

DRAFT

The Green River Trails of Central Kentucky

Branding

Maps/Trail Routes

Artwork/Vector Graphics/Illustrations

Photographs

Online/Web/Domain, Social Media, Search Engine Marketing

info@GreenRiverTrails.com

Developed/Sponsored by: DOWNTOWN CAMPBELLSVILLE™

THE GREEN RIVER TRAILS™

OF CENTRAL KENTUCKY

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Branding - Typography - Concepts

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Font: Copperplate

superscript

Title

Sub-Title
(subscript)

THE GREEN RIVER TRAILS™
OF CENTRAL KENTUCKY

THE GREEN RIVER TRAILS™
OF CENTRAL KENTUCKY

Font: Felix Tilting

Typography should be reproducible in 1 color, all mediums (print, web, textiles)

Branding - Logo (Concepts)

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Concepts

Hat and Sign
logo



GR



GRT

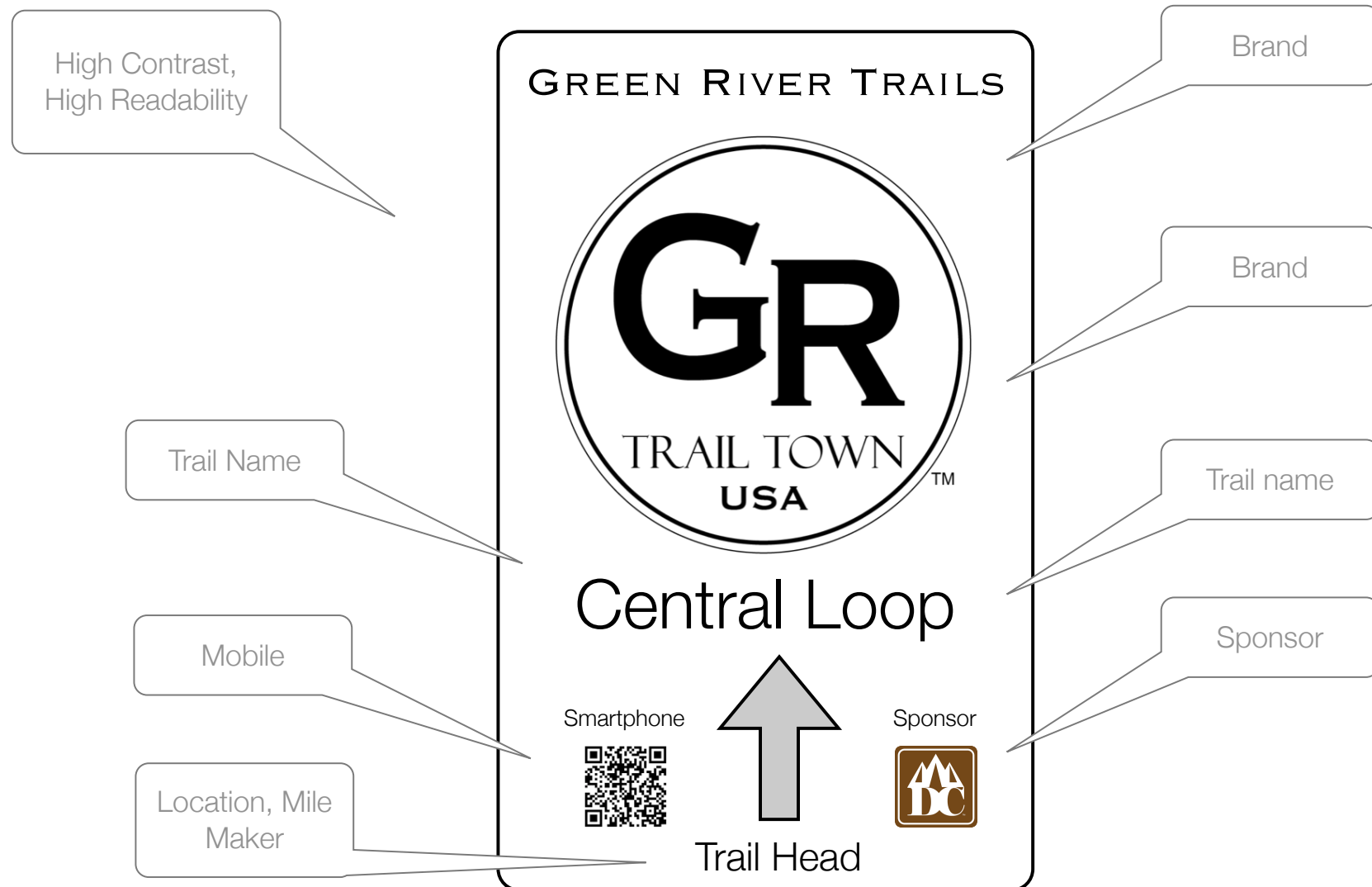


GR
GRT

Design Trend: Typography is the logo, Sketches shown in B&W. All branding variations (dimensional) must fit in allowable space/shapes

