexibility exists in modifying the current graphic design aesthetic and elements?

A7: We are flexible and encourage suggestions.

Q8: Can you provide access to the existing graphic assets and explainer video to understand the design style and functionality?

A8: The brand book pages, and a selection of current graphic asset examples can be found at the bottom of this PDF. You can view the LibGuide and video here: https://washstatelib.libguides.com/c.php?g=1414202. You do not need to create an account to watch. The tutorials can be viewed here:
Providing Reentry Resources - https://rise.articulate.com/share/J0upubr6z3x21Leyu8XfO83cPA-Z_bX6
Library Card Program - https://rise.articulate.com/share/KDyyIimkbllYV6R6c_Qku0w4nzg9mGhx
Information Requests - https://rise.articulate.com/share/-a-y2-aUwxC9YgSi2iUHSGQutO0xm78G

Q9: What exactly are you looking for in terms of iconography (e.g., style, level of detail)? How many icons will be needed? What is the intended usage of the icons (e.g., digital platforms, print materials)?

A9: Digital usage. Iconography style and detail similar to style of current assets. Number of assets to be determined.

Q10: Should motion graphics or graphic overlays (beyond lower thirds) be incorporated into the videos? Should captions or subtitles be included for accessibility?

A10: Yes, motion graphics. Yes, captions should be included.

Q11: Are there any software or platform requirements (e.g., compatibility with Springshare LibGuide)?

A11: Videos should be MP4 files and images should be JPG, JPEG, GIF, PNG, and ICO files up to 5MB.

Q12: How many revision cycles are anticipated for each deliverable type (e.g., videos, infographics)?

A12: Depends on the complexity of the deliverable.

Q13: What are the preferred file formats and resolutions for graphic and video deliverables?

A13: MP4 files; Individual JPG, JPEG, GIF, PNG, and ICO files up to 5MB.

Q14: Are there software compatibility requirements for the deliverables (e.g., specific design tools or platforms)?

A14: Adobe products

Q15: Are there specific accessibility standards (e.g., ADA compliance) for the videos, infographics, or other materials?

A15: No

Q16: Who will be the primary contact for design approvals and project oversight?

A16: Laura Richardson, Lydia Anderson, and Russell Roe. Please include all contacts in correspondence.

Q17: Will the script writing and storyline be provided or its up to us to formulate it?

A17: Scripts and storyline will be provided by the OSOS grant team.

Q18: What kind of infographics are you want to develop?

A18: Email campaign graphics. Simple digital infographics, examples of scenes below. Digital elements of videos.

Q19: Are you able to provide a closer budget range than under 115k?

A19: The budget is $60,000.

Q20: What is driving the April 30 project completion date?

A20: The federal grant project timeline and launch date are driving this completion date.

Q21: Will the script be two-column? Or are you looking for the designer to propose visuals and boards?

A21: We will request specific visuals to go along with the script, but suggestions are welcome.

Q22: What is the desired length of each video?

A22: Between 60 and 90 seconds.

Q23: What is the audience of this project?

A23: Prison library professionals and library staff.

Q24: What is the preferred workstyle?

A24: Work will be done remotely. The frequency of meetings will be defined after contract work has begun.

Q25: Will it be a photoshop file, illustrator file, after effect file with all the layers for the animations?

A25: We have the following file types: .ai, .svg, .png, .jpg and .pdf.

Q26: Are you wanting the graphic elements in different sizes and usable across various platforms?

A26: Yes, although we can resize files if the element is high enough quality.

Q27: Are you looking for a fixed bid or an hourly rate for this RFQQ?

A27: We've previously used fixed a bid but do not have a preference as long as the budget is not exceeded.

Q28: Is understanding of the subject matter important or necessary?

A28: An understanding of libraries or prisons is not necessary. A high-quality product, responsiveness, clear communication, and willingness to adapt to requested changes are the highest priority.

Q29: Are there other qualifications you're looking for?

A29: Please provide examples of animated work and illustrations if possible. Testimonials from previous projects would also be great.

