



1. Regarding “Better communicate our impact, utilizing more robust storytelling through videos, visualizations, etc.” - is this project (and Budget) looking for video production for EmployIndy and its programs and initiatives? Or to strategize the ability to showcase video for user engagement?
  - a. This project does not include time and budget for video production. The future website should establish a new EmployIndy parent website and work to integrate the other EmployIndy properties in a strategic, streamlined way. That parent website should provide the ability to showcase participant stories and program impact, of which the content will be developed separately from this project.
2. We noticed that most of the websites are built on WordPress. Does the EmployIndy team want to leave the WordPress environment? Regarding WordPress, Weebly, and Squarespace, how does the EmployIndy Team rank their ease of use?
  - a. Leaving WordPress is not a goal or priority for this project. The focus is to consolidate all web properties and utilize a single platform for all, if possible. All platforms are being considered equally with consolidation, functionality, and ease of use for ongoing content updates from the EmployIndy team.
3. Do you want the different sites to look similar and unified in terms of design and framework, or is your goal for each site to have its own separate and unique design?
  - a. With consolidation and simplification being a priority, a similar and unified look for all web properties is preferred.
4. Should the proposal include redoing the Resource Library?
  - a. No
5. Will the previous years' annual reports need to keep their current format/structure on the new website?
  - a. No, only the previous 3 years annual reports would need to be accessible, and they can exist in other forms (PDFs, links, etc.) in the new website for reference.
6. How important of a factor is SEO strategy and execution?
  - a. While it is important to have an SEO strategy for increased visibility and coverage, the priority of the website is to communicate goals/strategy and impact. Our website does not sell products or services directly and roughly 85% of our website traffic is direct. As a result, SEO is less of a priority than other factors for this project.
7. Does each initiative have unique brand guidelines that will need to be followed when/if they are integrated into the parent EmployIndy website?
  - a. Yes, there is a brand guide for each program/initiative. However, we hope to utilize the commonalities between EmployIndy and the respective programs/initiatives for a more simple and seamless integration.
8. What is the ultimate goal(s) of your site?
  - a. The goal of the site is to establish a new EmployIndy parent website and work to integrate the other EmployIndy properties in a strategic, streamlined way. That



website should provide our audiences with the information, links, and resources needed to further engage with EmployIndy.

9. What do you like about the site now, and what don't you want to lose?
  - a. The site does a good job of maintaining a section and archive of [blog-style content](#) for big announcements, press releases, etc. as well as the ability to [visualize our workforce ecosystem partners](#) and how we're connected across our efforts and initiatives.
  
10. What do you dislike about the current site?
  - a. We have a gap in web analytics and would like to have more visibility and accessibility for data on website visitors and the actions they take while visiting our website. The current site also doesn't quickly/simplely inform visitors what EmployIndy is or does and navigates them to appropriate action quickly and promptly.
  
11. Are there other sites you've looked at and want to draw inspiration from?
  - a. We value sites that have the ability to showcase sub-brands or multiple programs in a simple and straightforward way. Our volume of programs/initiatives (12) can be confusing and compete for messaging. Here are a few examples of nonprofit websites that do a good job of communicating their strategy/goals in a simple and interesting way while encouraging visitors to engage and learn more through clear communication and storytelling.  
  
[United Way of Central Indiana](#)  
  
[National Geographic Society](#)  
  
[Girls Who Code](#)  
  
[Lumina Foundation](#)
  
12. Do you have a brand guide and/or digital brand standards that you can share now?
  - a. Please see the attached document for a version of the brand guide that provides context for logo usage, typography, and colors.
  
13. Does the current branding for all the external sites need to stay the same (logo, colors, typography) or do you want to evolve into more of a brand family?
  - a. Our goal in consolidating our digital properties is to bring all of the programs/initiatives closer to EmployIndy and make it more clear that all of them operate under the EmployIndy umbrella. While names and logos need to remain, we're hoping to utilize commonalities in color and typography to create a clear association with EmployIndy.
  
14. How will feedback and approvals be managed?
  - a. The EmployIndy marketing and communications team will lead this project and include program leads for feedback and approvals when needed.



