



ForeverGreen Trails

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Letter from the President



Letter from the President

Dear ForeverGreen Trails Associates,

In 2017, ForeverGreen Trails embarked on an ambitious re-branding campaign. The initial research phase resulted in an exhaustive amount of data. Based on everything we learned, we were able to clearly define the scope and direction of the re-branding effort.

We developed and presented tangible aspects of the new brand, which included: a updated logo, a refreshed Web site, redesigned letterhead, business cards and PowerPoint templates, an inspiring presentation and a brand video featuring ForeverGreen Trails board members telling their stories. These expressions of the brand gave us the perfect springboard for a county wide launch. Which brings us to where we are now, in the final phase: implementation.

You'll see the results of our hard work in this manual. It's designed to maintain all aspects of the new brand, and serve as a guide for both members and headquarter associates. Not only will you see the new brand expression, you'll find a ready reference for such topics as logo use, stationery, signatures, preferred type font, and much, much more.

As we begin to express the new brand, it's essential that members everywhere have a full understanding of its usage.

Sincerely,
Chris Beale
ForeverGreen Trail Board President





Promoting Pierce County Trails



Promoting Pierce County Trails

Who Are We



ForeverGreen Trails is working to develop a countywide trail system throughout Pierce County, Washington, that connects across jurisdictions to all of Pierce County's communities, Mount Rainier National Park and other key destinations. We work as a collaborative group composed of key leadership individuals from a variety of agencies, organizations, and elected officials with responsibility for planning, promoting, building, funding, and/or managing trails.

Our Mission

To advocate for the funding and implementation of a system of multi-use trails that links each community and jurisdiction in Pierce County. ForeverGreen  will work inclusively with all interested trail stakeholder and user groups to promote coordinated policy, direction, and priorities for trail plan implementation and advocate for financial and technical resources to design and construct trails.

Our Vision

A countywide system of trails connecting all of Pierce County's communities. The system links sidewalks, bike lanes, and local pathways into an integrated network for safe, convenient, non-motorized travel





Education & Advocacy



Education & Advocacy

Trails & Ales

The ForeverGreen Trails is working to develop a countywide trail system throughout Pierce County, Washington, that connects across jurisdictions to all of Pierce County's communities, Mount Rainier National Park and other key destinations. We work as a collaborative group composed of key leadership individuals from a variety of agencies, organizations, and elected officials with responsibility for planning, promoting, building, funding, and/or managing trails.

Pierce County Trails Conference

To advocate for the funding and implementation of a system of multi-use trails that links each community and jurisdiction in Pierce County. ForeverGreen will work inclusively with all interested trail stakeholder and user groups to promote coordinated policy, direction, and priorities for trail plan implementation and advocate for financial and technical resources to design and construct trails.



Education & Advocacy

Speak Up for Trails trainings

The ForeverGreen Trails is working to develop a countywide trail system throughout Pierce County, Washington, that connects across jurisdictions to all of Pierce County's communities, Mount Rainier National Park and other key destinations. We work as a collaborative group composed of key leadership individuals from a variety of agencies, organizations, and elected officials with responsibility for planning, promoting, building, funding, and/or managing trails.

