

BELLEVUE, SABULA, AND PRESTON

Gracie Van Roekel, Nathan Bielecki, Taylor Noonan,
Alyssa Campen, & Brayden Boche



AGENDA

- **Introduction**
- **Research Efforts**
- **Bellevue, Preston, Sabula**
 - Research and vision
 - Logos
 - Mockups
- **Conclusion**
- **Appendix**
 - Branding Guide

RESEARCH EFFORTS



Q & A WITH CITY
ADMINISTRATORS



ON SITE VISITS



3 SURVEYS TO
LOCALS

BELLEVUE

BELLEVUE RESEARCH + VISION

- Bellevue means “**beautiful view**”
- Want uniform message across Bellevue to help land “**Iowa Great Place**”
- Prefer a **simple** logo that reflects **community pride**
- Important features of Bellevue: **natural beauty, bluffs, water aspect**
- Over 50% of survey respondents noted that the **river** is the **most unique attribute** of Bellevue.



BELLEVUE

Simple design offers variations for different formats

Cohesive with current branding of city businesses

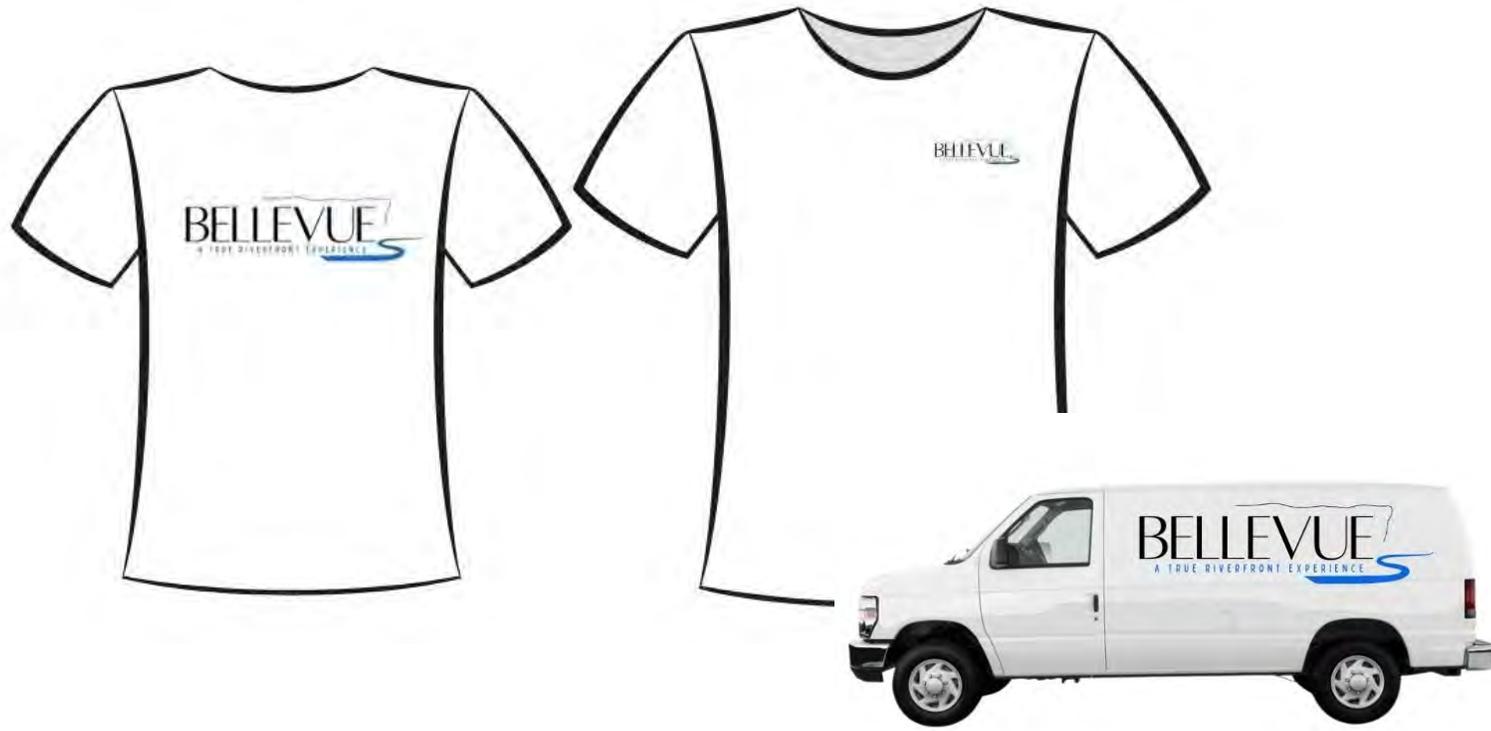
Captures what Bellevue has to offer

Bluffs & River

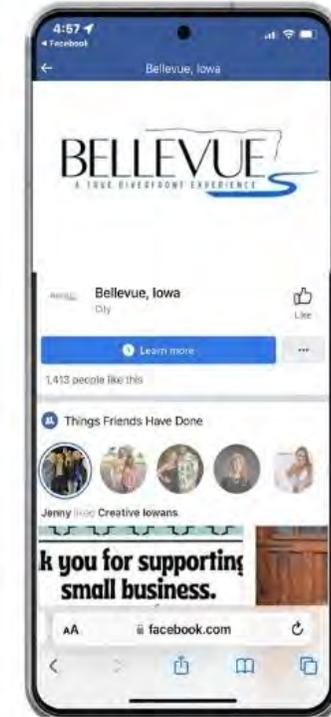
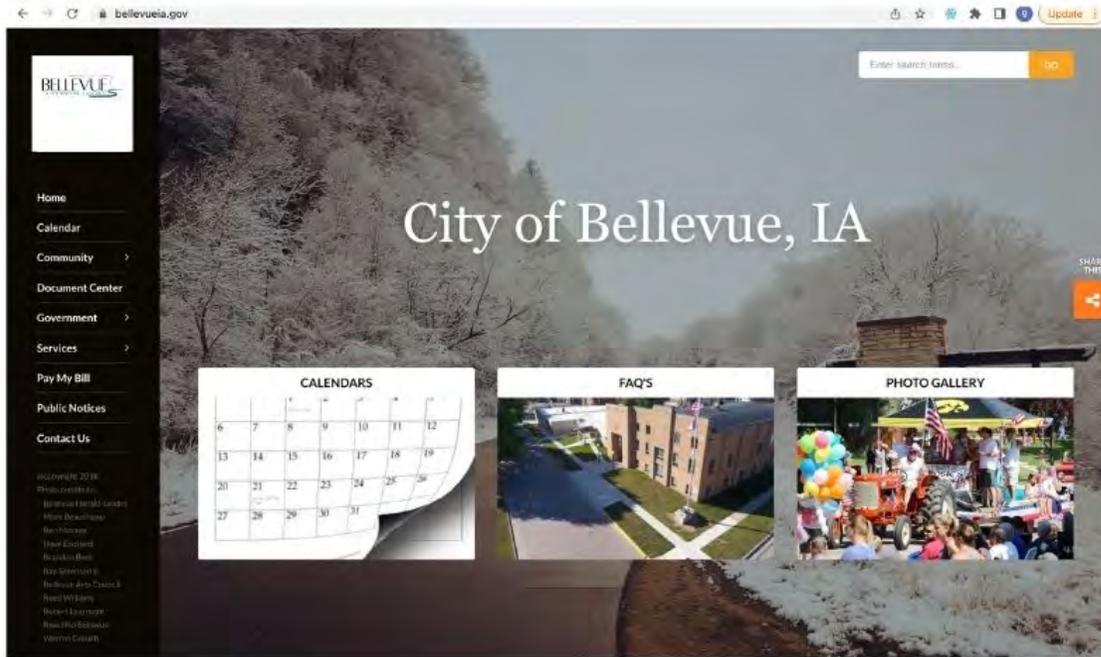
We thought incorporating a water-based image (wave line) is a simple and professional representation of the water attribute that is important to Bellevue's residents

