



# REQUEST FOR PROPOSALS

## Graphic Design and Printing

### Questions & Answers 11-11-2020

Question:

There were two questions from potential agencies which were similar. The request was to elaborate on the graphic design aspect, and was there new branding needed.

Answer:

We are not looking at any changes to the current branding of the AOAA, so no new logo is being requested. You will be asked to emulate previous AOAA marketing materials but offer an updated message. The purpose of this marketing brochure is to promote AOAA and the surrounding area as a destination location.

The only additional graphic design could be adding background images behind the text if applicable. You could use an image, or it could be a solid color. We will leave it up to the designer to see what they think would look best. You can choose the fonts, colors – but I would encourage you to review the current AOAA website to get a feel for the brand: <https://www.aoatrails.com/>

The winning designer/printer will be provided with a previous brochure in digital format and also receive a word document with the text. The visitor bureau's logos, AOAA, and any other sponsor logos that need to be included will be supplied.