



**FRANKLIN TRAILS  
BRANDING &  
WAYFINDING  
GUIDELINES**

DRAFT

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## INTRODUCTION

The Franklin Riverwalk and Trails Committee, comprised of community and city leaders, provides a 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 vision of the Franklin Riverwalk and Trails Committee is to connect the Franklin community through trails, greenways, and blueways to improve quality of life.

The brand, Franklin Trails, was created by the Franklin Riverwalk and Trails Committee in order to promote and identify the trail systems within the City of Franklin. The Committee enlisted brand strategist Matt Brown of Brand Mettle to develop a logo for the Franklin Trails brand. This brand is for all Franklin residents and visitors from all walks of life who have a desire to get outside. Franklin Trails offers functional and inspirational trails and access points with a purpose and passion to connect the entire community of Franklin. It provides a public and free system to everyone, promoting exercise, walkability, and togetherness; and it creates a strong sense of community and improves the quality of life.

The brand logo addresses short-term concerns, while establishing a strong long-term, ownable identity. It communicates the broad diversity of the Franklin Trails System- from greenways to blueways, sidewalks to hiking/biking trails, and from neighborhoods to parks. The logo works as a system- with established names and locations at trailheads, while providing an easy recognizable brand mark that serves as a trail marker throughout the system.

Franklin's Board of Mayor and Alderman approved the trail branding on August 13, 2019.

This document provides branding and wayfinding guidelines for the landmark logo and for the general placement, size, consistency, color, and direction of the signs. This document should not be used for construction documentation.



# GUIDELINES

## Purpose and Goals

The purpose of these guidelines is to assist the City of Franklin in developing a cohesive, consistent aesthetic, and provide direction in the selection and implementation of the branding and of the wayfinding signage. These guidelines provide recommendations for the brandmark and wayfinding signage of the Franklin trail system.

Goals established in the Guidelines are to:

- Provide recommendations utilizing the Franklin Trails brandmark
- Make entries more recognizable and consistent with the Franklin Trails identity
- Improve the pedestrian and cyclist experience through clear wayfinding
- Create visual continuity and clarity



## Brandmark

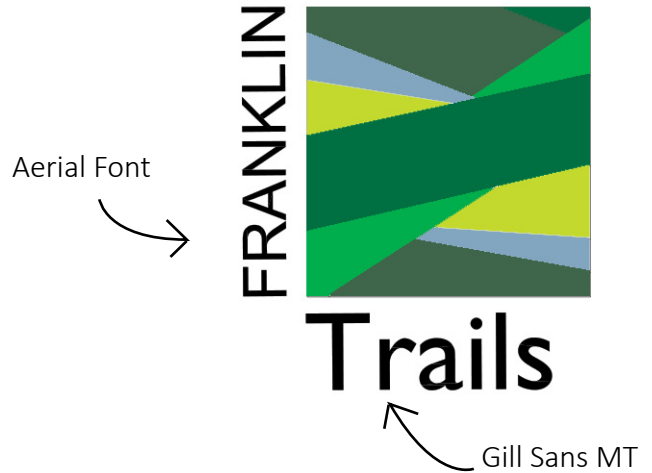
The colors of the brandmark represent the connection of greenways and blueways. It encompasses all activities: hiking, biking, kayaking, jogging, and walking. The colors are easily identifiable throughout the trails system and the design provides a unique, ownable, timeless, and forward-thinking brandmark.

The Franklin Trails logo and signs should contain the CMYK colors listed under Color Specifications. Signs are to be placed on a highly reflective metal background and should be of the varying sizes recommended within this guidelines document.






The Franklin Trails logo should always be placed on a white or natural surface background in order to maintain the distinction of the logo. The color bands should remain free from text or other symbols.

The logo may be used on other materials and merchandise for fundraising and marketing to promote the Franklin Trails system. Promotional materials with the Franklin Trails logo must be approved by the City of Franklin Parks Department for the rights of its usage.

