



WABASH RIVER
ENHANCEMENT CORPORATION

WABASH RIVER GREENWAY CORRIDOR Master Plan

WABASH RIVER
ENHANCEMENT CORPORATION

Kimley»Horn



Brand Identity Guide

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Brand Overview

This is a short statement summarizing what the Wabash River Greenway is all about:

The Wabash River Greenway is a regional destination trail designed to provide new experiences, increase wellbeing, build a trail tourism economy, support wildlife, enhance water quality and improve access to the Wabash River.



Brand Statement and Purpose

Mission:

To provide a five-county regional trail facility that improves access to the Wabash River, enhances quality of life throughout the corridor, and develops a regional trail-tourism economy.

Vision:

To provide a world-class regional destination trail that provides exceptional experiences of the Wabash River.



Brand Statement and Purpose (Continued)

Brand Essence: a 'brand essence' is a succinct overview that could serve as the 'about us' page on the project website

Provide a one-of-a-kind experience along the Wabash River, the Wabash River Greenway ties together the region's communities, culture, history, and natural environment with a world-class trail for walking, running, biking, paddling and exploring.



Brand Taglines

Keywords: River, greenway, people, transform, wellbeing, fun, destination, rejuvenation, adventure, connection, pride, modern, recreation, fresh, identity, inspiring, blue, green, experiences, grow

Example Taglines (based on keywords) :

- Connecting Our Present, Past and Future
- Connecting History, Adventure & Communities



Brand Taglines (Continued)

Keywords: River, greenway, people, transform, wellbeing, fun, destination, rejuvenation, adventure, connection, pride, modern, recreation, fresh, identity, inspiring, blue, green, experiences, grow

Example Taglines Series (focused on *connection*) :

- Connect with history
- Connect with adventure
- Connect with community



Brand Values

A short statement about the values espoused by the project. Consider what sets it apart from other trail facilities or what common factors it lifts up or introduces to the community.

- Regional partnerships
- Regional collaborations
- Leadership
- Inclusive
- Environmental stewardship
- Safety
- Long-term planning
- User focused
- Business development
- Tourist friendly



Keywords and Terms

The keywords and terms should serve as the basis for all WRG messaging. Key terms should be used to tell the WRG story consistently across all channels. **These words should be routinely and intentionally infused into all WRG's written and presented materials.**

- Community asset
- Quality of life
- Wellbeing
- Business development
- Tourism economy
- Community connections
- River access
- Regional
- Destination
- Transformational
- Local pride
- Community-focused
- Water Trail / Blueway



Brand Voice

'Voice' describes the tone or even personality used in project messaging.

- Rejuvenating
- Transformational
- Regional Leadership
- Informal/casual
- Inclusive
- Responsible
- Fun

The WRG voice will likely engage with users, supporters, opponents, and more. The project might be asked to take a stand on "hot-button issues" such as maintenance funding or roadway planning. It will be important in these situations to adhere to the brand voice and repeat brand keywords as needed.



Goals for Messaging

Every message composed for Wabash River Greenway communications should be measured against a set of clearly-stated goals in order to support the project's brand and identity.

- Encourage nature based outdoor recreation
- Increase community health and wellbeing
- Build identity as a recreation tourism destination for everyone
- Create regional trail-related business and employment opportunities



Target Audiences:

When composing messages, the WRG should consider the audience(s) it is targeting. What goals are relevant to a particular audience?

'Rejuvenation' should be a consistent theme integrated into the following:

Target Audience: **General Public**

- Additional recreational opportunities
- Additional amenities

Target Audience: **Local Businesses**

- Expansion. Expanded business opportunities for local shops, merchants, lodging, etc.
- Sustainability. Increased patron traffic and related revenue creating new jobs.



Target Audiences (Continued) :

Target Audience: **Tourists**

- Vacation worthy experiences for return trips.
- Destination amenities available to all.
- Adventure.

Target Audience: **Bikers, Runners, Walkers, Paddlers**

- Access. Greenway and blueway opportunities.
- Health & Wellbeing.
- Natural environment.
- Accessibility.



Target Audiences (Continued) :

Target Audience: **Nature Enthusiasts**

- Stewardship. Habitat restoration for increased wildlife communities.
- Rejuvenation. Biodiversity resulting in wildlife diversity.



Brand Elements:

This section illustrates the details of the chosen brand fonts, colors with CMYK, RGB, and HEX values and the logo's appropriate use. All logo variations to be shown as well as inappropriate usages (adding drop shadow, rotating the logo, adding a frame, etc.).



Media Protocol:

Narrative guidance for press and website text discussing the use of pronouns:

- “You” shall be used in reference to the public or facility users
- “We”, “us”, and “our” shall be used when speaking as the WRG
- “Wabash River Greenway” shall be used while referring to the project in the third person



Media Protocol (Continued) :

Photo Dimensions:

- Pixel Size: About 400–600 pixels wide for a large image; 100–200 for a thumb nail image
- Resolution: 72 DPI
- File type: JPG



Media Protocol (Continued) :

Print Dimensions:

- Pixel Size: Multiply intended print size by resolution; e.g. an image to be printed as 6"W x 4" H would be 1800x 1200 pixels.
- Resolution: 300 DPI
- File type: EPS or TIFF



Existing Trail Signage

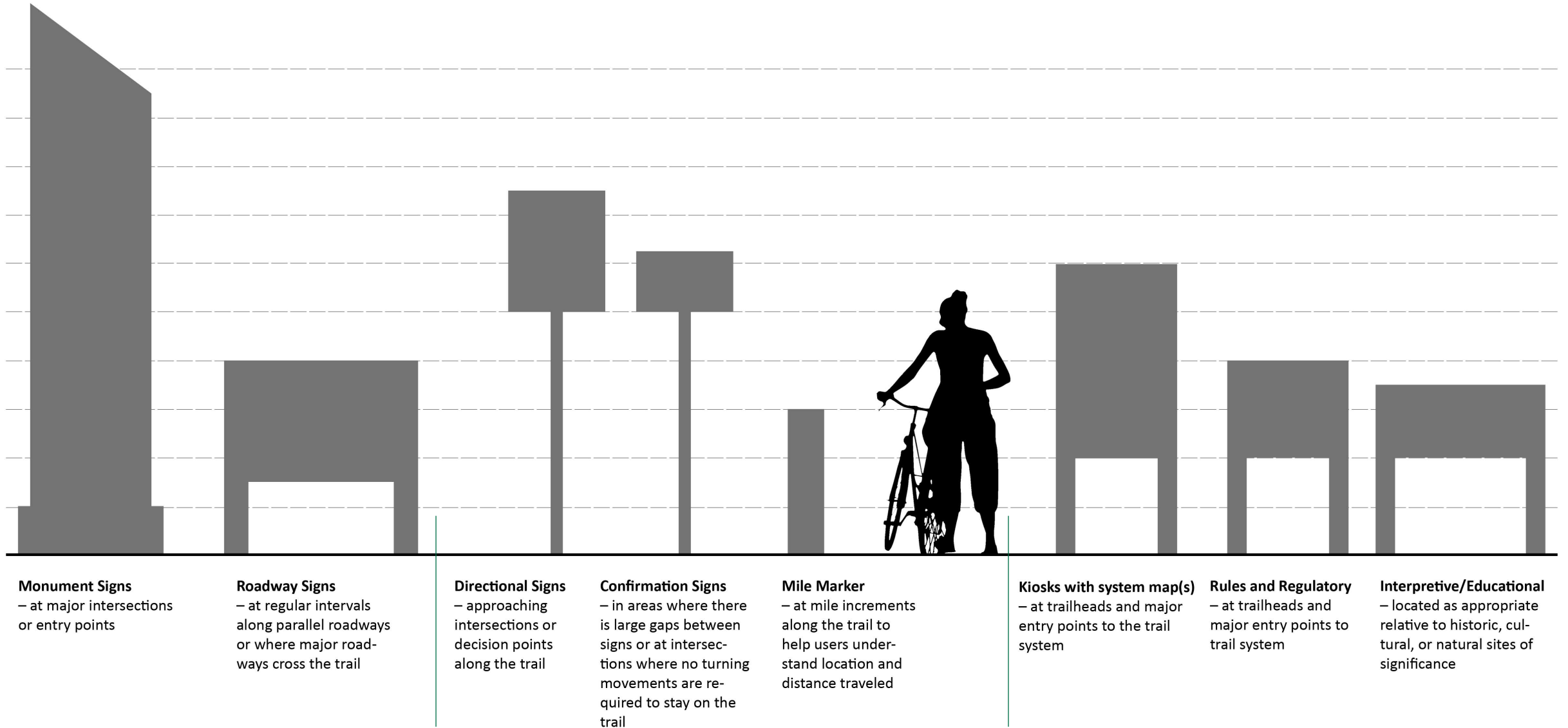




Wabash River Greenway Wayfinding

Wayfinding is the cognitive and corporeal process and experience of locating, following, or discovering a route through and to spaces, attractions, and destinations.