Sign - Signage on the Trail

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Signage / Way Finding

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Concepts



Signage

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South View
from Downtown



Maps/Trail Routes

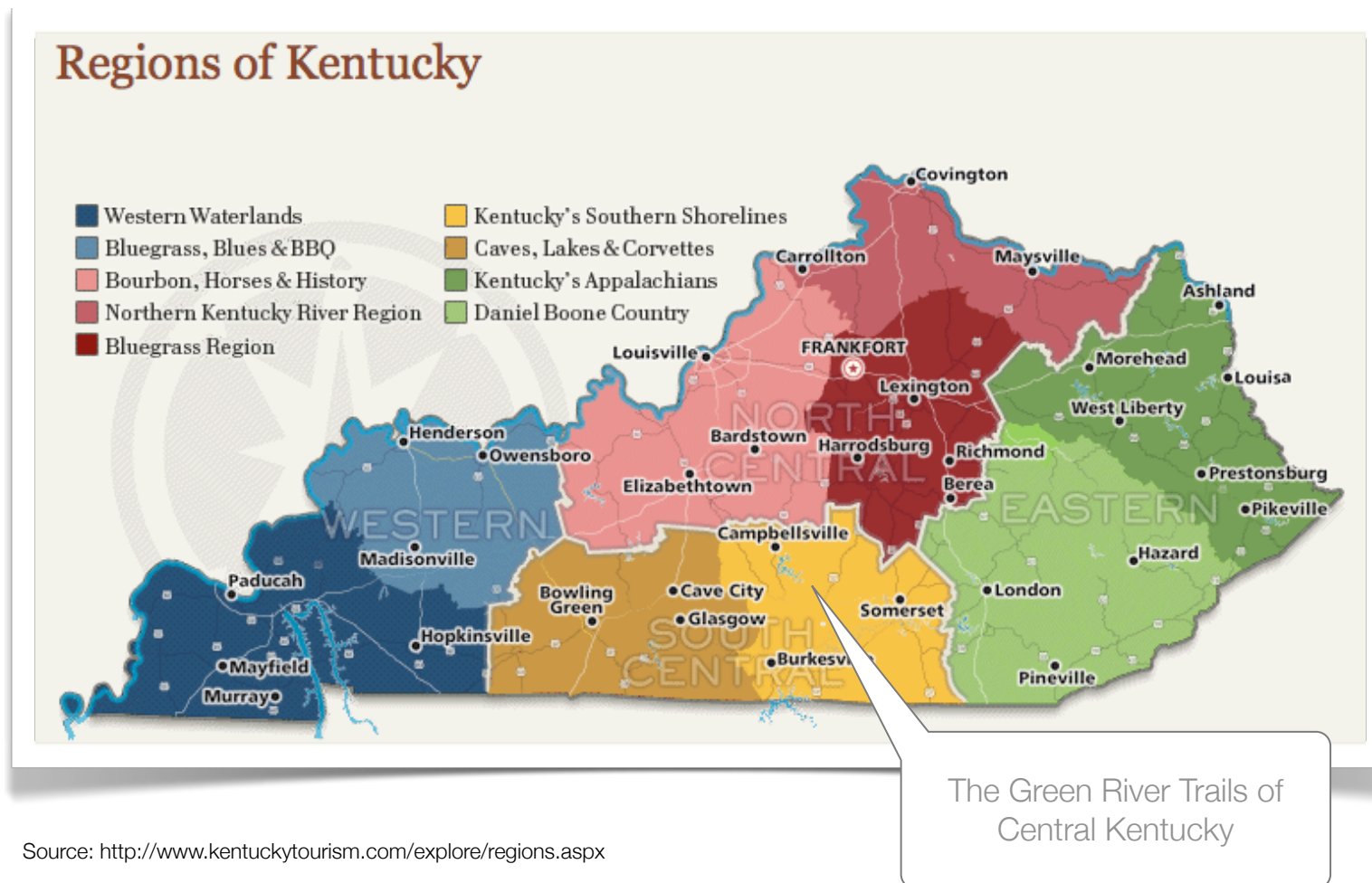
- Central Loop Trail (Downtown)
- Campbell Trail (Northeast Spur)
- Green River Trail (West Trail)
- Emerald Isle Trail (East Trail)