## Logo and Fonts



## Color Specifications

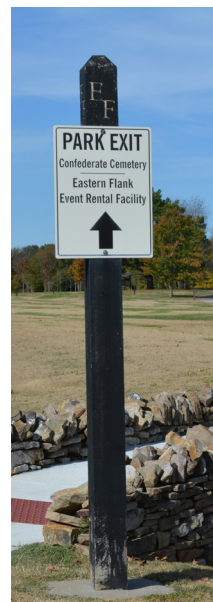
	C=28 M=0 Y=100 K=0
	C=85 M=0 Y=100 K=0
	C=100 M=0 Y=850 K=42
	C=34 M=8 Y=0 K=24
	C=75 M=39 Y=75 K=28



# GUIDELINES

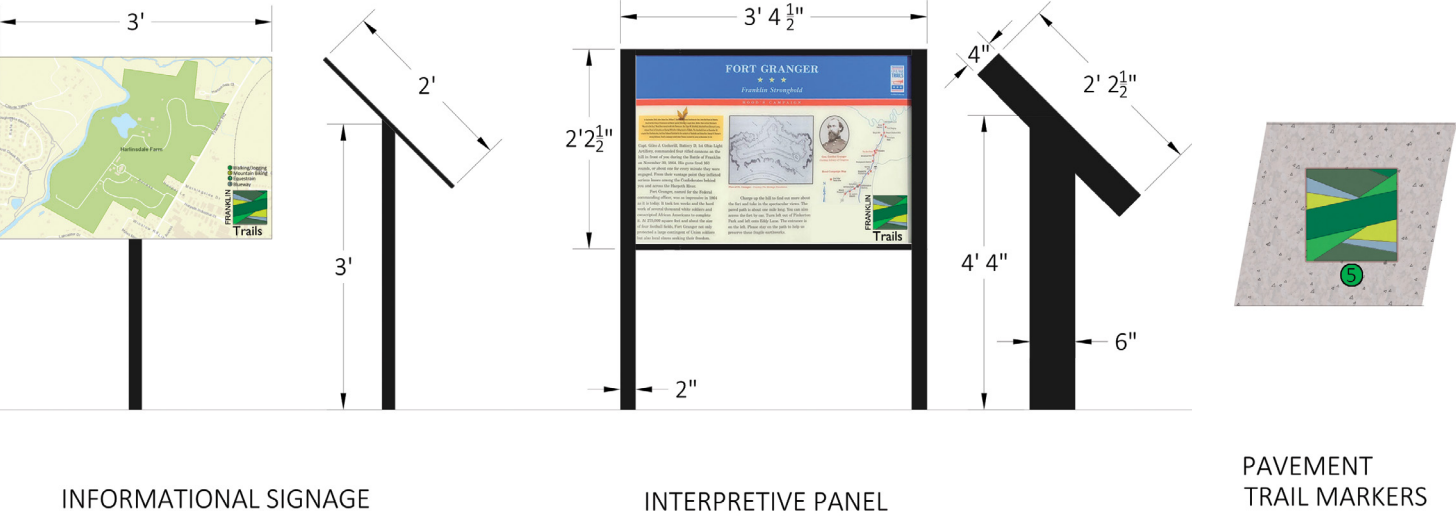
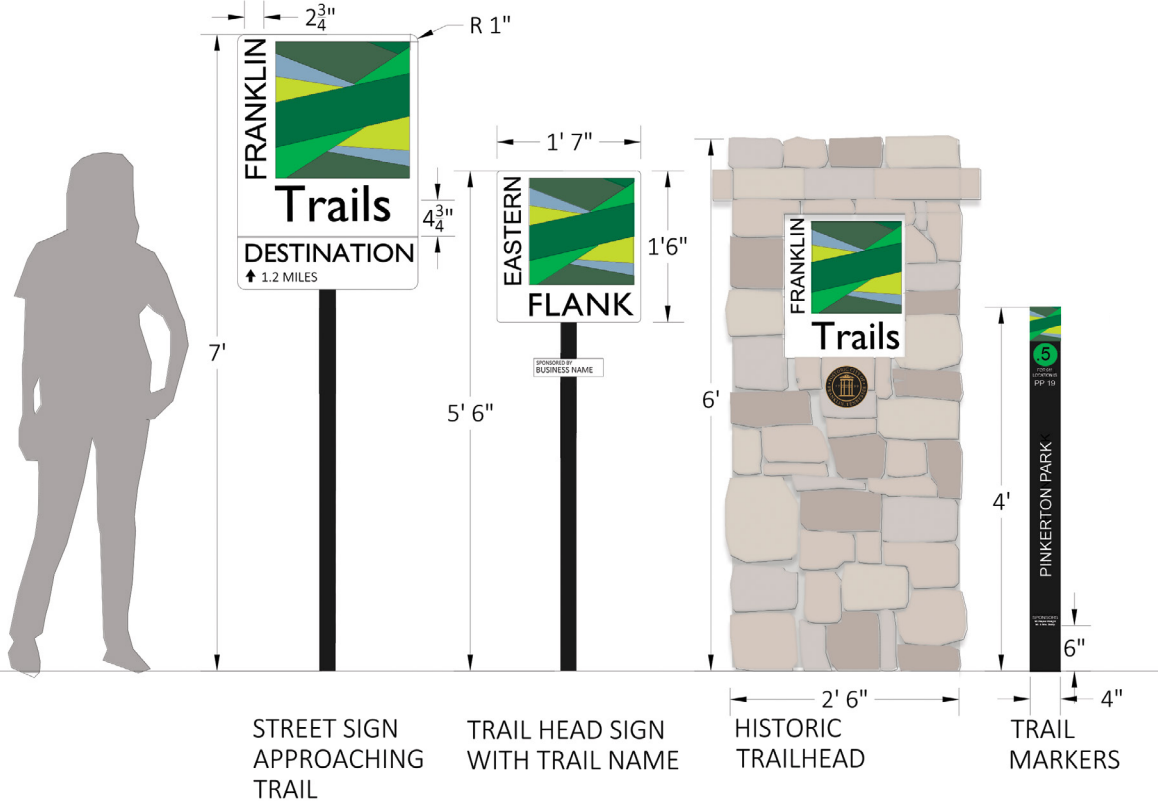
## Existing Signage