GRAYSCALE MOCKUPS





VISUAL MOCKUPS



SOCIAL MOCKUPS

PRESTON

PRESTON RESEARCH + VISION

- Open to minimalistic or detailed logo, however, **limited colors** to keep printing costs low
- Small town, population of 1,000 people: “**Small town feeling**” for logo
- **Farming** and **USA** pride are both very important to the community
- Great **connectivity** within the town
- Logo features prominent parts of Preston: **Streetlights** and **agriculture**



PRESTON

Agriculture is very important to the community

The city tour showed how much nature is valued

Mentioned staying away from school colors in the logo

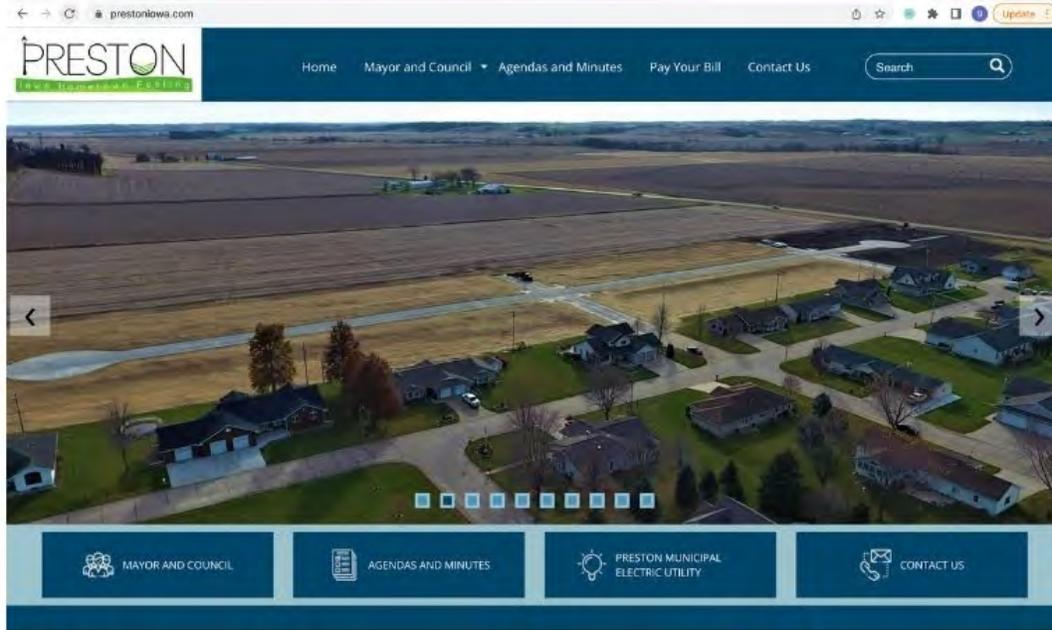
Tagline derived from the connectivity and care within the community in their town and how they are a "family"

GRAYSCALE MOCKUPS





VISUAL MOCKUPS

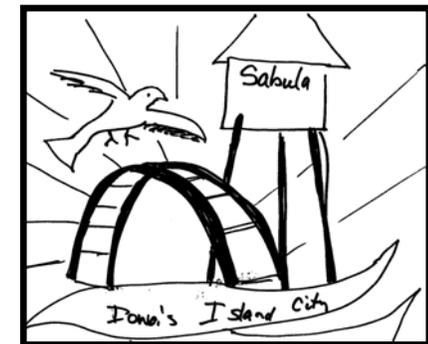


SOCIAL MOCKUPS

SABULA

SABULA RESEARCH + VISION

- Appealing to **tourists** is a priority
- **Bridge** kept in logo, along with **incorporating water** and **sun** aspects
- Embrace the **uniqueness** of being Iowa's **only island city**
- Used **hex code** from a picture of the bridge to get the correct blue color





SABULA

Bridge is still a major part of the logo

Blue = River, Yellow = Sun

Simple design offers variations for different formats

Incorporated the water tower as it's a key landmark for residents

GRAYSCALE MOCKUPS





To
Andy Smith

Friday, February 14th 2020

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas sit amet pretium lectus. Pellentesque mauris enim, finibus id viverra et, consectetur vel. Nam finibus, elit, eu lacrima venenatis, lectus sapiam euismod massa, ac variat nulla turpis non risa. In at gravida justo. In quis blandit mauris. Sed ut turpis eget nulla tempus accumsan. Pellentesque eget consetetur arcu. Sed maximus nisi ut molestie sollicitudin. Phasellus ullamcorper turpis quis neque malesuada fringilla. Proin molestie cursus lectus, sed varius mi faucibus vitae. Donec cursus fringilla lectus. Sed quis lacus id parus pharetra viverra. Vivamus rheneus commodo volutpat. Integer efficitur ullamcorper felis in dignissim. Quisque vestibulum lberdum conwallis. Cras feugiat metus ac nisi porta dictum.

Suspendisse sagittis ipsum vitae erat volutpat dignissim. Nullam magna libero, eleferend a est ac, mollis porttitor libero. Etiam lacus nisi quis ipsum accumsan maximus. Nam porttitor est vitae diam ultrices, a elementum purus lobortis. Fusce pretium maximus eros quis egestas. Aliquam aliquet porttitor fringilla. Phasellus eget accumsan ligula. Fusce imperdiet tellus molestie ante mattis, ut euismod leo vulputate.

Cras sodales lberdum accumsan. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Fusce sed gravida est. Nam tincidunt diam vitae vulputate sollicitudin. Praesent porttitor larem nisi, id ornare ante tempus ac. Sed mollis blandit odio eget hendrerit. Morbi conwallis porta etiam, vitae dignissim libero ornare dignissim. Integer ornare risus quis ipsum commodo dictum. Ma tris ipsum ipsum, porttitor vel blandit ac, dapibus vitae elit. Nulla commodo in elit a ornare. Suspendisse at pharetra felis. Vestibulum cursus turpis non vestibulum sagittis. Fusce mollis, erat ac volutpat egestas, massa magna laoreet lectus, nec tempus sem arcu non lectus. Aliquam tristique quis turpis non vehicula. Ut efficitur hendrerit nulla eget auctor.

Steven Robertson, CEO

Steven Robertson

1234 Street Name City Name

www.websiteName.com

name@websiteName.com

+1 234 567 890



LYNN PARKER

City Administrator/Clerk/Treasurer

CITY OF SABULA

563.687.2420



Lynn Parker
City of Sabula
City Clerk

P:563/687-2420

F:563/687-2476



PROFESSIONAL MOCKUPS



VISUAL MOCKUPS



SOCIAL MOCKUPS

CONCLUSION

City of Bellevue



EST. 1870

WELCOME
TO
PRESTON

POP. 1025



BELLEVUE

A TRUE RIVERFRONT EXPERIENCE

PRESTON

Iowa Hometown Feeling



BELLEVUE BRANDING GUIDE

CITY OF BELLEVUE

2022 OFFICIAL BRANDING GUIDE

MAIN LOGO



LOGO VARIATIONS



COLOR GUIDE



R 8 G 103 B 230
#0867E6



R 0 G 128 B 55
#008037



R 0 G 0 B 0
#93B7BE

TYPOGRAPHY

note that all listed fonts are available on Canva (free)

ALTA – HEADINGS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BOBBY JONES CONDENSED - SUBHEADINGS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Open Sans - Body Text

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

LOGO USAGE

- 1** It is important for the appearance of the logo to remain consistent in all usage and contexts. The logo should never be modified, redrawn or added to.
- 2** Do not recolor the logo. It must utilize the colors as demonstrated above. The additional colors listed may be used for text or other images.
- 3** The water line and tag line may be taken out (one or both) for a more simple logo for some purposes as deemed fit. Do not change the colors in this simple logo.