Concepts

Tourism - Regions of Kentucky

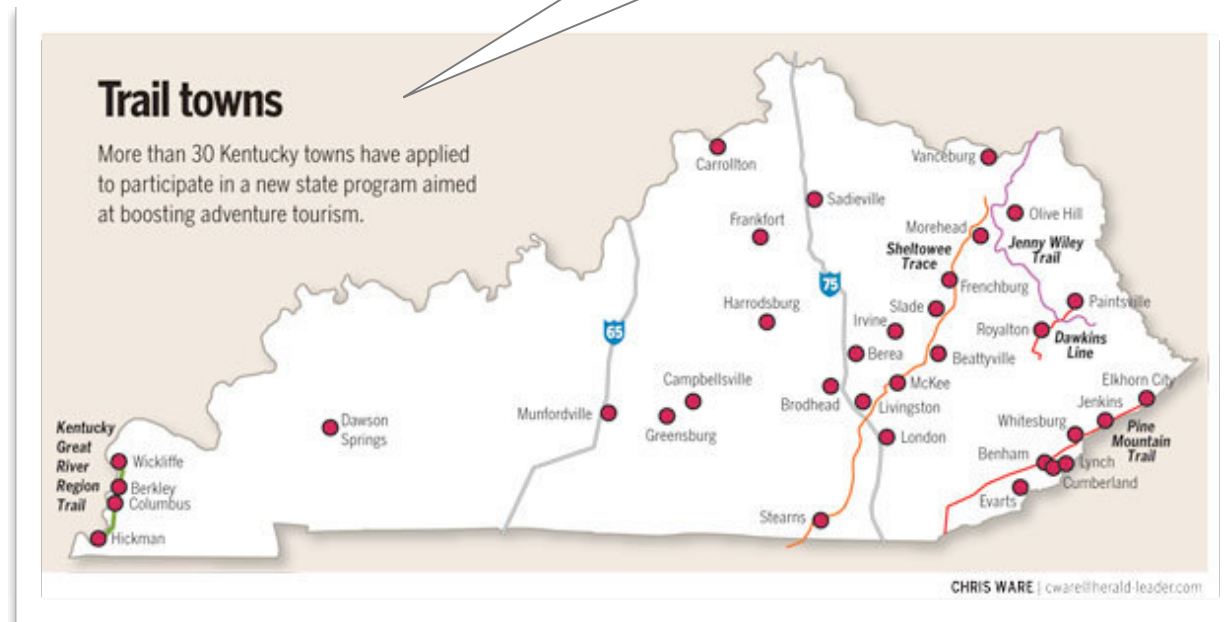
How we fit... Kentucky Tourism defines us as “Southern Shorelines”. Our trail town efforts should leverage this marketing message.



The Crowded Marketplace for Trail Towns in KY

1/30th of Kentucky's Trail Town resources are dedicated to Campbellsville / Taylor County

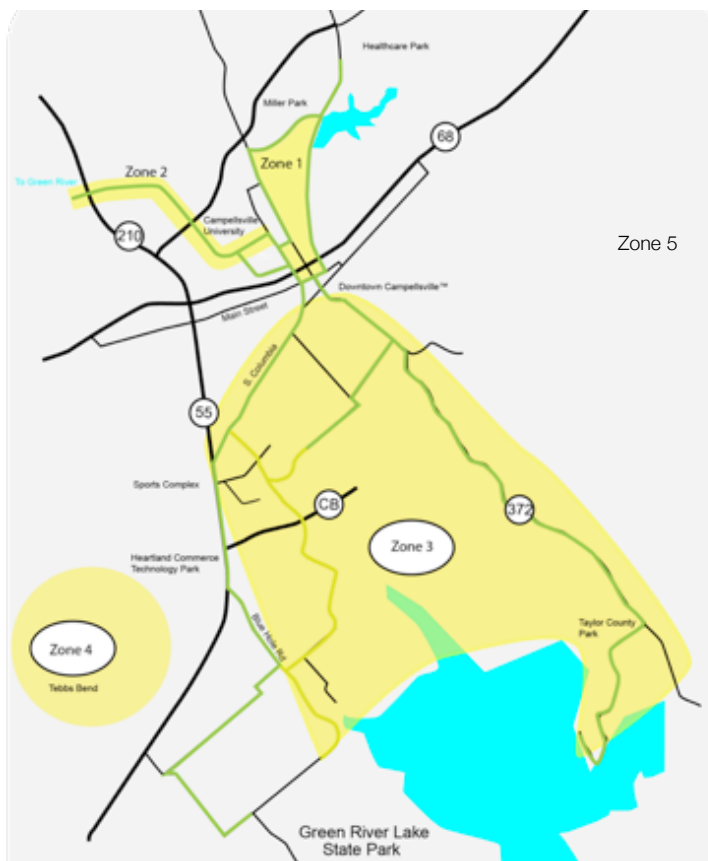
Crowded marketplace with 30 new entries for "trail town" in 2012