Trail Wayfinding Elements and Roles



Precedent Images

Monument Sign – Overall size and form, cut out corten steel



Kiosk Sign – Cut out steel with layering of materials



Kiosk Sign – Metal panel wrapped around column

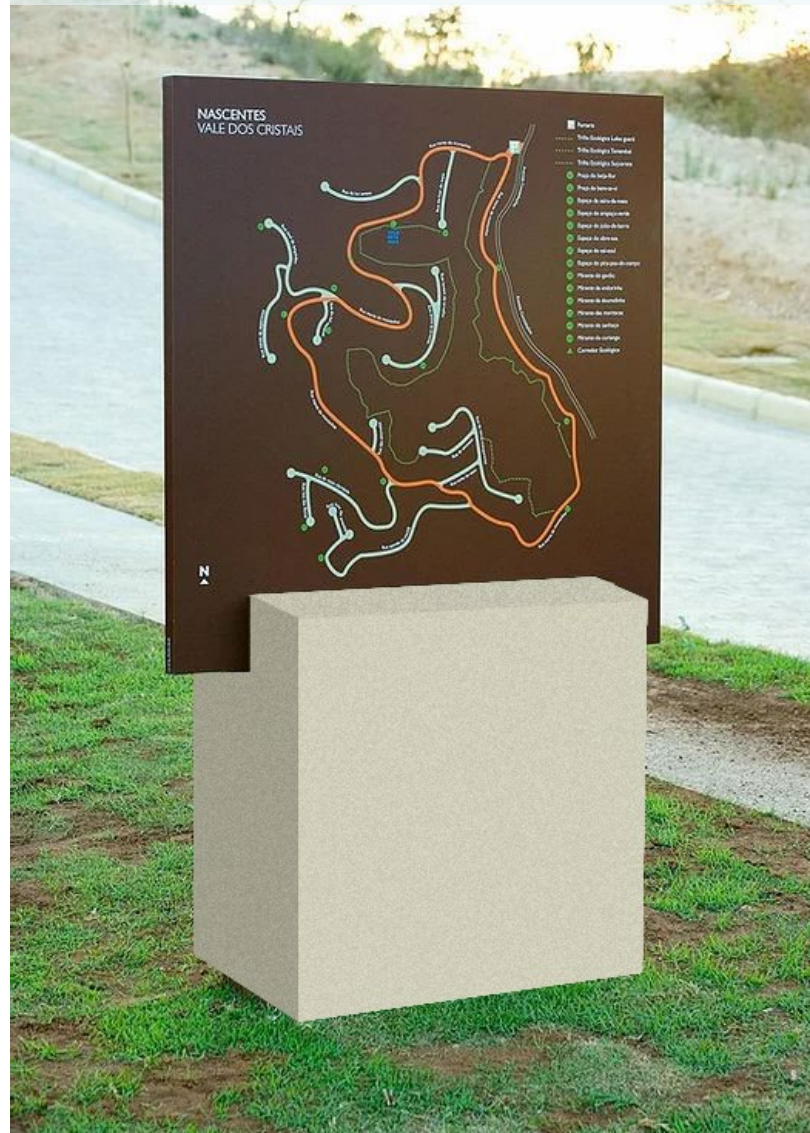


Precedent Images

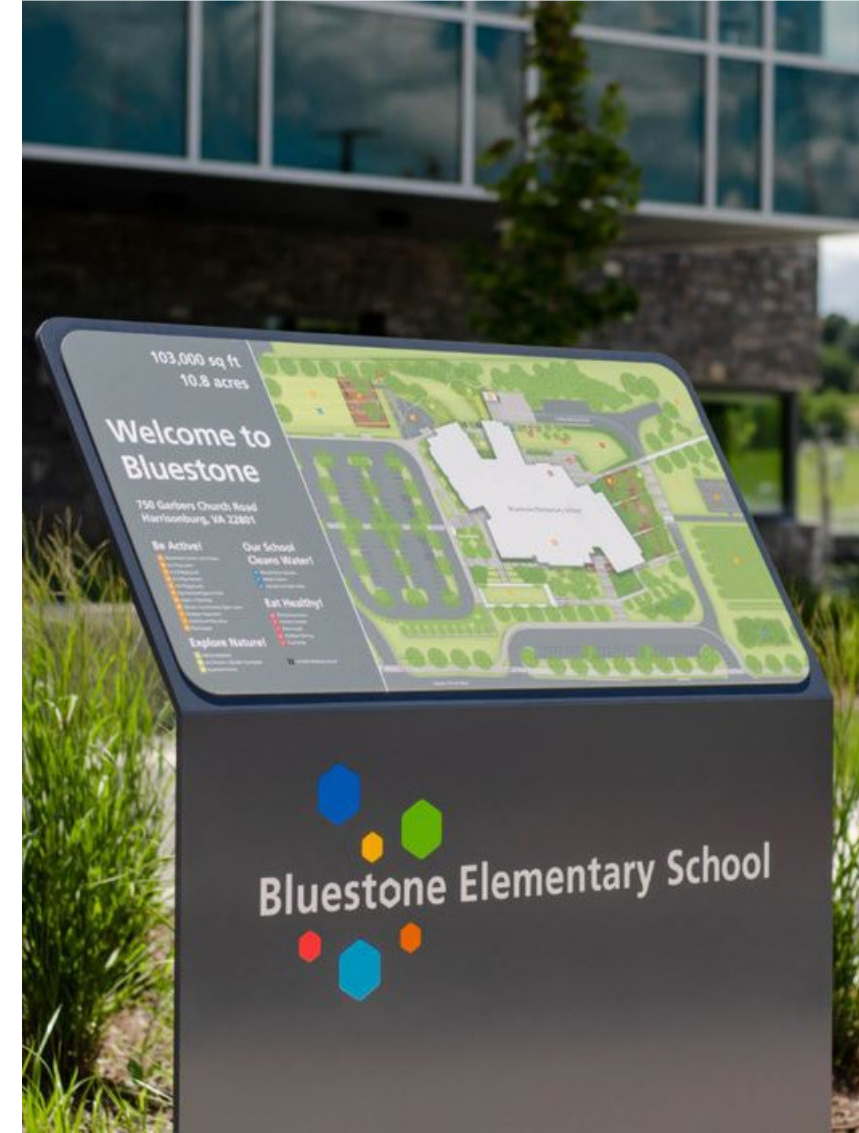
Mile Marker Sign – Metal panel wrapped around column



