

## Community Identity

An important component of community identity is the concept of "way-finding" and the need to provide safe, easy, efficient movement and circulation of vehicular and pedestrian traffic (particularly visitors and tourists) into, through and within an urban area. Way-finding is more than simply directional signage that guides people to a certain attraction or destination. Comprehensive way-finding systems include signage, maps, symbols, colors, as well as physical design components such as lighting style, banners, and the design of transportation corridors (i.e., streets, sidewalks, right-of-way treatment, and adjacent uses).

Creating an effective way-finding system requires that all elements of the system, including color palette, styles, signage, and design details, are thoughtful and methodical. This and the following boards illustrate the proposed concepts that are intended to aid in strengthening Vinton's way-finding system while providing solutions to other needs identified by the community.

Branded way-finding catches people's attention and embeds your community's identity in their minds, along with successfully guiding travelers through town on routes that you want them to take, making way-finding systems a smart investment for economic growth and for attracting visitors.



Decorative lighting with banners proposed for major corridors, including Hwy. 218, C Ave., and 3rd & 4th St. from Hwy 218 to downtown. The lights will include pedestrian & vehicular combination, vehicular only, and pedestrian only, as shown above - the type used will depend on the location.

### Decorative Lighting and Banner Design Highlights

#### Decorative Lighting

- The decorative light post style and color are to match the existing downtown decorative lighting.
- Down-lighting is proposed to minimize light pollution; the lighting fixture replicates the general style of the downtown decorative lighting.
- A round LED light bulb for the fixture will replicate the round light bulbs used in the downtown decorative lighting.

#### Branded Banners

- Two options for color schemes are proposed: Option 1 is black, gold, and white (school colors) and Option 2 is green, gold, black, and white (way-finding signage colors). The Option 2 color palette is recommended because it creates a more unified appearance since it is more integral with the branded way-finding signage colors - creating the redundancy necessary to improve visual connectivity and strength community branding.
- Graphics used are all elements of the city's logo.



Branded way-finding signage: Directional Signage, Park Identity Signage & Street Signage

### Branded Way-finding Signage Design Highlights

#### Directional Signage

- Color of sign panel (B) and community cap (A): Iowa DOT (IDOT) standard green.
- Community cap (A): Both options shown incorporate the city's existing logo and the leaves of popular trees (oak and maple) that are found in the city's parks and public land.
- Sign posts (C): IDOT-compliant metal breakaway posts, color to match light posts.

#### Park Identity Signage

- Color of sign: IDOT standard green, with a yellow border (logo yellow).
- Integrate the tree from the city park logo with the stylized "Vinton" from the city's logo; the use of the same colors and stylized name help create a unified signage system.

#### Street Signage

- Color of sign: IDOT standard green, with white border.
- Replicate the curved top from the directional signage on top of street sign with the stylized "Vinton" from the city's logo in yellow.
- Some options incorporate the streetlights from the city logo
- Sign posts: IDOT compliant metal breakaway posts



Branded banners for decorative lighting