Source: <http://www.kentucky.com/2012/08/22/2307770/kentucky-towns-looking-to-boost.html>

Zones - Loops, Spurs

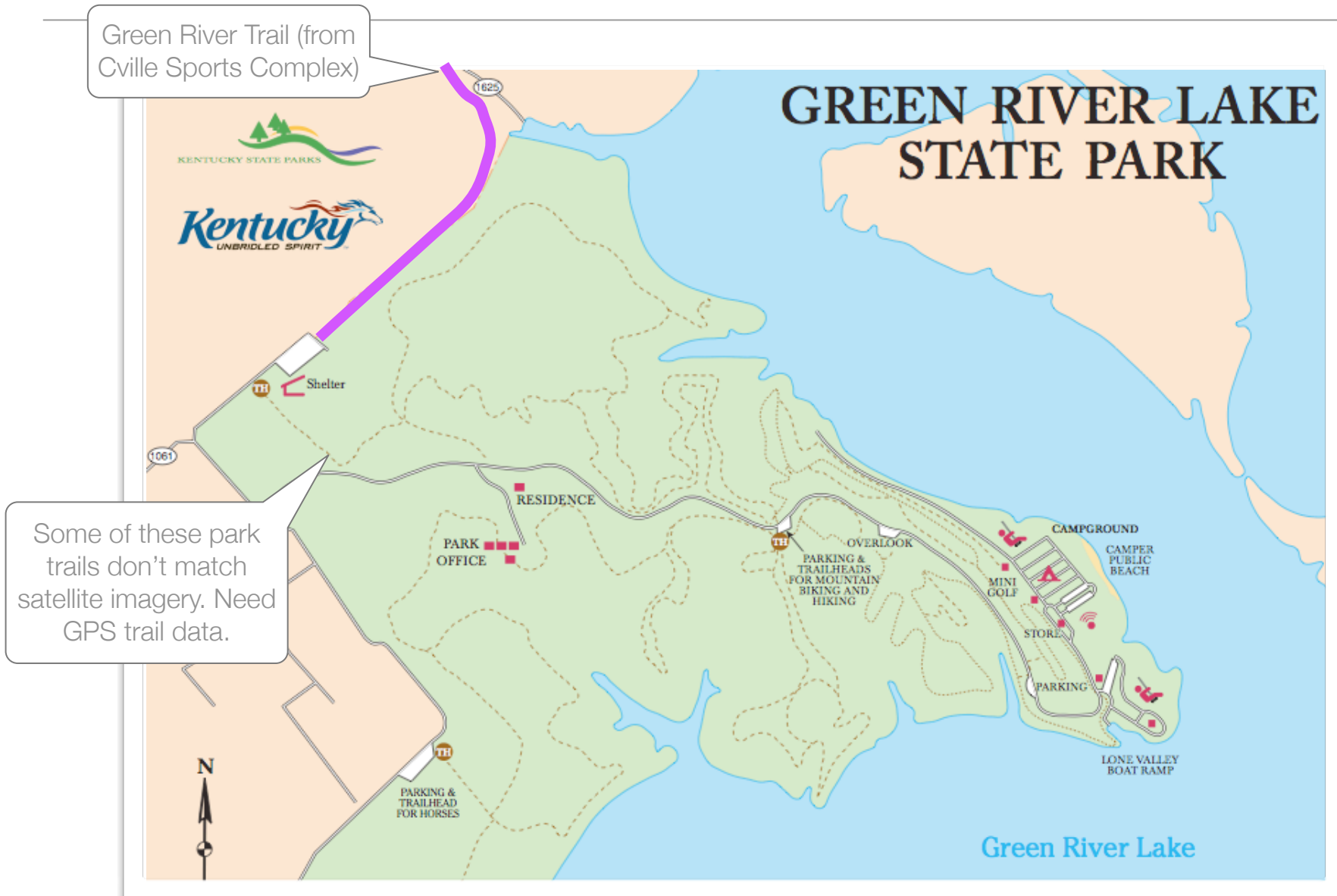
Methodology for Managing Project Scope, Priorities, Cost, and Milestones



