

# Connecting the Franklin Community.

Franklin Trails Brand Strategy and Brandmark Development



## Mission

The Franklin Riverwalk and Trails committee, comprised of community and city leaders, provides strategic direction and advocacy for the creation of trails, greenways and blueways with the purpose of improving quality of life by connecting city parks, neighborhoods, historic resources and area attractions.



## **Vision**

Connecting the Franklin community through trails, greenways and blueways to improve quality of life.

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# Target Audiences



# Target Audiences



FAMILIES

**Key Need:** Beautiful spaces to create a healthy lifestyle and memories as a family

Motivators:

- Increasing quality of life
- Getting the family outdoors
- Passing healthy habits on to their children
- Bringing the neighborhood together
- Finding a safe space away from congestion and traffic



TEENS

**Key Need:** Places to congregate with friends and a way to get around the city independently

Motivators:

- Benefits of going outside for teens include reducing stress and anxiety and creating a better mood.
- Independence. The ability to get around town without relying on family members for rides
- Connectivity to parks and schools from their home
- Feeling safe when on a public trail with friends or alone



# Target Audiences



RUNNERS

**Key Need:** Scenic trails that make their workout more pleasurable and motivating

Motivators:

- Escaping from the daily grind through exercise
- Living a healthier lifestyle
- Well kept trails with even running surfaces
- Avoiding the traffic and frequent stops that occur when running on the road
- Switching up their route to create variety
- Franklin residents are 22% less likely to run for exercise than others in the Nashville area



CYCLISTS

**Key Need:** Clear, well maintained bike-specific paths so they can ride safely without interruption.

Motivators:

- Challenging themselves through physical exercise
- Smooth, well maintained riding surfaces
- Finding a safer space to ride than the road
- Avoiding the frequent stops that occur when riding on the road
- Franklin residents are 12% less likely to bicycle than others in the Nashville area



# Target Audiences



TOURISTS

**Key Need:** A way to get off the beaten path and explore their travel destination

Motivators:

- A cost free way to take in a new city
- Finding unexpected surprises while exploring a new city
- Connectivity to historic sites and key locations
- Simple, easy to navigate trails
- Information about the city or landmarks provided along the way



FOOT  
TRAFFIC

**Key Need:** The ability to create a more pleasurable commute and avoid the hassles of driving

Motivators:

- Avoiding traffic on the roads
- Making healthier lifestyle choices
- Saving money spent on transportation
- Reducing pollution and protecting the environment
- Currently only 1.5% of individuals walk to work in Nashville-Davidson County-Murfreesboro-Franklin





## Additional Audiences

- Pet lovers
- Running/Walking Clubs
- Schools/Education
- Seniors/Retirees
- Nature Enthusiasts
- Neighborhood Businesses





# Brand Strategy



# Franklin Trails Brand Strategy

## Target Audience:

For Franklin residents and visitors from all walks of life who have a desire to get outside...

## Frame of Reference:

... Franklin Trails offers functional and inspirational trails and access points with a purpose and passion to connect the entire community of Franklin...

## Point of Difference:

...Franklin Trails provides a public and free system to everyone, promoting exercise, walkability and togetherness...

## Benefit:

...creating a strong sense of community and improved quality of life – through any and all uses.

## RTBS (Reasons to Believe):

Provides/promotes a healthier lifestyle

- Increases property values
- Educational
- Inspirational
- Can reduce traffic
- Wellness and emotional benefits
- Creates revenue opportunities
- Assists in recruiting company/organizations

# Franklin Trails Brand Position

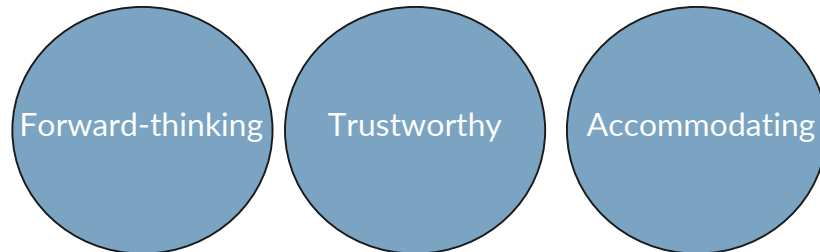
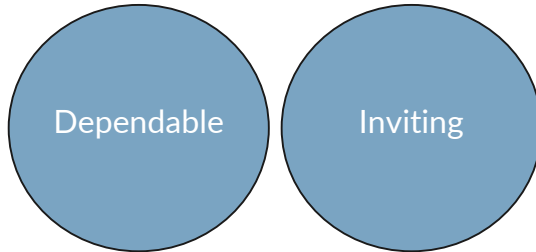
For Franklin residents and visitors from all walks of life, Franklin Trails is a public and free place where you can enjoy a long jog, go on a bike ride, take in nature or simply walk from one landmark to another.

By delivering tighter connectivity throughout the city, Franklin Trails is driven to offer a functional and inspirational way to bring Franklin together—leading to an even stronger sense of community and improved quality of life amongst the people who live and visit here.

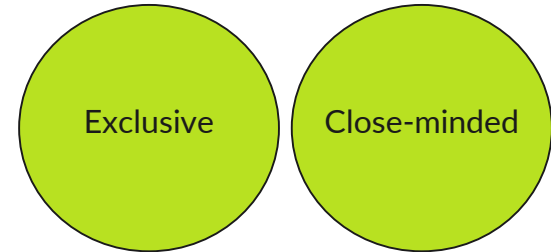
# Franklin Trails Brand Tonality



*Always...*



*Never...*



# Franklin Trails Brandmark





# Franklin Trails Brandmark Objectives

Create a brand logo that...

- Addresses short-term concerns, while establishing a strong long-term, ownable identity.
- Communicates the broad diversity of the Franklin Trail System - from greenways to blueways, sidewalks to hiking/biking trails, and from neighborhoods to parks.
- Works as a system - with established names and locations at trailheads, while providing an easily recognizable brand mark that serves as a trail maker throughout the system.



# Franklin Trails Brandmark

- Colored “paths” represent the greenways and blueways of the connected system.
- Brandmark doesn’t skew towards any one type of activity, i.e. hiking, biking, kayaking, walking.
- Bright colored and easily identifiable throughout trail system
- Works as an elegant compliment to neighborhood trails, as well as, rustic hiking trails.
- The lack of unexpected imagery and “abstract” design ensures it is unique, ownable and timeless brandmark.
- Brandmark and colors align to personality traits of dependability, trustworthiness and forward-thinking.







## Other variations



Black & White  
*used in limited print applications*



Bronze  
*engraved trailhead application,  
each color would be engraved at a different depth*



# Franklin Trails Brandmark

(Walking Trail)



(Waterway)



(Mountain Biking Trail)



Trail markers



Trailheads

A decorative graphic consisting of two overlapping, stylized, horizontal shapes in blue and green, resembling a landscape feature or a stylized letter 'F'.

# Franklin Trails Brand Portfolio (sampling)