



DRAGONFLY TRAILS ORIGINAL LOGO

With two trail segments already in place, **Columbus' Dragonfly** trail master plan identified the need for Columbus to have a name and logo for their entire trail system. Inter-connectivity between the Columbus RiverWalk, Fall Line Trace Rail Trail, and the South Lumpkin Rail Trail was the goal of the master plan. Indicating the good quality of water, **Dragonfly** became the dominate word and an icon through the planning of the trail system.

The final **Dragonfly Trails** logo shown here was created for the trail system.

The bright blue color of the dragonfly reflects the enjoyment to be experienced along the trail system from neighborhoods to downtown and to the river. The green reflects the greenness of parks and the city's outdoor environment. The round shape of the logo allows flexibility for layout on banners, signs, and a strong graphic icon that will create a success branding of each trail segment within **Columbus Dragonfly** trail system.



Brand Asset Guide

The primary Dragonfly Trails brand assets are listed here, including the complete logo suite along with supporting brand badges & marks.

COMPLETE LOGO SUITE

PRIMARY STACKED



ISOLATED GRAPHIC MARK

TERTIARY STACKED



ISOLATED WORDMARKS



ISOLATED HORIZONTAL WORDMARK



ISOLATED VERTICAL STACKED WORDMARK



ISOLATED TAGLINE

SECONDARY RECTANGLE BADGE



ISOLATED LOGOS



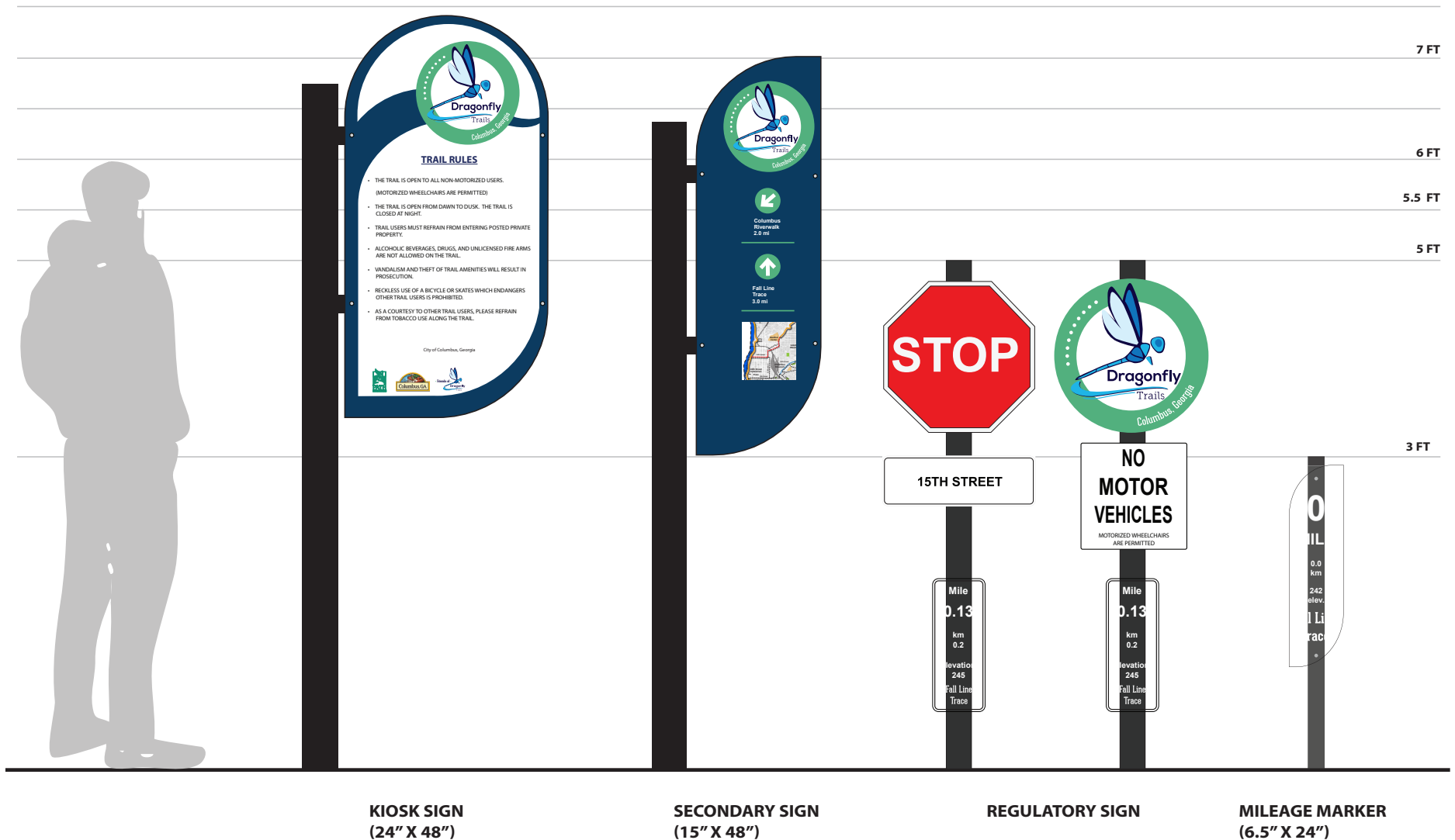
SINGLE COLOR VERSION



REVERSE VERSION



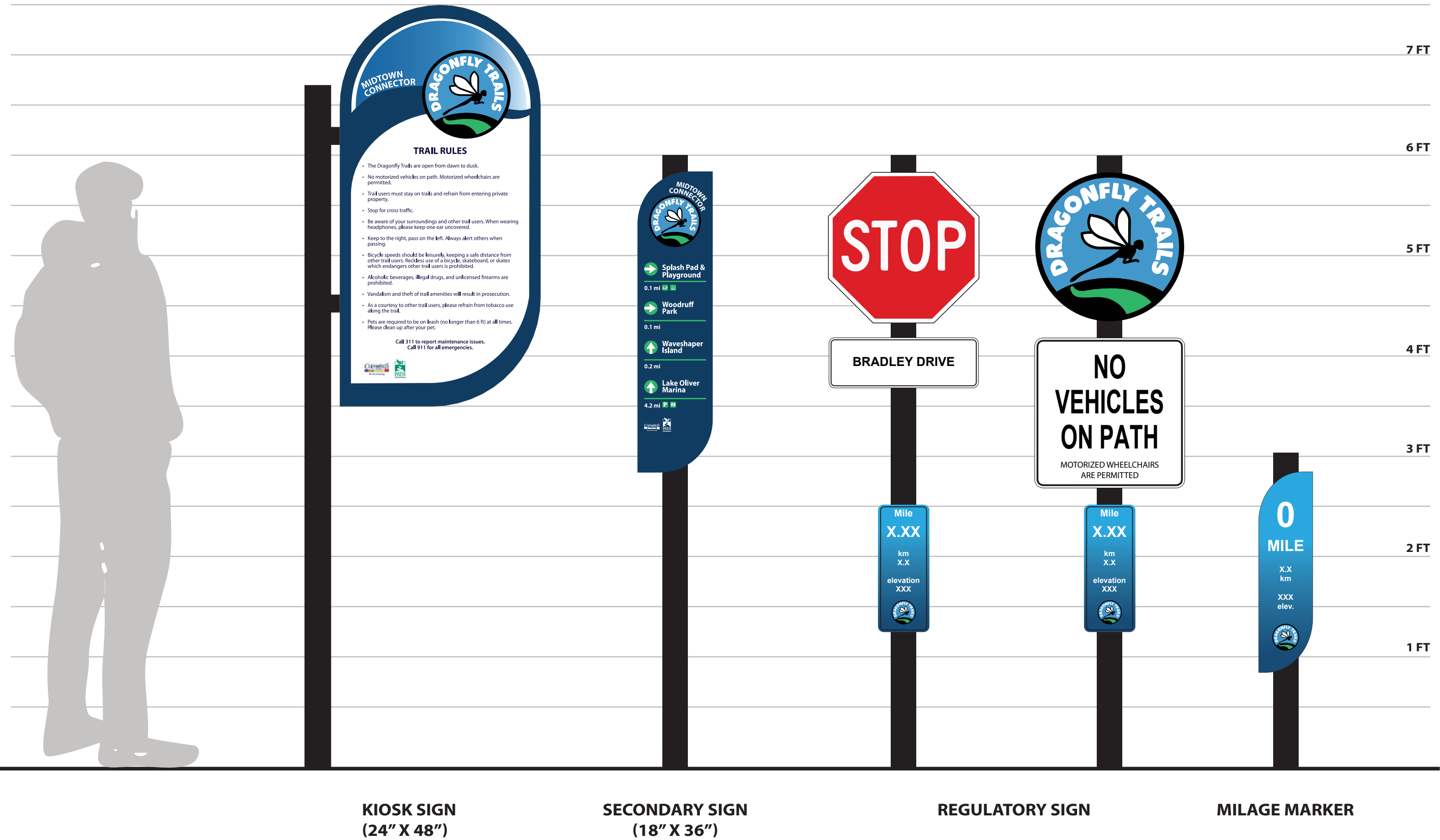
SIGNAGE STANDARDS



The signage standard for **Columbus Dragonfly** trail system is a cantilever sign with custom sign panels and black powder-coated metal posts. The curved edge and the color scheme was an complement to the **Dragonfly Trail** logo, and reflect the trail and the river. This sign style takes into consideration the current metal signs along both the River Walk and the Fall Line Trace to complement what is currently being used on those trail segments. The trail's final logo is shown in this sign option.



Dragonfly Trails 2026 Updated Signage Standards



DRAGONFLY TRAILS

BUILD
ADVOCATE
ACTIVATE