PRESTON BRANDING GUIDE

City of Preston

2022 OFFICIAL BRANDING GUIDE

MAIN LOGO



LOGO VARIATIONS



COLOR GUIDE



R 0 G 128 B 55
#008037



R 90 G 179 B 52
#5AB334



R 128 G 204 B 40
#80CC28

TYPOGRAPHY

note that all listed fonts are available on Canva (free)

Livvic Thin - Headings

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

1234567890

Koho - Subheadings & Body Text

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

1234567890

LOGO USAGE

- 1 It is important for the appearance of the logo to remain consistent in all usage and contexts. The logo should never be modified, redrawn or added to.
- 2 Do not recolor the logo. It must utilize the colors as stated and demonstrated.
- 3 Do not disassemble or rearrange the logo. However, the grass and/or the tagline may be removed for a simpler logo to be used on some materials. 
- 4 The dark green as shown in the logo guide may not be used in the logo, but can be used in other marketing materials.

SABULA BRANDING GUIDE

City of Sabula

2022 OFFICIAL BRANDING GUIDE

MAIN LOGO



LOGO VARIATIONS



COLOR GUIDE



R 60 G 151 B 201
#3C97C9



R 255 G 222 B 89
#FFDE59



R 0 G 0 B 0
#000000

LOGO USAGE

1

It is important for the appearance of the logo to remain consistent in all usage and contexts. The logo should never be modified, redrawn or added to.

2

Do not recolor the logo. It must utilize the colors as stated and demonstrated above.



3

Do not disassemble or rearrange the logo.



4

The sun image and the tagline are the only elements that may be removed from the logo when a simpler design is needed.



TYPOGRAPHY

note that all listed fonts are available on Canva (free)

Noto Serif Display ExtraC - Headings
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

ALTA LIGHT – SUBHEADINGS
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

Open Sans - Body Text
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

Branding Project: BPS

TEAM HASHTAG

Nate Goodwin, Paige Ho, Naomi Martinez, Michael Turone, & Mary Voss

B BELLVUE

P PRESTON

S SABULA

AGENDA

1

**MISSION
STATEMENT**

2

**PROBLEM
IDENTIFICATION**

3

**BACKGROUND &
DESIGN PROCESS**

4

**CLIENT
FEEDBACK**

5

FINAL LOGO

6

DESIGN ELEMENTS

7

**MARKETING
CAMPAIGN**

8

MOCKUPS

Bellevue

Marketing and Branding

Mission Statement



INCREASE TOURISM

Our logo intends to represent the city of Bellevue in its simplistic form. Through its rebranding, we aim to increase tourism in Bellevue by utilizing existing city events to attract and retain tourists.

Problem Identification

CURRENT BRANDING



Background



Points of Interest

- Beauty
- Nature
- Mississippi River



Mood

- Clean
- Sophisticated
- Modern

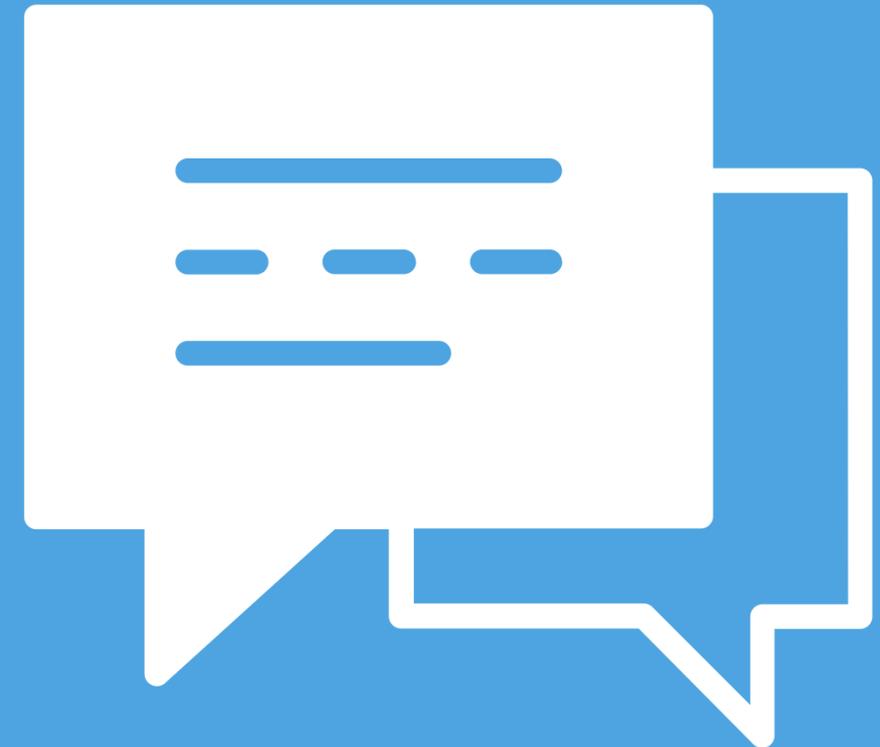


Design Process



Client Feedback

- Less animated
- More simplistic, clean design
- Change the shades and placement of colors
- More focused on the word "Bellevue" than nature



Final Logo

Bellevue
It's a beautiful view, stay awhile!

Primary

Logo Elements

River illustration in the "B" of the logo creates an interesting form for the eye to be drawn to while referencing Bellevue's river history.



Bellevue
It's a beautiful view, stay awhile!

The tagline that complements the theme of the logo

A clean, modern typeface that is easy to read and provides a stylish yet utilitarian feeling.

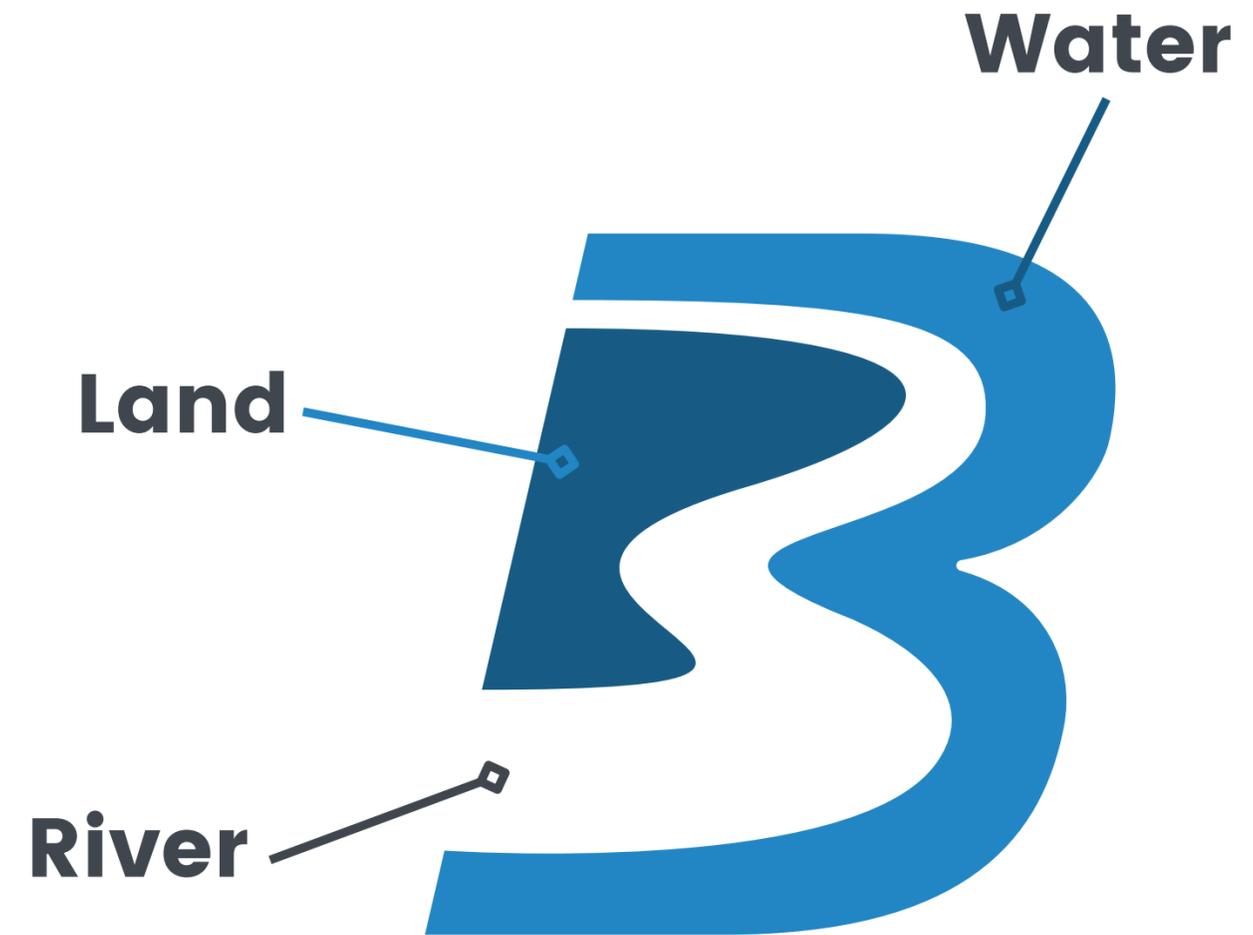
Design Elements



#175B85



#2286C4



Tagline:

It's a beautiful view, stay awhile!

