

Proposed way-finding signage for pedestrian and vehicular use

Way-finding & Signage

The Aplington Community Visioning Committee expressed the desire to update the existing community logo and refresh the signage. The existing community logo is quite detailed and some design workshop participants felt it was outdated. Simplifying the logo and using it in a consistent element for all signage will create more straightforward and cohesive branding for the community.

Using the proposed updated logo, the design team created a palette of way-finding signage that the community can use to showcase various destinations. Way-finding signage could help people locate the destinations in Aplington and let visitors know what the community has to offer.

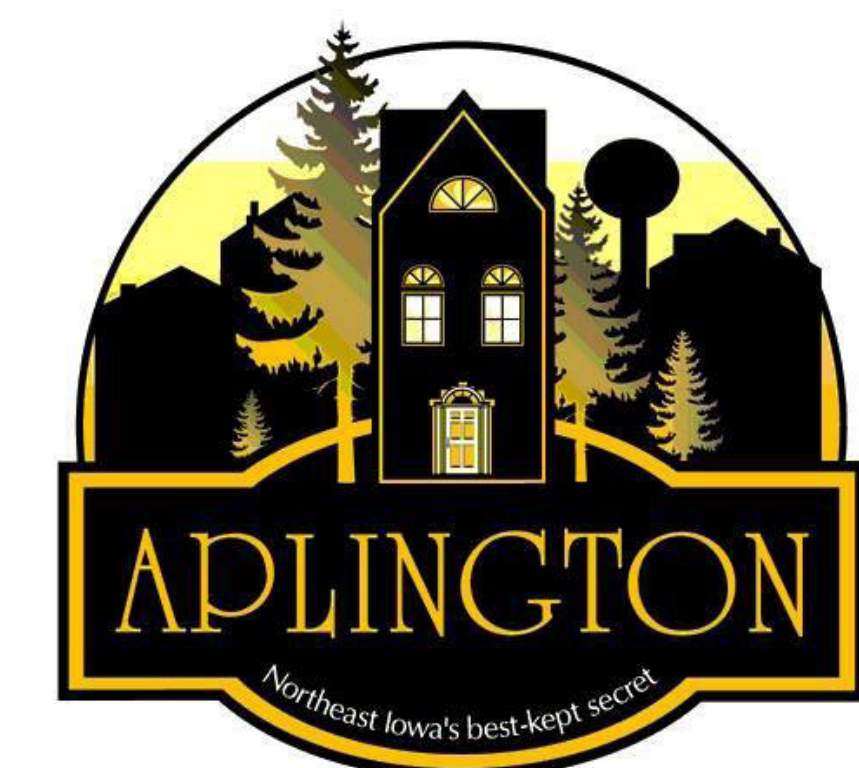
The committee mentioned the desire for a new town catchphrase that better portrays Aplington. The existing phrase on the entrance signage is, "Northeast Iowa's best-kept secret" and the design team is proposing, "A Place to Call Home," to capitalize on what a great community Aplington is in which to live and raise a family. This rebranding hopefully tells visitors that Aplington is a great destination for people to feel comfortable and build lifelong memories with friends and family.



Proposed entry signage concept



Proposed destination signage



Existing Aplington logo and phrase

Aplington Way-finding & Signage

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