

Community Identity

Community identity/branding encompasses the core elements that make a city unique and special to those who work, live, and visit. Through the visioning process the visioning committee concentrated on "visual" identity components that include: an updated city logo, unified styles for site amenities such as decorative lighting, and a complementary way-finding signage system that includes a community cap and banners.

Unified and complementary signage, lighting, site amenities (e.g. benches, trash receptacles and bike racks), as well as a city logo, can all be powerful components in successfully establishing a visually aesthetic and cohesive looking community.

Logos, together with way-finding systems, are an effective tool in creating character and a "sense of place" for a community. A city logo or seal and its repetitive use is important in creating an identity specific to Calamus, essentially "branding" the city.

Way-finding signage and light banners, as well as signage for the local park and public buildings that incorporate the city's logo and color palette, can greatly strengthen a community's identity and provide a quick visual graphic for visitors, showing where the primary streets and public places are. The use of way-finding signage like that shown on this board, especially along the U.S. 30 corridor, allows for the reduction of directional signage, which results in a cleaner and more organized look, thus reducing distractions.

In addition to banners and signage, decorative vehicular lighting along primary streets and downtown can strengthen community identity while improving the streetscape character, aesthetics, and nighttime safety. It also aids in allowing visitors unfamiliar with Calamus to navigate to the important public destinations.

Calamus citizens take great pride in having the Cal-Wheat elementary school in their community. The residents are very supportive of the school system and want to use the same Warrior blue and gray color as their city's color palette.

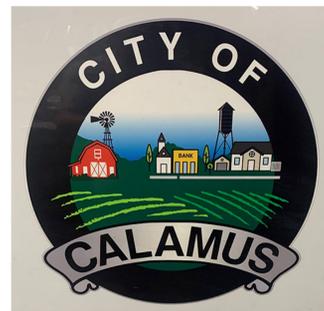
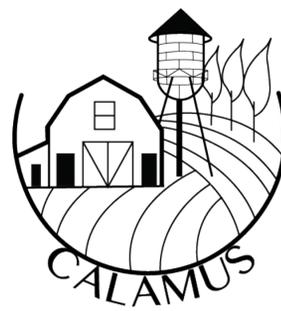
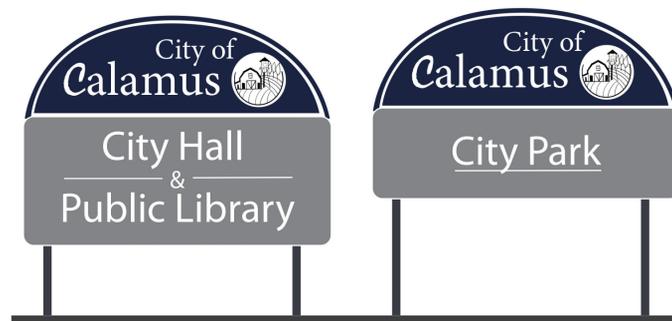


