

# TOURISM PROJECT

scope of work

## West Virginia Pepperoni Roll Trail

Project led by the Marion County Convention and Visitors Bureau. Digalyst supported the initiative by providing creative direction and marketing materials.

- **Logo Design:** Created the official logo to establish a recognizable brand identity.
- **Marketing Assets:** Assisted with digital and print marketing materials to promote the trail.
- **Print Collateral:** Designed rack cards, posters, and other print pieces for distribution.
- **Prize Creation:** Developed branded prizes and promotional items to engage participants and increase trail visibility.

SEE TRAIL