The signage found throughout Franklin along the trails varies widely. The placement of the signs are numerous and offer a wide array of types, styles, and colors. Too many signs have an overwhelming appearance and do not contribute positively to the overall trail experience.



Family of Signage

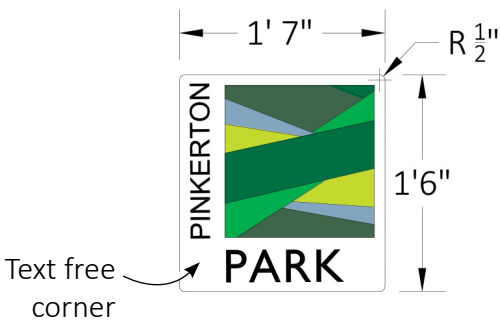
The family of signage consists of a variety of signs for use in different locations. The signs should reinforce the context of the surrounding trails and landscape. All signs should maintain a consistent color and style with the Franklin Trails logo.



# GUIDELINES

## Community Branding

Each trail should receive the name of the park, waterway, or community for which it is associated. New trails and their naming systems must be approved by the City of Franklin Park's Department prior to installation. The sizing of the text may be adjusted in instances of long names to properly fit on the sign.



Text sizes may vary. The vertical and horizontal text should fit within the edges of the logo when applicable. 1" clearance between the top of the logo and right side.





Improvements and Recommendations

Improvements should be made by removing any weathered, broken, repetitive or unnecessary signage from the trail and park entrances.

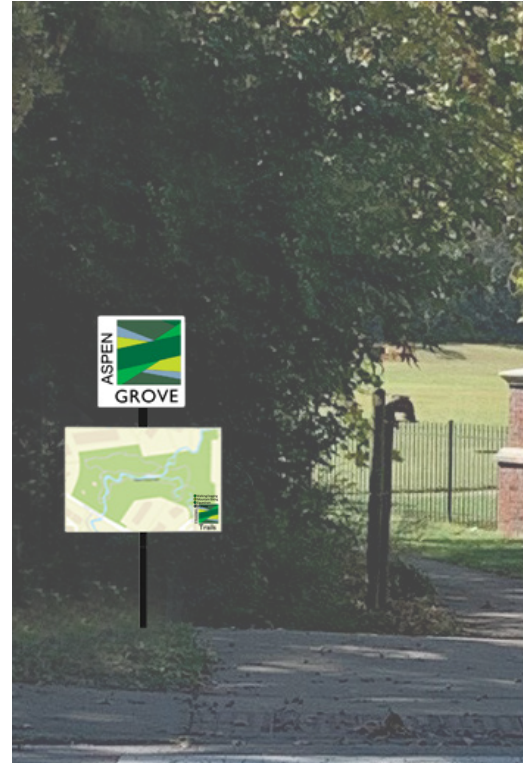
It is recommended that old signs be replaced with new signage or new signs may be retrofitted to older existing signs.



