

Branding, Media Relations, Sustainability Communications

The logo for 'The Circuit Trails' is displayed within a white rectangular box. It consists of three stacked green rectangular blocks, each containing a word in white, sans-serif, uppercase letters: 'THE' on the top block, 'CIRCUIT' on the middle block, and 'TRAILS' on the bottom block.

THE CIRCUIT TRAILS

Rails-to-Trails Conservancy sought to raise the visibility of the Circuit Trails, ultimately a 750-mile trail system through nine counties in the greater Philadelphia region. Together, we developed a three-year campaign effort consisting of a rebrand, new website and the development of owned content, shared and earned media. See our results: