

Signage Locations



City Rebranding

The city of Dunlap recently updated its branding to reflect a more modern aesthetic. Shown on the right, this branding combines block lettering and delicate script with bold but simple coloring. These designs will be included in the city's way-finding signage in the near future.

The images below include examples of the mural campaign developed by the city as an additional form of branding and tourism promotion. Created in the summer of 2021, these six murals were both designed and painted by members of the community.



Primary town logo design and fonts



Branding type and colors for signage



Secondary logo



Town seal

Public Art: Dunlap Mural Walk



a. Boyer Valley FFA Mural



b. Bonsall's Mural



c. Welcome Mural



d. Smitty's Mural



e. Lincoln Highway Mural



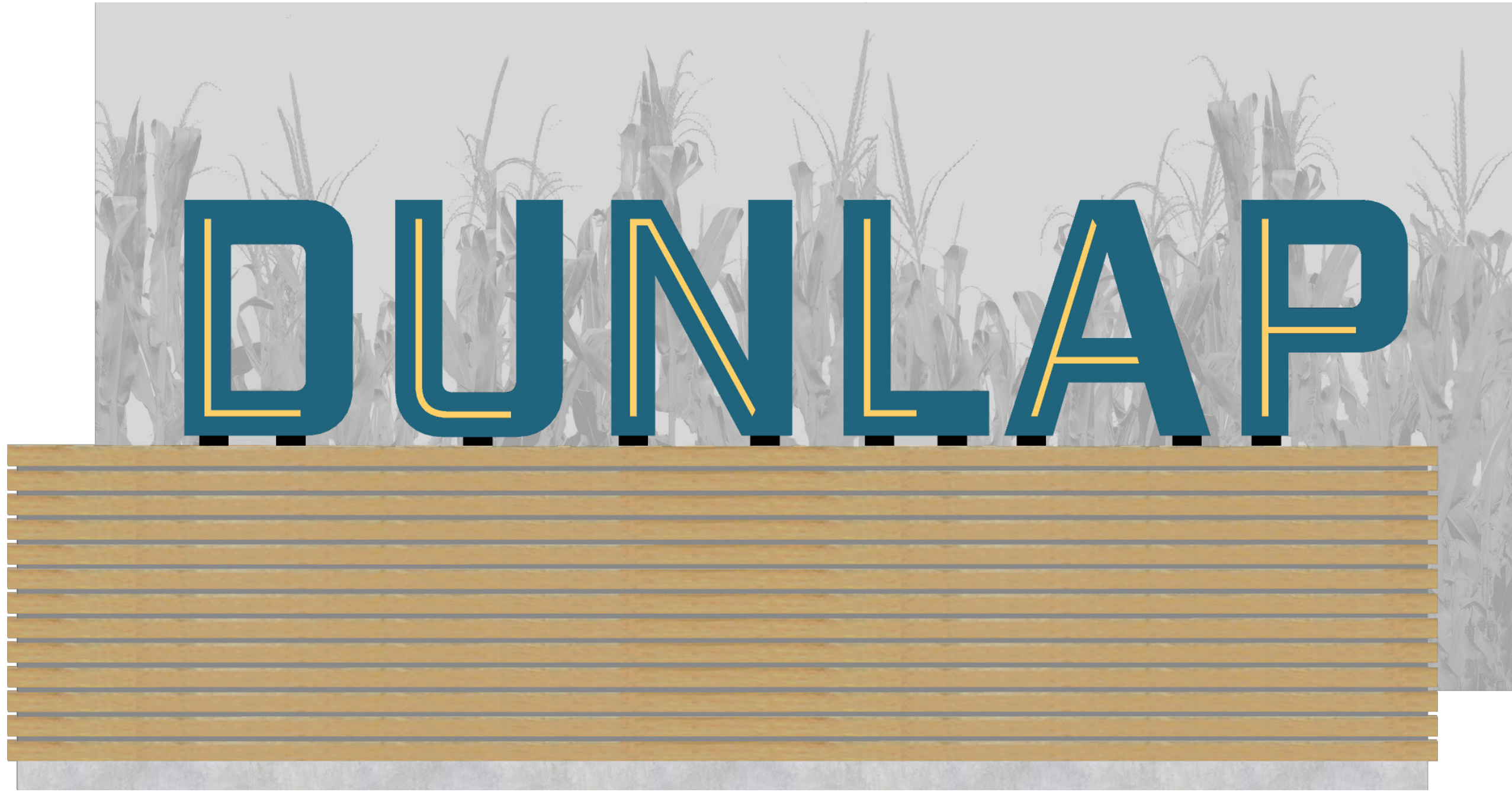
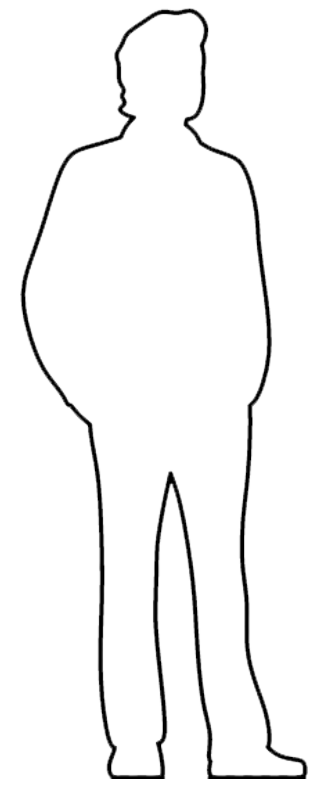
f. Veteran's Mural

