Identity/Signage

Clarion has many existing signs with their logo throughout the community. A major priority for the community is to define their identity. Clarion defines their identity with consistent use of a family of site furniture and visually cohesive signage. On this page are several options for alternative branding and the various applications for their use.
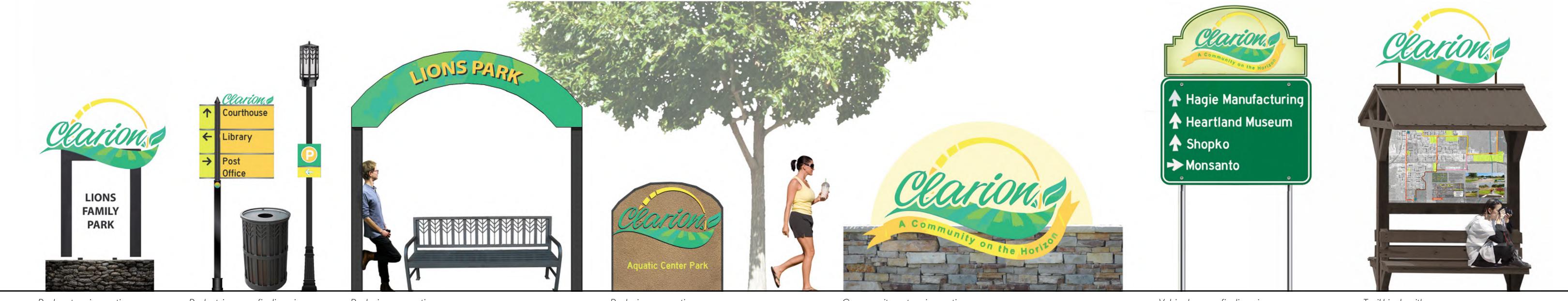
Signage Legend

Type	Existing	Proposed
Entry	●	✳
Parks	●	✳
Way-Finding	●	✳
Historical	●	✳
Trails		✳

Existing and proposed signage plan.

Existing Clarion airport sign.

Existing Clarion entry sign.

Existing light pole retrofitted with "Spencer" style lanterns.

Downtown Banner Design Options

Design 1   *Design 2*   *Design 3*

"Spencer" Series site furniture family. The City of Clarion currently has this style of site furniture throughout the community.

Park entry sign option.

Pedestrian wayfinding signage.

Park signage option.

Park signage option.

Community entry sign option.

Vehicular wayfinding signage.

Trail kiosk with map.

Clarion
Identity/Signage Typologies

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Iowa's Living Roadways
community visioning