Kiosk Sign – Metal panel set into a stone base



Educational Sign – Size and form of sign



Precedent Images

Educational Sign – Metal panel with cut out



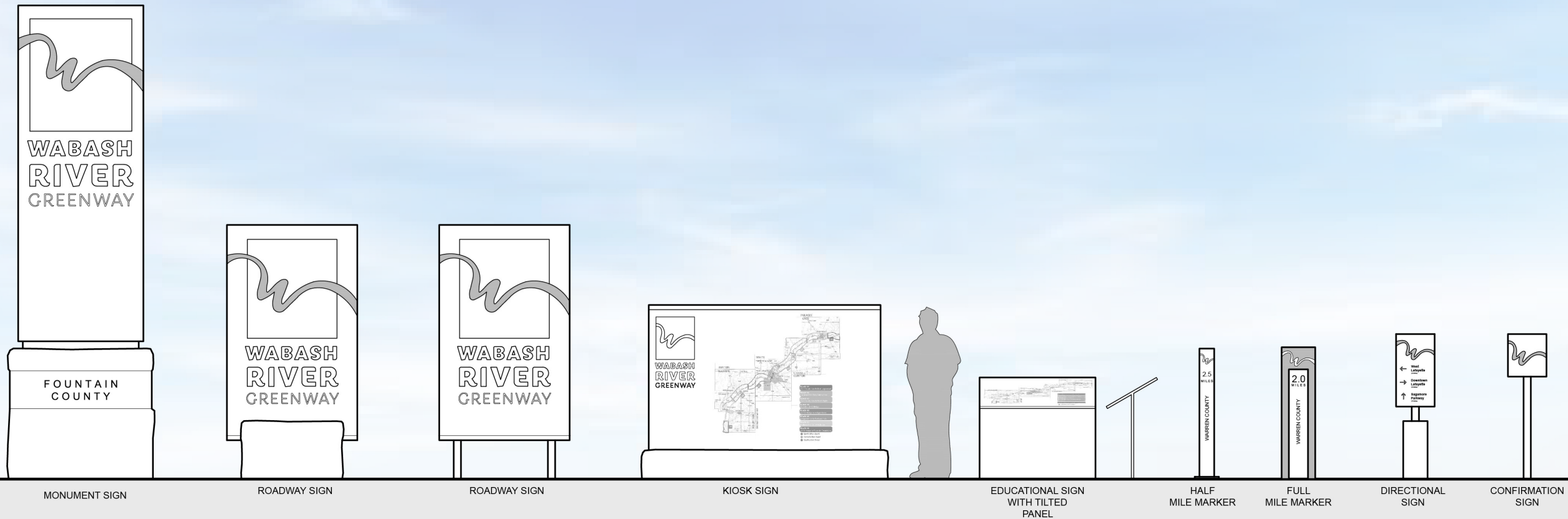
Mile Marker Sign



Educational Sign – Overall size and form



Proposed Signage Family



MONUMENT SIGN

ROADWAY SIGN

ROADWAY SIGN

KIOSK SIGN

EDUCATIONAL SIGN
WITH TILTED
PANEL

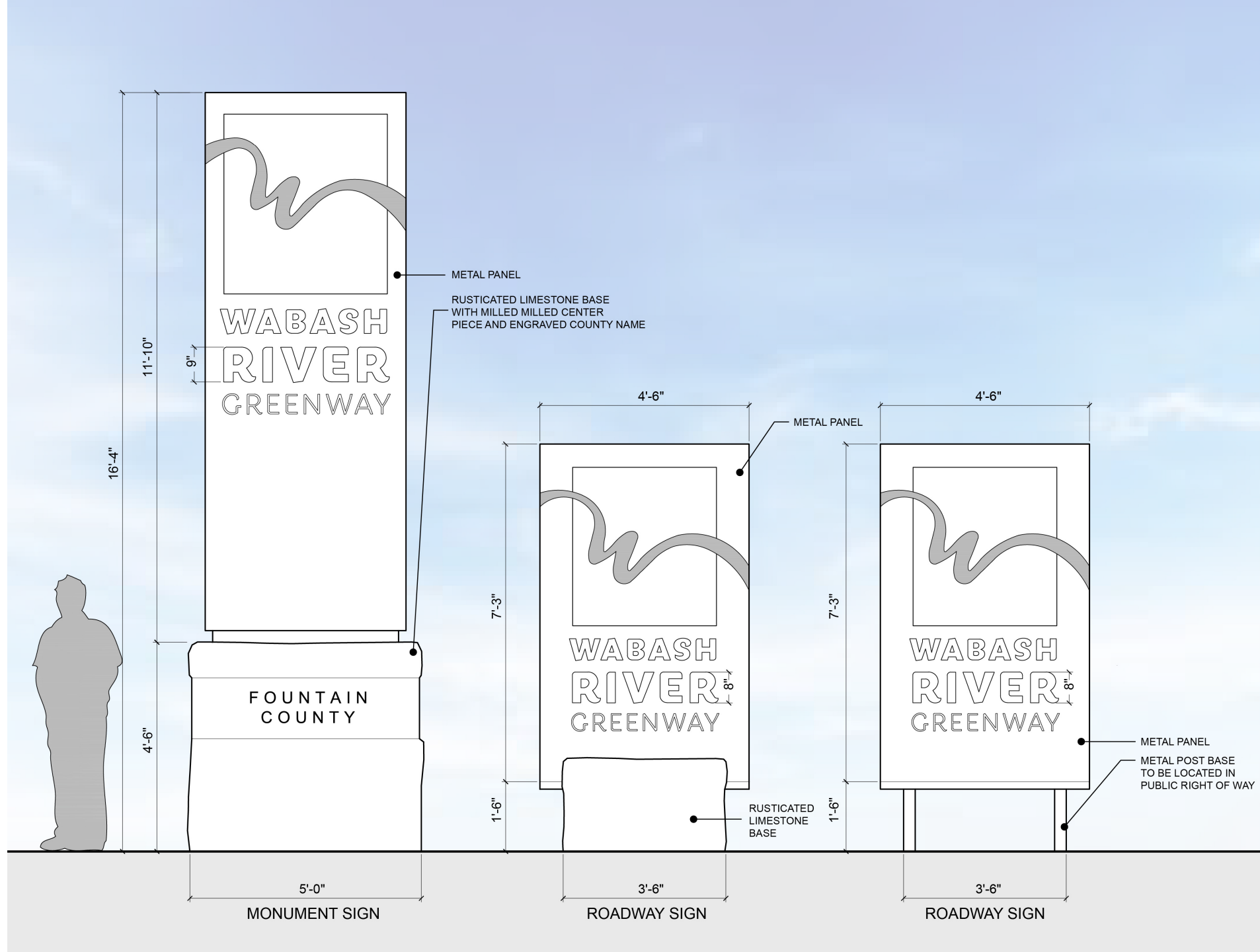
HALF
MILE MARKER

FULL
MILE MARKER

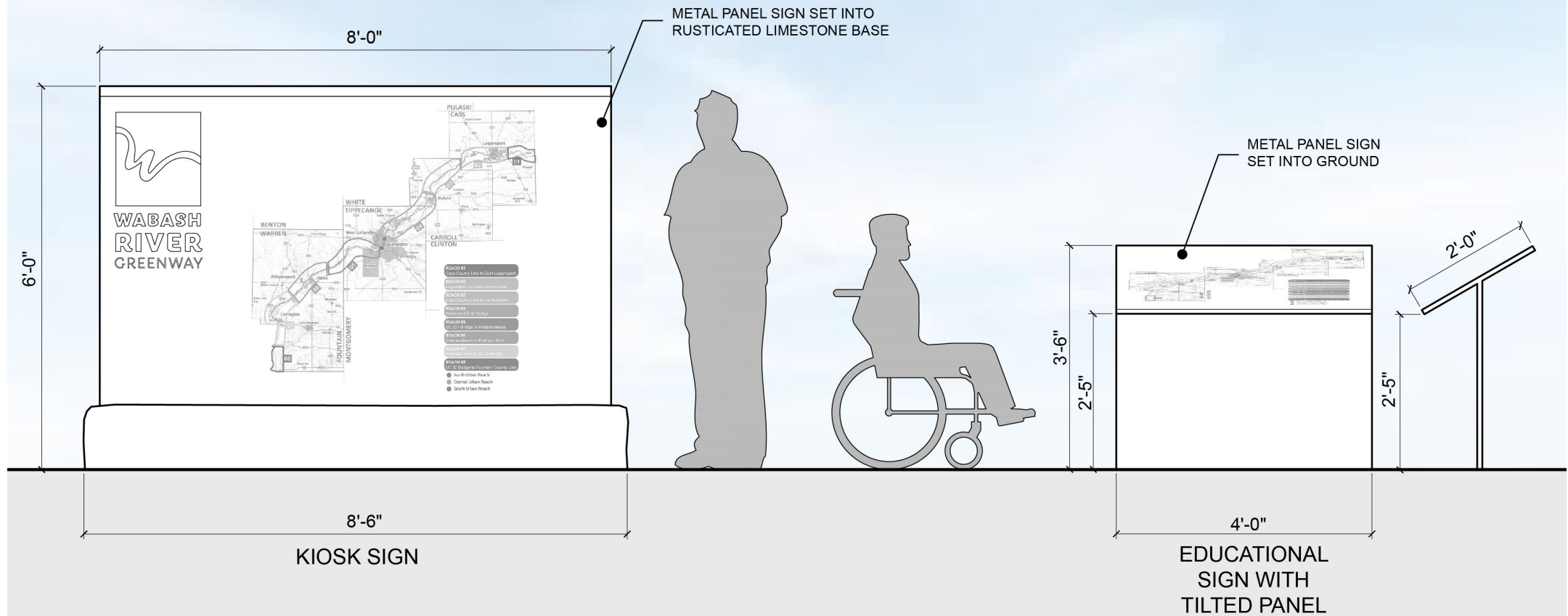
DIRECTIONAL
SIGN

CONFIRMATION
SIGN

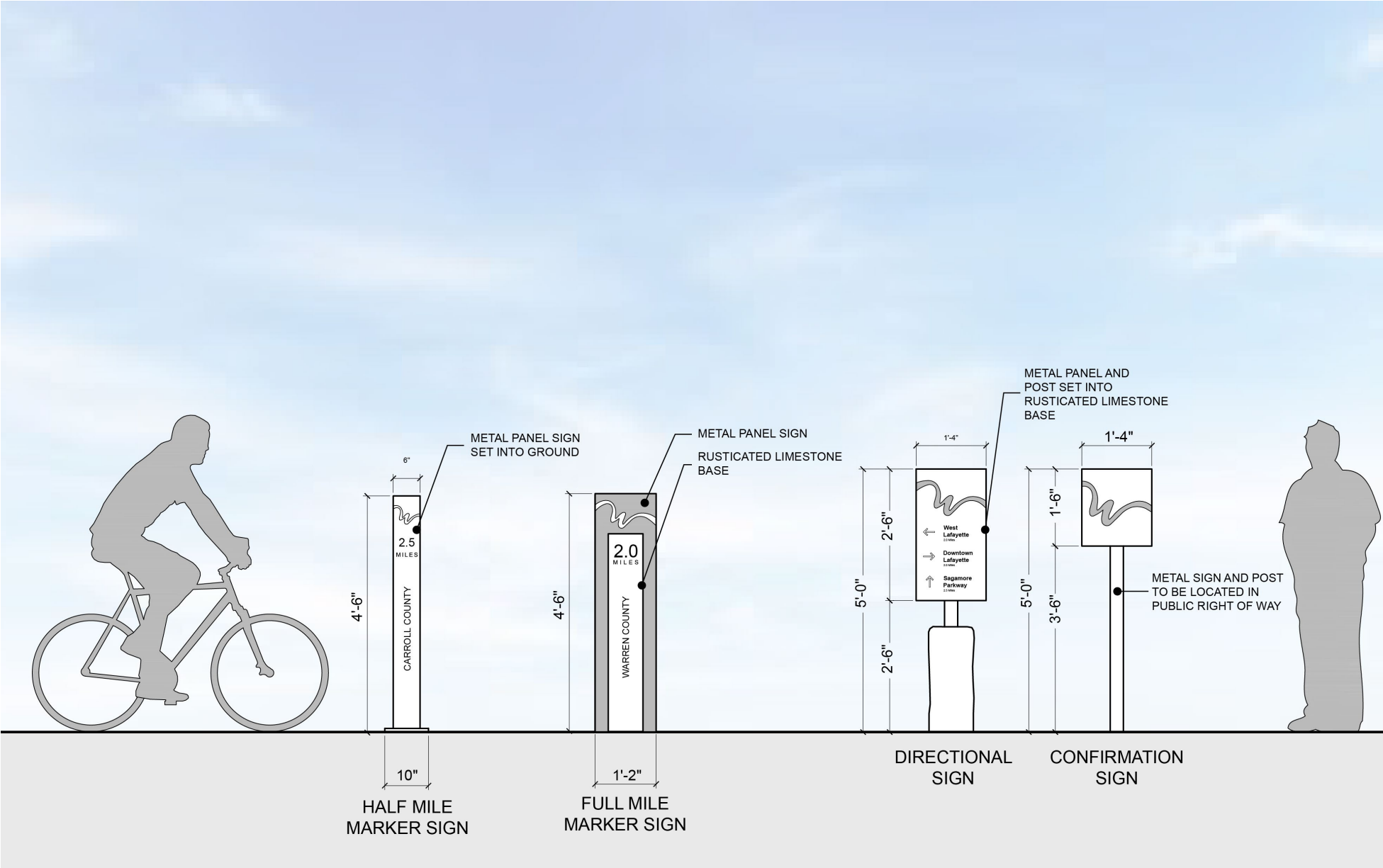
Monument & Roadway Signs



Kiosk & Educational Signs



Mile Marker and Directional Signs





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Trail Development in Floodplains & Floodways

Benefits of Well-Designed Trails Along Rivers

- ▲ Flood water storage and infiltration
- ▲ Protecting adjacent and downstream communities
- ▲ Improving water quality
- ▲ Preserving fish and amphibian habitat
- ▲ Capturing alluvial soil for crops
- ▲ Habitat restoration for native plants and wildlife
- ▲ Trails, hiking, boating/paddling recreation
- ▲ Connecting people with nature
- ▲ Recharging groundwater

