

VIRGINIA CREEPER TRAIL CONSERVANCY

VISUAL IDENTITY & DESIGN PROCESS

MISSION

The Virginia Creeper Trail Conservancy (VCTC) is a 501(c)(3) nonprofit volunteer organization dedicated to the maintenance and preservation of the Creeper Trail corridor.

MESSAGING

STEWARDSHIP

We **care** for the trail.

We are trusted stewards committed to protecting the trail's natural beauty, historic character, and recreational experience.

CONNECTION

The trail **connects** people.

The Virginia Creeper Trail brings together families, friends, local communities, and visitors through shared outdoor experiences.

INSPIRATION

Nature **changes** people.

The trail offers opportunities to slow down, recharge, explore, and discover something meaningful.

HERITAGE

Every mile tells a **story**, especially with the new signs.

From its railroad history to the mountain communities along its route, the trail preserves an important part of Appalachian heritage.

PERSONALITY

WELCOMING

AUTHENTIC

TRUSTWORTHY

INSPIRATIONAL

COMMUNITY-CENTERED

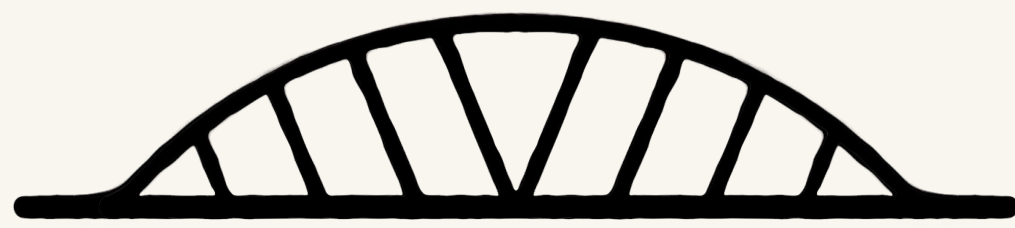
ADVENTUROUS

STEWARDSHIP-FOCUSED

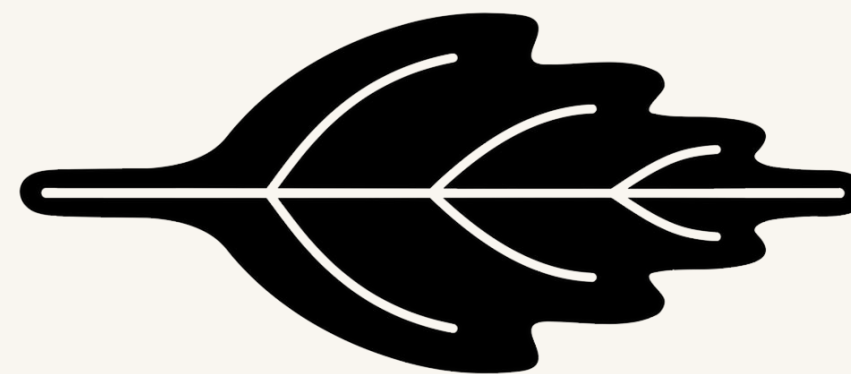
LOGO



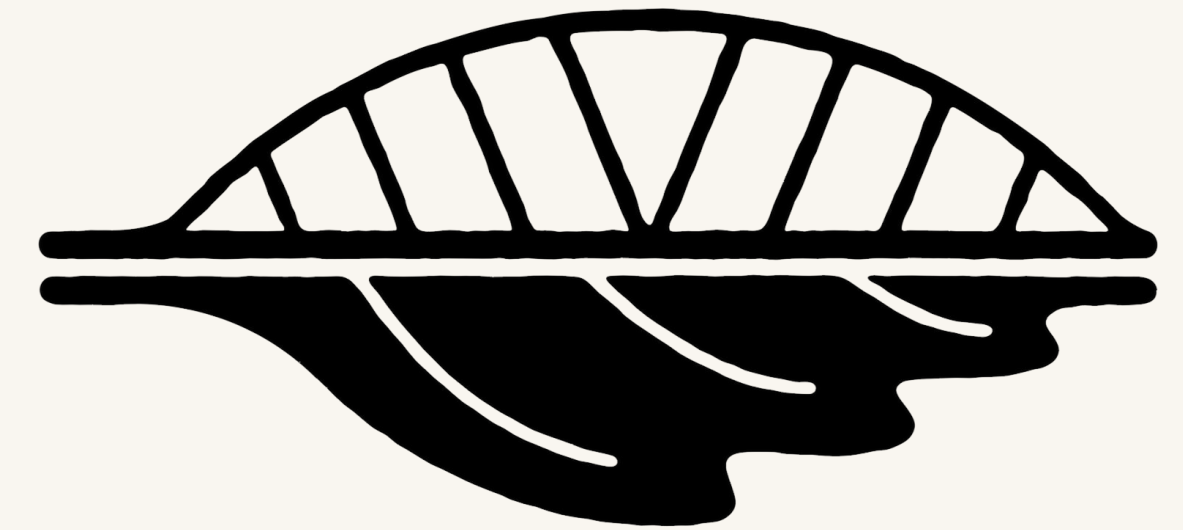
LOGO MEANING



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New bridge structure

The new structures represent rebuilding after the devastation of Hurricane Helene, while also directly supporting the Forest Service's goal of showcasing the beauty, strength, and versatility of sustainably sourced wood.

(Source)