Legend

- Proposed Entryway
- Existing Signage
- City Way-Finding Sign
- Mural Walk Location
- Proposed Trailhead

The map above highlights the locations of Dunlap's proposed signage, including entryways, way-finding, and trail head, and murals as part of the city's collective branding. This plan proposes removing an existing historic sign (located north of Proposed Entryway "1" shown above) and replacing it with a sign on the iconic Cogdill grain bin adjacent to the original site. The city's way-finding signage and mural walk destinations are concentrated near Iowa Avenue. Boards 10b-c illustrate design proposals for entry signage located at the north (1), south (2), and east (3) entrances into Dunlap.

Proposed Entryway Signage



Farmland in Dunlap, Iowa



Material inspired by corrib siding



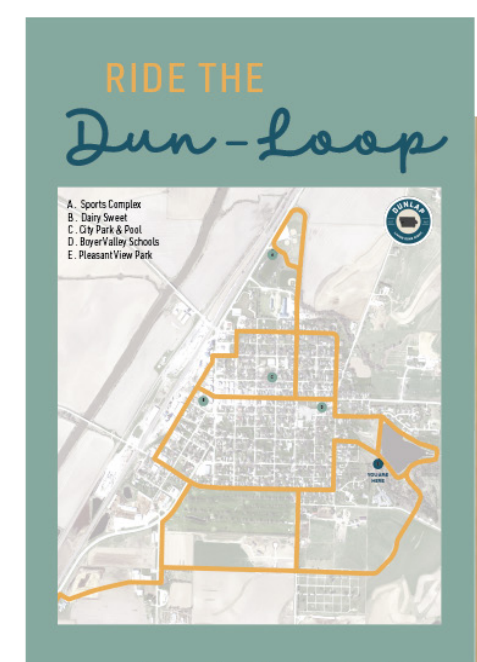
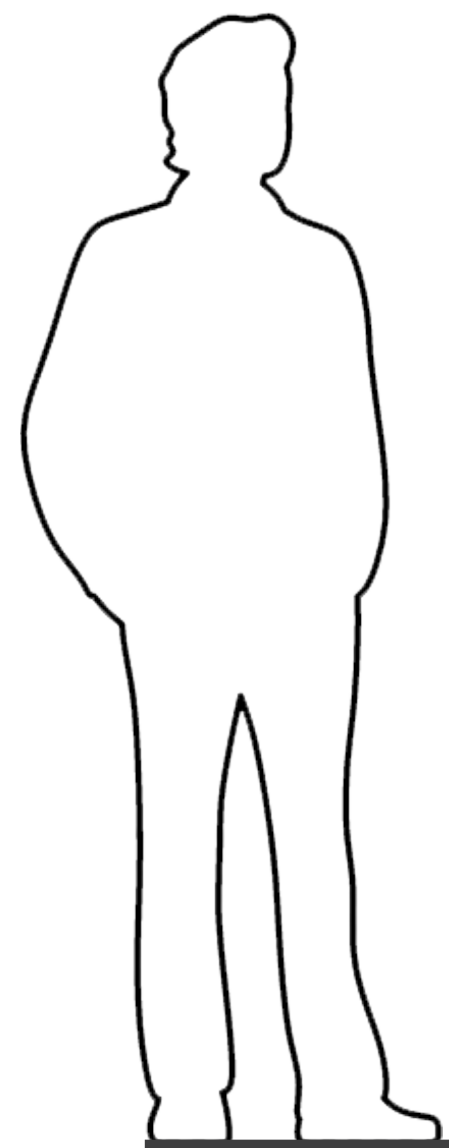
Pattern inspired by dry cornstalks