Existing Signage at Aspen Grove



New signage retrofitted onto existing signs



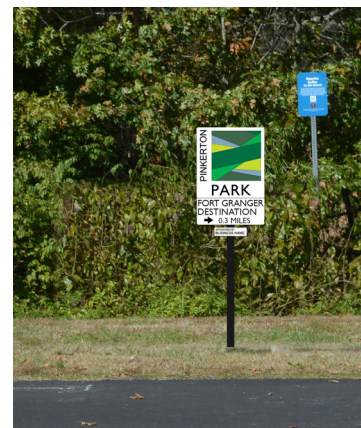
Removal of existing signs and placement of new signs



Existing Signage at Pinkerton Park



New signage with existing signs



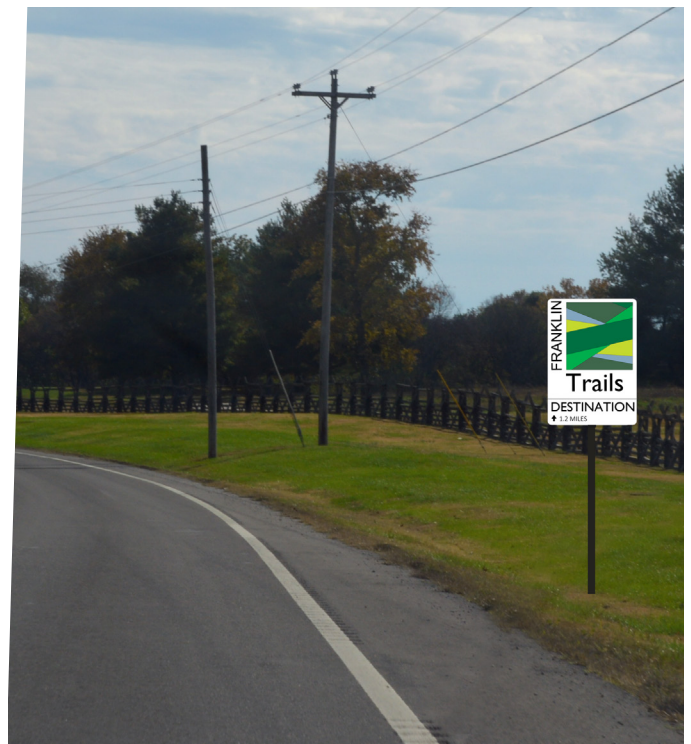
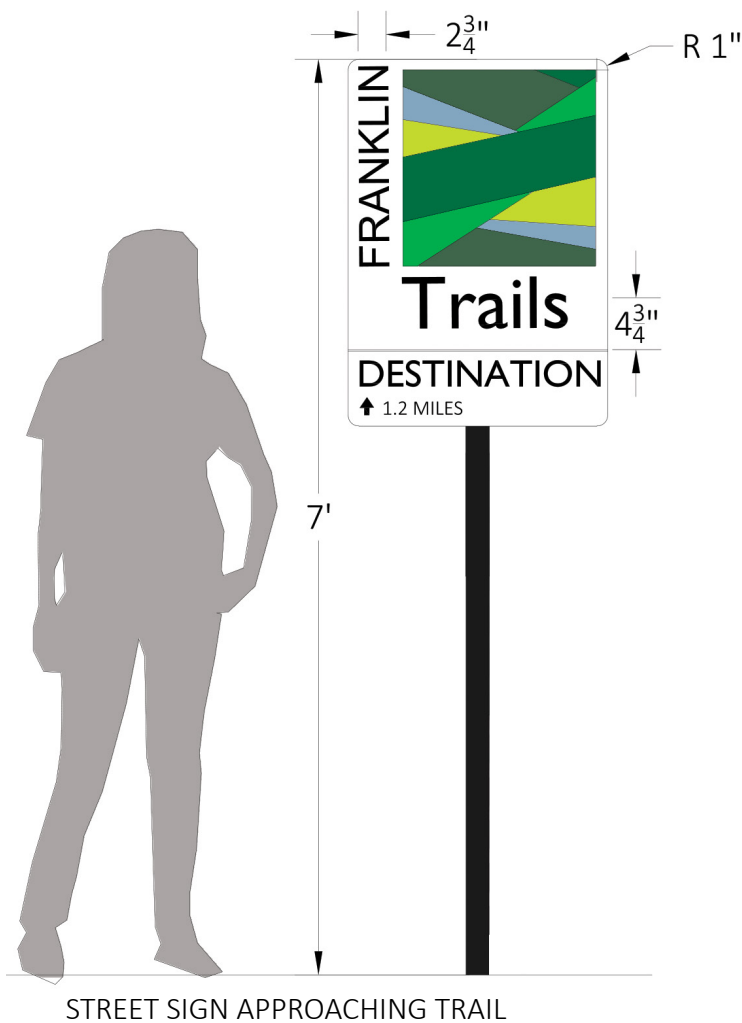
Removal of existing sign and placement of new sign



