

Legislation Details (With Text)

File #: 19-0698 **Version:** 1 **Name:**

Type: Resolution **Status:** Passed

File created: 6/27/2019 **In control:** Board of Mayor & Aldermen

On agenda: 8/13/2019 **Final action:** 8/13/2019

Title: Consideration of Resolution 2019-64 to Adopt the Franklin Trails Brand Strategy and Brandmark Plan

Sponsors: Lisa Clayton

Indexes:

Code sections:

Attachments: 1. 19-0698 2019-64 Resolution to Adopt Franklin Trails Branding.Law Approved.pdf, 2. Franklin Trails_Final_Final_062719.pdf

Date	Ver.	Action By	Action	Result
8/13/2019	1	Board of Mayor & Aldermen	approved	Pass
7/9/2019	1	Work Session	referred	

DATE: July 2, 2019

TO: Board of Mayor and Aldermen

FROM: Eric Stuckey, City Administrator
Mark Hilty, Assistant City Administrator - Public Works
Lisa Clayton, Parks Director

SUBJECT:
Consideration of Resolution 2019-64 to Adopt the Franklin Trails Brand Strategy and Brandmark Plan

Purpose

The purpose of this memorandum is to provide information to the Franklin Board of Mayor and Aldermen (BOMA) concerning the brand strategy developed by the Franklin Riverwalk and Trails Committee (hereinafter, "Franklin Trails") to promote connectivity and the use of trails, greenways, and blueways throughout the City.

Background

Franklin Trails is comprised of community and city leaders and 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. The committee has developed a brandmark and brand strategy to promote the use of trails, greenways, and blueways throughout the city. The brandmark is comprised of different colored "paths" representing the greenways and blueways of the connected system. It was designed to be easily identifiable, unique, and not to skew towards one type of activity, i.e. hiking, biking, kayaking, walking, etc. After approval of this resolution, Franklin Trails will develop formal 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

Financial Impact

There is no financial impact at this time.

Recommendation

Staff recommends the Board approve this resolution.