Inspiration & Context

The inspiration for Dunlap's entryway signage is a blend of traditional agrarian materials and clean, contemporary design. A concrete base supports a series of horizontal wood slats inspired by corn crib siding. The city's name is shown in stand-alone block letters that reflect the colors and typeface seen in the city's updated branding. These letters stand against a metal paneling backdrop patterned with an abstracted design inspired by dry cornstalks.

The team also created a signage family to complement the entryway's material and design concept. This additional signage includes way-finding signs, trailhead and distance markers, and large metal letters (shown in detail below) to attach to the Cogdill Grain Bin.

Additional Signage



Potential designs for trailhead signage and incremental distance markers

Future way-finding signage as designed by the city

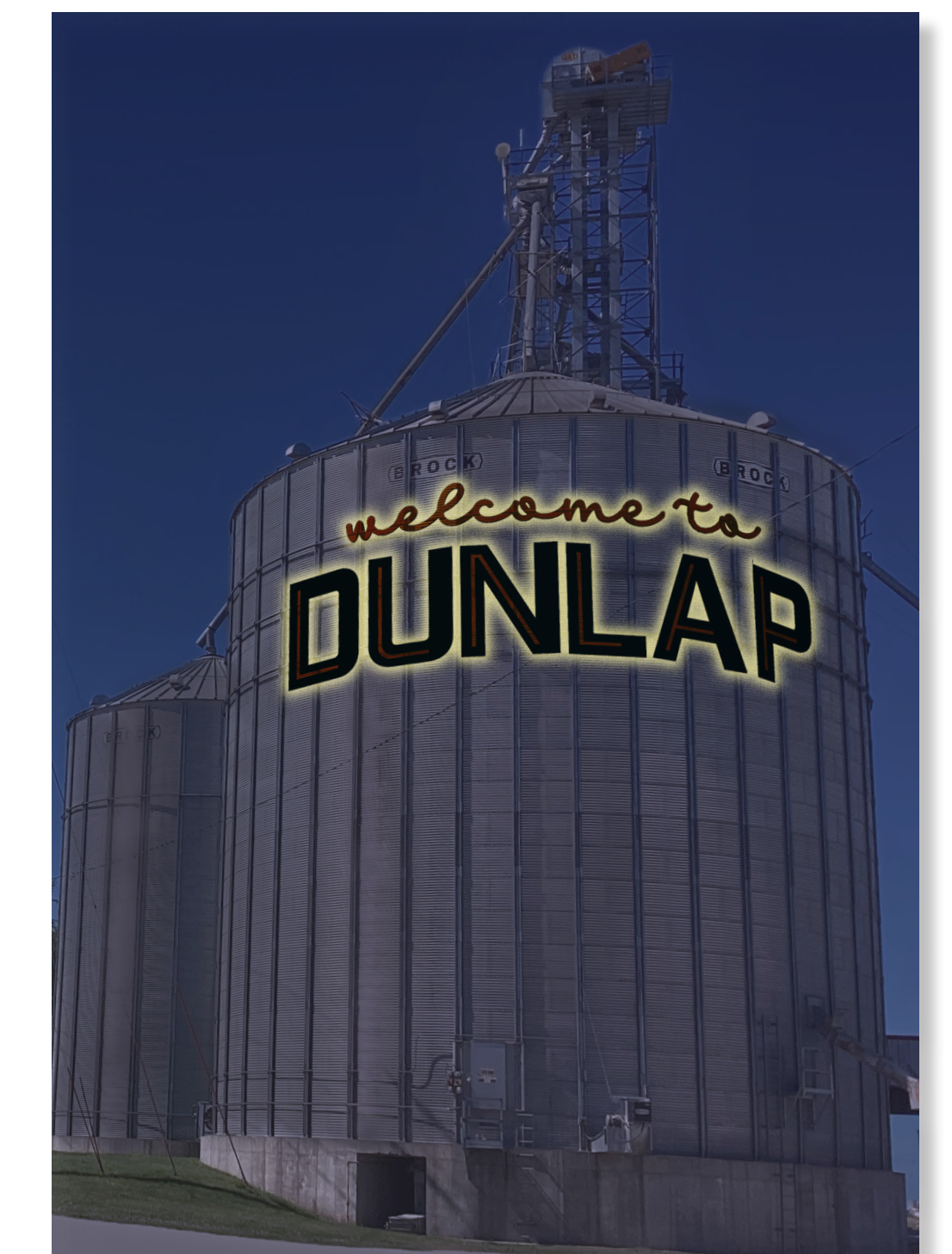
Entry Sign 1: Cogdill's Grain Bin, Northern Intersection of US Highways 30 & 37



