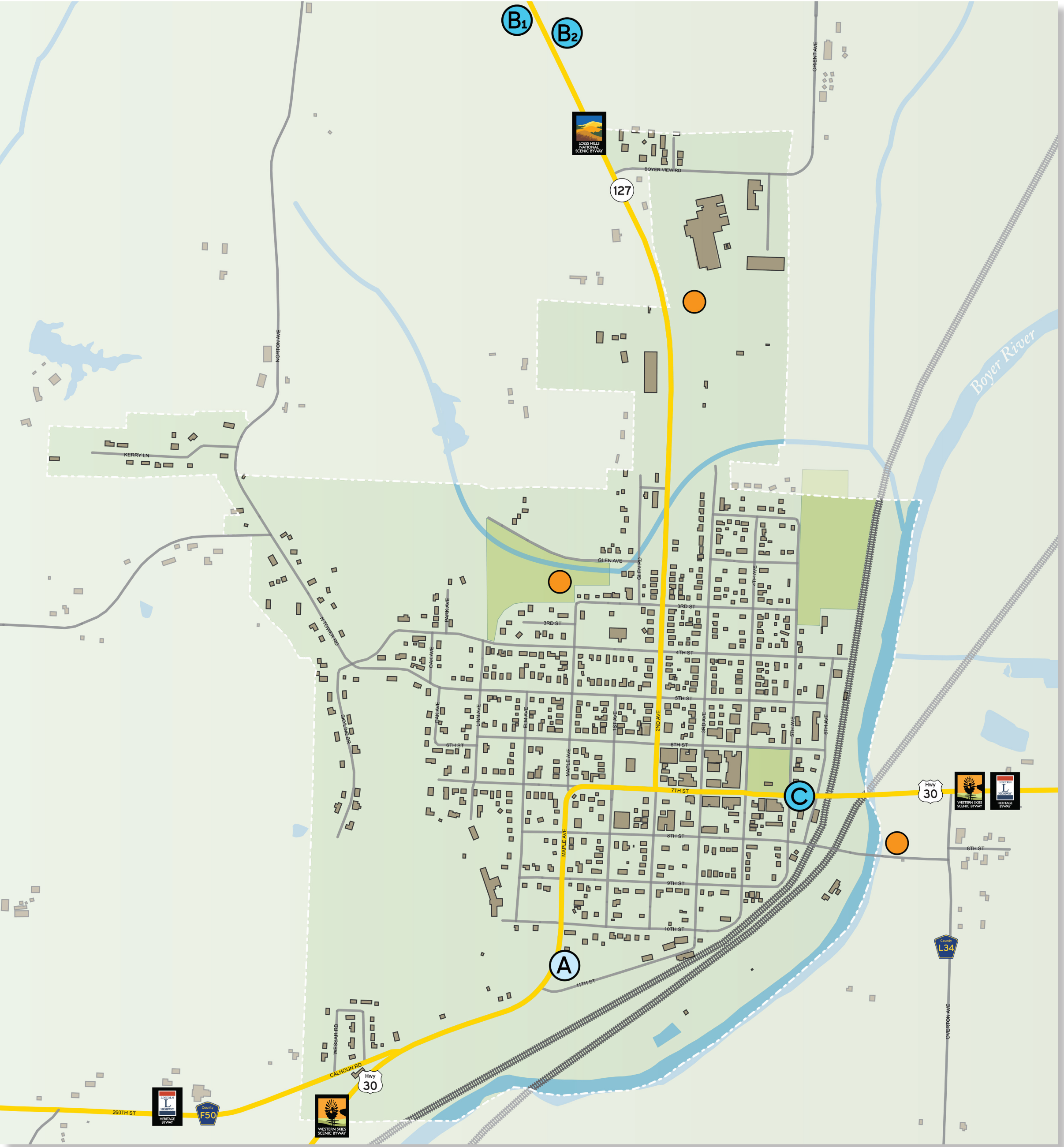


Signage Locations



Legend

Proposed Entryway

Existing Signage

Proposed Trailhead

The map above depicts the locations for one existing and two proposed entryway signs. These entry signs and the complementary signage family create an established graphic brand for Logan. The images on the right highlight Logan’s historical and geographical context. The proposed signage takes inspiration from local structures and graphic designs from the Iowa Scenic Byways.

Logan
Community Identity

Existing Branding

Existing branding for Logan includes a small landmark entry sign on US Highway 30, a memorial to mark Logan’s founding in 1867, and the town seal. The signs are characterized by traditional typefaces and materials, mainly stone, and primary colors found in the town seal. The existing entry sign was designed and implemented during Logan’s participation in the Community Visioning Program in 2000.



