

Community Identity

Community identity, also referred to as "branding", encompasses the core elements that make a community unique and special to those who work, live, and visit. Through the visioning process the visioning committee concentrated on "visual" identity components that included: an updated city logo, unified styles for site amenities such as decorative lighting and a complimentary way-finding signage system that included various types of signs, a community cap and banners.

An essential step in creating a successful community branding program is to establish design criteria which may include a specific color palate, materials list, style for site amenities and list of acceptable street trees and other vegetation that can be planted within the city's right-of-way. Adherence and enforcement of these guidelines, regardless of timing and phasing of enhancements is important, as it is in the repetition of the components that will strengthen the city's branding efforts.

City Logo

The community and visioning committee members worked with the design team to update their existing logo. Public comments received emphasized the need to incorporate grain bins and the railroad into the updated logo since they are such a strong part of Wheatland's history.



Figure 7a: Existing Logo



Figure 7b: Updated Logo 1



Figure 7c: Updated Logo 2



Figure 7d: Updated Logo 3



Figure 7e: Updated Logo 4

Figure 7a shows the existing logo, while figures 7b - 7e illustrate the updated logo with different color combinations.

As can be seen in figure 7f, the proposed logo would be incorporated into the signage and banners. The goal is to create instant recognition of the logo and associate it with Wheatland.

Way-Finding Signage

Way-finding signage that directed visitors to destinations such as the high school and local parks was identified as a priority during the TAB workshops.

A unified way-finding signage family is critical to establishing a sense of place that is easily recognizable to visitors that they are in Wheatland. As illustrated in Figure 7f, this is accomplished by the incorporation of the city logo, use of a consistent color palette and materials, and the repetition of other details. Site amenities, such as lighting can also be a vital part of way-finding.

Way-finding signage helps visitors orient and navigate themselves quickly and safely to important destinations within the community and to easily and quickly recognize public places.

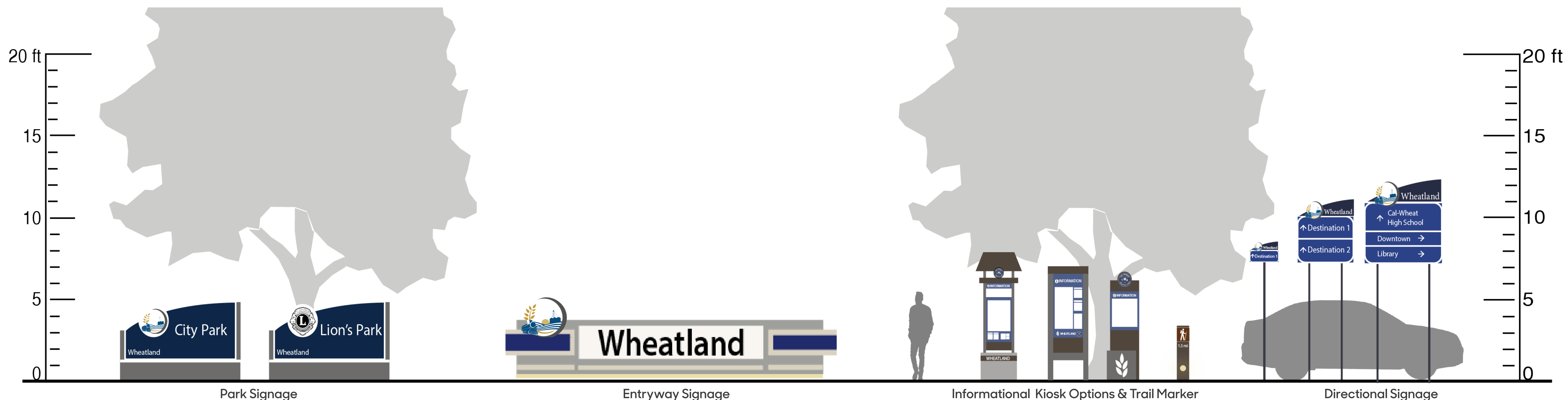


Figure 7f: Proposed way-finding signage family