Existing location for Entry Sign 1



Rendered view of Entry Sign 1



Letters are backlit to be visible at night

Dunlap Signage Family

RDG Planning & Design

LA: Bruce Niedermyer, PLA, ASLA, LEED AP
Intern: Olivia Bolton

Iowa State University | Trees Forever | Iowa Department of Transportation



Entry Sign 2: Southern City Limits from US Highway 30

The rendered image and annotated drawings below depict a potential entryway sign for location "2" near the southern city limits of Dunlap. The sign would be visible on the right-hand side of the roadway while traveling north on US Highway 30.

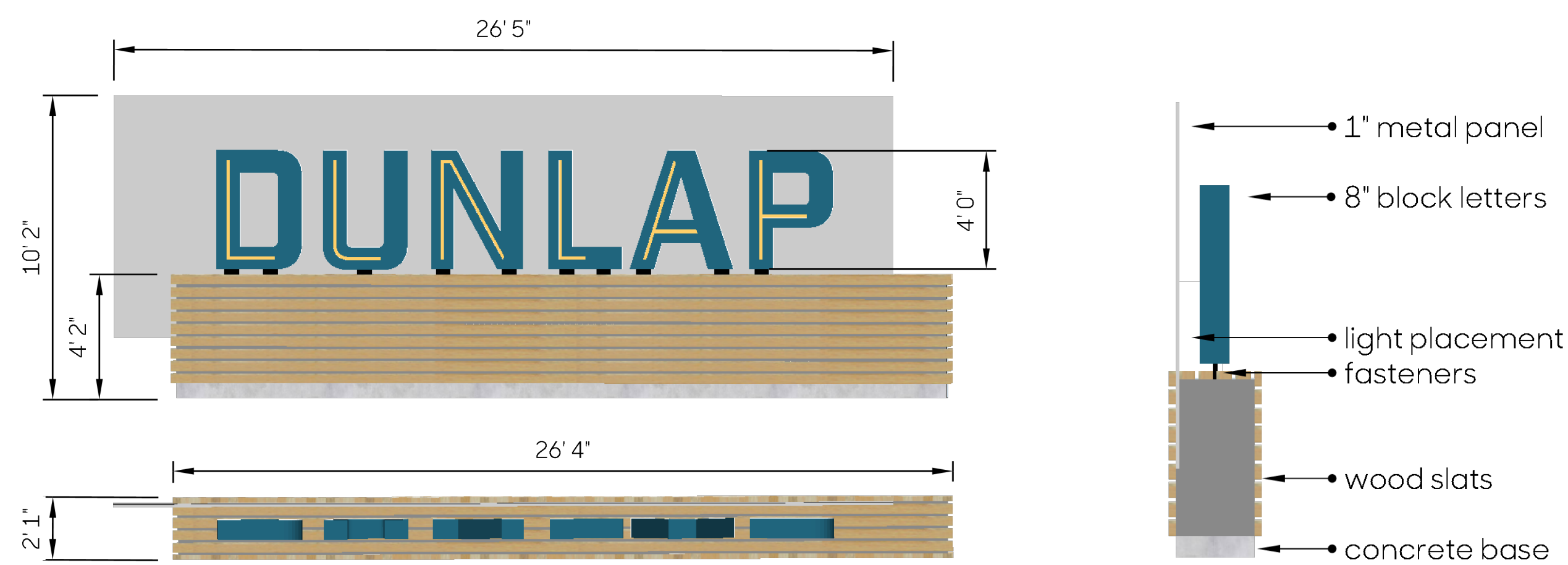
The sign's design includes block lettering painted to complement Dunlap's branding colors. During the day, the textured design on the metal panel backdrop is visible. The detail drawings below include a front, aerial, and side view.