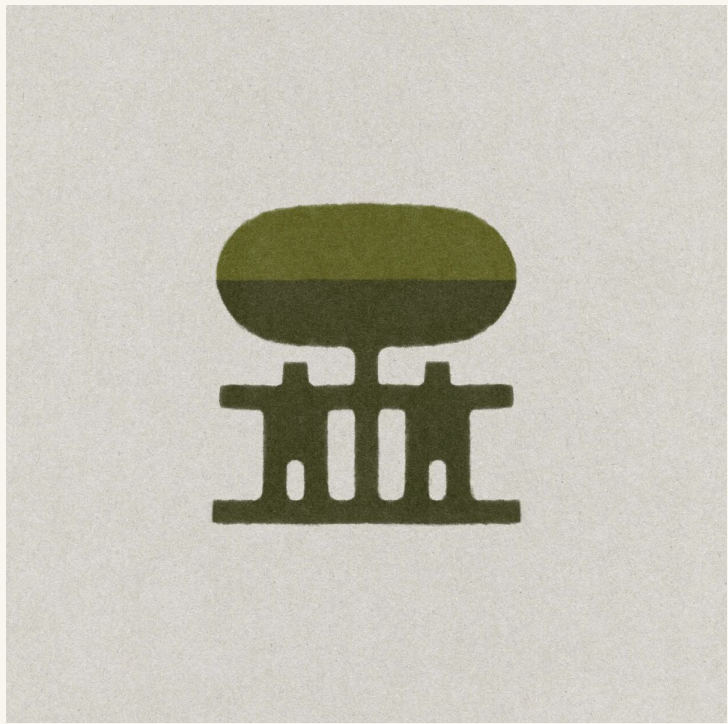
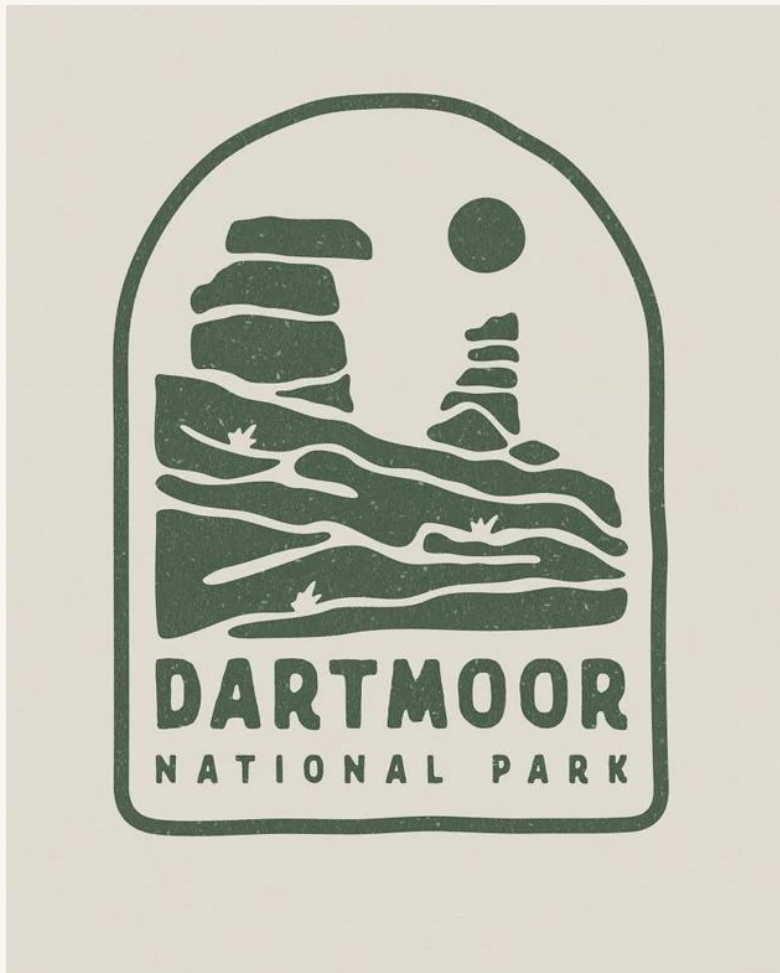
