

Plan showing existing and proposed signage types throughout the community.

Way-finding and Branding

Corning has multiple entrance signs with various styles that sit at the North and West entrances into the community. Additional way-finding signage located at strategic sites throughout the community will help to orient both residents and visitors. Corning boasts an abundance of recreational opportunities, that would greatly benefit from these types of way-finding signage.

The most effective signage is that which displays information in a clear and consistent manner. Creating a consistent family of signage throughout the community will help to enhance Corning's identity. Here are several options for alternative branding inspired by community amenities , such as the lakes and Opera House, as well as the various applications for their use.



Existing Park Entry Sign

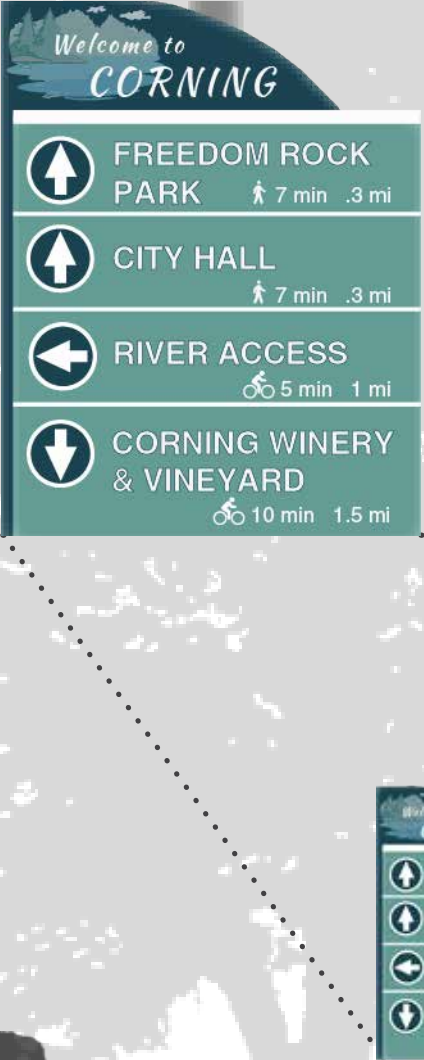


Existing Park Entry Sign

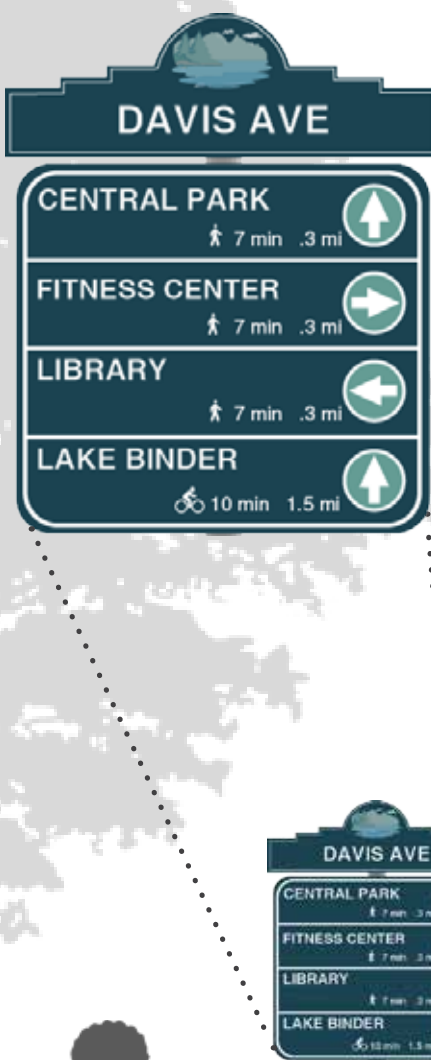


Existing Community Entry Sign

Way-finding Enlargement 1



Way-finding Enlargement 2



Entry Sign

Park Entry Sign

Trail Signage

Pedestrian Way-finding Sign Style 1 & 2

Vehicle Way-finding Sign Style 1 & 2

Banner Designs



Way-finding Signage

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Iowa State University | Trees Forever | Iowa Department of Transportation