# GUIDELINES

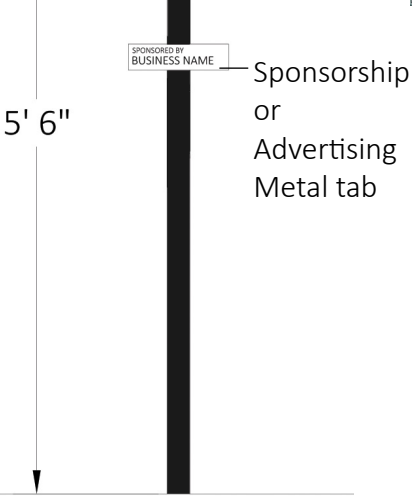
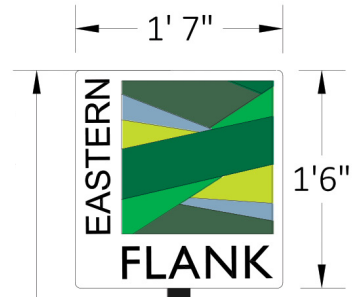
## Street Trail Sign

The “Franklin Trails” signage provides notification a mile or more from the trail destination. These signs shall be placed within the right-of-way, letting trail users know of the upcoming destination. The sign should be at least seven feet tall and follow all roadway sign standards.



Trail Head Sign

A Trail Head Sign should be placed at the main entrance of the trail and provide the name of the community or trail to which it serves. Underneath the trail head sign, sponsorship or advertising information can be added.



