

**RESOLUTION 2019-64**

**RESOLUTION TO ADOPT THE FRANKLIN TRAILS BRAND STRATEGY AND  
BRANDMARK PLAN**

**WHEREAS**, 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; and

**WHEREAS**, the Franklin Riverwalk and Trails Committee has developed a brand strategy to promote connectivity and the use of trails, greenways, and blueways; and

**WHEREAS**, 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; and

**WHEREAS**, the brandmark is comprised of colored “paths” representing the greenways and blueways of the connected system to be easily identifiable, unique, and which does not skew towards any one type of activity, i.e. hiking, biking, kayaking, walking; and

**WHEREAS**, after approval of this resolution, the Franklin Riverwalk and Trails Committee will develop Branding and Wayfinding Guidelines for the signage to be utilized along the Franklin Trail System which will include, at a minimum, location(s), size, consistency, color, and direction.

**NOW, THEREFORE, BE IT RESOLVED** BY THE BOARD OF MAYOR AND ALDERMEN OF THE CITY OF FRANKLIN, TENNESSEE AS FOLLOWS:

**RESOLVED**, the Franklin Riverwalk and Trails Committee is hereby authorized to adopt the Franklin Trails Brand Strategy and Brandmark Plan.

Duly passed by the Board of Mayor and Aldermen, on the \_\_\_\_ day of \_\_\_\_\_ 2019.

**ATTEST:**

**CITY OF FRANKLIN, TENNESSEE:**

By: \_\_\_\_\_  
**ERIC S. STUCKEY**  
City Administrator

By: \_\_\_\_\_  
**DR. KEN MOORE**  
Mayor

**Approved as to form:**

\_\_\_\_\_  
**Shauna R. Billingsley**  
City Attorney