Final Logo - Primary



From Left to Right:

Primary Full Color

Primary White*

Primary Black

*Shadow added for visual aid

Bellevue
It's a beautiful view, stay awhile!

Bellevue
It's a beautiful view, stay awhile!

Final Logo - Secondary



Final Logo - Secondary



From Left to Right:

Secondary Full Color

Secondary White*

Secondary Black

*Shadow added for visual aid.

B *CITY OF
BELLEVUE*

B *CITY OF
BELLEVUE*

Final Logo - Mark



Final Logo - Marks



From Left to Right:

Mark Two Color, Mark Navy, Mark Blue, Mark Gray, Mark Black, and Mark White*

*Shadow added for visual aid

B

B



Branding

Marketing Materials

- Social Media
- Billboards
- Banners
- Email
- Merchandise
- Brochures

Marketing Campaign – Tourism

- Taste of

Mockups





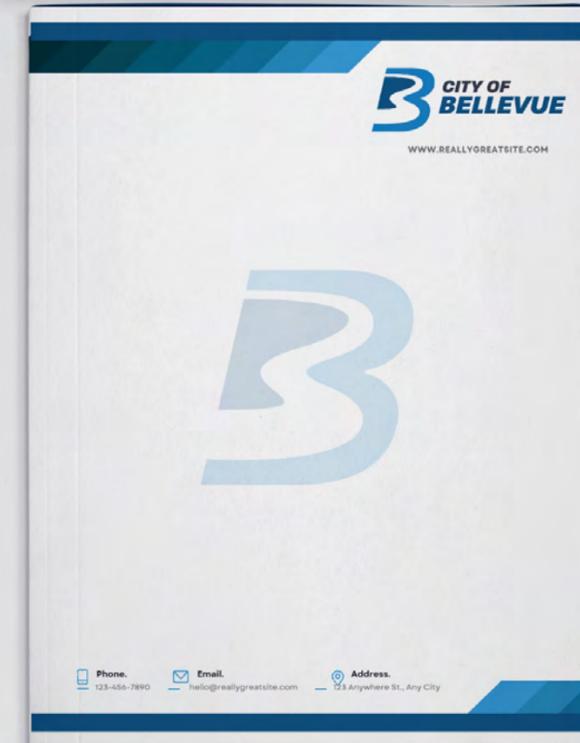
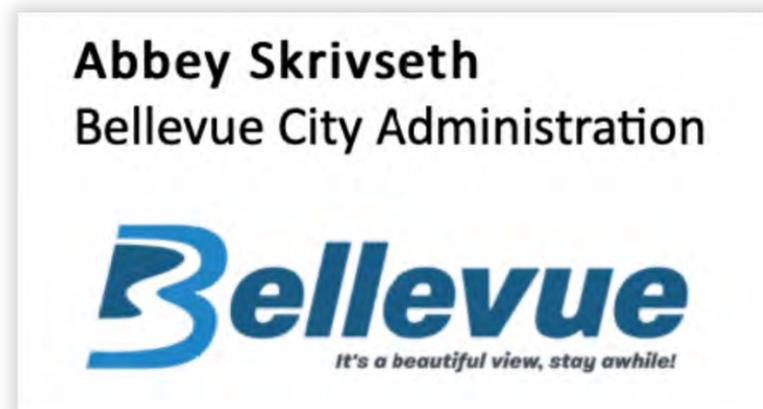
Mockups

The image shows a white building facade with a large, stylized blue letter 'B' on the left. To the right of the 'B', the words 'CITY OF' are in a smaller, grey, sans-serif font, and 'BELLEVUE' is in a larger, blue, sans-serif font. Both 'CITY OF' and 'BELLEVUE' are in a 3D, blocky style. Below the text is a large, arched window with a black frame. Two black rectangular light fixtures are mounted on the wall, one on the left and one on the right of the window. The sky is visible in the top right corner, and palm trees are partially visible at the top edge.

B CITY OF
BELLEVUE

Mockups

Mockups - Email and Letterhead



Marketing Campaign

Taste of Bellevue Attractions

- Firework Show
- Ski Bellevue
- Fishing Competition
- Small Concert
- Official Unveiling of Logo



GOAL: EXPERIENCE ALL BELLEVUE OFFERS

Logo Responsiveness



Bellevue
It's a beautiful view, stay awhile!



B **CITY OF
BELLEVUE**



B

Appendix – Bellevue

Alternate Taglines:

- *Enjoy the view*
- *Take a breath. Enjoy the beautiful view*
- *Beautiful town with beautiful people*
- *The city with a beautiful view*
- *It's a beautiful view, stay awhile*
- *A city worth a thousand words*



Preston

Marketing and Branding

Mission Statement



ATTRACT RESIDENTS

Our logo design is to reflect the core values of the city of Preston. Through its rebranding, we aim to encourage visitors to settle in Preston by engaging the community in city events.

Problem Identification

CURRENT BRANDING



Background



Points of Interest

- Community
- Family Friendly
- Mississippi River



Mood

- Welcoming
- Warm
- Preston Iowa Lions Club



Design Process

Preston 

Small Town
Preston 
with a big heart

Small Town
Preston 
with a big heart

Client Feedback

- Possibly used for a mural
- Positive response to the tagline
- Thought the first draft was generic
- More script-like font
- Darker colors



Final Logo



Small Town With a Big Heart

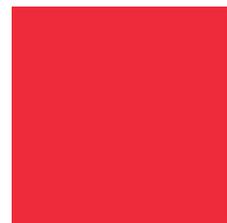
Primary

Fun and flowing script typeface to reference the Mississippi river

The heart/handshake mark solidifies the friendly, big-hearted nature of the city



Small Town With a Big Heart



#ED273B



#184274

The tagline that complements the theme of the logo

Final Logo - Primary



From Left to Right:

Primary Full Color

Primary White*

Primary Black

*Shadow added for visual aid

Preston

Small Town With a Big Heart

Preston

Small Town With a Big Heart

Final Logo - Variations



Preston

Small Town With a Big Heart



Preston

Final Logo - Vertical



From Left to Right:

Vertical Full Color, Vertical Black, and Vertical White*

*Shadow added for visual aid



Preston

Small Town With a Big Heart



Preston

Small Town With a Big Heart

Final Logo - Horizontal



Final Logo - Horizontal



From Left to Right:

Horizontal Full Color

Horizontal White*

Horizontal Black

*Shadow added for visual aid



Preston



Preston

Final Logo - Mark



From Left to Right:

Mark Blue, Mark Red, Mark Grey, Mark Black, Mark Gray, and Mark White*

*Shadow added for visual aid





Branding

Marketing Materials

- Business cards
- Billboards
- T-Shirts
- Buildings
- Email
- Social Media

Marketing Campaign

- Bike Event
- Harvest Heights Party

Mockups





Mockups

Mockups - Email and Letterhead



Marketing Campaign #1

Biking Event

Communication Channels

- Bike Iowa
- Iowa Facebook Biking Groups
- Instagram
- Flyers around town



Marketing Campaign #2

Harvest Heights Party

Targeted Restaurants

- Geno's Pizza
- The Garage Bar and Grill LLC
- Stalkers Food Truck
- Preston Country Store



GOAL: FEEL PRESTON'S WARMTH

Logo Responsiveness



Sabula

Marketing and Branding

Mission Statement



ATTRACT TOURISTS

Our logo design emphasizes the natural beauty of Sabula. Through its rebranding, we aim to attract tourists for a relaxing getaway on Iowa's only island city.