TRAIL HEAD SIGN WITH TRAIL NAME



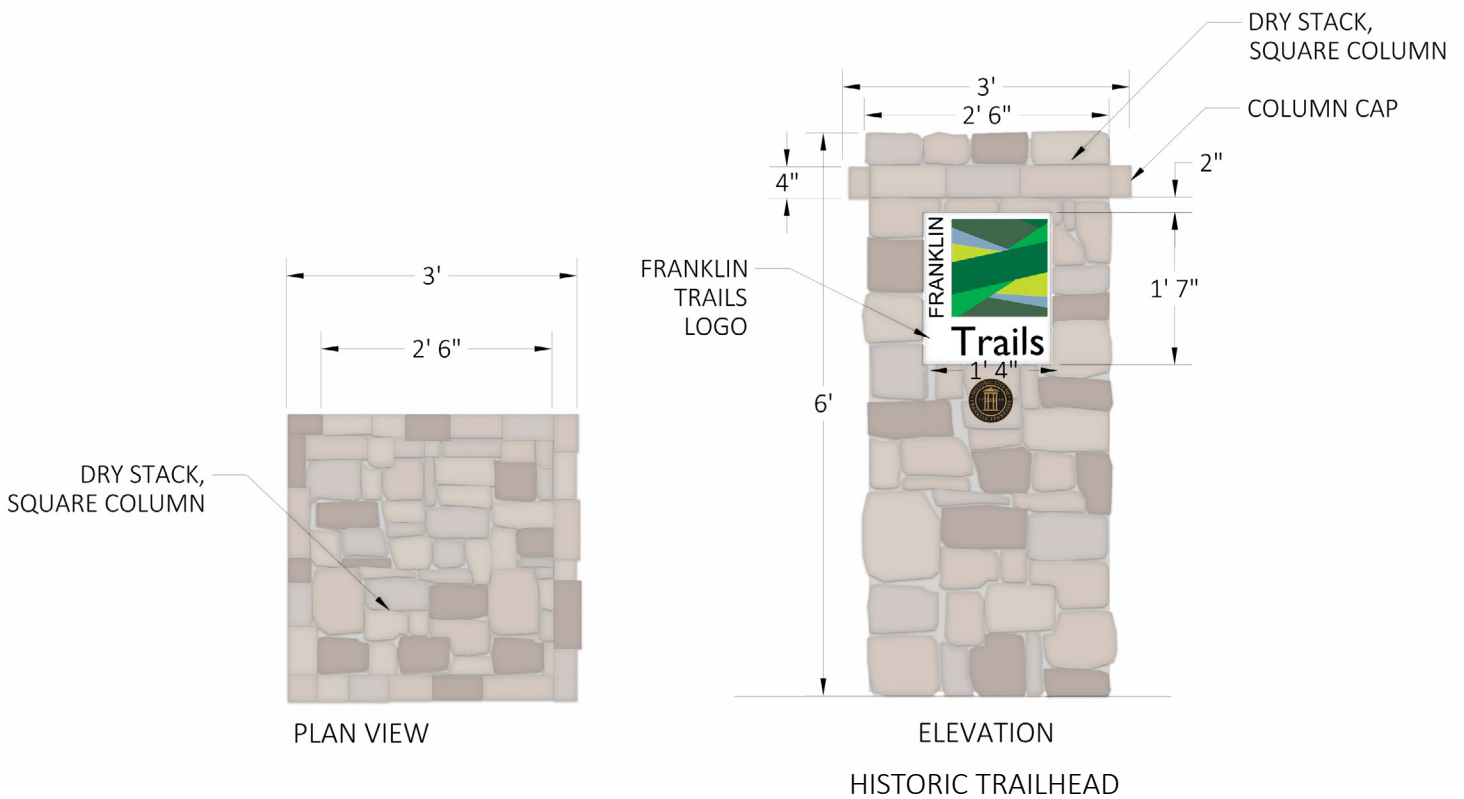
# GUIDELINES

## Historic Trail Sign

The stone columns with the incorporated signage should be used at trail heads within designated historic parks or battlefields. The stone design should match the layout, sizing, and color of the existing stone signage at City of Franklin Parks.

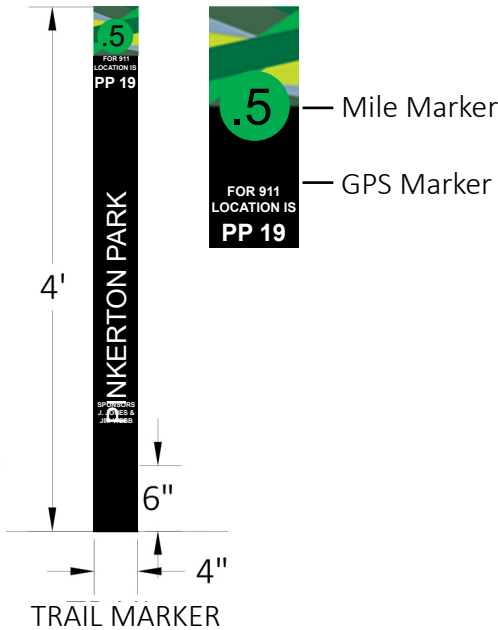


Existing Stone Signage



## Trail Marker

The black pylon marker or the in-ground pavement marker shall be placed every half-mile or one mile along the trail or at intersecting trails. The number within the circle indicates the mile distance from the trail head and the color represents whether the trail is walking/jogging, biking, equestrian, or blueway. The mileage should be shown on all sides of the marker in the direction of the trail indicated on the informational signage displayed at each trail head.