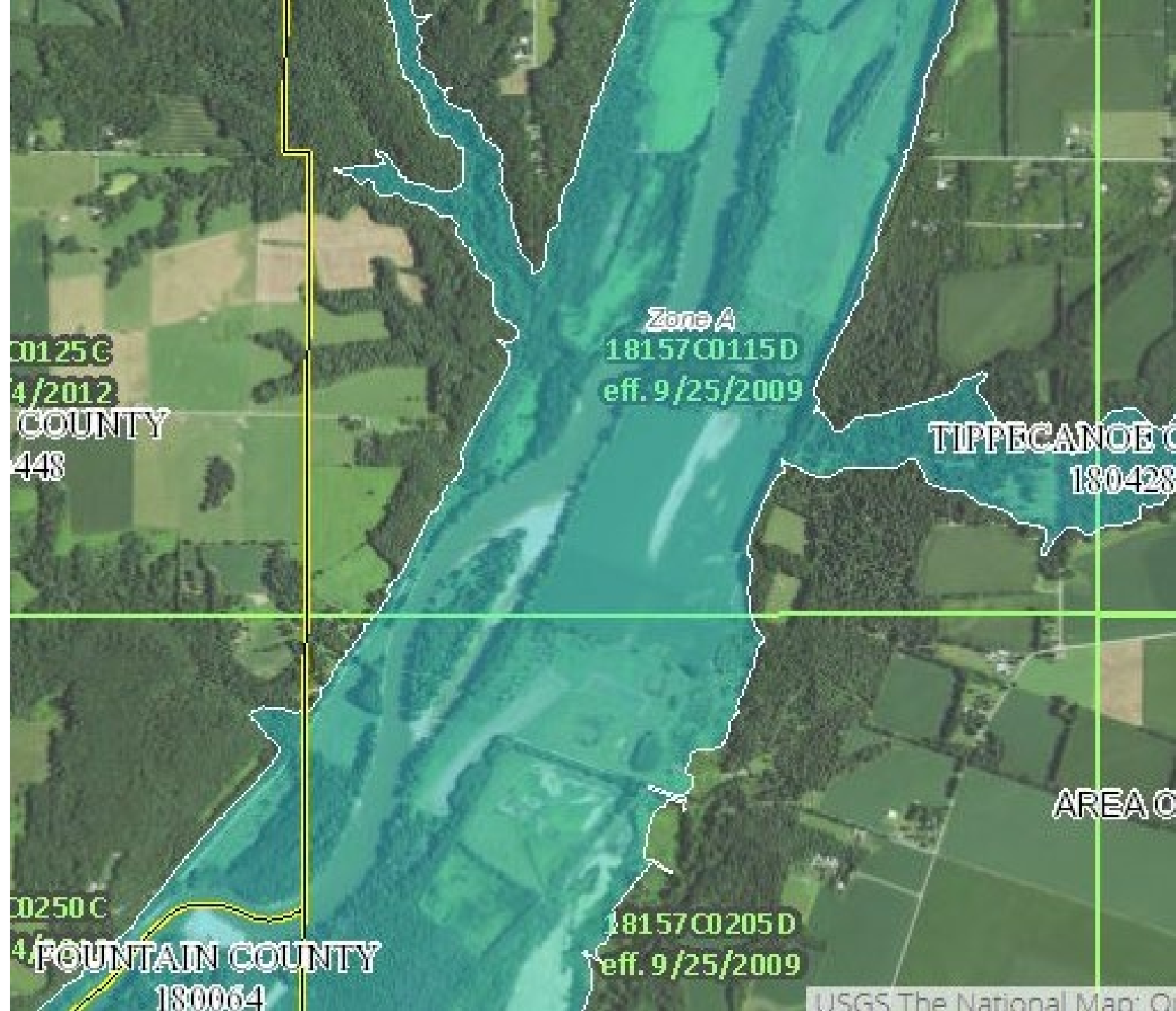
Trail Planning near Rivers

Special Flood Hazard Area (SFHA):

No Base Flood Elevations (BFEs) or flood depths shown.

Zone A:

FEMA Zone A normally is designated in more rural areas.

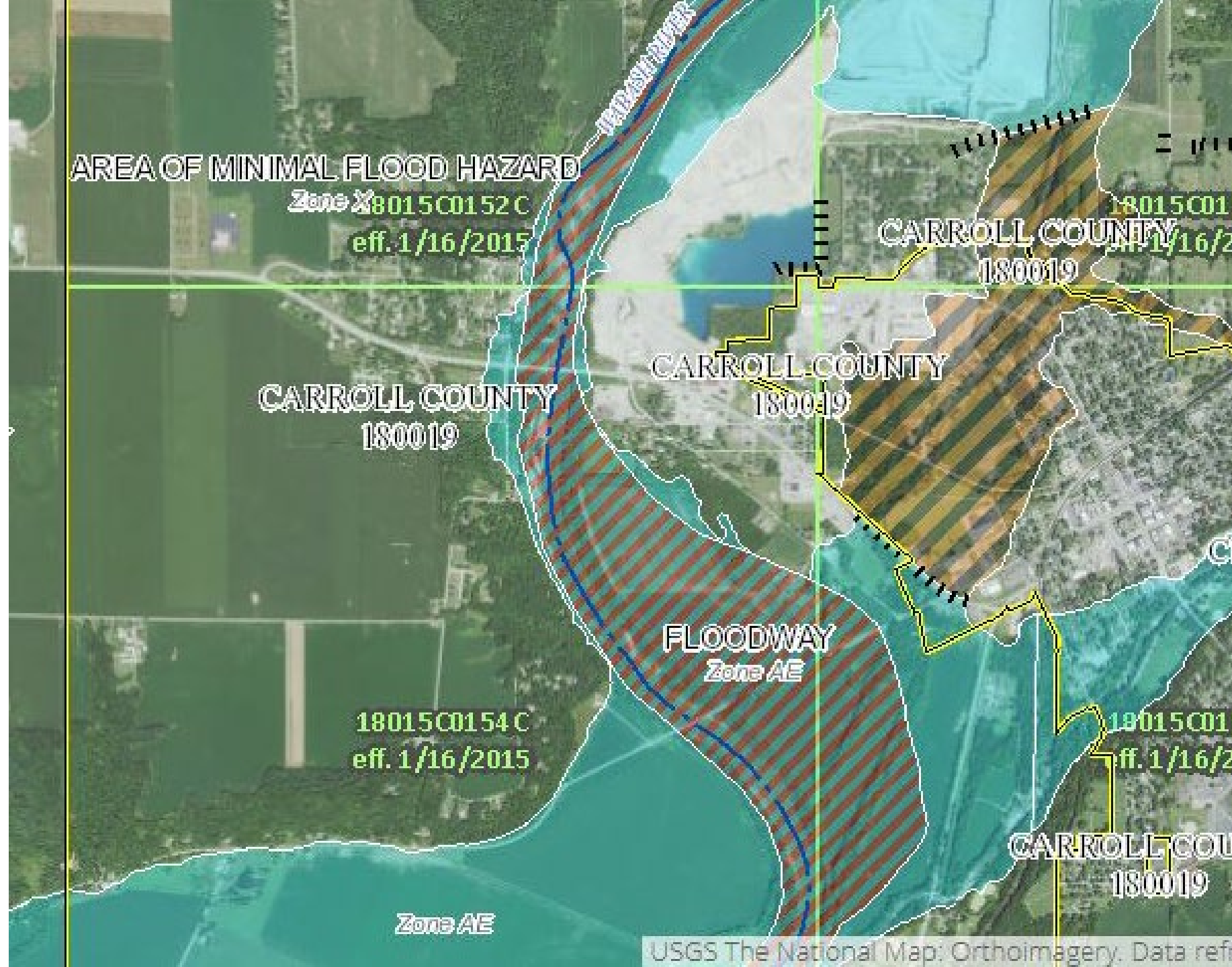


Zone AE:

These areas are where the Wabash River or significant tributaries exist in more urbanized / developed areas.

Zone AE may also have areas mapped as designated “floodway”.

The floodway is highly regulated as the river’s primary conveyance zone and floodplain, which is reserved to discharge the base flood.



Trail Planning near Rivers

Greenway trail construction require a local floodplain development permit

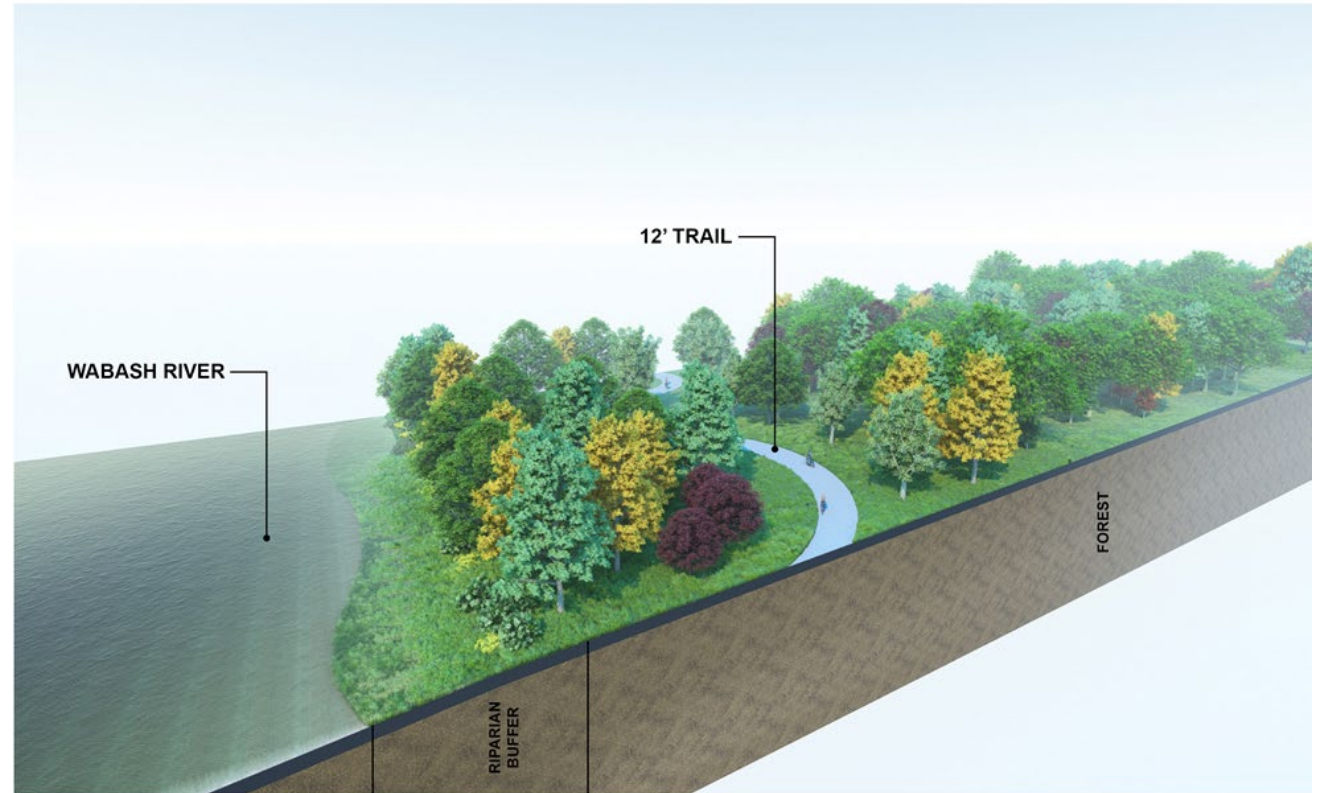
Floodway construction requires an hydraulic analysis model, also known as Flood Impact Analysis (FIA)

If FIA shows the project has no impact on Base Flood Elevations, it can be approved locally

Local jurisdictions may request FIA technical assistance from FEMA during review

Many greenway projects are permitted under this process by acheiving no-impact/No-Rise Certification

A local floodplain development permit and No-Rise Certification process can take two to six months



Trail Planning near Rivers

Typically, bridge projects over a regulated mapped floodway require a Conditional Letter of Map Revision (CLOMR) unless the crossing can be elevated above the BFE, and span the entire floodway.

This is challenging, since bridge approaches typically “pinch” the floodway to minimize bridge span length.

