Maymont Brand Identity RFP Addendum

Process and Timelines

The decision-making process at Maymont will be directly tied to a few key milestones in the overall project timeline. Different milestones will have different layers of approval. We have listed the 3-month project plan. To clarify this a bit further, we have a key milestone of a January Board of Directors meeting for which we will need to have the high-level brand concepts ready to present for approval. We will review these concepts with members of the Board’s Marketing Committee at a December meeting before the larger board presentation. While we understand it might take longer than 3 months to complete the full suite of deliverables, these are important milestones that we will want to meet. Beyond those key dates, we are eager to hear how your team approaches the creative process.

Research

Maymont has just completed an audience research survey that connects back to 2-3 previous surveys that have taken place over the past 10 years with a few different research partners. The research has identified core audiences, public perception and top reasons for visitor affinity with Maymont. This will be important data to review as we start up the brand identity partnership. We also hope that it informs the next steps on the (8-10) key stakeholder interviews that is a deliverable listed in the main RFP.

Deliverables

As mentioned in main RFP, it is important that the main brand and style guide is developed with multiple mediums in mind. Maymont’s new brand identity will be used to revamp on-site signage, both for wayfinding and exhibits, and will be incorporated into upcoming interpretive expansions throughout the grounds. We are hoping that the partnership does expand into a second phase working on these projects together. Rollout of the new brand identity will need to happen in multiple stages, as much of the work aligns with the introduction of the Virginia Wildlife Trail and Maymont’s 100th anniversary as a public space, all coming up in the next 18-24 months.

Please note: We do not expect design concepts as part of the RFP stage; rather, we would love to hear your initial creative ideations and how your process develops ideas into a brand identity.

Budget

The budget for this project is connected to a couple different initiatives happening concurrently. The Brand Identity project can range from $75k to $125k. Part of the brand identity deliverables includes concepts for on-site signage. We plan for the brand work to roll out to our on-site signage over the next 18 months in a second phase of work and would like to see this partnership carry on to that phase.