

## Visit Morgan Hill Branding Project

### RFP TIMELINE

RFP Sent	March 27th, 2020
8 Proposals Received	April 6th, 2020
Proposals Reviewed & Scored	April 17th, 2020
Top 3 Interviewed	April 22nd, 2020
Final Candidate Identified	April 24th, 2020
Request for Board Approval of Spend	April 27th, 2020

### Goals

- Develop Visit Morgan Hill brand identity and suite of brand assets
- Create destination awareness to consumers and trade audiences
- Increase demand from existing and new markets
- Effectively compete with comparable destinations
- Increase recognition of VMH in the local, regional, and statewide tourism ecosystem

### Scope of Work

- Logo & Tagline
  - No existing logo. Tagline optional.
- Brand Purpose, Pillars, Position, and Voice
  - Existing research available. Platform to allow unified content marketing.
- Style Guide
  - Logo, tagline, colors, font, and all digital, social, web, email, ad, and print guidelines.
- Destination Profile
  - Seeking a one-page front and back that will serve both digital and print distribution
- Graphics
  - Any individual graphic components made available for multipurpose
  - Utilize existing owned photography and recommend additional needed
- Website
  - Recommendation for implementing visual brand on [www.visitmorganhill.org](http://www.visitmorganhill.org)

Scored (1-10) in 10 categories: meets requirements, relevant brand experience, portfolio/clients, brand example submissions, creative plan & approach, familiarity with MH, account management, timeliness, budget, overall presentation.

# COST ESTIMATES

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BRANDING DELIVERABLES FOR VISIT MORGAN HILL	
Logo design and tagline	\$2,000-2,400
Branding development and style guide	\$3,975-4,770
Destination profile	\$920 - 1,100
Graphics developed for project saved and supplied as individual files	\$460-550
Website recommendations	\$460-550
Additional travel market or competitor research, only if needed	TBD

\$9,300