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# MOUNTAINEER TRAIL NETWORK RECREATION AUTHORITY

## Request for Proposals for Branding Services

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The Mountaineer Trail Network Recreation Authority is seeking a branding firm to facilitate, create, and launch a new brand identity that tells our organization's unique story and establishes the Authority as a premier partner and leader in outdoor recreation and economic development in the state of West Virginia.

### BACKGROUND OF ORGANIZATION

Created by an act of West Virginia legislation in 2019, the Mountaineer Trail Network Recreation Authority (MTNRA) is a government instrumentality (agency) that seeks to identify, enhance, and promote economic development through outdoor recreation opportunities within its 16 county service area. Since 2019, the MTNRA has been building capacity and establishing initial trail hubs focused on implementing trail and infrastructure improvements culminating in the launch of a Network in the Summer of 2024.

These improvements will allow the MTNRA and its partners to realign some of West Virginia's largest outdoor recreation barriers; differing difficulty ratings and signage across mountain bike and water trail systems, insufficient pre-trip planning resources, and a singular trail and amenities website that ties all of the Network's amazing trail destinations together under one roof. This realignment will make it more efficient and more transparent for the Network's communities, varied trail users, and vacationers to plan their outdoor recreation focused trips to West Virginia with access to standardized trail resources, food, lodging, and special events all in one location.

### SCOPE OF SERVICES AND DELIVERABLES

The selected brand design agency will design the visual identity and style of the Mountaineer Trail Network Recreation Authority (MTNRA) to advance a progressive, unified, and cohesive look to all Authority materials. The agency should deliver:

#### BRANDING SERVICES:

- First Priority: New organizational logo in various formats for multiple applications (color, inverse, stacked, vertical, etc.). Design firm will provide branding process to define the MTNRA's internal and external brand identity, target audience, and the impression the Authority wants to make on that audience.
- Detailed brand standards and usage guidelines to drive brand consistency when used by all MTNRA offices and departments. The brand style guidelines include, but are not necessarily limited to:
  - o All final brand logo files, fonts, color palette for use in print and digital.
  - o Integrated imagery and complementary design elements, fonts, and color schemes.
  - o Design of brand identity template files for: social media, memo, proposal, newsletter, email signature, and presentation deck — specifically for fundraising presentations.

### PROPOSAL CONTENT

**Name and Background:** Include complete name and contact information. If any of the work is subcontracted to another party, please provide the same information for all firms, and indicate who will be the lead firm.

**Profile of Firm:** Provide a brief description of the size of the firm(s) and the composition and qualifications of professional staff by level.

**List of Personnel** who will work on this project including their education, experience, and qualifications.

**Proposed Approach:** Work plan, timeline, and strategy describing how you will implement the design and development process for this project.

**Portfolio** showcasing your current work with an emphasis on branding or experience working with tourism/outdoor recreation/retail brands — specifically mountain biking and paddling.

**Line-item Budget** for the stages of development in which you will provide the work described in this RFP. Indicate an hourly rate (if applicable) for subsequent work that may be required or deemed necessary.

**References:** Offer at least three references from clients who have used your services for branding or rebranding. Briefly describe the scope of your work for these references, the year completed, and a contact name and telephone/email for each one.

**Information on Additional Services:** After branding is completed, the Authority will look to implement designs into trail signage, website design, promotional materials to support the network, and communication through social media platforms. Please provide any information on additional services that you believe would be pertinent and align with the Mountaineer Trail Network Recreation Authority's mission, vision, and values.

## **SELECTION CRITERIA**

Proposals will be evaluated on the following criteria:

- Demonstrated knowledge, skills, and experience in branding design
- Experience working with or working knowledge of tourism/outdoor recreation/retail/categories/brands.
- Experience leading and facilitating branding processes with similar clients.
- Appropriateness of fee structures and pricing model.

## **TIMELINE**

Deadline for proposals: **March 31st, 2023**

Top 3 proposals will be selected and notified **April 7th, 2023**. If you are selected in the top 3, you must be able to give a virtual presentation to the branding committee on **April 17th, 2023**.

Final selection announced **April 24th, 2023**. Contract to be signed by **May 1st, 2023**.

Draft sketches/thumbnails due **May 12th, 2023**.

First draft of design/branding package due **May 26th, 2023**.

Final deliverables due **June 16th, 2023**.

**Proposals must be submitted via email to Andrew Walker, Mountaineer Trail Network Recreation Authority Executive Director at [Andrew.Walker@MountaineerTrailNetwork.com](mailto:Andrew.Walker@MountaineerTrailNetwork.com) by 11:59 p.m. EST on March 31st, 2023.**

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