Existing entry sign (located at "A") on US Highway 30



Existing memorial to Logan's founding



Current town seal

Context & Inspiration

Historic Logan Structures



Truss structure on Logan's Wagon Bridge



Historic downtown Logan, 4th Avenue, image from Grinnell College Digital Library



Harrison County courthouse, image from Grinnell College Digital Library

Iowa's Scenic Byways



Iowa's byways overview map, from the Iowa Byways Travel Guide



Road sign for Logan's three scenic byways, photo from Logan, Iowa town website



Lincoln Highway Heritage byway, photo by Mike Kelly



Western Skies byway, photo by Kenneth G. West Jr.



Loess Hills byway, photo by Kenneth G. West Jr.

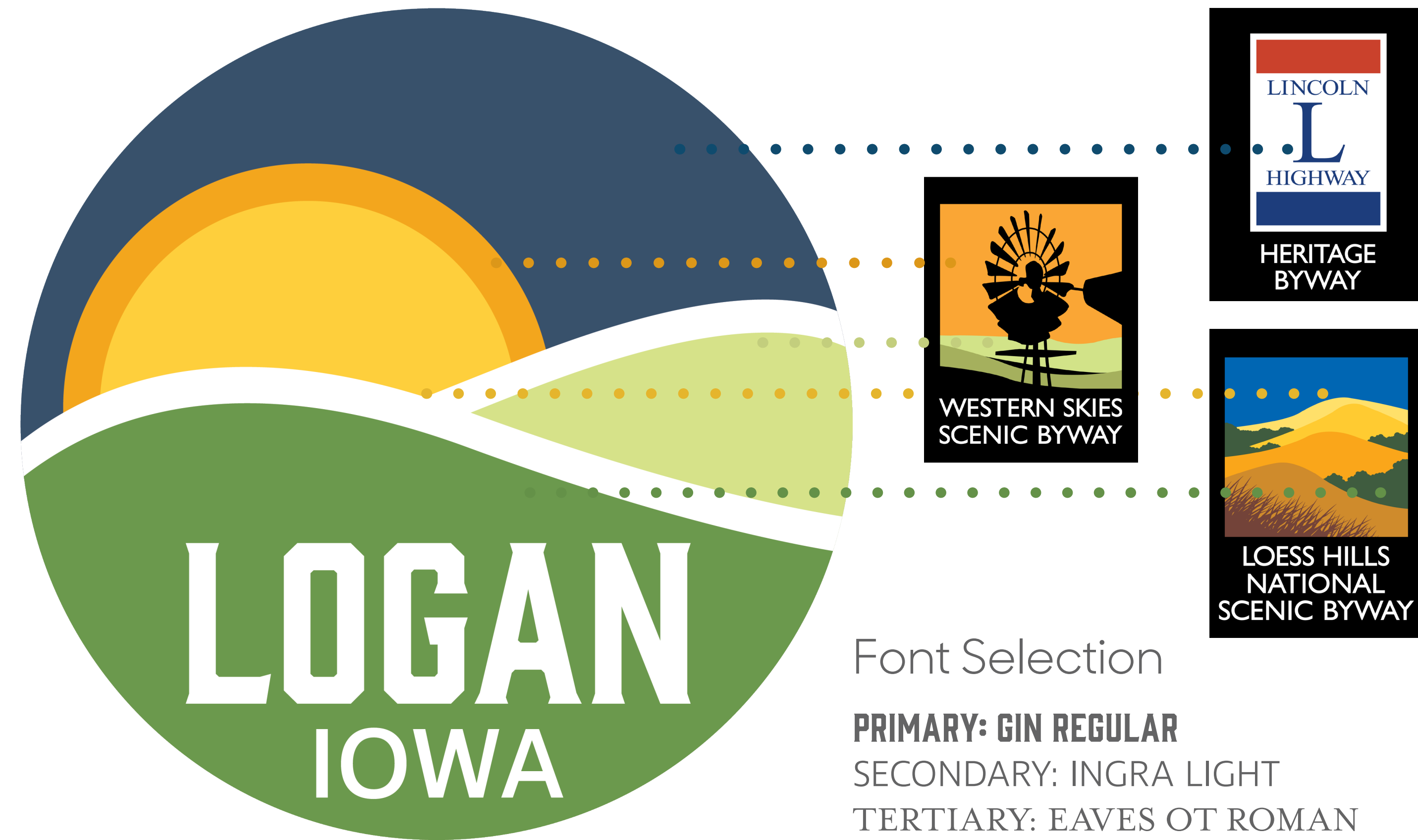
RDG Planning & Design

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

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Proposed Branding



Entry Sign A: US Highway 30 Existing Sign Update

The new branding aims to simplify the existing seal and create a consistent template for various types of signage throughout Logan. The proposed graphic, seen above, incorporates colors from each of the scenic byways which pass through Logan: Lincoln Heritage, Western Skies, and Loess Hills. The design features rolling hills and a rising sun reminiscent of the original seal, adjusted to include intersecting white bands to represent the scenic byways.