The square pylon is made of steel with reflective lettering. Directly underneath the mileage circle, a GPS marker provides the location for emergencies. Trail sponsorship information can be added 6" from the bottom of each pylon.

Thermoplastic, paint, or a decal should be utilized for the pavement markings.



PAVEMENT TRAIL MARKER

- 5 Walking/Jogging
- 5 Mountain Biking
- 5 Equestrian
- 5 Blueway

The colored circle indicates the type of trail and the number corresponds with the mileage along the trail. The pylon trail marker and the in-ground pavement marker should be used in conjunction with the circled numbers.

The circle symbology should be placed on all trail head signage in the lower right hand corner.



# GUIDELINES

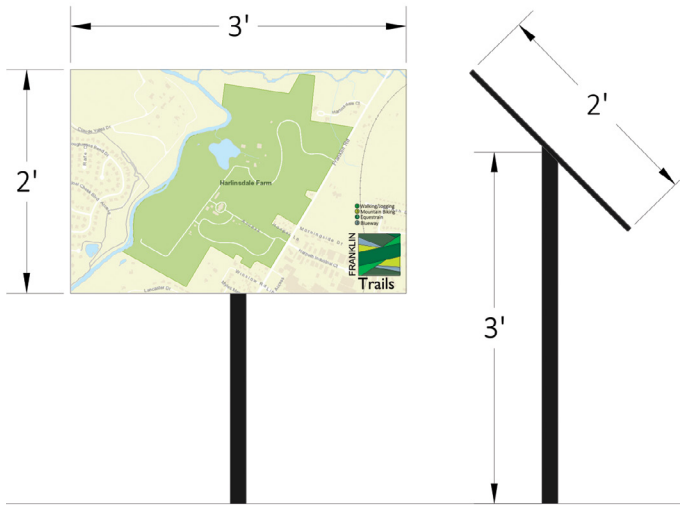
## Informational Signage

A map of the trail system should be provided adjacent to the trail head showing the entire trail layout, mileage markers, and any trail connections. The Franklin Trails logo and the trail circle symbology should be provided in the lower right hand corner.

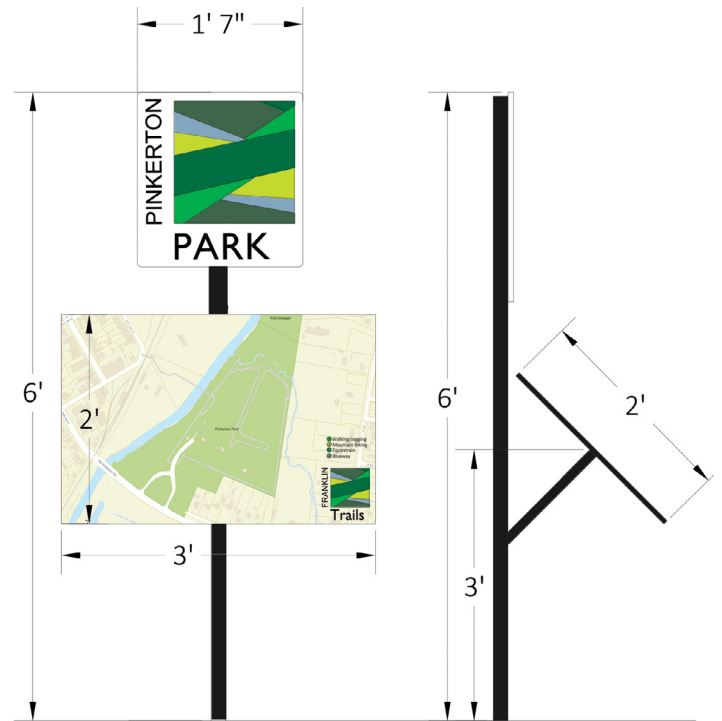
Existing informational signage shall be replaced or rehabilitated to match the new trail logo colors and design. When informational signage and trail head signage are in close proximity to each other, the two should be combined to eliminate the need for two signs placed side-by-side.



