Branding the ERC
Regional Advisory Committee
April 5, 2018
Background – Branding the ERC

• RAC interest in branding for the ERC
• Previous branding RFP
• Opportunity for combined branding with the Regional Trails System (RTS)
Benefits of a Combined Project

- Differences and similarities between the ERC and RTS
- Both ERC and RTS can benefit from a coordinated approach
- Pooled resources
- Benefit from the best ideas
One of America’s largest trail networks is in your backyard.
Deliverables

• Research about the value of our corridor and network
• Name options for the corridor and network
• Logo options for the corridor and network
• Brand Identity – Helping us tell our story
Connectivity Values

• See the entire 300+ mile system as interconnected
• Understand where the network can take you
• Identify the trail/corridor
• Align network, trail, segment, jurisdiction, non-profit partner
Next Steps

• Finalize RFP
• PST participation in consultant selection
• PST selects project committee
• Clarify RAC expectations
• Deliver a great product!
JOINT EASTSIDE RAIL CORRIDOR AND REGIONAL TRAILS SYSTEM BRANDING STUDY

ERC

RAC
Project oversight, final approvals

PST
Reviews deliverables at major milestones, approves consultant work, coordinates with RAC

PST Branding Committee
Members TBD-selected by PST. Responsible for content and direction. Provides consultant guidance, coordinates with PST

Curat Warber
ERC branding contact, manages scope, schedule, budget.

Regional Trails Steering Committee
Includes King County Parks and regional partners.

Sujata Goel
Regional Trails System branding lead

Sujata Goel
KC Contract manager

Consultant
The article in Gizmodo can be found at: https://gizmodo.com/the-first-3d-printed-steel-bridge-looks-like-it-broke-o-1824252512

The YouTube video of actual 3D construction can be found at:
https://www.youtube.com/watch?time_continue=4&v=STAHv6hTP14