

Community Identity

A city logo is an effective tool for creating community identity. A city logo needs to be quickly and easily identifiable and should draw on the uniqueness of the community. When discussing with the committee members what they felt best embodied Garrison, many expressed the idea of moving forward or new beginnings. They cited the water tower and Old Creamery Nature Trail as important elements of Garrison and views that symbolized to them that they were "home." Committee members felt that it was important to incorporate a tag line into the logo. The tag line they wanted incorporated is displayed on a wall in the city library and reflects the community's spirit.

The design team developed numerous logo concepts, with the three shown on this board selected as the preferred three by the steering committee. All concepts use the same font as the existing entryway sign coming in from the south on Sycamore Avenue. A biker and walker reflects the Old Creamery Nature Trail and the rising sun symbolizes new beginnings and hope. Option 1 incorporates the silhouette of the historic water tower in the background against the sun. Option 2 consists of a prairie silhouette harkening back to Iowa's native landscape. Option 3 is a combination of 1 and 2 with both the water tower and prairie.

The conceptual image edit below illustrates the proposed concept for the community entryway along Sycamore Avenue driving in from the north. The sign reflects the existing signage on the south end. Formal native plantings are shown around the sign and a native prairie is shown in the right-of-way. A mowing edge is utilized to minimize maintenance and provide a clean, well-manicured look. This concept can be incorporated into all entryways in Garrison.



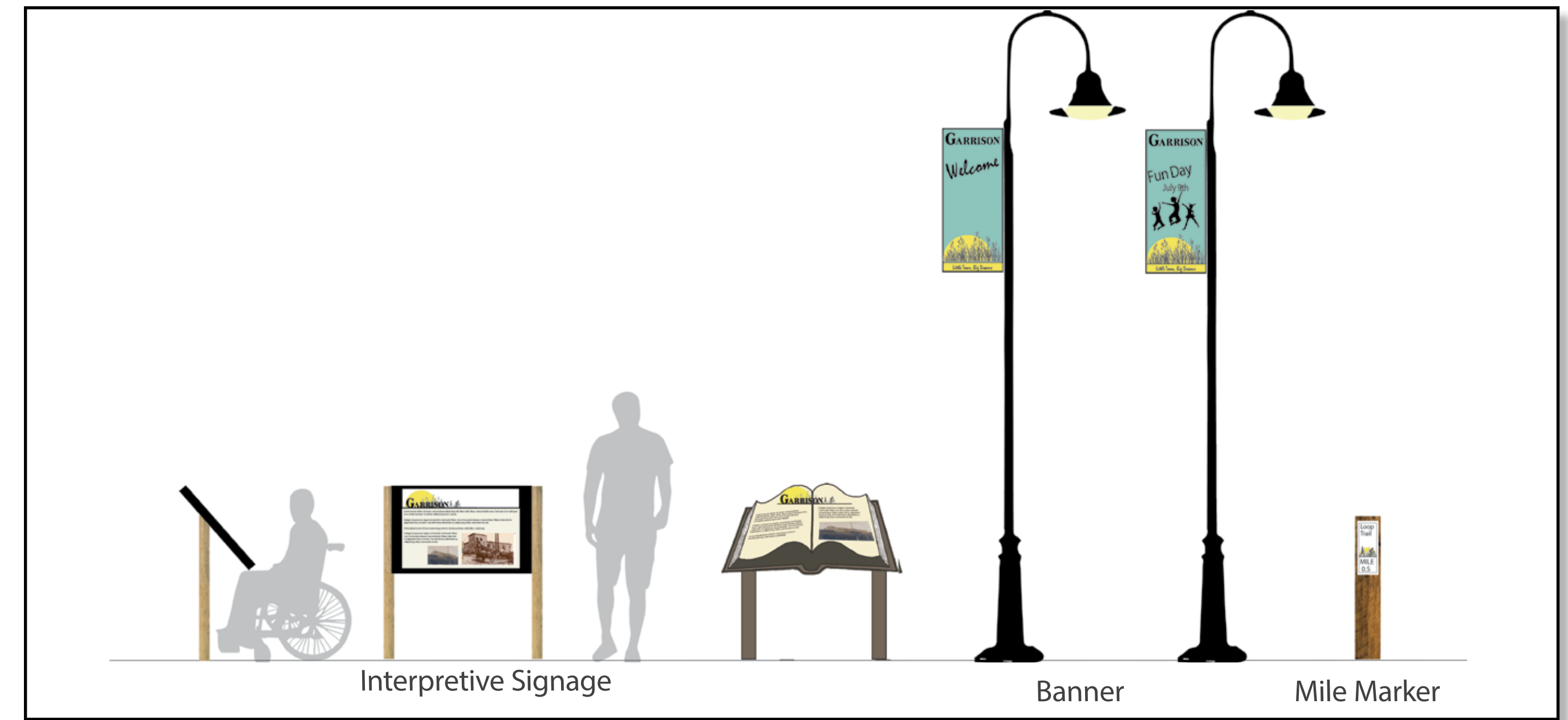
Logo Option 1: Water tower.



