

APPENDIX K
Outdoor Brand



1) Original Logo - This was the park's original logo used by the VRFA until the park's closure.



YOUR DESTINATION FOR
EXPLORATION

2) New Logo - Staff re-designed the logo to appear in a circle patch, to be consistent with other department facilities. The green and blue colors match those in the department logo (right), and a branding slogan "Your Destination for Exploration" was created to apply to all of Roanoke County's outdoor services.



3) Promotional Materials - Staff used the new branding to create park signage and an informational brochure/map of the facility (left-upper). The outdoor branding is now consistent throughout the department's outdoor programming, such as the Camp Roanoke facility (left-lower).