Trail Head Signage combined with Informational Signage



INFORMATIONAL SIGNAGE

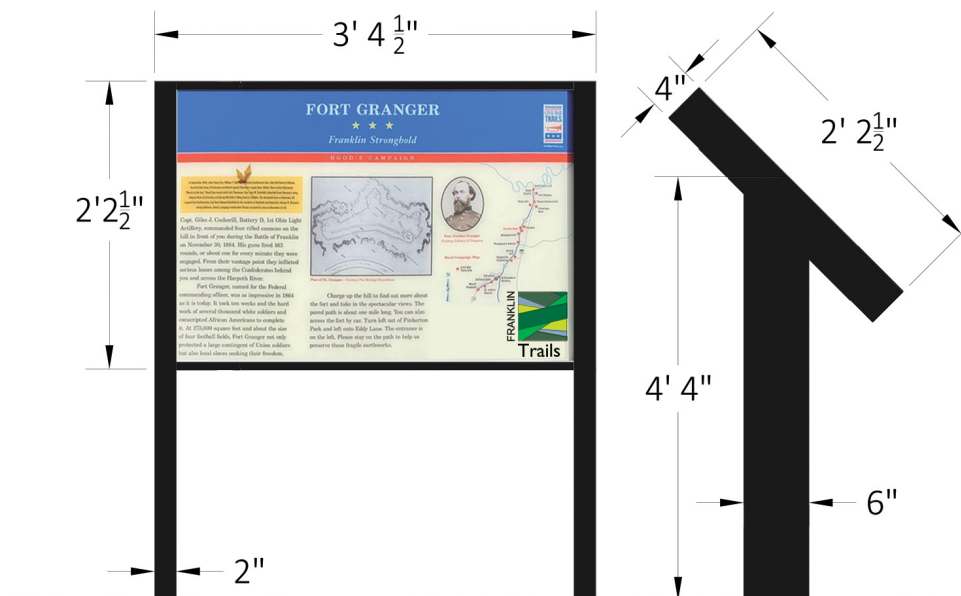


TRAIL HEAD SIGN WITH INFORMATIONAL SIGNAGE



## Interpretative Signage

There are a number of existing interpretive signs throughout the City of Franklin Parks. These signs should keep their original design measurements and layout. The foundation of the sign should be painted black to match all new signage and the logo should be placed in the lower right hand corner. Interpretative signs should tell a story or provide educational information related to the trail system or site history.



INTERPRETIVE PANEL



# GUIDELINES

## Sign Placement Example

These are existing walking trails at Pinkerton Park. Below is an example of where signage can be placed for the Franklin Trail sign family. The existing Interpretive Signage is to remain.



Pinkerton Park

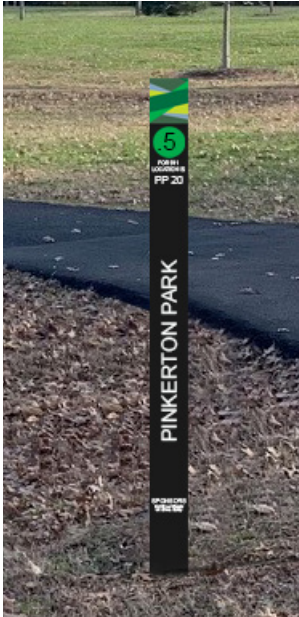




Sign Placement Example



① Trail Head with Park Name & Informational Signage



② Trail Marker .5 Mile



③ Trail Marker 1 Mile



④ Destination Signage for Fort Granger



⑤ Trail Head to Fort Granger



⑥ Street Sign along Murfreesboro Road Placed .5 Miles from the Trail Head (Not Shown on Map)



# GUIDELINES

## Sign Placement Example

These existing walking and hiking trails at Harlinsdale Farm are open to pedestrians and bicyclists when not being used by equestrians. Below is an example of where signage can be placed for the Franklin Trail sign family.



Harlinsdale Farm Trails



Trail Head



Trail Marker 1 Mile



Trail Marker .5 Mile



## CONTRIBUTIONS

Thank you to all those who contributed to the Franklin Branding and Wayfinding Guidelines

### RIVERWALK AND TRAILS COMMITTEE

Adam Ballash, Chair

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Torrey Barnhill

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