Problem Identification

CURRENT BRANDING



Background



Points of Interest

- "Iowa's Only Island City"
- Savanna-Sabula Bridge
- Mississippi River
- Sunset
- Blue Heron



Mood

- Fun
- Happy
- Bright
- Fresh
- "Island Paradise"



Design Process





CITY OF SABULA
EST. 1847



SABULA

SABULA 

Client Feedback

- Sabula's Mayor requested the logo design to include wildlife and nature
- Responsive to color palette
- Keep Mississippi River



Final Logo



CITY OF SABULA

EST. 1847

Tagline: Relax, we're on island time

Primary

Badge featuring Blue Heron, island sand, and water to reference iconic aspects of the city

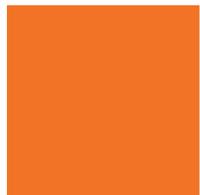
Diamond-shaped badge to give visual balance to the logo



CITY OF SABULA

EST. 1847

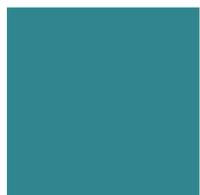
Modern Typeface for maximum legibility and timeless feeling



#F27325



#F3A01D



#30858E



#3B2314

Final Logo - Primary



CITY OF SABULA

EST. 1847



CITY OF SABULA

EST. 1847



CITY OF SABULA

EST. 1847

From Left to Right:

Primary Full Color

Primary White*

Primary Black

*Shadow added for visual aid



CITY OF SABULA

EST. 1847



CITY OF SABULA

EST. 1847

Final Logo - Vertical



SABULA

Final Logo - Vertical



SABULA



SABULA



SABULA

From Left to Right:

Vertical Full Color, Vertical Black, and Vertical White*

*Shadow added for visual aid



SABULA



SABULA

Final Logo - Horizontal



SABULA

Final Logo - Horizontal



SABULA



SABULA



SABULA

From Left to Right:

Horizontal Full Color

Horizontal White*

Horizontal Black

*Shadow added for visual aid



SABULA



SABULA

Final Logo - Mark



Final Logo - Mark



From Left to Right:

Mark Full Color, Mark Orange, Mark Yellow, Mark Teal, Mark Black, and Mark White*

*Shadow added for visual aid





Branding

Marketing Materials

- Social media
- Billboard
- Banner
- Email
- Merchandise (T-Shirt)
- Brochure

Marketing Campaign – Tourism

- A Day on The Island Event

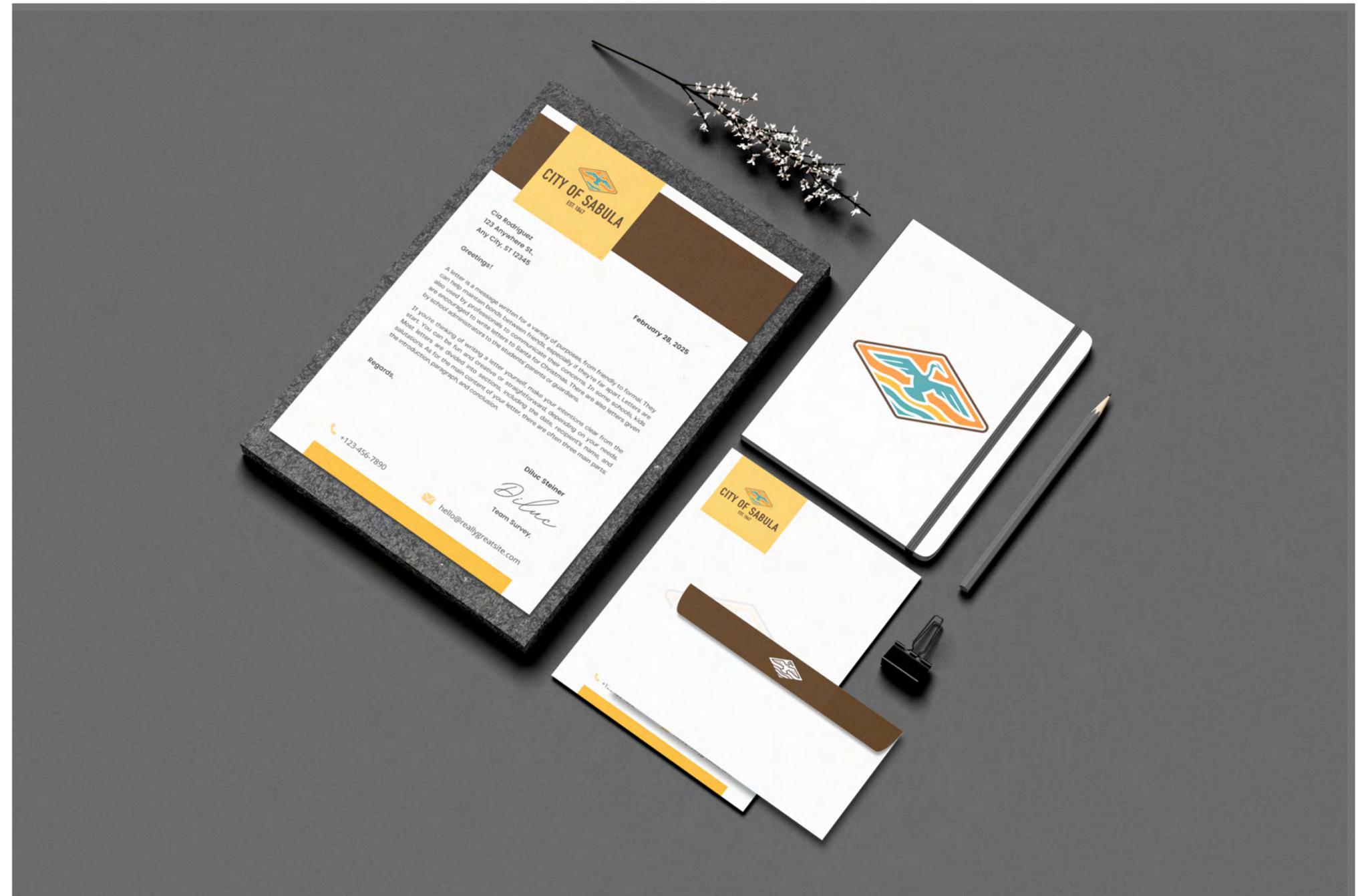
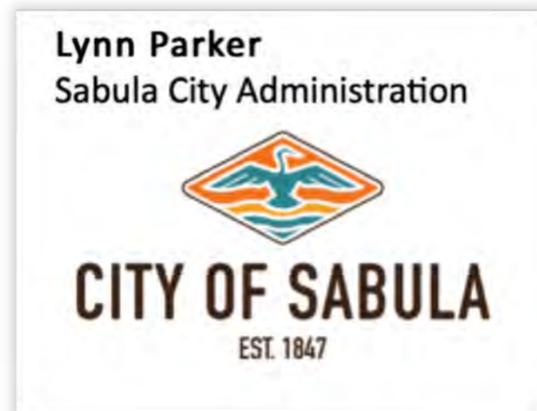
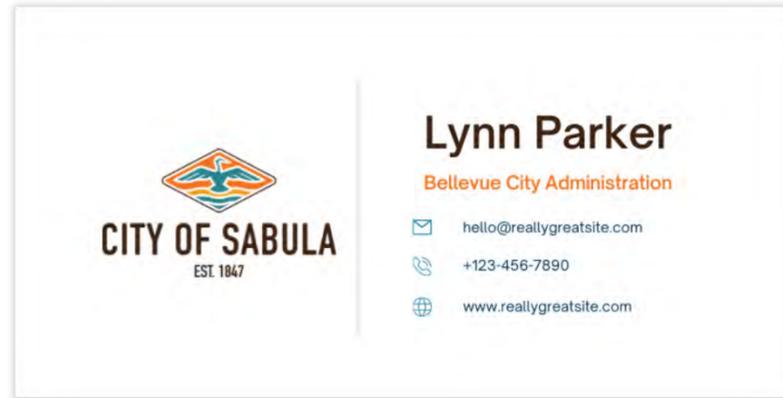
Mockups





Mockups

Mockups - Email Signatures



Marketing Campaign

A Day on The Island Event Communication Channels

- Scavenger hunt
 - Visit all tourist attractions :
 - 3 lakes, 1 beach
 - Involved activities
 - Bird watching
 - Recreation
 - Ferry boats



Logo Responsiveness



CITY OF SABULA
EST. 1847



SABULA



SABULA





CITY OF SABULA
EST. 1847



SABULA



SABULA



Appendix – Sabula

Alternate Taglines:

- *It's time to experience the island life*
- *It's time to explore the island life*
- *Live. Laugh. Island.*

Alternate Bridge Logo:



CITY OF SABULA

EST. 1847

Thank You
Any Questions?