15. What are the key performance indicators (KPIs) you would like us to track post-integration?
  - a. Key web metrics will include users, page views, engagements, engagement time, and user behavior (i.e. how they visit specific pages from other areas of the site). Additionally, a pre- and post- attitude, awareness, and usage (AAU) may be considered to measure the impact of simplified messaging and communication.
16. Will there be ongoing support, content updates, or maintenance required post-launch, and if so, what are your expectations for this?
  - a. Ongoing content development and hosting/maintenance of the site will be determined in a separate scope.
17. Do you have an existing support team or preferred vendors that we should coordinate with during and after the integration?
  - a. We would work with existing vendors and partners of the current web properties to ensure a seamless transition of platforms and hosting/maintenance.
18. Can we get access to the backend of EmployIndy.org and/or any social media/Google analytics during the RFP process?
  - a. View only access for Google Analytics and the website backend will be granted once the project is awarded, but not during the RFP process.
19. Can you provide details about the current hosting environment? Are there any specific technical requirements or constraints related to hosting?
  - a. Current website platforms are being hosted across multiple sites with multiple vendors. There are currently no technical requirements or constraints, but a goal of this project is to consolidate and simplify hosting so that it's easier to reference and maintain; however, this may not be possible for all sites given strategy recommendations.
20. Are there any external dependencies or other projects that might impact the timeline or scope of this project?
  - a. Yes, each website platform has its own vendor partner and the selected vendor would need to work through EmployIndy for transitioning the site. Additionally, some website properties such as [Talent Bound](#), [Project Indy](#), and [JobReady Indy](#) have login-protected portals that would either need to be transitioned or remain separate that could take additional time.
21. To aid in our evaluation and to draft in our solution proposal, we humbly request access to any previous contracts that "CCPRC" has awarded in bidding of similar work, and or for contracted solutions developed/implemented up until this current period. Specifically, we are interested in previous awarded contracts that encompass: Website Development and Design; User Experience (UX) and User Interface (UI) Design; Responsive Design for Mobile and Desktop; Content Management System (CMS) Integration; SEO Optimization within Web Design; Web and Digital Communications Services.
  - a. At this time, we cannot share any previous contracts that have been awarded. In addition to confidentiality concerns, any relevant website or digital contracts



would include outdated information that is no longer aligned with the goals and strategy of the organization.

## ● WITHOUT TAGLINE ●

Share > Comm Collateral > Logos



---

TITLE: [EmployIndy\\_Logo\\_2017\\_black](#)  
STANDARD LOGO FOR USE ON  
LIGHT BACKGROUNDS.



---

TITLE: [EmployIndy\\_Logo\\_2017\\_reverse](#)  
STANDARD LOGO FOR USE ON  
DARK BACKGROUNDS.



---

TITLE: [EmployIndy\\_Logo\\_2017\\_mono](#)  
MONOCHROME LOGO FOR USE ON  
LIGHT BACKGROUNDS.



---

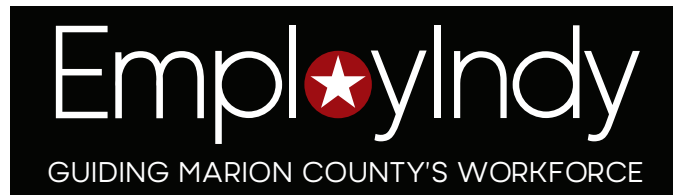
TITLE: [EmployIndy\\_Logo\\_2017\\_mono\\_reverse](#)  
MONOCHROME LOGO FOR USE ON  
RED BACKGROUNDS.

## WITH TAGLINE



TITLE: EmployIndy\_2017\_Logo\_redtag\_black  
PREFERRED TAGLINE  
LOGO. USE ON LIGHT  
BACKGROUNDS.

TITLE: EmployIndy\_2017\_Logo\_withtag\_reverse  
PREFERRED TAGLINE  
LOGO. USE ON DARK  
BACKGROUNDS.



TITLE: EmployIndy\_Logo\_2017\_blacktag\_black  
PREFERRED TAGLINE  
LOGO. USE ON LIGHT  
BACKGROUNDS.