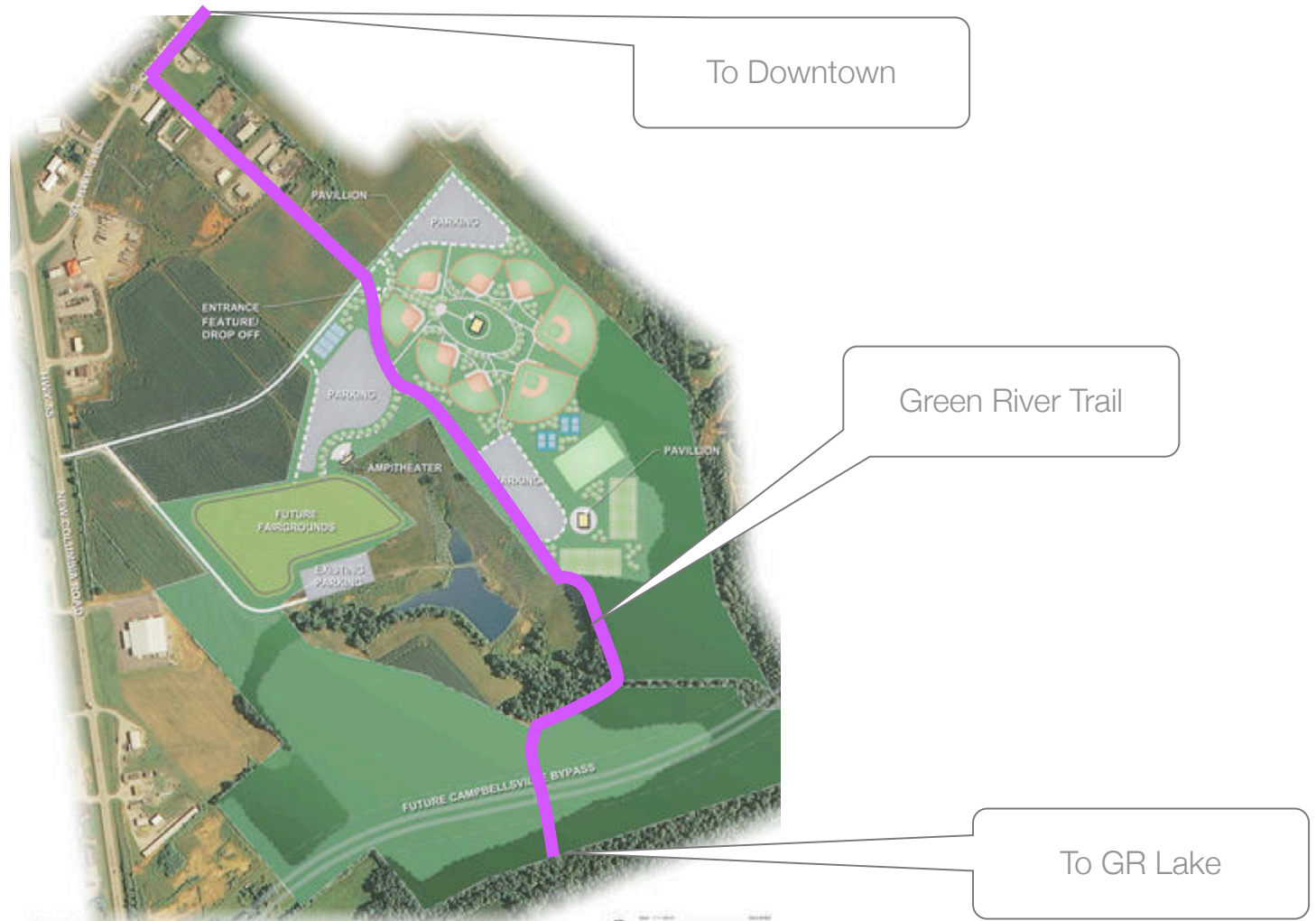
Priority/Zones

- Zone 1 – Central Loop, City Center
- Zone 2 – NE Spurs to Zone 1 Heistand House, and/or others
- Zone 3 – South extension to Green River Lake / Blue Hole Road
- Zone 4 – Extension to Tebbs Bend and fringe of Taylor County
- Zone 5 – Beyond Taylor County