CITY OF SABULA
EST. 1847

BELLEVUE, PRESTON, SABULA

**Abbey Bejarno, Alexis Marti, Allie
Zucker, Jacob Zenz, Logan Pratt**

AGENDA

1

Explore each city's
brand personality
and **voice**

2

Present logo **design**
process and share the
logos

3

Introduce new
branding and
marketing
opportunities



GOALS

1. Create **new branding** and marketing strategies for the cities of Bellevue, Preston, and Sabula.
2. Revamp the current logos to have a more **modern** look and feel
3. Provide **consistent branding** and marketing strategies for all three cities

BELLEVUE

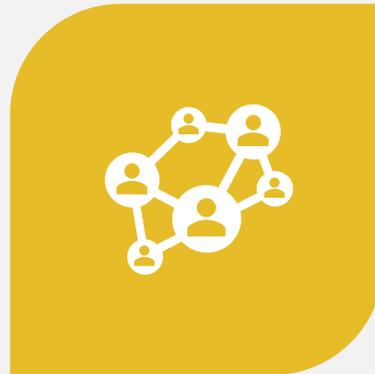
CITY VISIT



BELLEVUE'S IDENTITY



CHARMING



COMMUNAL

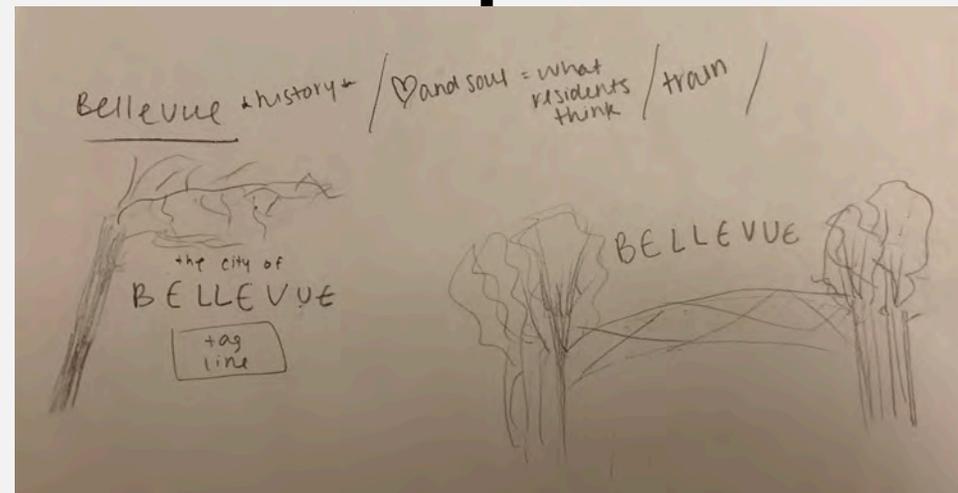
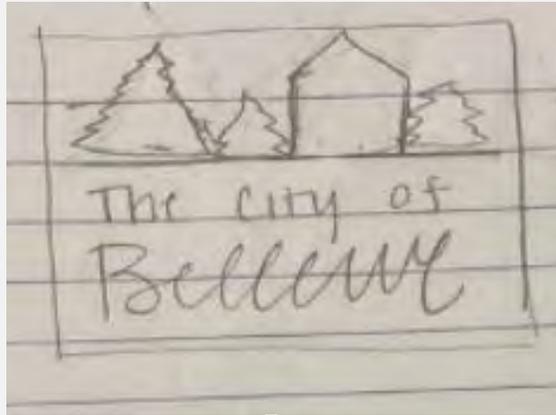


FAMILY-ORIENTED

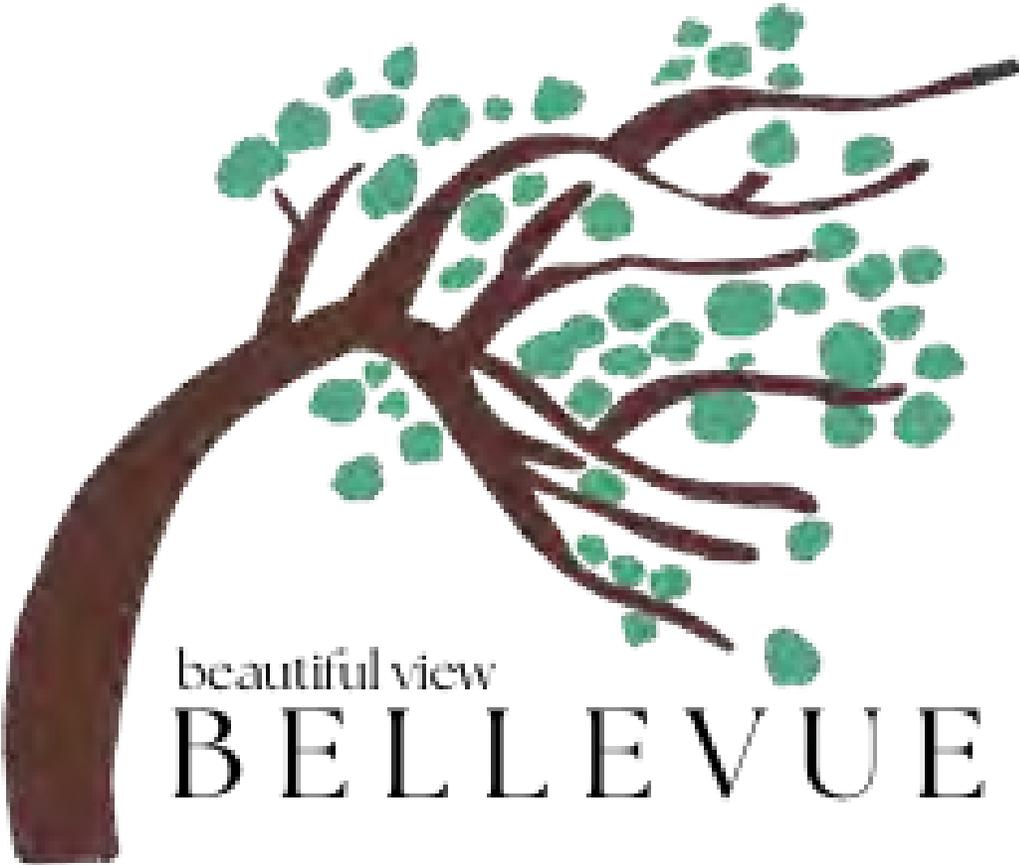
LOGO CONSIDERATIONS

- **"Less is more"**
 - Only two main colors in logo
 - Consistent, easy-to read font
- Inspired by actual tree in Bellevue state park that overlooks the city
- Highlights the **beauty and nature**

EVOLUTION OF LOGO



NEW
BELLEVUE
LOGO

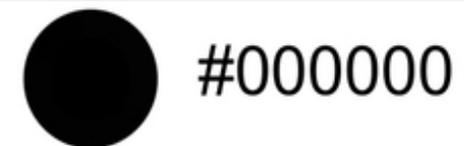


LOGO COMPONENTS

FONT

The Seasons

COLORS



LOGO VARIATIONS



WEBSITE MODIFICATIONS



- Design elements
 - "Public Notices" and "Contact Us" sidebars
 - Sidebars overlap with other writing
 - **Overall brighter vibe**
- Things to highlight
 - Bellevue's small businesses
 - Scenic parks and views

WELCOME TO...





