

Mission:

To create opportunities for communities to celebrate the Okanagan lifestyle, together.

Vision:

The essential link to experience the Okanagan.



The Logo

The Okanagan Rail Trail logo encapsulates the many benefits and experiences the trail has to offer its users and communities. The containing shape is an 'O' representing the Okanagan as well as an oval train track. The graphic elements combine in a cohesive way to signify the connection of communities, environment, history, heritage, and future of the Okanagan Rail Trail.

Heritage and History

The traditional and continuing use of the land by the syilx Okanagan people has created a history that is synonymous with the land. The logo design is inspired by traditional syilx pictographs. Kilowna (grizzly) claws are representative of the traditional syilx name for the Kelowna area. Rail way ties represent the history of railway that visually transforms into the trail. These two elements work in unison and signify the partnership and the transformation to the Okanagan Rail Trail.

Connection & Future

The trail winds through the mountains/valley serving as a conduit for recreation, commuting and connecting communities. The trail leads the eye through the environment and in to the sunny horizon signifying a positive and bright future.

Environment

Mountains /Valley, Wildlife, Trees, Lakes, Beach, Sky, Sun

