



## Maymont Brand Identity RFP

### Objective

Create a brand identity suite that both reflects the deep fondness people have for Maymont and inspires locals and visitors to want to experience Maymont. The brand identity should provide flexibility across Maymont's many initiatives. The visual identity should continue to elevate Maymont's already strong position as the premier cultural destination in Central Virginia.

### Background

Maymont is a 100-acre greenspace with unique historical features and environmental educational experiences in the heart Richmond, Virginia. It was given to the City of Richmond in 1925 to serve as a museum and public space, and has been maintained by the Maymont Foundation since 1975. Maymont will be celebrating its 100<sup>th</sup> anniversary as a public space in 2025-2026.

*The Maymont Foundation is committed to creating experiences that delight, educate and inspire. This mission is woven into the Foundation's work to preserve and interpret the estate, its activation of the grounds through broad-reaching events and the educational experiences it provides that are designed for visitors of all ages. The Foundation weaves these efforts together to create the economic ecosystem (ticket, donor, member, etc.) that supports Maymont and fulfills its core duty to remain free and open to the public as an invaluable shared community space.*

Over the past three months, the Maymont Foundation has undertaken a brand research project to better understand how Maymont is currently positioned in the minds and hearts of visitors, donors and stakeholders. We have explored the popularity of individual Maymont features while trying to get at the core of why people love Maymont. This research will be the jumping off point within a brand design partnership and the design work will be based on this existing and prior market research.

### Project Components

- 3-month project plan and project management
- Kick-off session in collaboration with Maymont's brand research partner
- Key stakeholder interviews: staff, board members, donors, community and city leaders, etc.
- Synthesis and communication of key information inputs: Maymont sales and visitor data, branding survey, interviews, agency research, etc.
- Presentation of concepts and showcasing how they will evolve across multi-channel platforms (web, social media, print, email, signage, video, etc.)
- Iterative creative process with 2-3 rounds of concept review and input from Maymont team
- Development of examples of brand architecture usage across multiple Maymont features (main experience, 100<sup>th</sup> anniversary, Virginia Wildlife Trail, Maymont Mansion, The Robins Nature Center, Maymont Farm, Italian and Japanese Garden, and key programs and events)

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## **Deliverables**

- Development of final brand and style guide that includes: brand positioning, messaging platform, tone of voice, logos, colors, fonts and styles, imagery guidelines and brand architecture guidelines
- Delivery of all asset files
- Presentation to Maymont Foundation Board of Directors

## **Project Timeline**

- Agency RFP response deadline: August 18, 2023
- Agency presentations: August 2023
- Final Award: September 2023
- Project Completion and Board Presentation: January 2024

## **Proposal Evaluation**

Please submit questions to [marketing@maymont.org](mailto:marketing@maymont.org) before August 4. Maymont will send an addendum to all agencies who inquire about applying.

Criteria for proposal evaluation will be based on the presentation of similar work experiences (ideally on brands with multiple popular features), initial ideation for where Maymont can take its brand identity, pricing and past client references.