



## Legislation Text

---

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

---

**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.