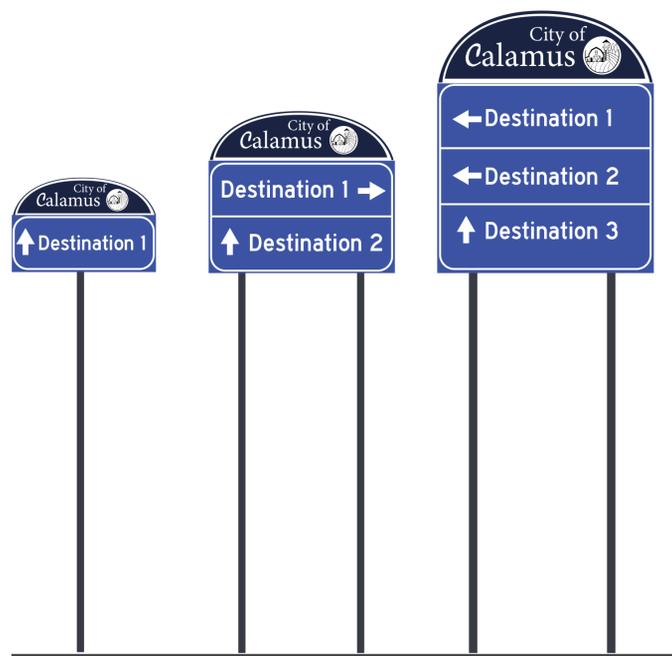
Photo 9a: Existing city logo



Concept 9b: Updated Logo



Concept 9c: Way-finding identity signage for public places



Concept 9d: Way-finding directional signage, DOT standard blue with Calamus's community cap

City Logo

The updated logo simplifies the existing one, making it easier to quickly discern. While color can be added, it is recommended by the design team that color application be done sparingly and just for the line work.

As can be seen on this board, the logo is incorporated into the signage to increase its visibility for branding.

Way-finding Signage

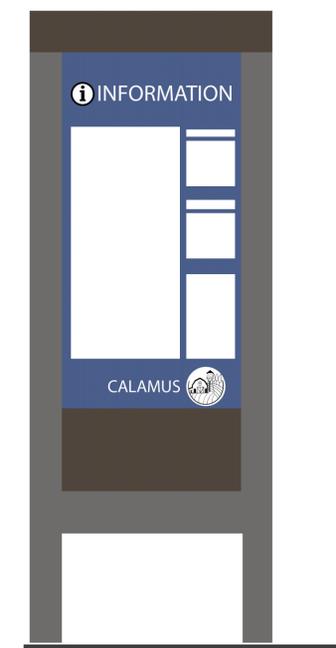
The way-finding signage family for Calamus consists of identity signage for public places (concept 9c), directional signage (concept 9d), banners for the primary corridors and downtown (concepts 9e & 9f), and informational kiosks (concepts 9g-9i). Proposed concept illustrations on the following boards will integrate some of the way-finding concepts shown on this board.



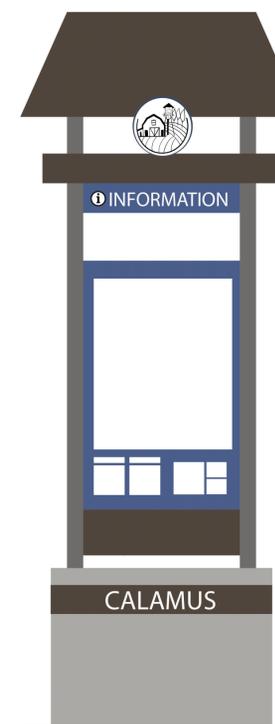
Concept 9e: Light banners for vehicular lighting along primary streets; alternate banners



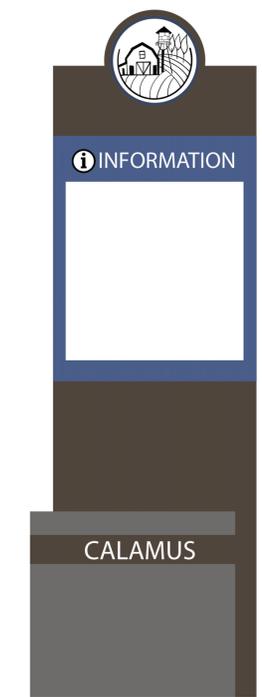
Concept 9f: Light banners for vehicular lighting downtown; alternate banners



Concept 9g: Information kiosk style 1



Concept 9h: Informational kiosk style #2



Concept 9i: Informational kiosk style #3



Community Identity

FLENKER LAND ARCHITECTURE CONSULTANTS, LLC

LA: Meg Flenker, PLA, ASLA, CPESC, CPSWQ

Interns: TJ Hillberry, Paola Monllor-Torres and Ethan Morrow

Iowa State University | Trees Forever | Iowa Department of Transportation

