



Katy Trail Brand Taglines

Urban by nature.

The inside track.

Naturally urban.

The original urban trail.

Where all trails begin.

Explore your urban nature.

The trailblazer.

Way to go.

It's how you get there.

The journey's the destination.

On the right track.

Change your course.

How Dallas connects.

See where it leads.

Deep in the heart of Dallas.