

### Existing Signage

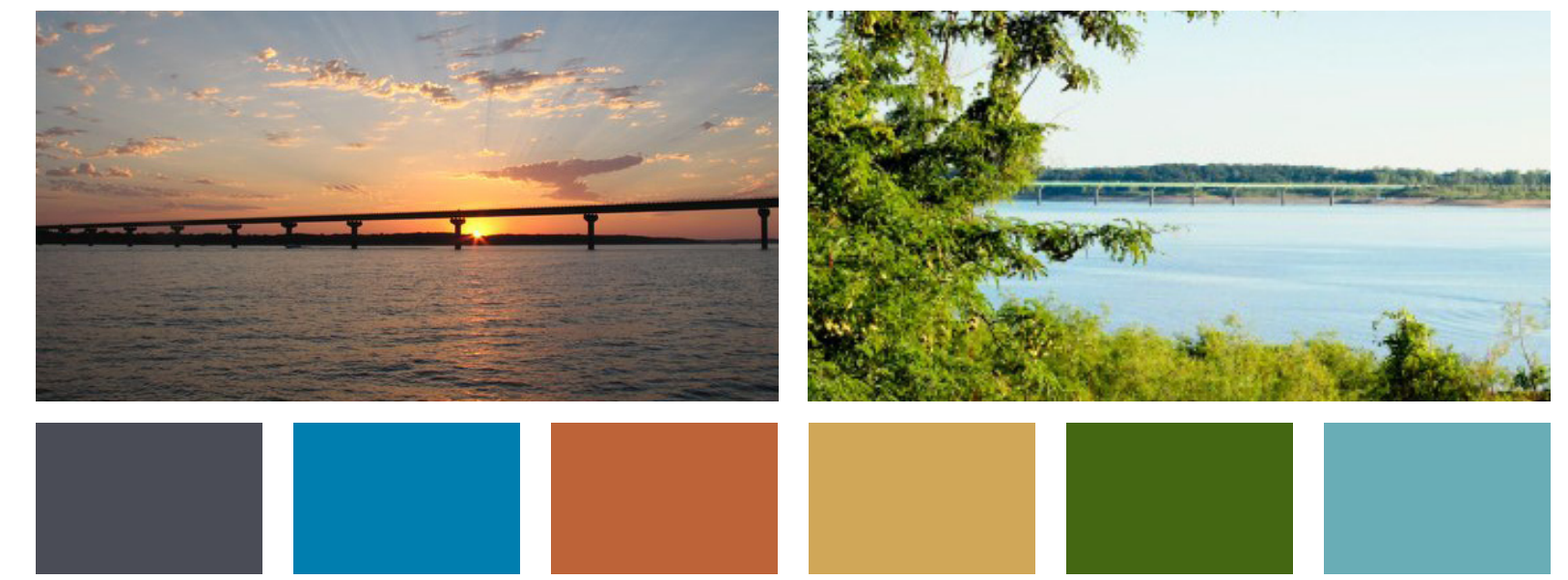
Polk City currently has many different types of identity and way-finding signs located throughout town (shown on the map at left) as a means of welcoming people to the community, providing direction to key locations, and defining large destinations such as city parks.

These signs have existing similarities, including the Polk City logo, motto, and similar colors. However, they lack a cohesive design that ties the community together. By reassessing both signage placement and design, the key amenities in the community will be more easily accessible, and Polk City residents will feel a sense of pride in their new community identity.



### Inspiration from Saylorville Lake

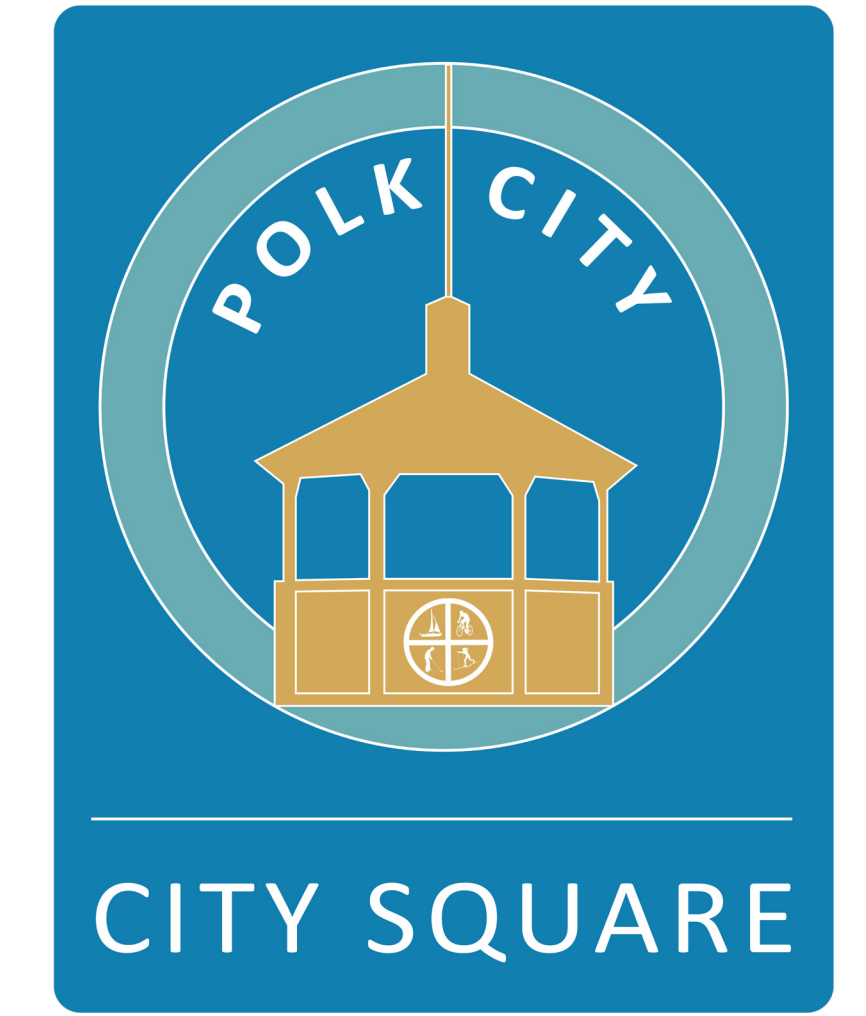
Nearby Saylorville Lake is one of Polk City's greatest amenities, and between the open waters, skies, and beautiful surrounding wooded lands, there is much inspiration from which to pull for a Polk City branding color palette, featured in both newly-designed signage as well as murals, city documents, and social media/website postings. The blue hues are pulled from the water, sky, and existing Polk City signage, while the other natural yet vibrant tones come from the grand sunsets, wooded land, and prairies surrounding the city.



### Proposed Signage



**Oasis Rest Area Signage**  
This sign will be placed just before The Oasis rest area along the trail to direct users to their preferred destination.



**Landmark Signage**  
This sign features a large new city logo, and includes space to include key landmark names.



**Directional Urban Signage**  
This style of sign incorporates both the bandstand and city logo to point out key destinations around town.



**Trail Signage**  
Trail signs can be posted at all Polk City trail access points, letting users know which trail they're on, showing mileage, and giving the trail system an identity.

# Polk City Signage and Way-finding

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