Q30: Can you provide a complete list describing current assets that will be used for the project, including file extensions?

A30: Please refer to previous answers and images included at the bottom of this document.

Q31: Is there a minimum number of qualifications/work samples that you would like to see?

A31: Prefer to see one image and one animated video example.

PRISON
LIBRARIES
Performance Initiative

Brand Identity
Guidelines

Feb 2023

Primary Logo

Our logo is an instantly recognizable symbol of our business or brand, and in order to preserve our brand integrity, it must always be applied correctly. That's why it's important to follow these guidelines.

Secondary Logo

The secondary logo is with the tagline.
So if necessary, you can use this
secondary logo.

Logo Clear Space

Our logo loves space. When laying out
the logo, please make sure you use at
least one 'P space' on all sides.

Our Symbol

In this logo, we have abstract books encapsulated within a circle.

Books defines libraries, and circles are universally symbolic for wholeness, perfection, completeness and cyclic motion. The logo overall represents community, knowledge, inclusivity and strength.

The logo is well-balanced and memorable, using a geometric grid to create a unique and eye-catching visual.

Logo Rules

The symbol and the logo must be used next to each other.

Do not add any effects to the logo. If the logo feels as if it needs color, add it to its environment, rather than the logo itself.

The logo can be manipulated for various creative exercises such as T-shirts and stickers. Check any manipulations with our design team before publishing.
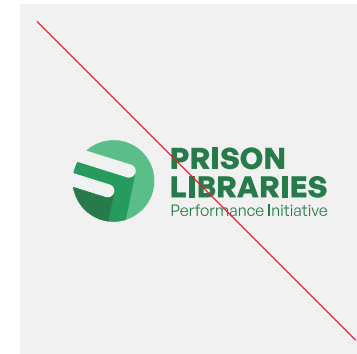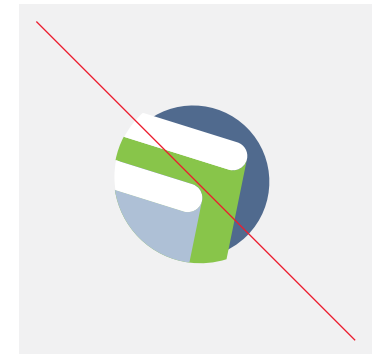

Do not put symbol above the word.

Do not add fills or effects to the logo.
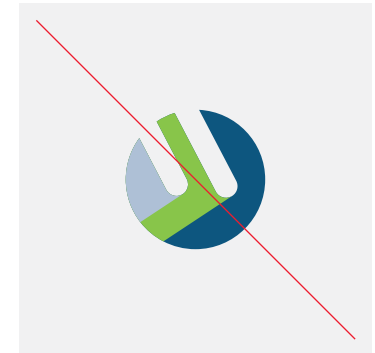
Do not rotate the symbol.

Do not colourise the logo.

Do not change the size of the shapes/books in the logo.

Primary Colors

Our color palette is timeless and bold.

HEX 506A8E
RGB 80 106 142
CMYK 74 53 26 9

HEX #d49840
RGB 212 152 64
CMYK 14 41 86 3

HEX #88C54A
RGB 136 197 74
CMYK 54 0 84 0

HEX #191b47
RGB 25 27 71
CMYK 100 96 39 43

HEX 6DA1AA
RGB 109 161 170
CMYK 60 22 30 4

Typeface

Primary typeface

Our primary brand font is General Sans, This font is a good choice for display, and long reading text, if you have a project that benefits from its vibe.