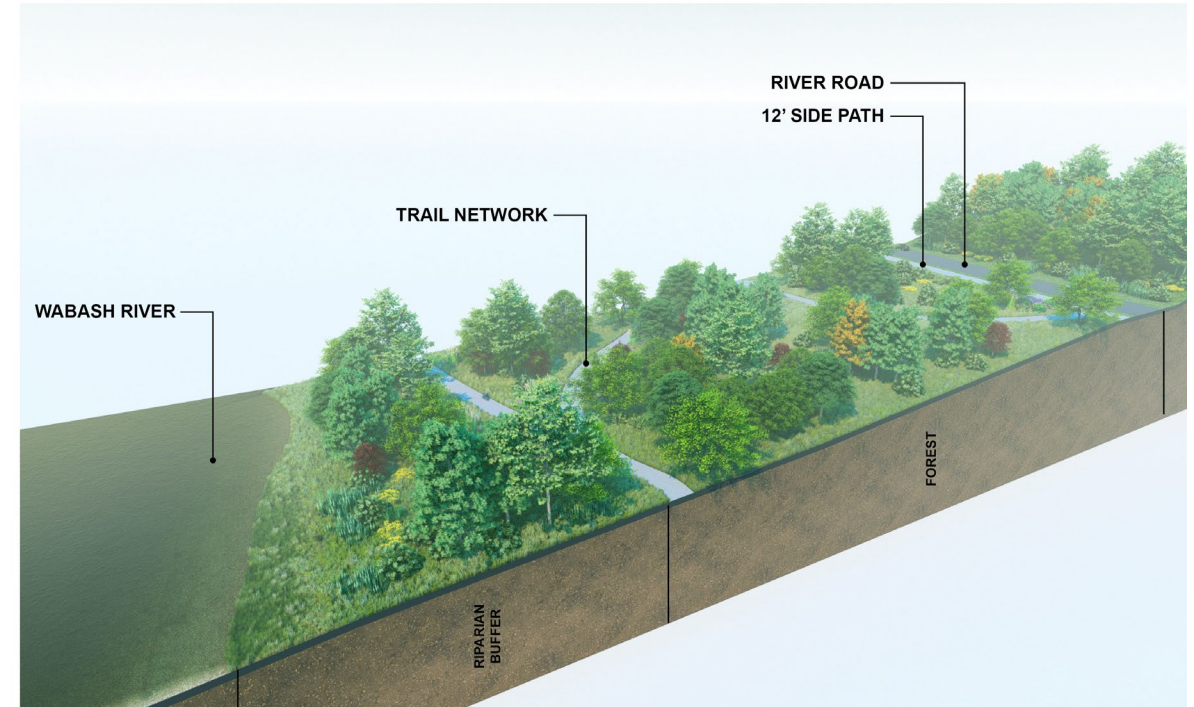
Any fill in the floodway and/or crossing can require a map revision through FEMA.

CLOMRs are submitted to FEMA for approval and typically take 5-12 months for review and approval.

After construction, the as-built information is used to update CLOMR to a Letter of Map Revision (LOMR).

The LOMR becomes the permanent revision to the FEMA map and associated model.

The CLOMR / LOMR process is likely to be required for structural crossings across the Wabash River or any major tributary with a mapped floodway.

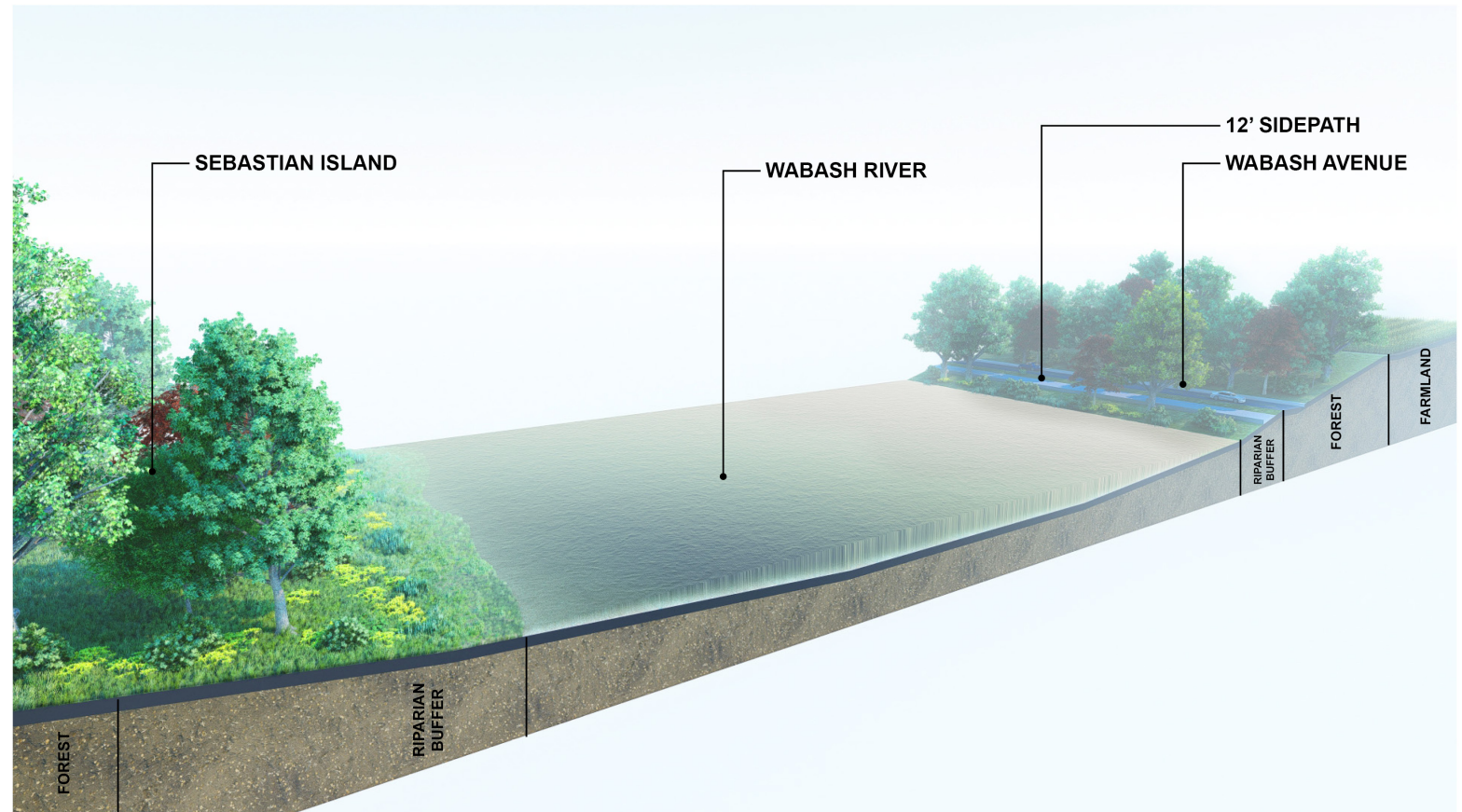


Trail Planning near Rivers

Trail construction within Waters of the U.S. (WOTUS- jurisdictional streams or wetlands) will be required to obtain a USACE Section 404 permit and a corresponding IDEM Section 401 Water Quality Certification (WQC)

Section 10 of the Rivers and Harbors Act of 1899 requires regulated activities conducted below Ordinary High Water (OHW) elevations of navigable waters of the U.S. be USACE approved and permitted

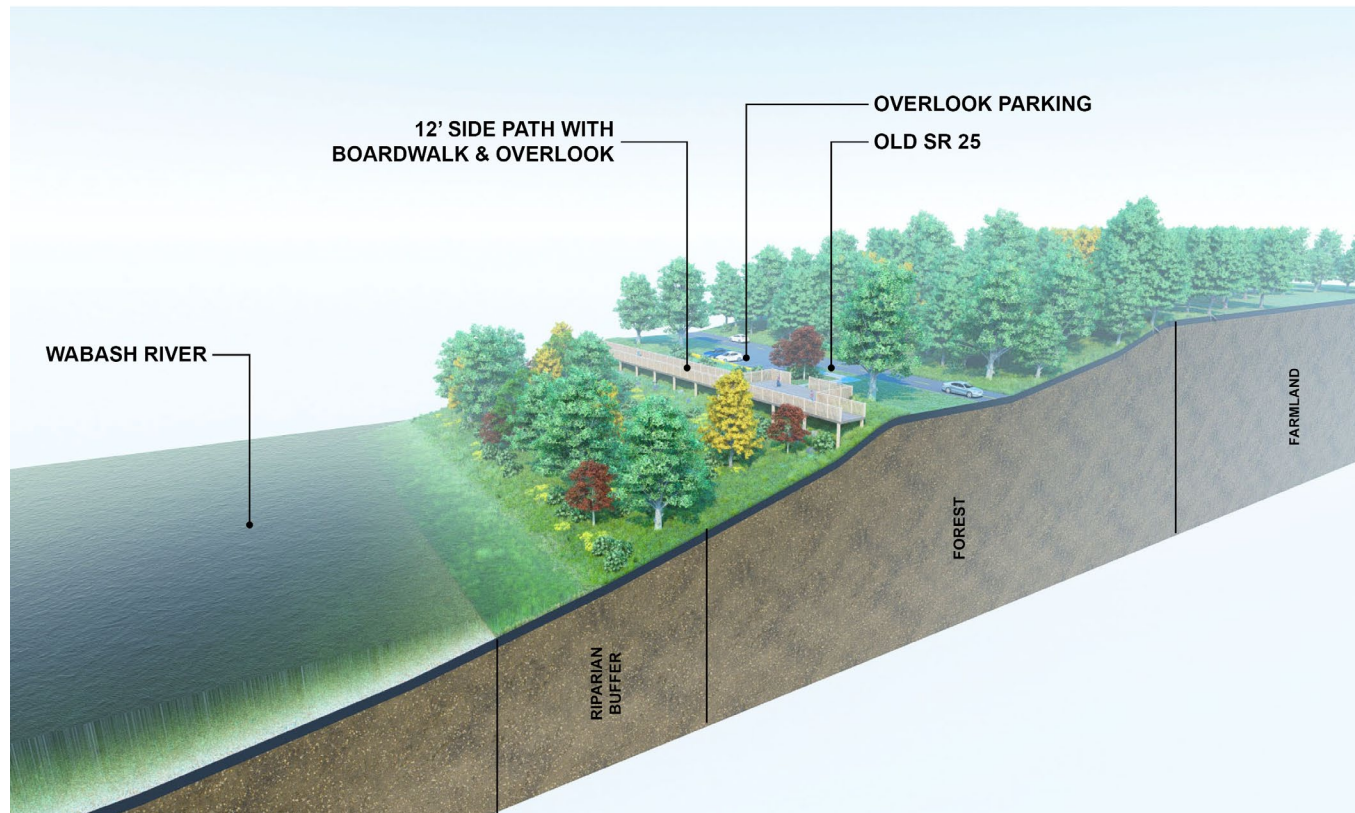
Regulated work: structure placement/removal, filling, excavation, or soils disturbance



Trail Planning near Rivers

FEMA CLOMRs and USACE permits require compliance with federal Endangered Species Act (ESA).

