



For all, outside, every season.

Happy holidays to all!

While this year has been trying, one thing has remained constant: Bragg Creek Trails have continued to welcome us. Our trails are becoming increasingly popular, and with this we feel the need to refresh our brand so that we continue to appeal to all generations and users.

We have been busy working with an exciting young design duo – Barun Fox – to capture the essence of Bragg Creek Trails. Together we have brought to life a revitalized brand that encapsulates our values, personality, and brand promise:

*Bragg Creek Trails is a group of dedicated community members who work hard to make the outdoors accessible for everyone all year round. Explore, connect with nature, and share good times. We build these trails together one step, glide, and pedal at a time. By community for community.*

With this rebrand comes a new logo and website which visually captures the brand statement in a modern, inclusive look. You will soon begin to see the logo, colour and font scheme on our website, signage, marketing materials, swag, and social media.

We are excited to launch this much needed facelift that will help us appeal to all users – it's the kick off to a new era for our beloved trails. I am thrilled to see it rolled out and I encourage you to visit our new website to experience the fruits of our collective labour.

As I wrap up, I wish each and every one of you a safe and happy holiday season. I hope to see you out on the trails soon.

Don't forget to check out our silent auction and contribute to Bragg Creek Trails!

Best Wishes,

Conrad Schiebel, President Bragg Creek Trails