Fallback typefaces

Whenever it's not possible to use our brand font, General Sans should be replaced by Poppins or Roboto for other social and printing application.
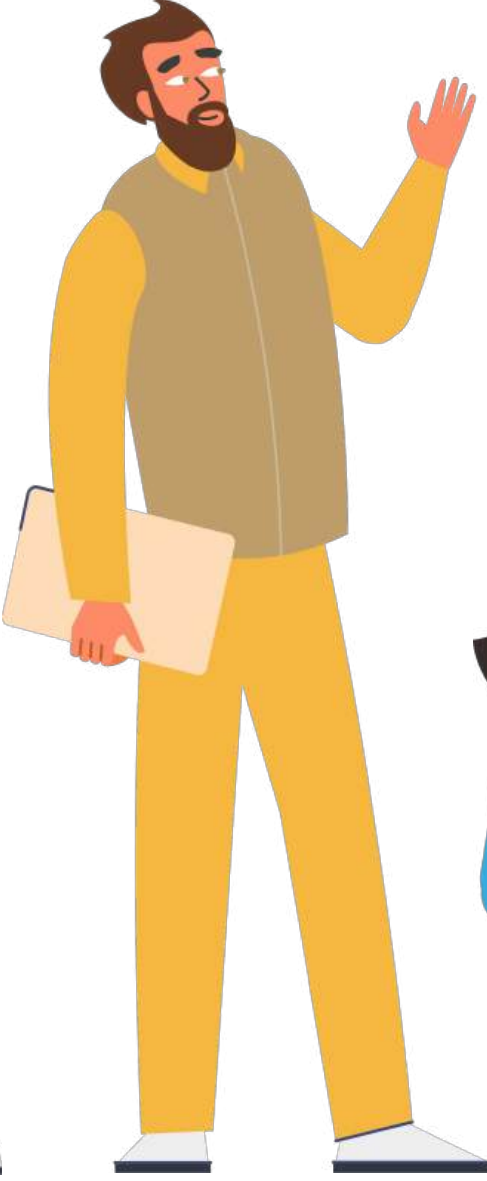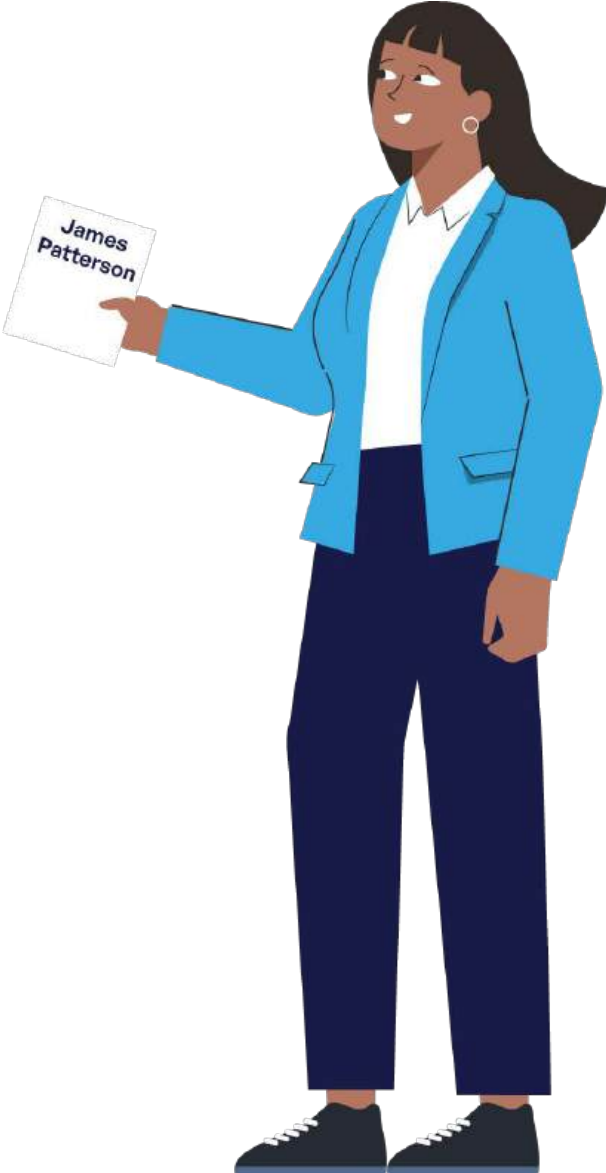
General Sans

Bold **SemiBold** Medium Regular Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*()

Current Graphic Asset Examples