Map - Green River Lake State Park



Maps - Campbellsville Sports Complex



Source:<http://www.cknj.com/content/plans-being-made-new-sports-complex>

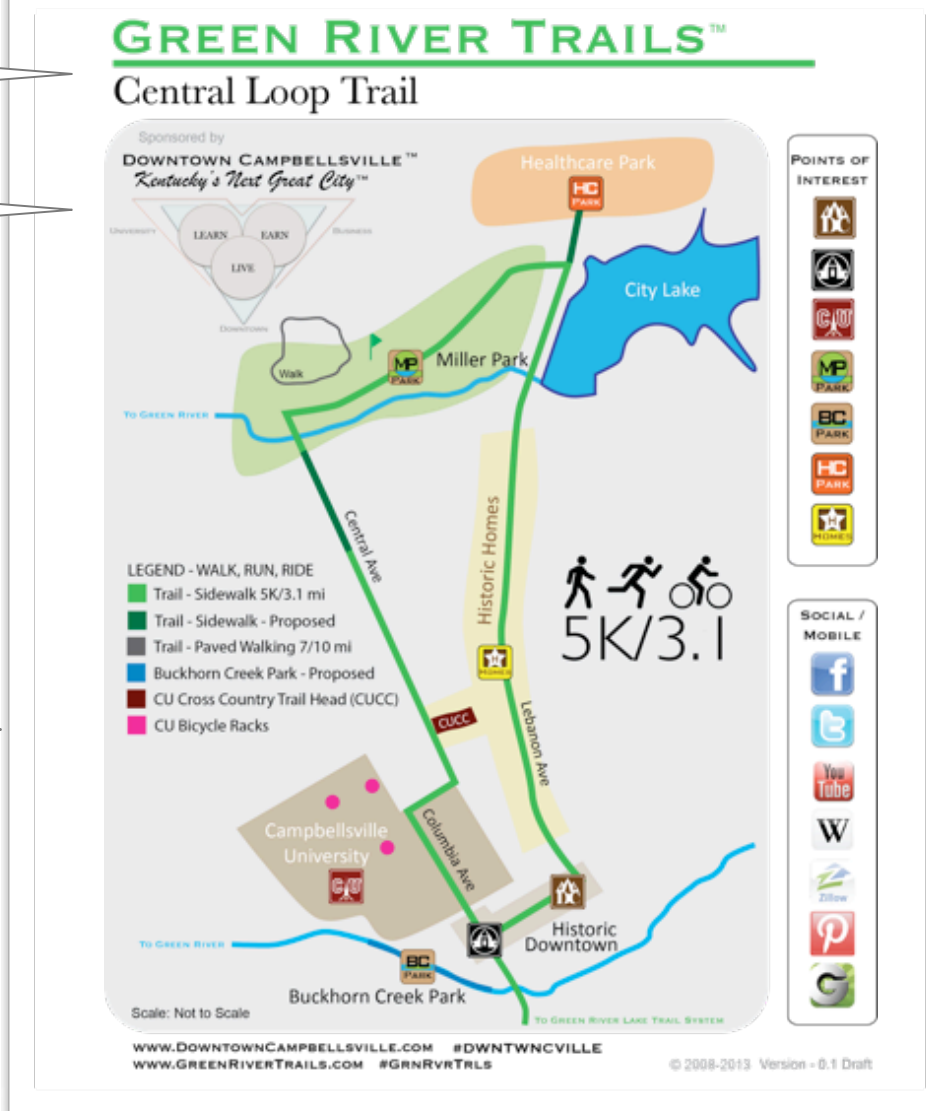
Map/Handout - Central Loop Trail

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Trail Name

Sponsor

Trail Map
8.5x11
Handout



Points of Interest

Smartphone

Map - App (Phone/Tablet)

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Promote:
Campbellsville
has 3G/4G Cell
Coverage