ESA documentation from U.S. Fish and Wildlife Service (USFWS) with determination or concurrence is required for each application.



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Other permits or clearances beyond FEMA, Section 404., Section 10, and Section 401 may be required due to natural or cultural resources specific to the project.



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Next Steps

Next Steps :

- Pilot Project wrap-up
- Corridor route design – primary & alternatives
- Stakeholder interviews 7/6 through 7/23
- Attend summer community events
- Review preliminary route plans with Steering Committee
- Public workshops in early August
- Promotional video interviews
- Newsletters





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Pilot Projects – Schematic Plans

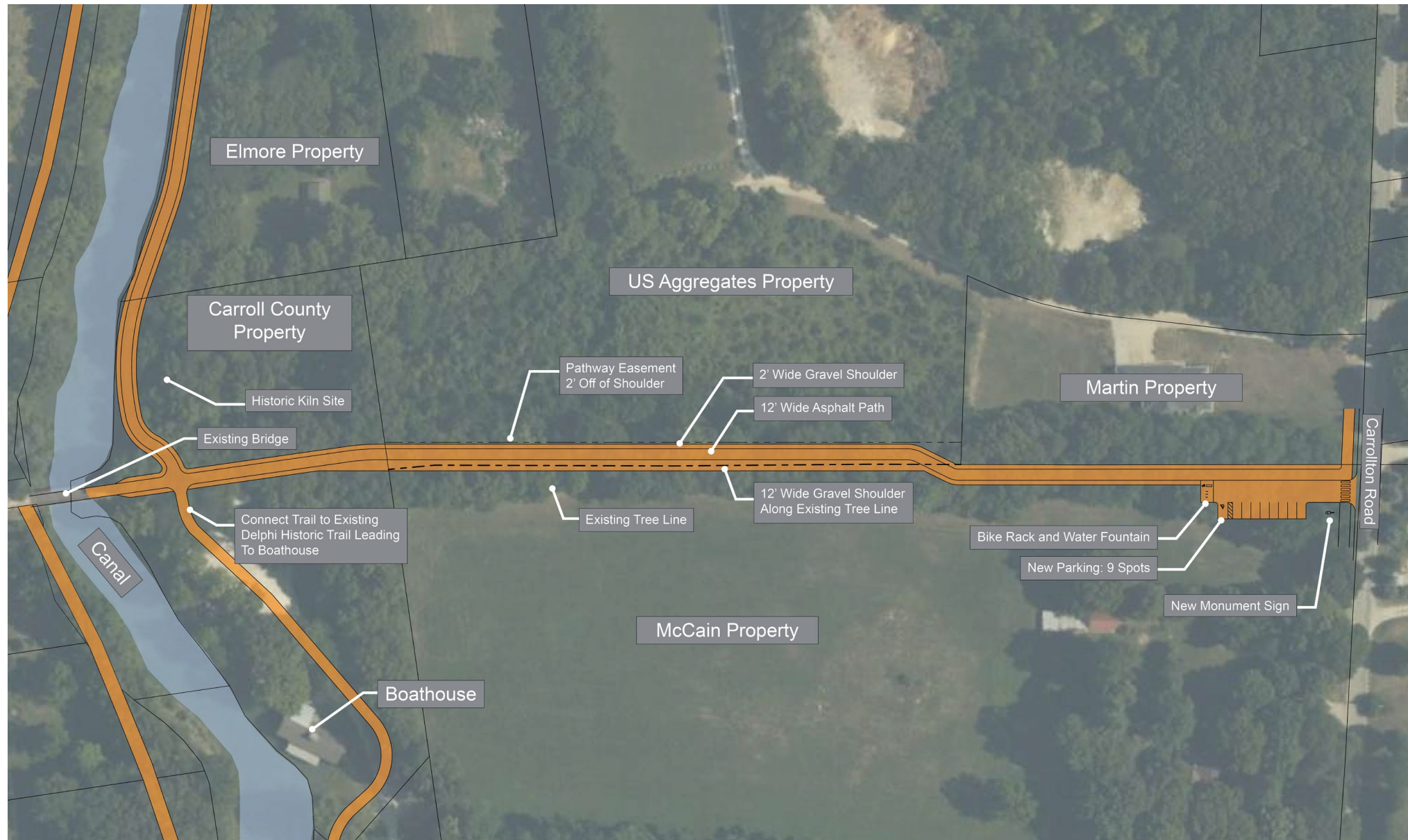
Cass County – Panhandle Conceptual Plan



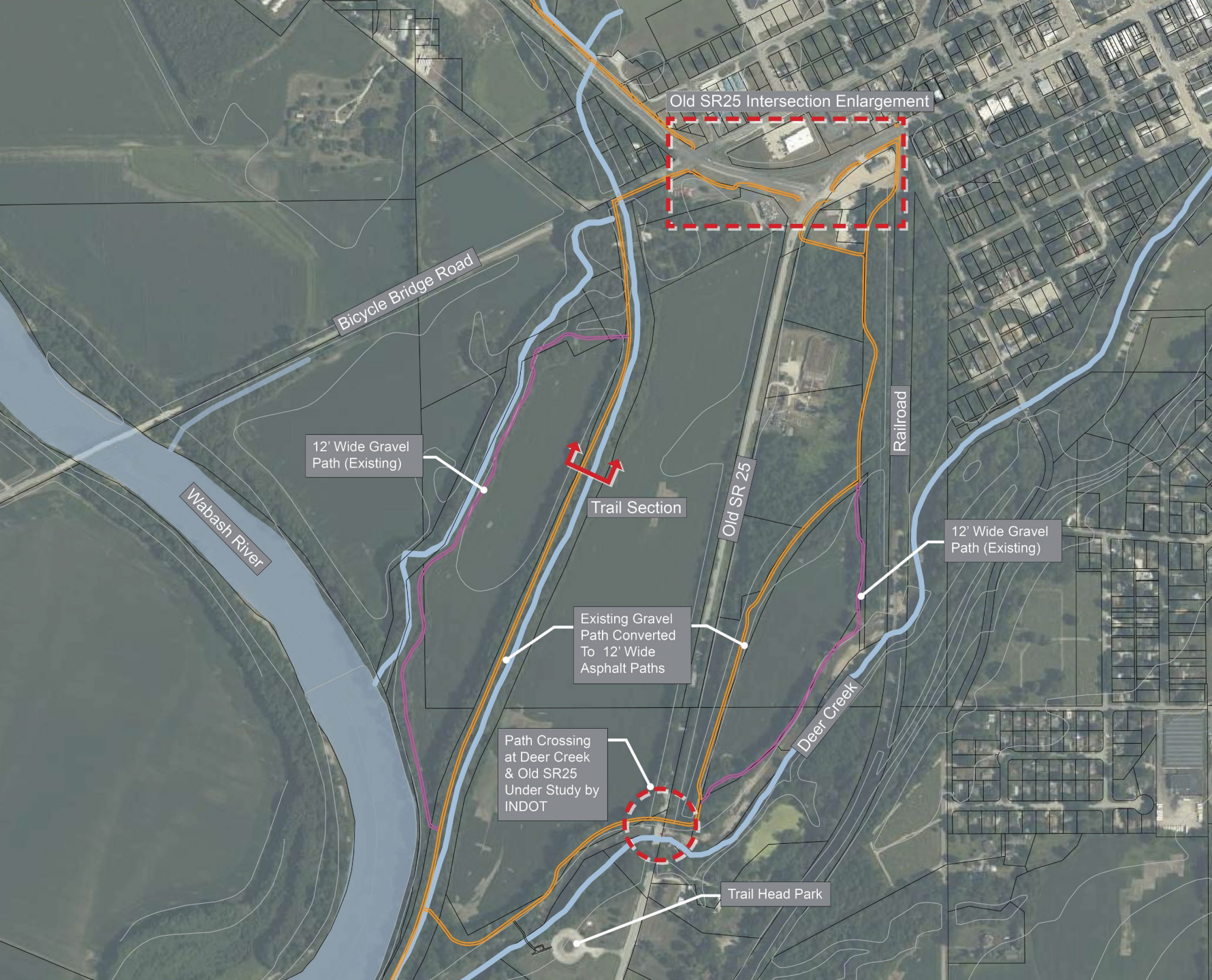
Carroll County – Delphi Historic Trails (North)