TITLE: EmployIndy\_Logo\_2017\_withtag\_mono\_reverse  
LEAST PREFERRED TAGLINE  
LOGO. REVERSES THE  
STAR. USE ONLY ON RED  
BACKGROUNDS.



TITLE: EmployIndy\_Logo\_2017\_withtag\_mono  
PREFERRED  
MONOCHROME TAGLINE  
LOGO. USE ON LIGHT  
BACKGROUNDS.

# WHAT NOT TO DO

★ DO NOT turn logo sideways



★ DO NOT move the tagline so it is above logo



★ DO NOT use a jpeg with a white background when the transparent alternate would look more professional



★ DO NOT use reverse\_mono on any background other than red/red adjacent



★ DO NOT put black on red or red on black



★ DO NOT place other objects too close to the logo



★ DO NOT stretch the logo



★ DO NOT condense the logo



★ DO NOT use the logo as text

This is the EmployIndy style guide.

# Headline Text

FONT: Poppins, Bold

A B C D E F G H I J K L N O  
P Q R S T U V W X Y Z . ? !  
a b c d e f g h i j k l n o  
p q r s t u v w x y z . ? !

---

## Content Text

FONT: Proxima Nova, Regular, Black  
SIZE: 12pt

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z . ? !  
a b c d e f g h i j k l m n o p q r s t u v w x y z . ? !

---

**Editorial Style:** Chicago

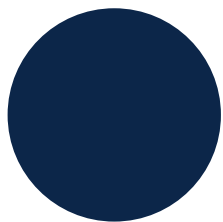
**Voice:** Professional

**Primary Audience:** CBOs, Partners, Providers, Funders, Employers

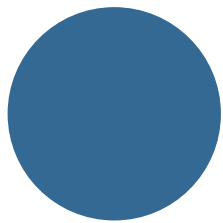
**Secondary Audience:** Participants, Youth, Job Seekers



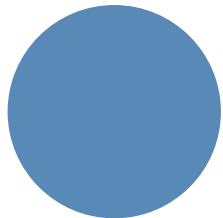
# COLORS



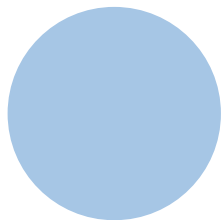
R: 15            C: 100  
G: 40            M: 86  
B: 74            Y: 41  
#0e2749        K: 43



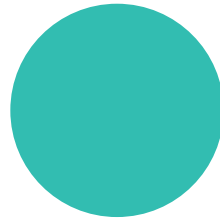
R: 58            C: 83  
G: 105           M: 57  
B: 146           Y: 24  
#396891        K: 5



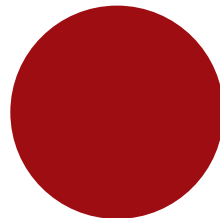
R: 90            C: 68  
G: 138           M: 38  
B: 183           Y: 12  
#5a8ab6        K: 0



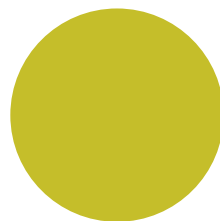
R: 167           C: 33  
G: 199           M: 13  
B: 228           Y: 2  
#a7c6e4        K: 0



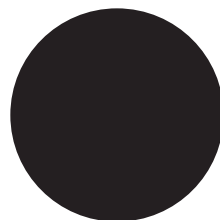
R: 59            C: 68  
G: 190           M: 0  
B: 178           Y: 37  
#3bbdb2        K: 0



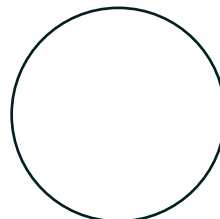
R: 158           C: 24  
G: 13            M: 100  
B: 18            Y: 100  
#9e0d12        K: 22



R: 197           C: 27  
G: 190           M: 16  
B: 42            Y: 100  
#c5be2a        K: 0



R: 0             C: 0  
G: 0             M: 0  
B: 0             Y: 0  
#000000        K: 100



R: 255           C: 0  
G: 255           M: 0  
B: 255           Y: 0  
#ffffff         K: 0