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FIND Outdoors – New Brand, New Look for Cradle of Forestry in America Interpretive Association

Pisgah Forest, NC – The Cradle of Forestry in America Interpretive Association (CFAIA) unveiled its new brand name – FIND Outdoors – a contemporary logo and the first major project and partnership during an online campaign on March 31.

“The time has come to unify ourselves under a new identity that more clearly reflects what we do as a whole and where we are heading,” Executive Director Natalie Britt said of the 47-year-old CFAIA. “The intensive rebranding process cut to the core of what we do and dug deep into the roots of where we’ve been,” she observed.

Director of Education Adam DeWitte explained, “The new organization name, FIND Outdoors, encompasses the idea that we connect forest users to our public lands through Forest Inspired Nature Discovery.” He summed up the association’s focus in six words: “We help the public FIND Outdoors.”

CFAIA was initiated in 1972 to promote the Cradle of Forestry in Pisgah National Forest, but over time the mission expanded well beyond the Cradle of Forestry Site. Today, FIND Outdoors serves more than 800,000 visitors and operates 22 campgrounds, visitor centers and sales outlets in western North Carolina, north Georgia and southern Indiana. The managed sales outlets stock their shelves with forest and trail-related souvenirs, maps and information. Locally, FIND Outdoors also offers guided tours and programs that educate forest users on forest safety and management, wildlife and the history of the southern Appalachians.

“The overall mission of FIND Outdoors will remain the same as the CFAIA – quality site management, high-caliber education opportunities, and science-based resources for school





groups on a national level and at all of our sites. These ideas are always at the forefront of what we do and who we are,” DeWitte said.

The rebranding process was no small feat for the design team at Trevett’s of Columbia, SC. Creative Director Benjamin Mitchell commented, “Branding isn’t just about slapping a new logo on something. It’s about getting to the core of what makes an organization who they are – their story, passion, goals and drive, revealing that identity through the name, visuals and verbal interactions that represent the organization.”

For the first project involving FIND Outdoors, it was discussed that a new comprehensive map of Shining Rock and Middle Prong Wilderness Areas was in dire need. The project is a major partnership effort with the Pisgah Map Company.

“A map of those two areas has not been updated since 2003. With the sheer number of people visiting throughout the peak season, it was imperative that we create this partnership and turn our attention to the safety of our forest users,” Beth Hooper, Director of Visitor Centers for FIND Outdoors said.

The new map will go on sale as soon as possible at the Pisgah Ranger Station and Cradle of Forestry Gift Shop and will be available online at www.theforeststore.com.

“Helping the CFAIA discover their identity as Forest Inspired Nature Discovery was an incredible journey and we were honored to walk with them through the process,” Mitchell concluded, adding, “Let’s go FIND Outdoors!”

About FIND Outdoors

FIND Outdoors, formerly Cradle of Forestry in America Interpretive Association, is a 47-year-old 501(c)(3) nonprofit with headquarters in Pisgah Forest, NC at the entrance to Pisgah National Forest. FIND’s mission promotes educational, recreational and interpretive opportunities about forest and water resources, natural history, and the Cradle of Forestry in America. FIND Outdoors manages campgrounds and recreation areas in North Carolina, Georgia and Indiana; offers to the public environmental education programs and forest-related gifts, educational books and other resources; and provides partnership opportunities for the health, safety and education of all forest users on local and regional public and private lands.