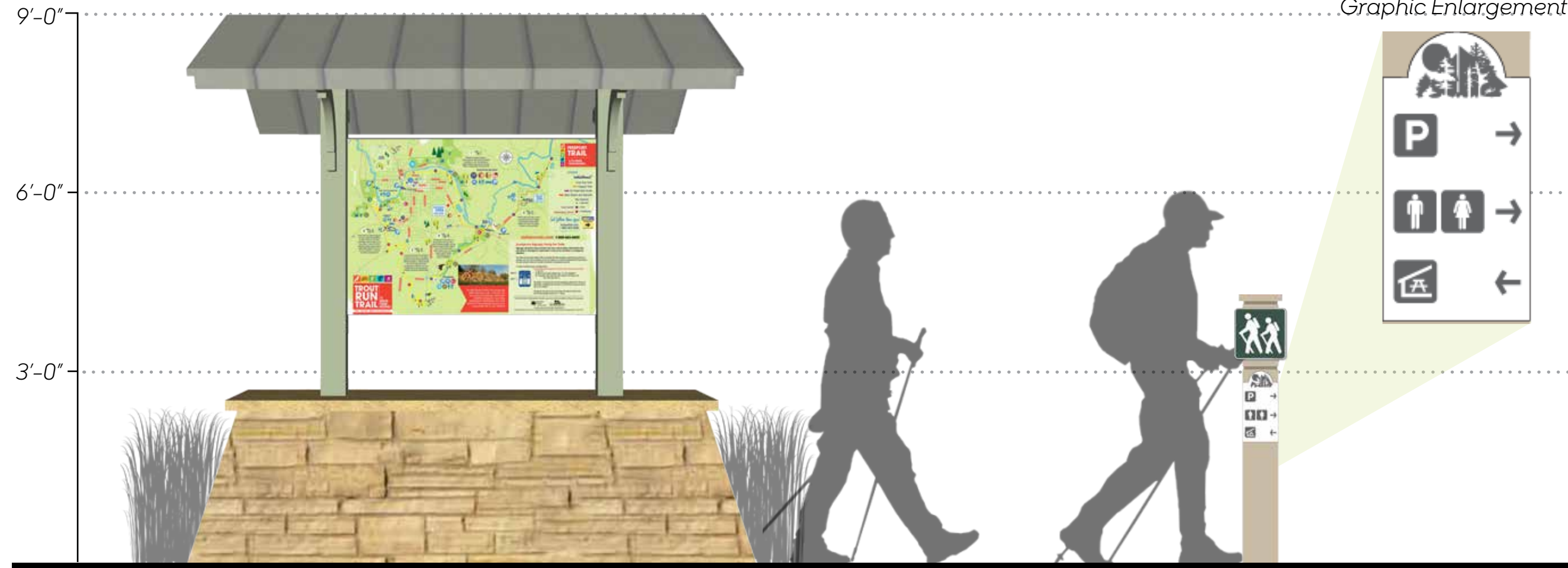


Plan showing existing and proposed signage types throughout the community.



Trailhead Sign Trailhead Way-finding Sign

## Way-finding and Branding

Decorah has many existing signs with various styles and logos throughout the community. There are park entry signs, as well as some pedestrian way-finding and historic signage along Water Street. Prominent community entry signs are located east and west of the city.

A cohesive family of signage throughout Decorah enhances community and visitor access to recreation and business throughout town. Signage fabrication in conjunction with the high school welding program is an added educational outreach opportunity. Shown are several options for alternative branding inspired by existing Decorah signage and the various applications for their use.



Existing Park Entry Sign Existing Banner Existing Historic Signage Existing Downtown Kiosk



Gateway Sign Pedestrian Way-finding Sign Style 1 & 2 Vehicle Way-finding Sign Style 1 & 2 Existing Downtown Light Fixtures and Proposed Banner Styles

# Decorah

## Way-finding/Branding

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 Iowa State University | Trees Forever | Iowa Department of Transportation