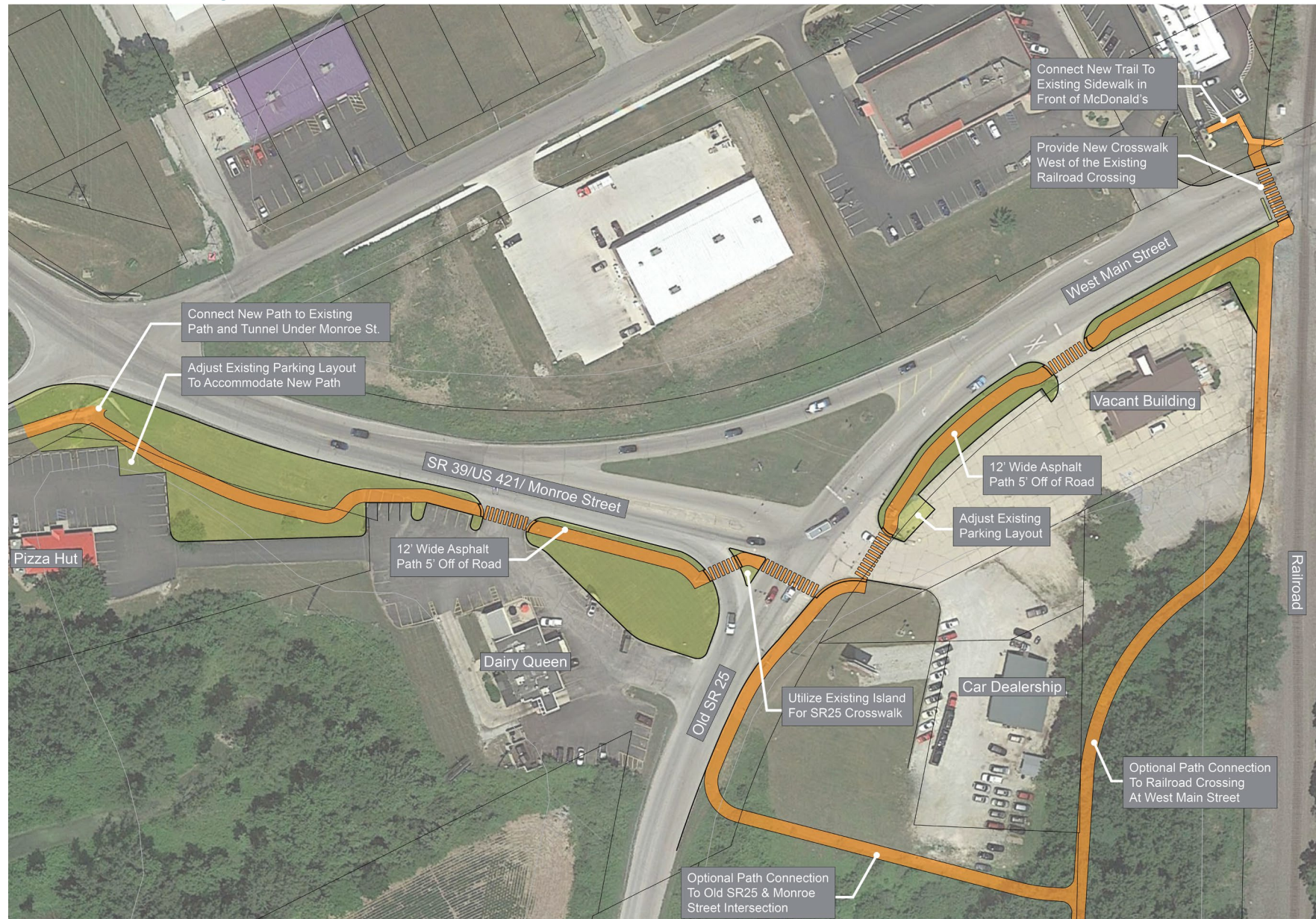
Carroll County – Railroad Spur



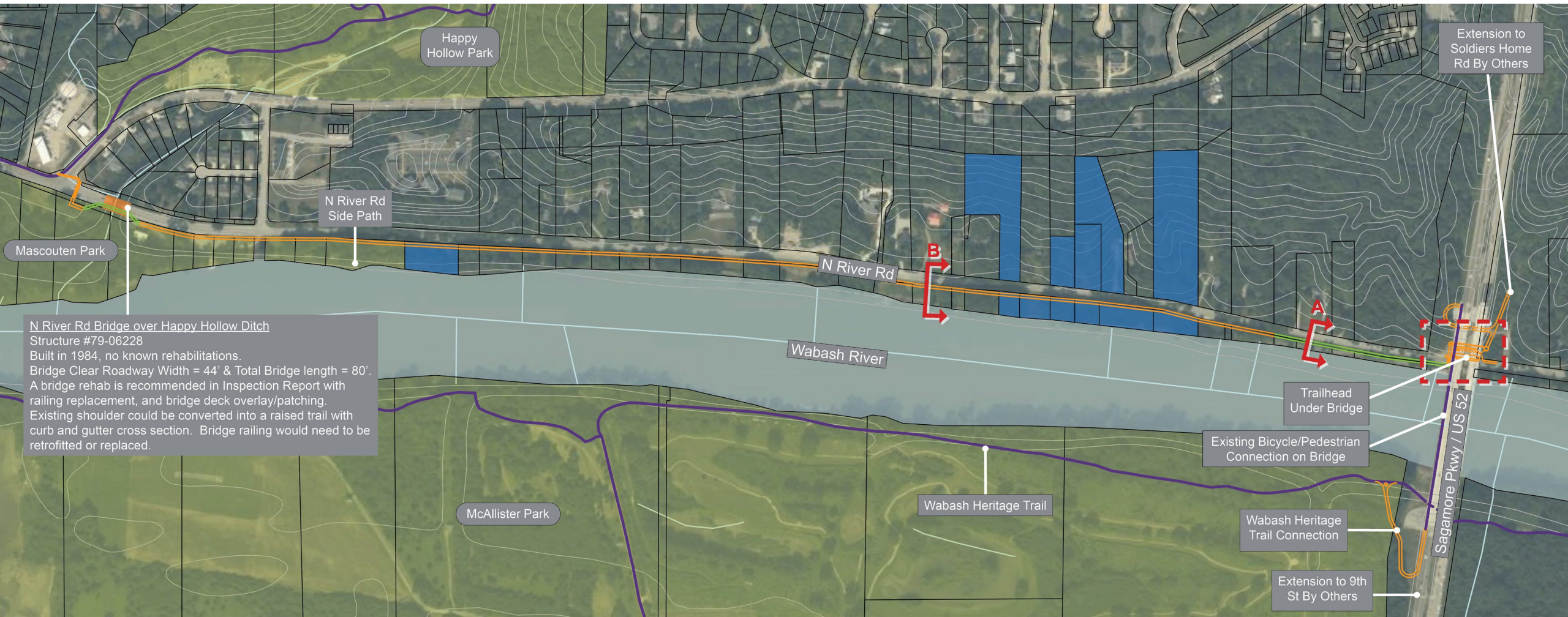
Carroll County – Delphi Historic Trails (South)



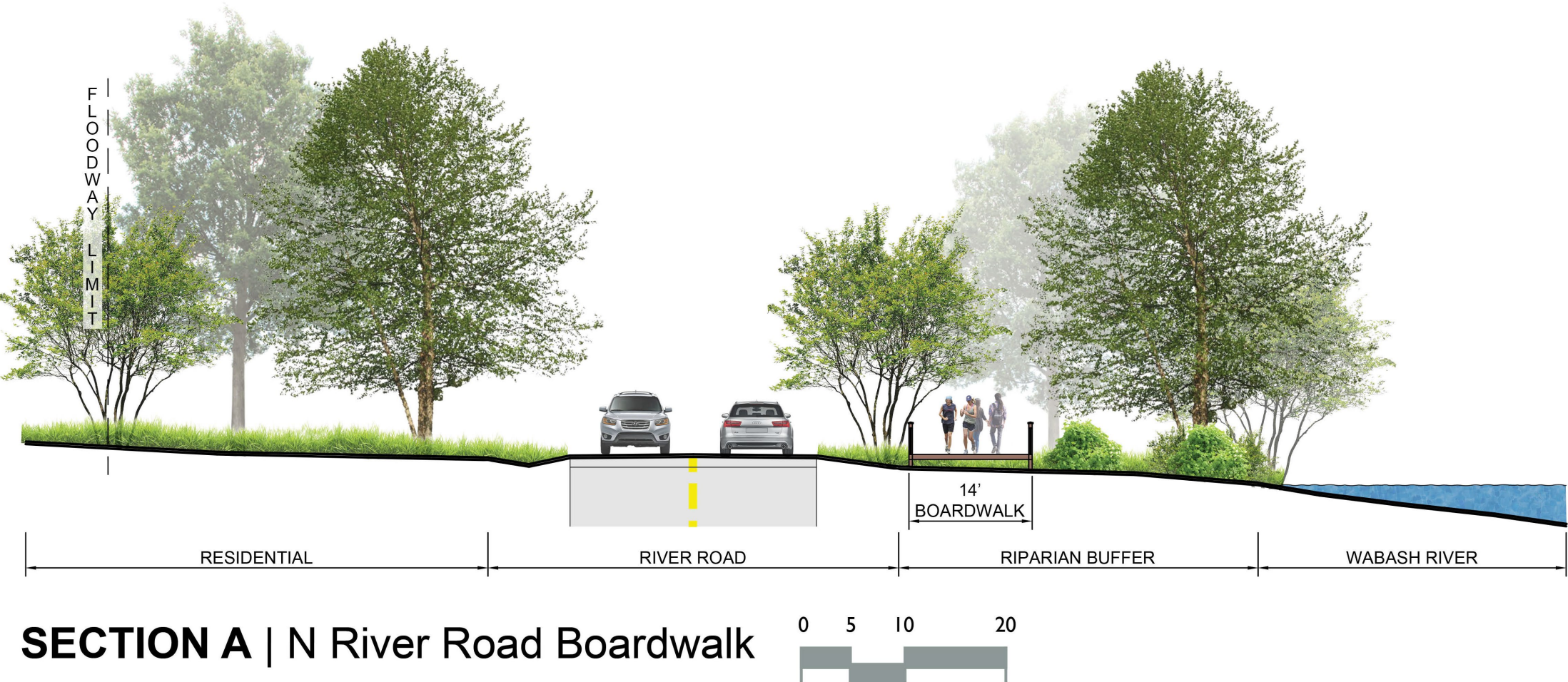
Carroll County – Delphi Old SR25 Intersection