Links to:
Points of
Interest, Audio /
GPS Tours

Links to:
Social Media,
Videos,
Daily Deals

Map - Central Loop Trail

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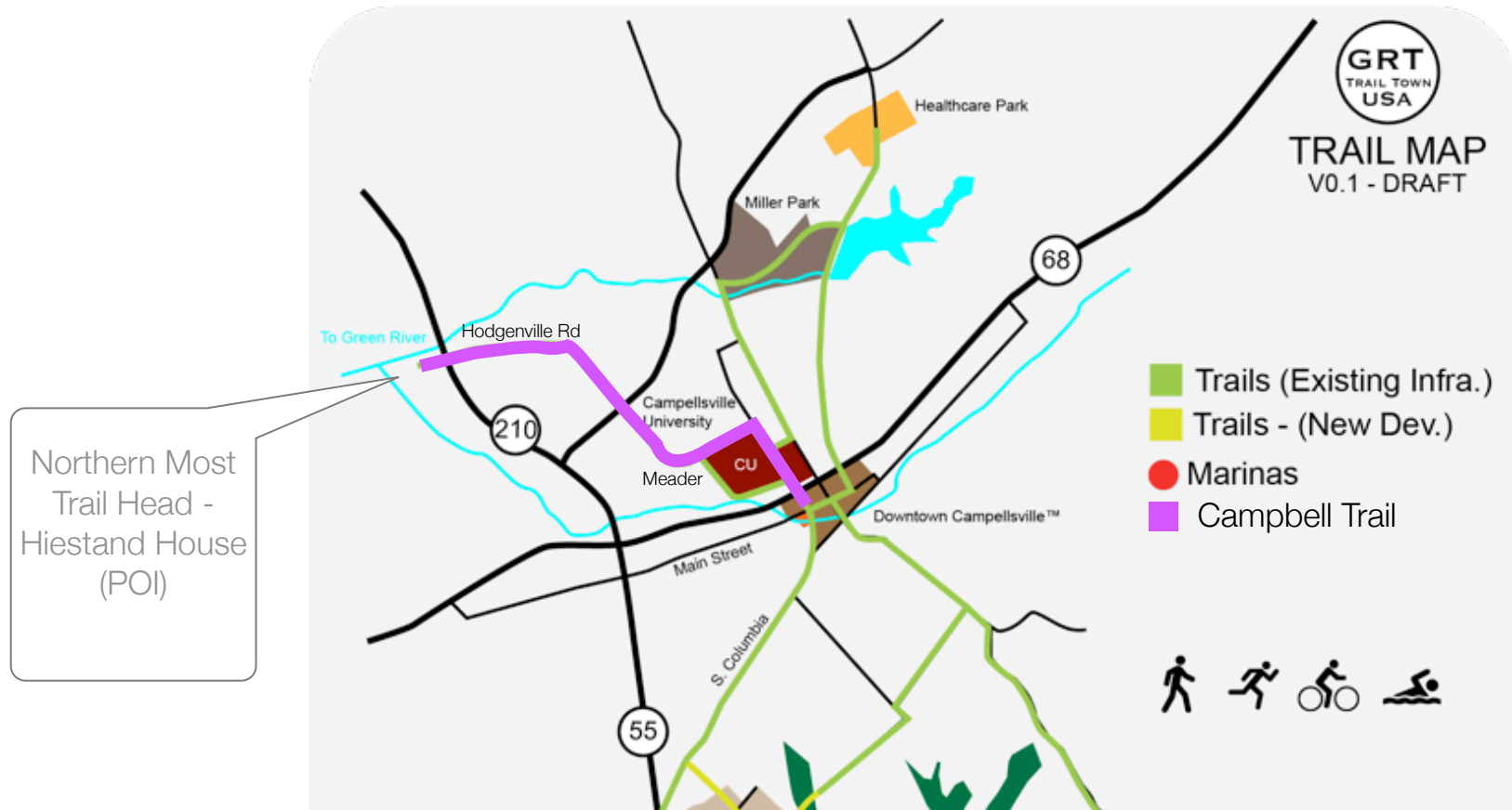
Zone 1
Priority 1