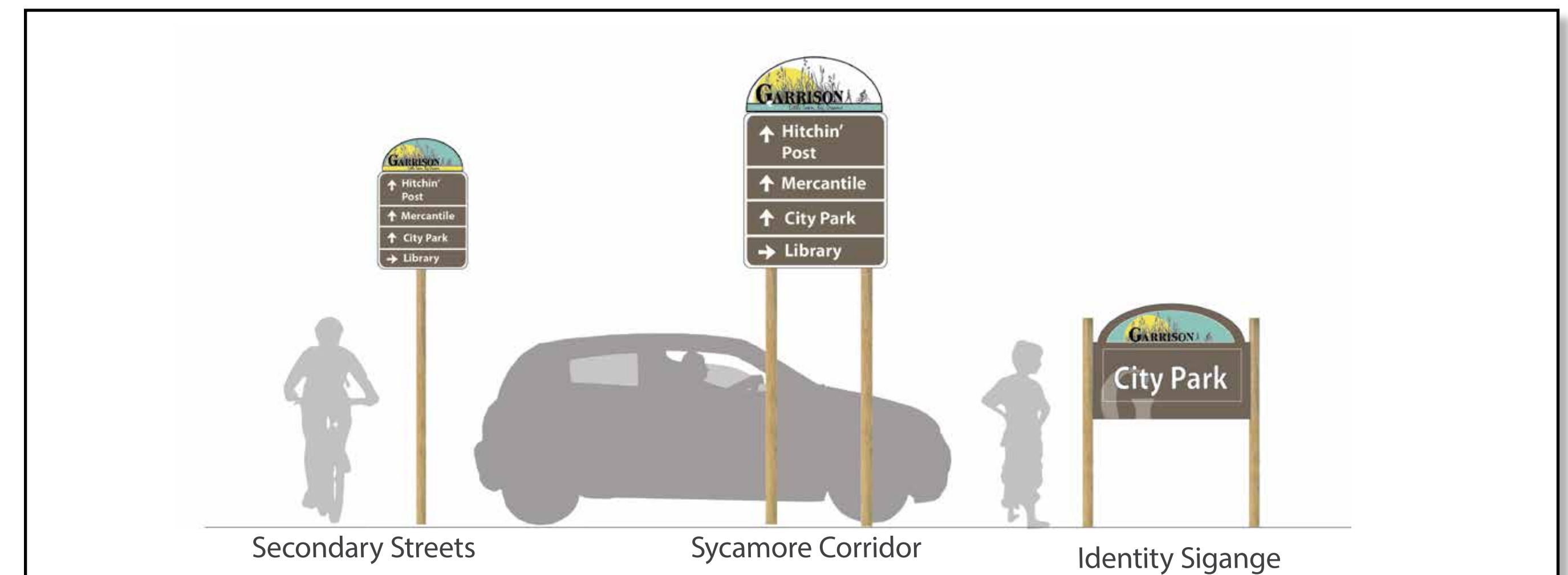
Logo Option 2: Prairie.



Logo Option 3: Combined water tower and prairie.



Way-finding signage concept (continued below).



Way-finding signage concept (continued from above).



North Sycamore Avenue existing conditions.



South Sycamore Avenue existing entryway signage.



Conceptual photo edit 1.

Way-Finding and Identity Signage

Utilizing way-finding signage throughout the community will help in reinforcing Garrison's identity. Incorporating a cohesive signage family helps direct visitors to appropriate destinations not easily seen from primary travel ways such as Sycamore Avenue or along the Old Creamery Trail.

The design team created an example of a way-finding signage family which is shown on this board. The example shows the Option 2 logo as a place holder; the final chosen logo should be used.

Interpretive signage is proposed along the Old Creamery Nature Trail near historic sites in order to provide information to trail users. Light pole banners incorporate the city's logo and can be customized for certain events and are used along Sycamore Avenue and Main Street on decorative street lights.

Identity signage helps people know they have arrived at their destination. Public places such as parks and civic buildings utilize identity signage to aid in way-finding and strengthening a community's identity and signifying public places.

Garrison

Community Identity, Way-finding and Entryway Enhancements

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Iowa Department of Transportation Trees Forever ISU Landscape Architecture Extension ISU Extension Community and Economic Development

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