Tippecanoe County – North River Road Side Path



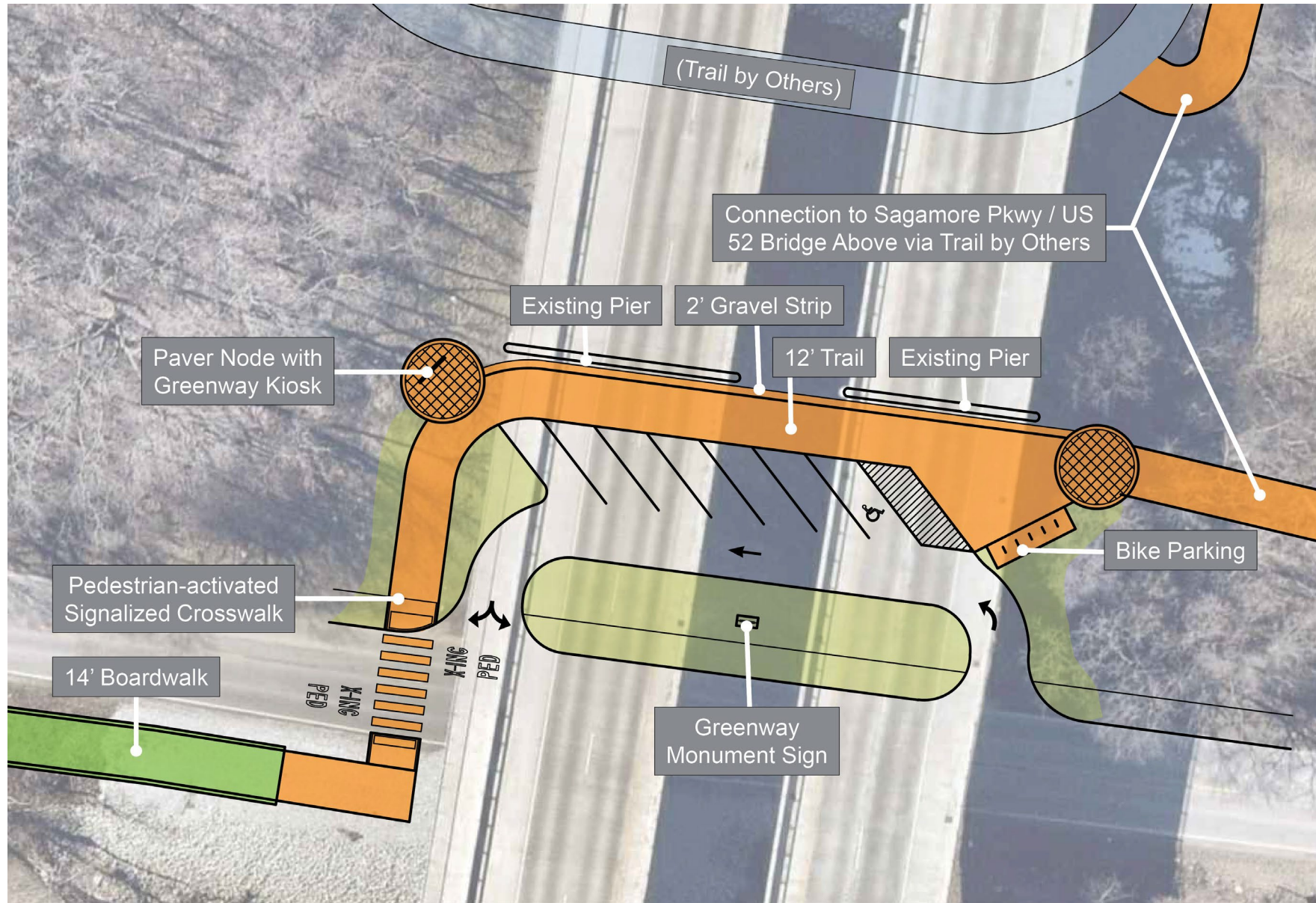
Tippecanoe County – North River Road Side Path



Tippecanoe County – North River Road Side Path



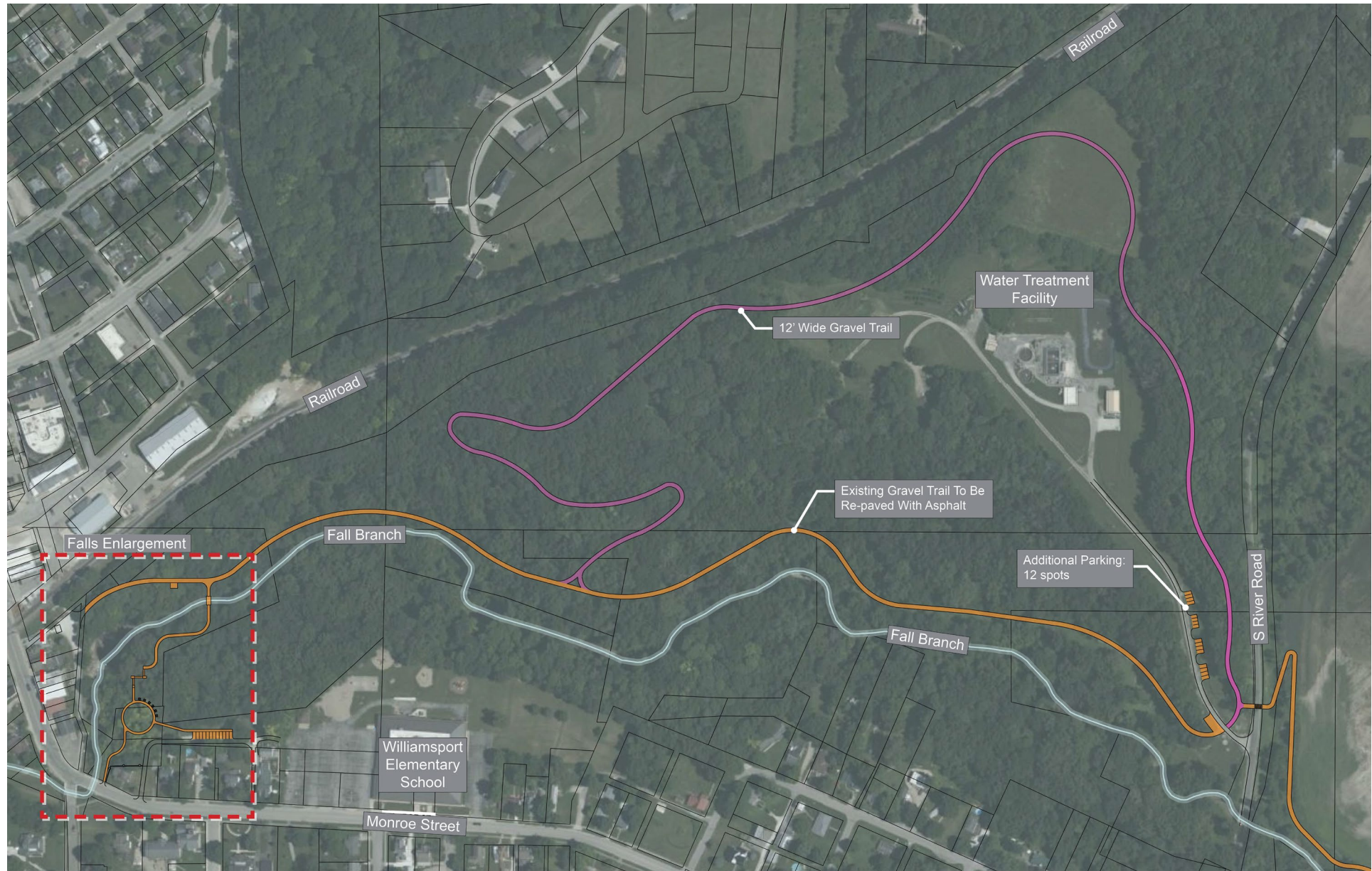
Tippecanoe County – North River Road Trailhead



Tippecanoe County – North River Road Side Path – Tecumseh Trails



Warren County – Falls to River Road



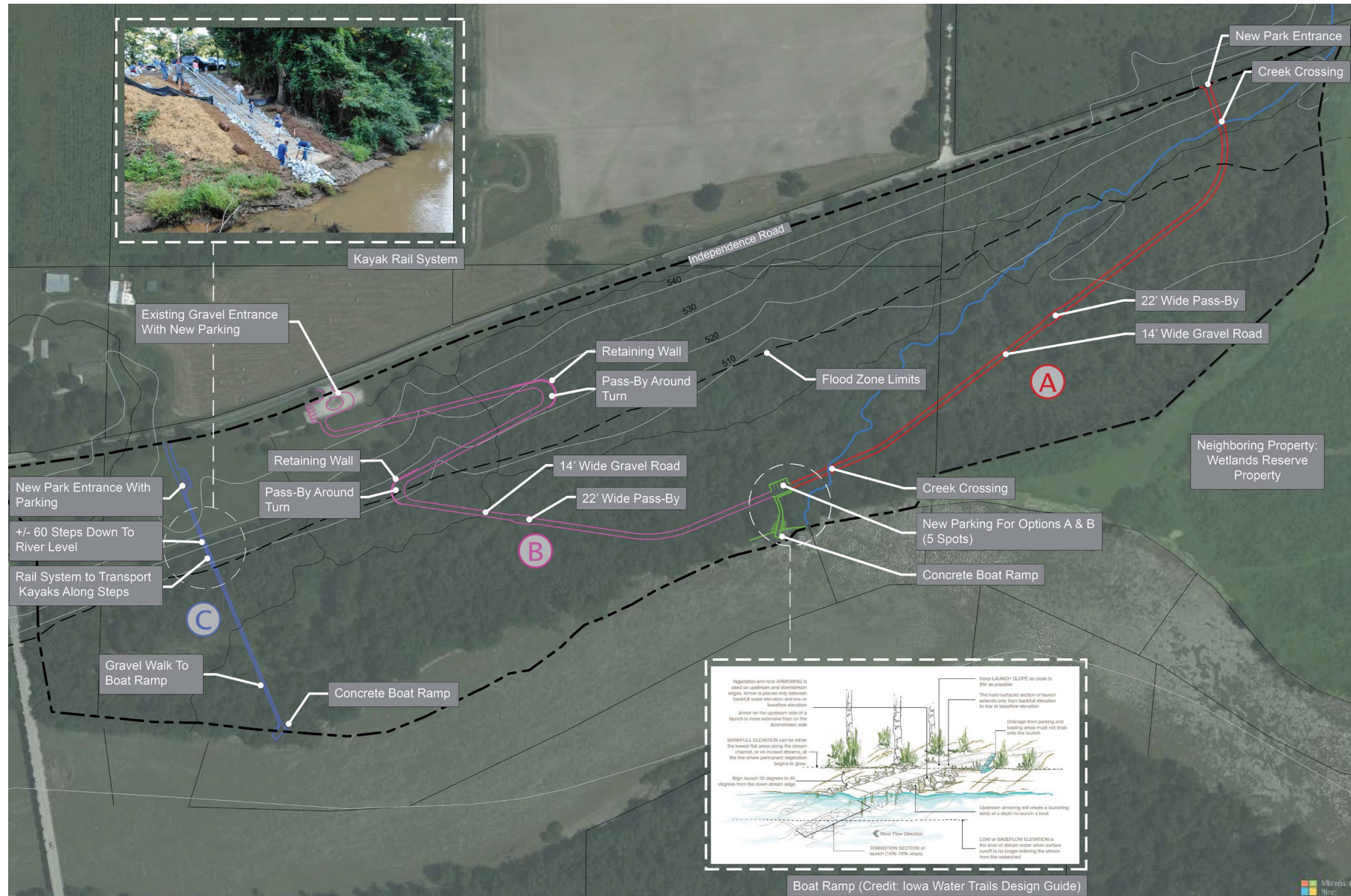
Warren County – Williamsport Falls



Warren County – River Road to Old Town Park



Warren County – Cicott Park



Thank you!