Core Loop
5.1K / 3.1mi

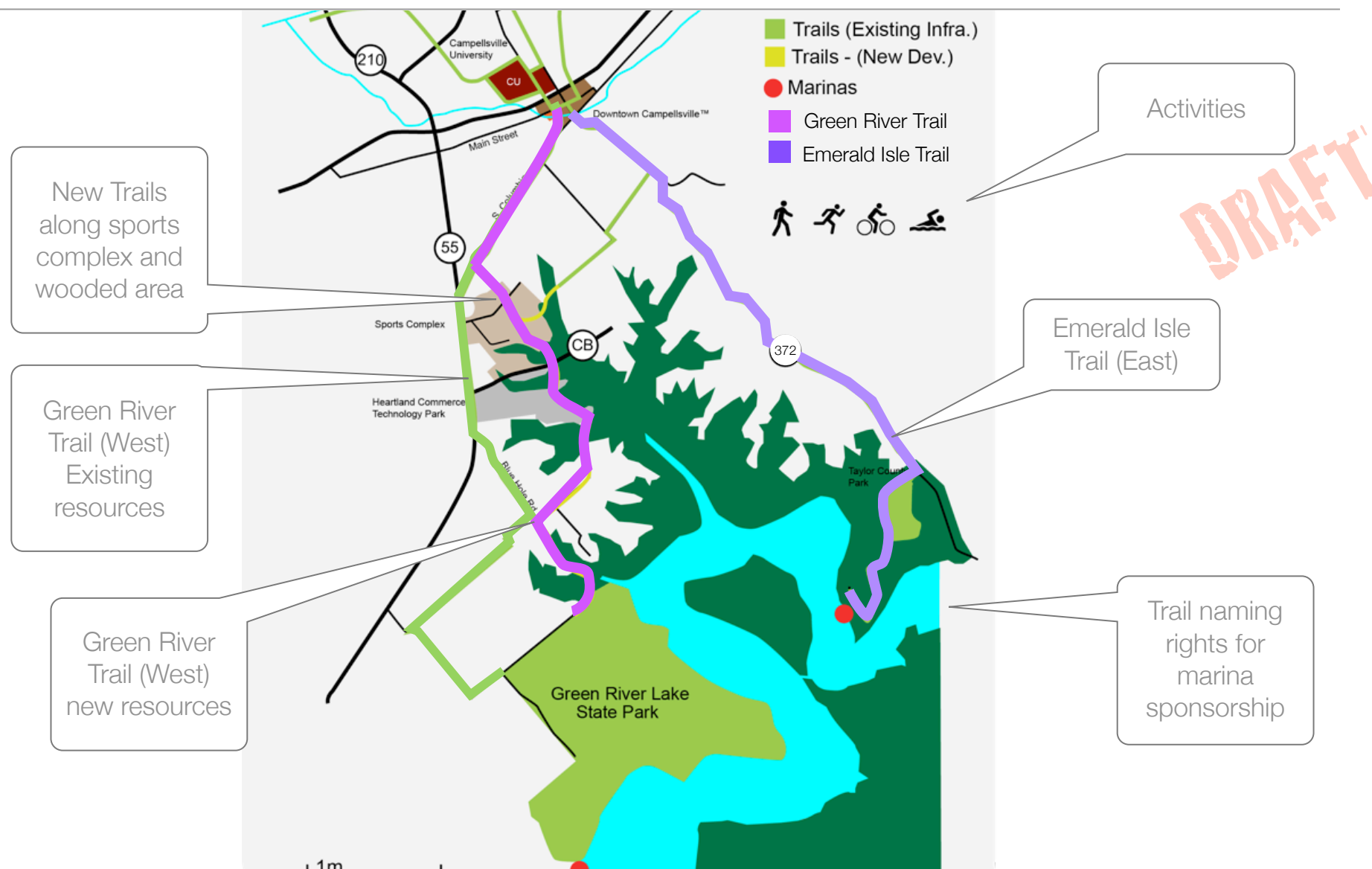


Map - Campbell Trail (Northeast Spur)

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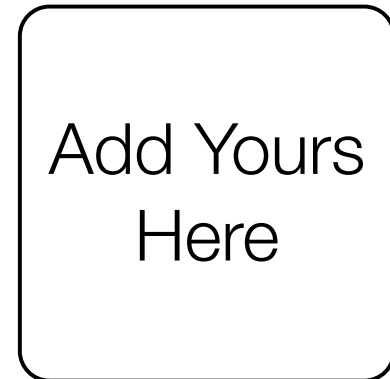
Map - *Green River Trail (West), Emerald Isle Trail (East)*



Artwork, Vector Graphics, Illustrations

Artwork - Points of Interest

TRH, Dentists, etc



Merchants, Professionals

Faculty, Alumni, Students



Audio Tours, Video Tours, Tweets, GPS Tours

Artwork - Activities, Accessibility Icons



Photographs - Work In Progress, Existing Assets,
Signage

Maps - Buckhorn Creek Park - Reclamation Project - New Park & Trail near Central Loop

May 2012

Before

After



Existing Assets - Seldom Seen

CU Bike Racks - Village/Residences
3+ locations



CU Cross Country Trail Head - Central Avenue

Sponsorship - Sports Marketing



Naming Rights

Online/Web/Domain, Social Media,
Search Engine Marketing

Online - Domain

Significant
Geology

Significant
Keywords

The Green River Trails of Central Kentucky

www.GreenRiverTrails.com

Green River Trails

Distinguishes
the Green River region as a
significant tourism destination
(similar importance to the
keyword "Cumberland")

Too small and local in scope

Campbellsville / Taylor County

Social Media

The Green River Trails of Central Kentucky

QR Codes



www.Facebook.com/GreenRiverTrails



#GrnRvrTrls

To Do: Instagram, Pinterest, etc.

Search Engine Marketing & Analytics

Meta = Title

The Green River Trails of Central Kentucky

Meta = Description

The Green River Trails of Central Kentucky

Meta = Keywords

green river, trails, tourism, kentucky, cycling,
boating, vacation...

H1 Tags

The Green River Trails of Central Kentucky

Contact Us

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[#GrnRvrTrls](https://www.instagram.com/GrnRvrTrls)

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