STREETLAMP BANNER

BELLEVUE EMAIL SIGNATURE

To: Your Recipient

Subject: Check out my new Email Signature



First Last
City Clerk
City of Bellevue

✉ yourname@bellevueia.gov

📞 1234 123 123

📍 106 N Third Street
Bellevue, IA 52031

🌐 bellevueia.gov

PRESTON

CITY VISIT



PRESTON'S IDENTITY



GROWING



COMFORTABLE

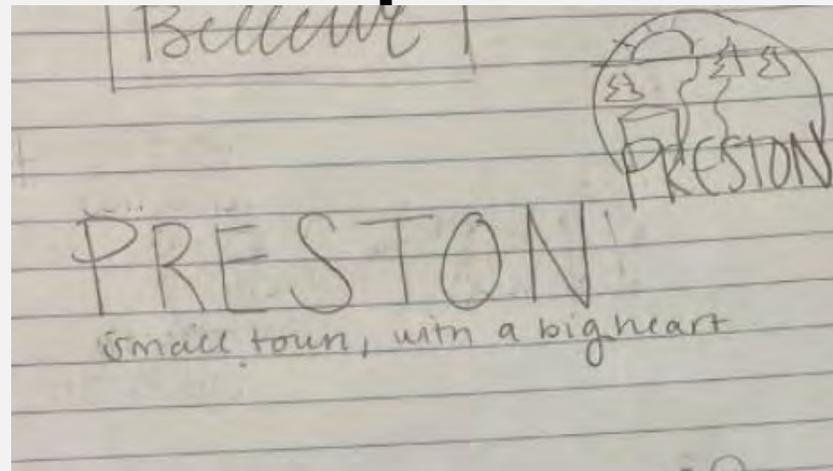
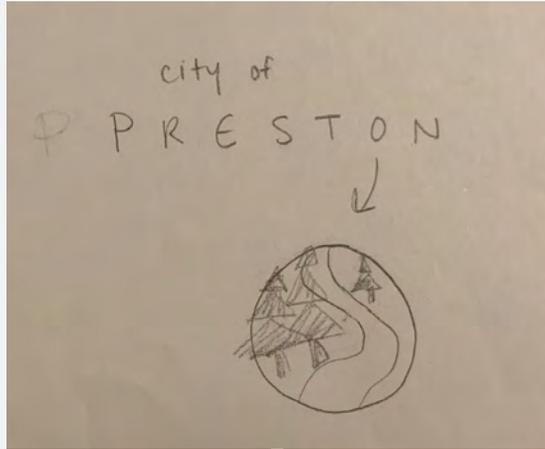