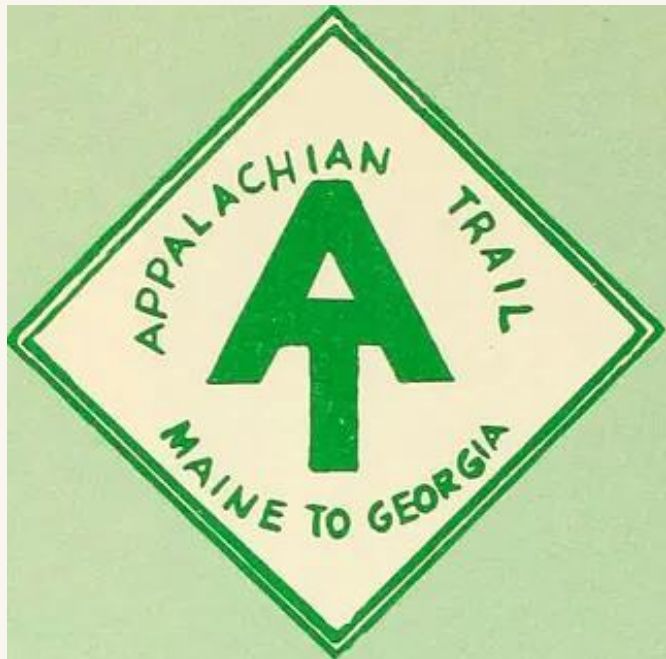
Virginia Creeper leaf

A nod to the trail's history and iconic flora.

