

Client:

Auglaize and Mercer Counties Convention and Visitors Bureau

What this organization does?

The Auglaize and Mercer Counties Convention and Visitors Bureau (CVB) promotes travel and tourism in the Grand Lake St. Marys region.

Objective:

Attract visitors to the region by promoting its sites and attractions.

Challenge:

The challenge was creating an identity for the CVB that was both fun and professional while encompassing all the attractions in the area. The website and promotional literature needed to draw attention and inform tourists of the diverse destinations in the region.

Brand it Design proposed a redesign and new name for the CVB existing identity to a marketing committee of twelve with implementation of the new design and name throughout their redesigned web site and promotion literature.

Special Tactics:

Brand it Design met with the CVB's marketing committee and gave a presentation on the importance of brand identity and introduced the new identity, The Greater Grand Lake St. Marys Region: A Diverse Vacation Destination.

Services performed:

- Strategic consultation and presentation on brand identity
- Development of new name, new corporate identity and tagline
- Redesign and Construction of a 40 page web site
- Design of printed business collateral pieces
- Created Magazine Ads
- Promotional products, visitor bags, membership static clings and ink pens

What the client has to say:

Twyla Hayes with Brand It did an incredible job of listening to what image we wished to convey and translating that into a new logo for our Convention and Visitors Bureau. Satisfying a committee of 12 was no easy task, but she accomplished it with grace and style. We love the results and have gotten many compliments on our "new" image.

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 Convention & Visitors Bureau
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 Visit the Greater Grand Lake St. Marys Region
A Diverse Vacation Destination

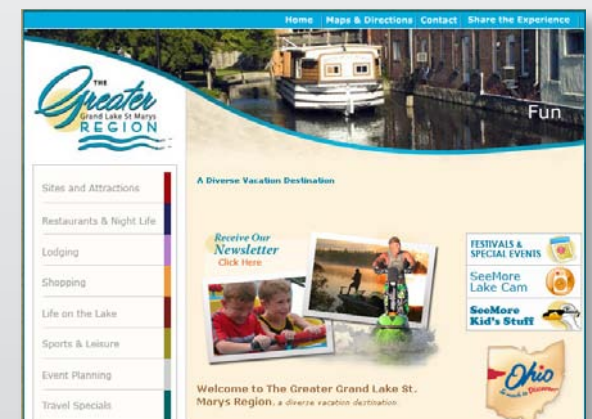
• Original Logo



• New Logo Design



• Web Design



• Promotional Items



• Application - Tradeshow kiosk