Existing location for Entry Sign 2



Daytime rendered view of Entry Sign 2, with painted block letters in front of a textured metal panel



Entry Sign 3: Eastern City Limits from Highway 37

The rendered image and annotated drawings below depict a potential entryway sign for location "3" near the eastern city limits of Dunlap. The sign would be visible on the right-hand side of the roadway while traveling west on Iowa State Highway 37.

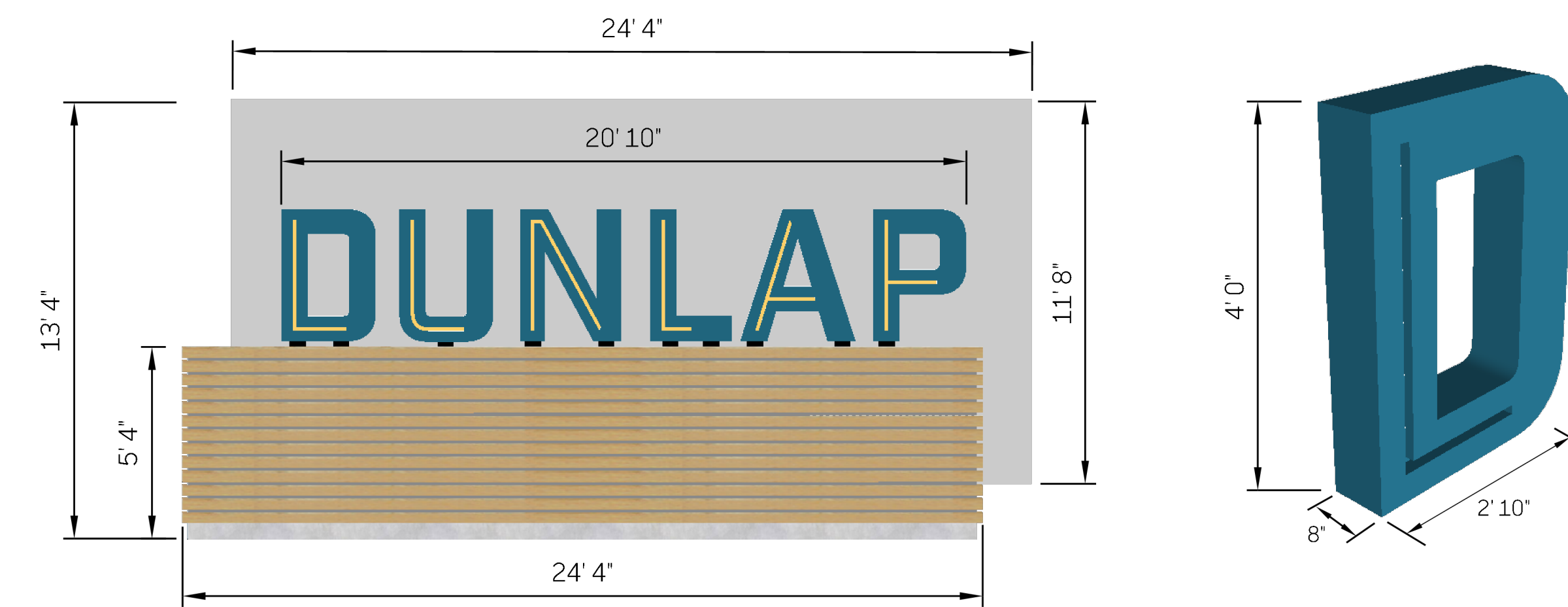
The sign's design includes similar block lettering and metal panel texture to sign "2", but the sign itself is scaled up to accommodate a larger setback. At night, lighting behind the letters reflects off of the panel to create a soft glowing effect.



Existing location for Entry Sign 3



Rendered view of Entry Sign 3, with signage letters backlit against the metal panel to be visible at night



Dunlap Entryway Signage

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