Ohio & Erie National Heritage Canalway

Strength in Numbers

When a collection of cities and towns markets itself as a region, the result is greater than the sum of its parts. The intent of heritage corridors is to preserve and promote many small-scale attractions, stories and places by knitting them together under a common banner. CG has worked with several heritage corridors to develop brand identity and information systems that support these goals.

CG assisted the Ohio and Erie National Heritage Canalway by creating the Ohio & Erie Canalway name and identity and developing comprehensive wayfinding. The signs welcome visitors and help them navigate and enjoy the region. Interpretive signs create compelling stories and help boost tourism, bringing more dollars to small towns.

"Today, the Canalway is a National Heritage Area: a place to experience trails, trains and scenic byways, canal towns and ethnic neighborhoods, working rivers and great lakes, industrial landscapes and green space."