The south entry sign, labeled "A," can maintain its existing location, but the text on the rock face should be updated with the new font selection and "welcome to" lettering.



Logan Branding & Entryway Signage

Entry Sign B: North of City Limits on Iowa Highway 127

Option B1: Billboard



The landscape architecture team and steering committee discussed two design proposals for the north entrance into Logan, labeled "B1 and B2." Option B1 shows a billboard on the righthand side of Iowa Highway 127. This billboard, as a more cost-effective alternate to Option B2, features a graphic design to complement the proposed branding and a potential option for a town slogan.

Option B2: Hill Style



Option B2 complements the existing entry south entry sign "A." The design includes three separate panels with patterning similar to sign "A," which are layered on the lefthand side of the highway to create the appearance of land formations emerging from the Loess Hills. This alternative design provides a classic approach to the entryway that does not include the bold colors seen in the branding.

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Entry Sign C: East City Limits on US Highway 30

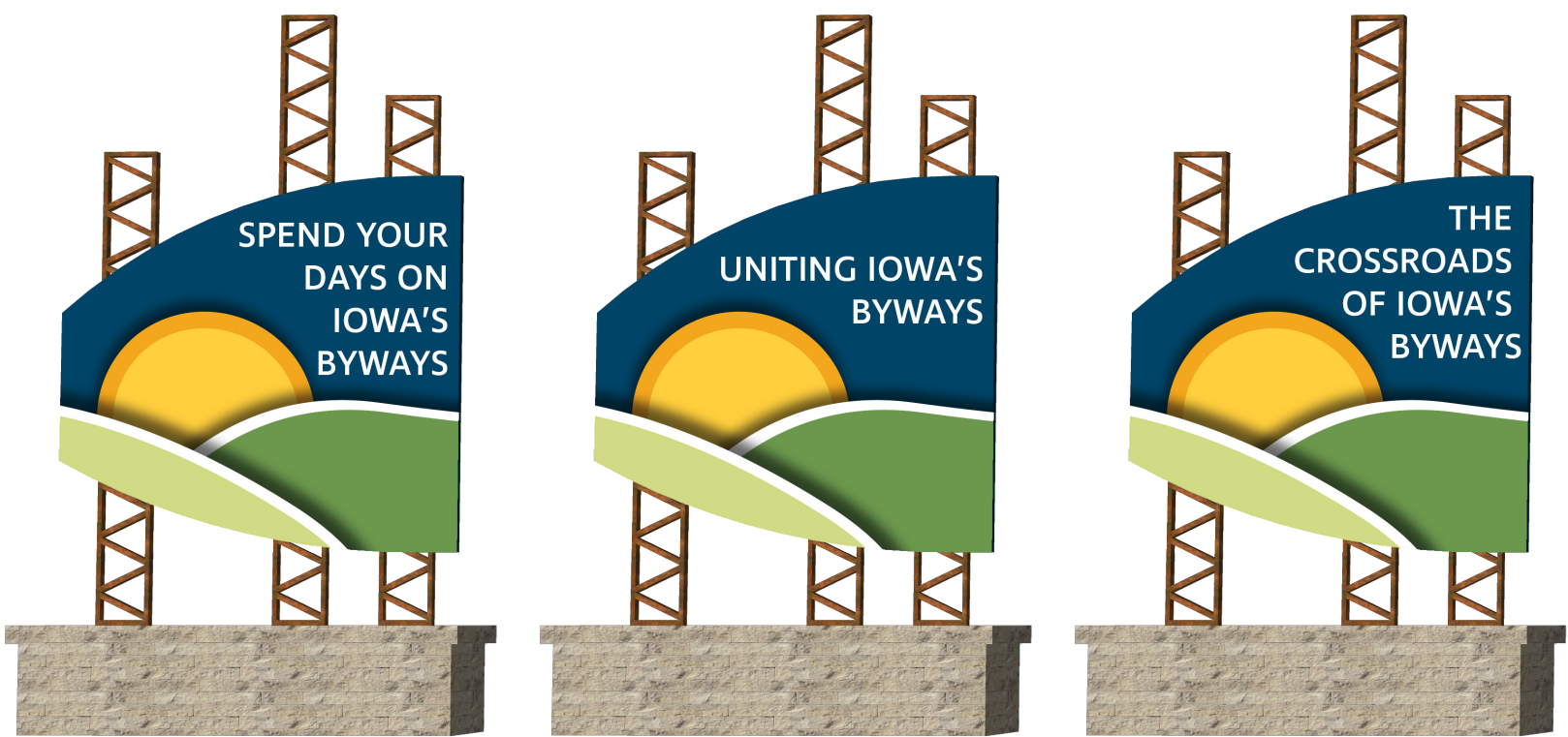
The eastern entrance into Logan is located immediately west of the US Highway 30 bridge over the Boyer River and adjacent to Logan's business district. To further establish a cohesive community identity, the design proposal features monuments on either side of the highway to create the appearance of a gateway into the business district.