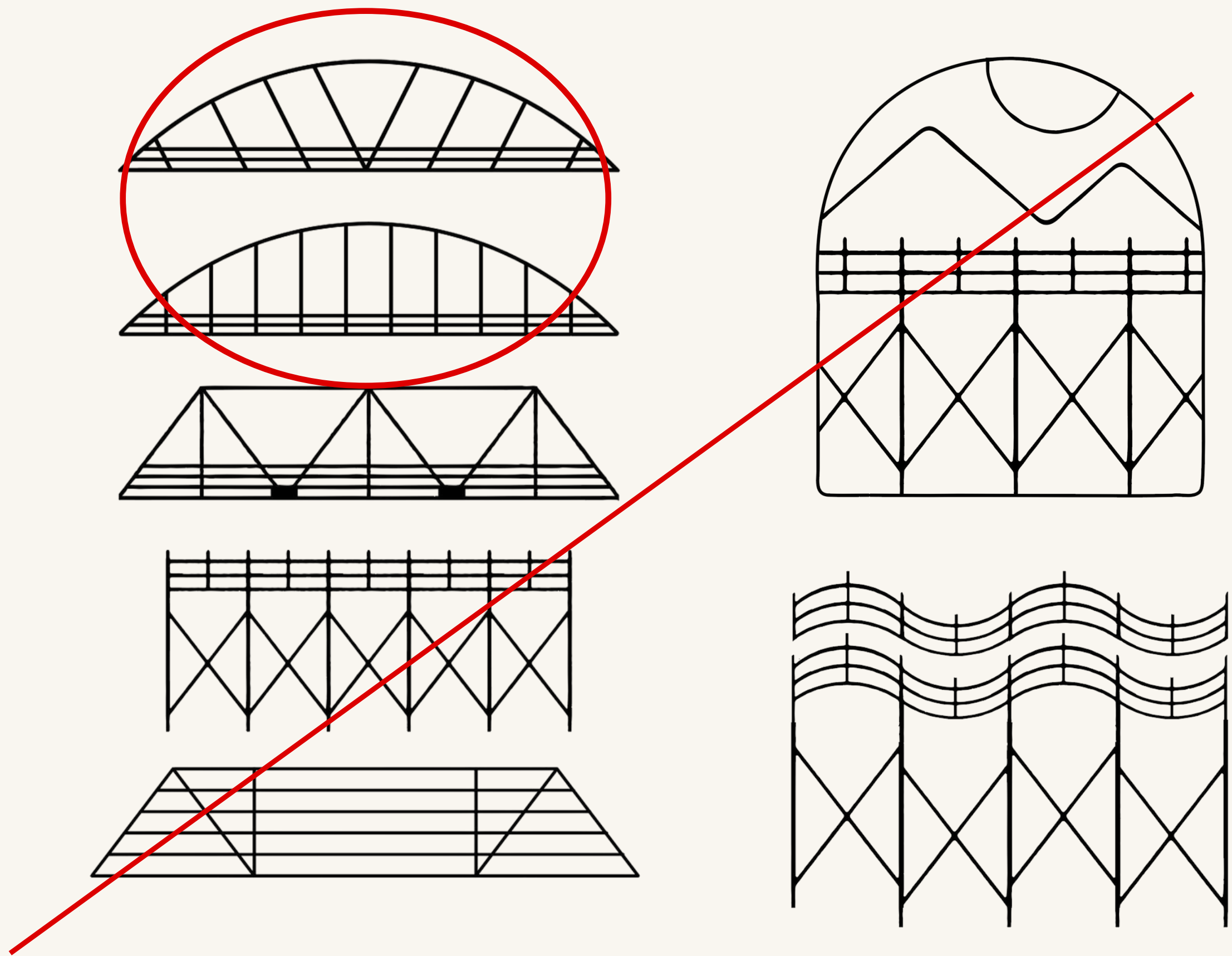
"...the rail's route forced the train to 'creep' its way up the mountain in much the same way that the indigenous Virginia Creeper vine meanders its way throughout southwest Virginia." (Source)

- PROCESS -

INSPIRATION - OTHER BRANDING



SKETCHES V1



trail
path
train
rails
trestles
leaf
tree
hill
bike
vine

doesn't capture the movement of the trail, needs more curvature

SKETCHES V2



focus on the NEW bridge design,
which is more curved and future-focused
(and kind of resembles a leaf...)