The gateway's construction pulls from the Wagon Bridge and county courthouse, materials which are also showcased in the way-finding and historic markers for downtown and the trailhead and distance markers for the trail system.

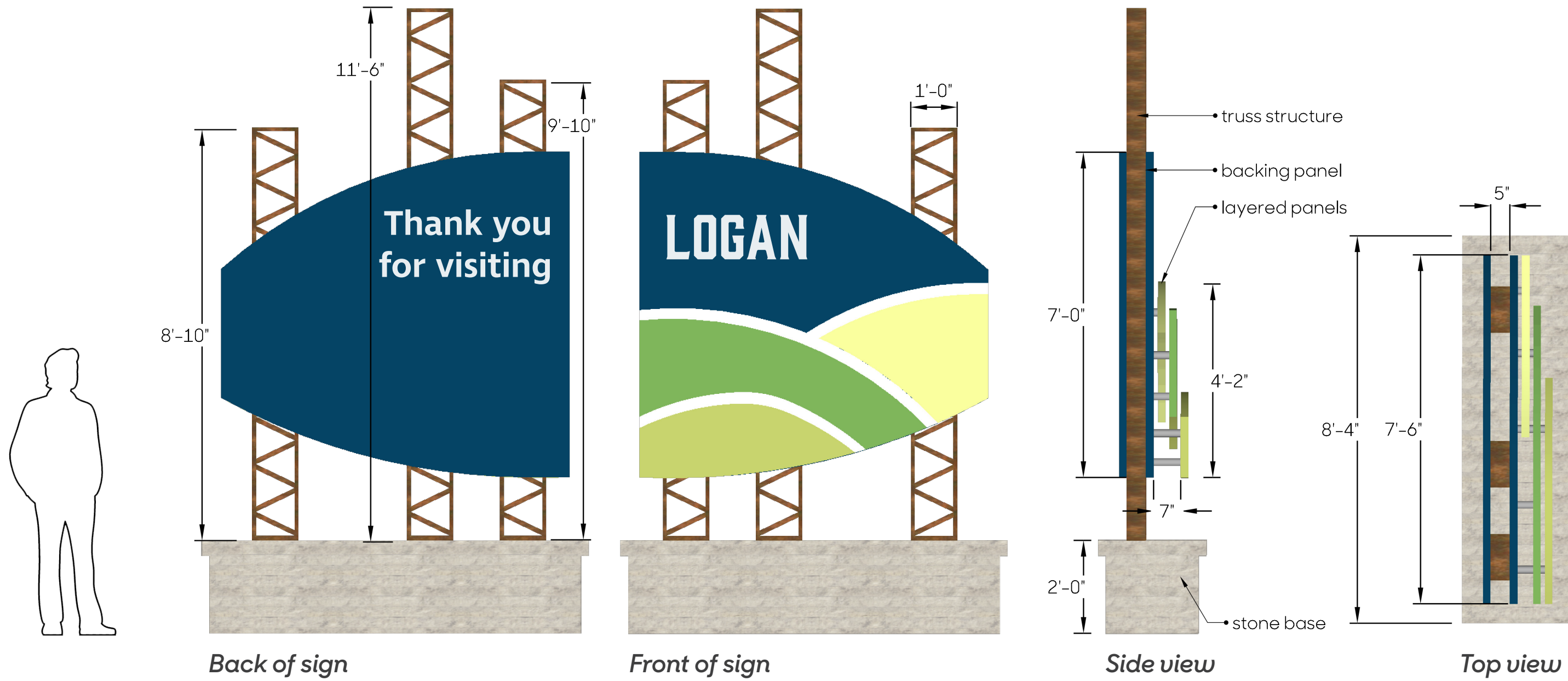


Town Slogan

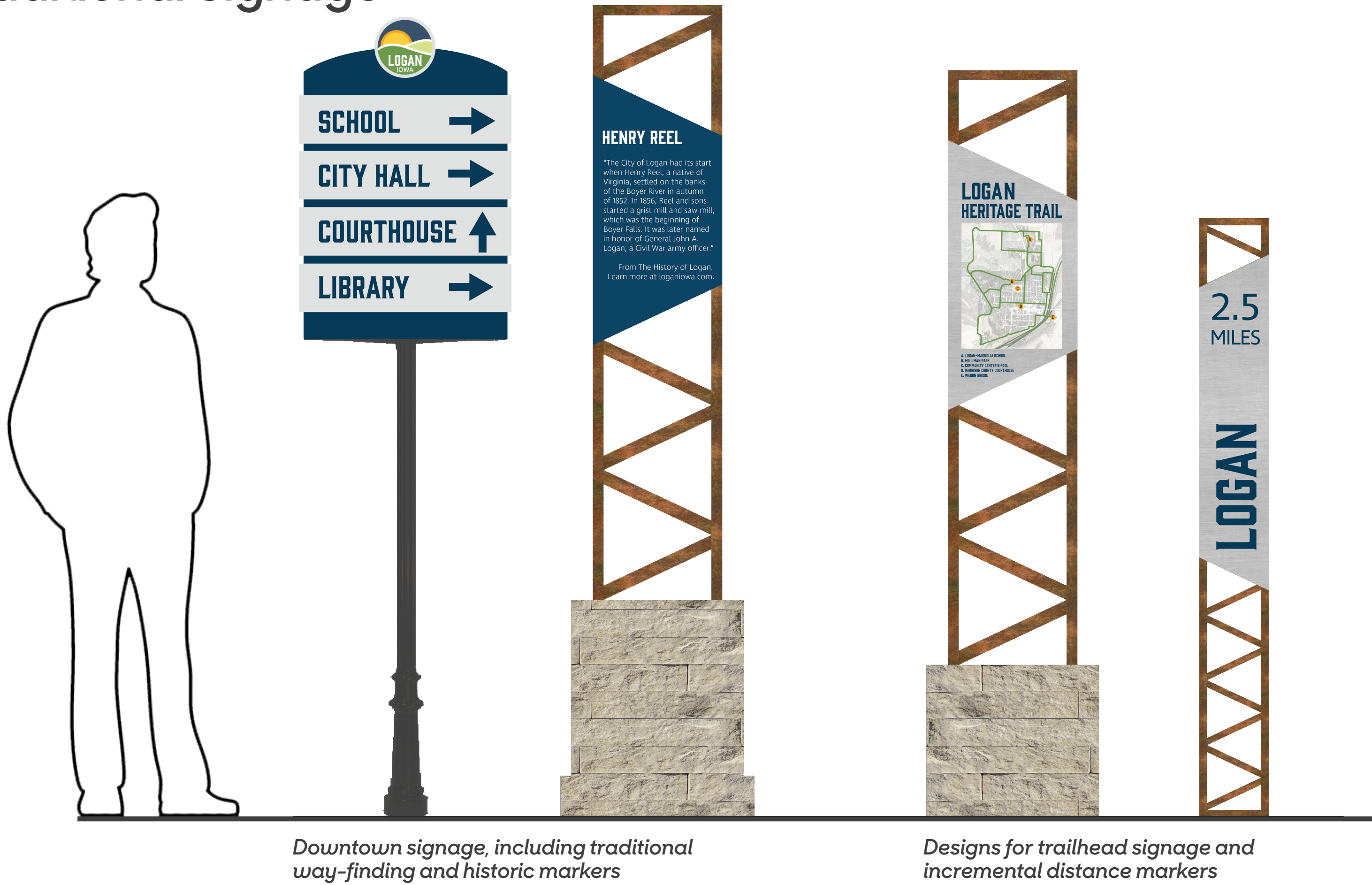
In addition to graphic branding, the design team and steering committee also discussed creating a town slogan. These ideas emphasized Logan's significance as the only town in Iowa to be located on three of Iowa's scenic byways. Some of the slogans that received positive feedback are featured on the right: "Spend your days on Iowa's byways," "Uniting Iowa's byways," and "The crossroads of Iowa's byways."



Logan East Entrance Gateway



Additional Signage



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Intern: Olivia Bolton

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