ACTIVE

LOGO CONSIDERATIONS

- Unique
- **"Small town with a big heart"**
- Rustic feel

EVOLUTION OF LOGO



NEW PRESTON
LOGO



LOGO COMPONENTS

FONT

Cardo

COLORS



#000000



#caa545



Transparency

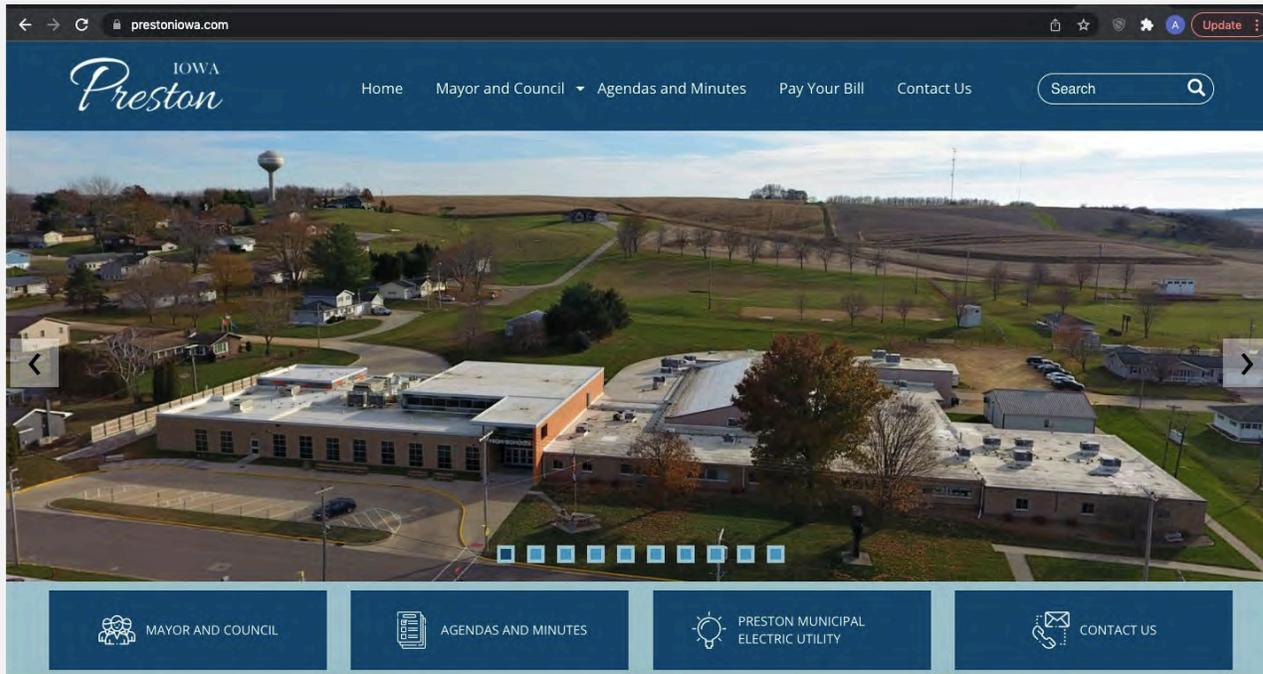
26



LOGO VARIATIONS



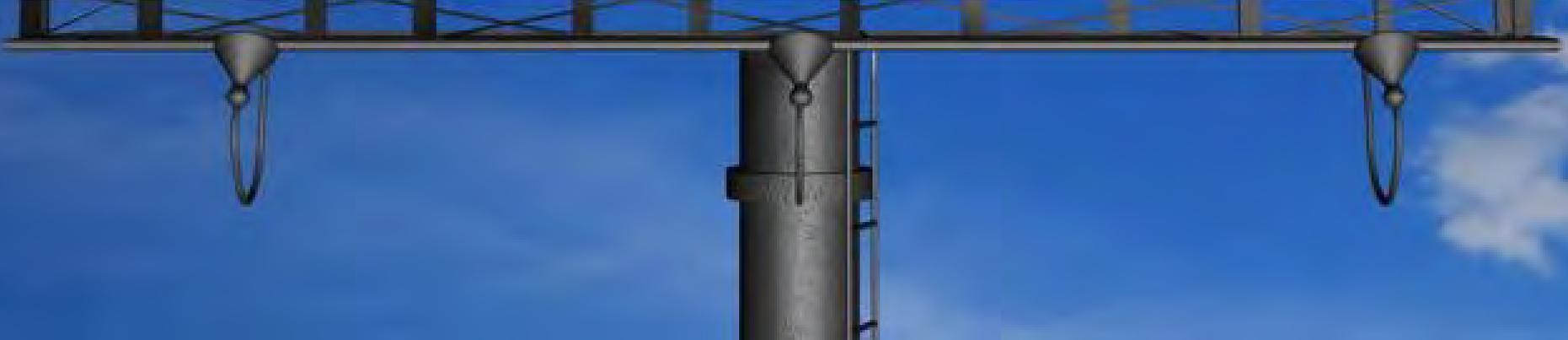
WEBSITE MODIFICATIONS

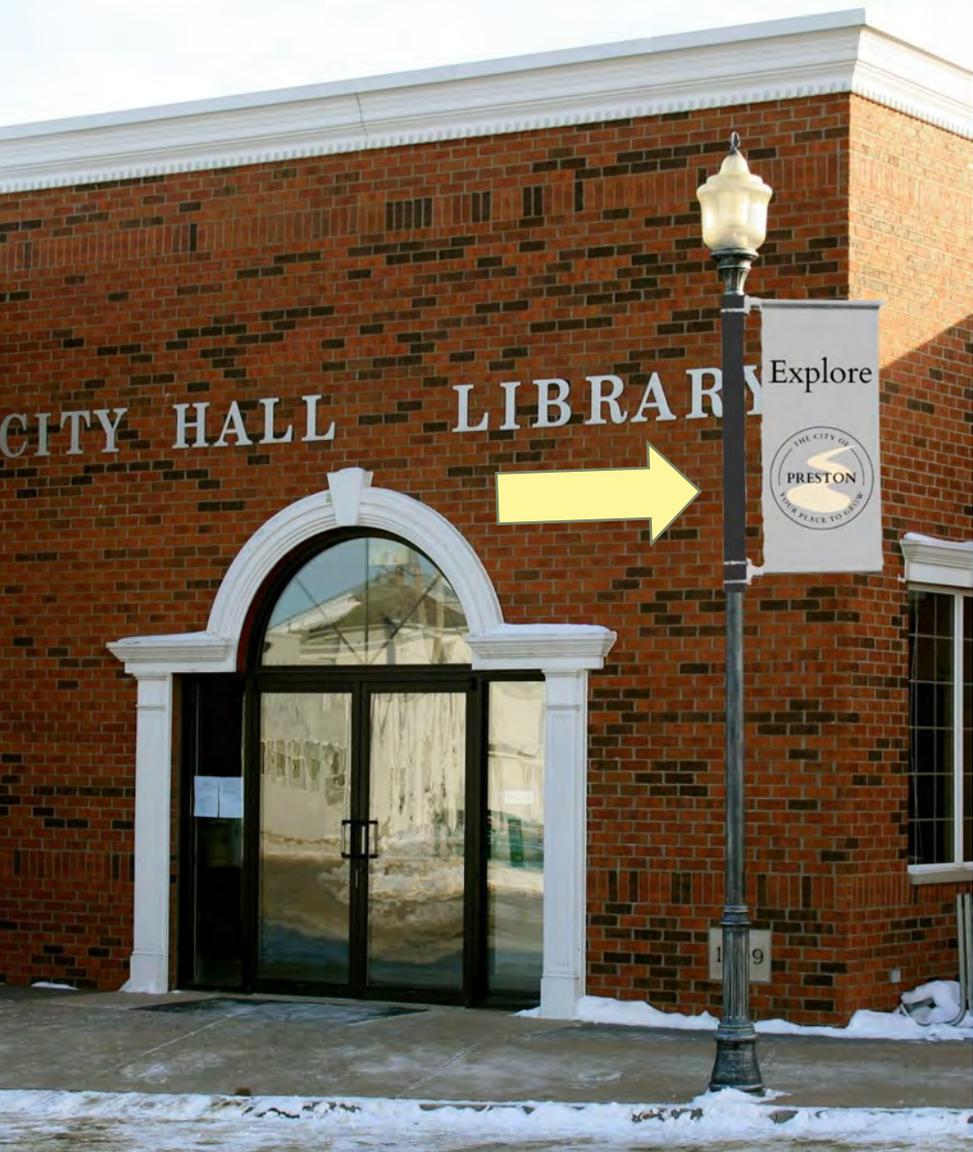


- Design elements
- Change website color scheme
- Things to highlight
 - Upcoming events
 - Tourist destinations
 - Council members

Explore the city of...

PRESTON





STREETLAMP BANNER

PRESTON EMAIL SIGNATURE

To: Your Recipient

Subject: Check out my new Email Signature



First Last
City Clerk
City of Preston

✉ youname@prestoniowa.org

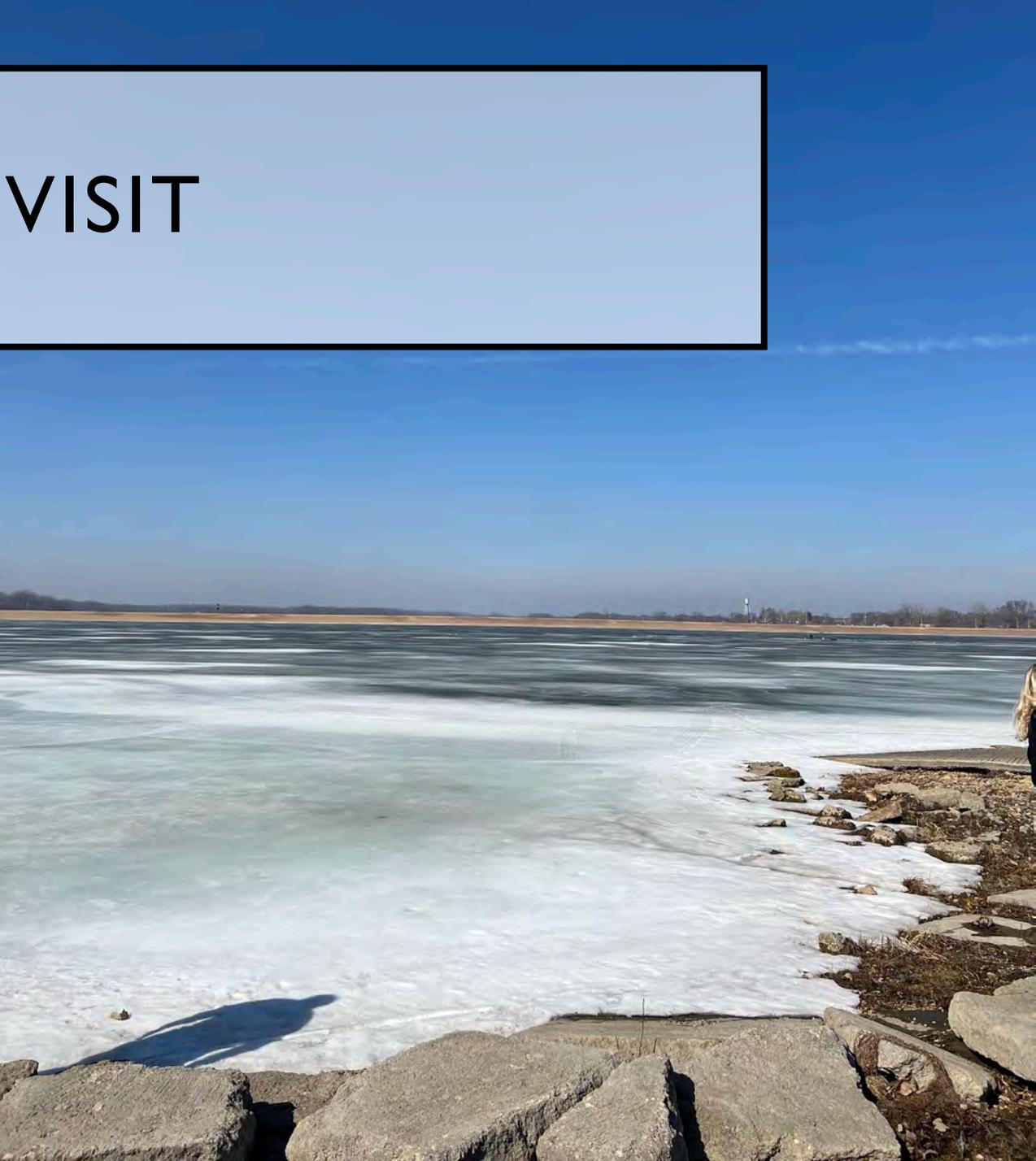
📞 1234 123 123

📍 1 West Gillet Street
Preston, IA 52069

🌐 prestoniowa.com

SABULA

CITY VISIT



SABULA'S IDENTITY



RECREATIONAL



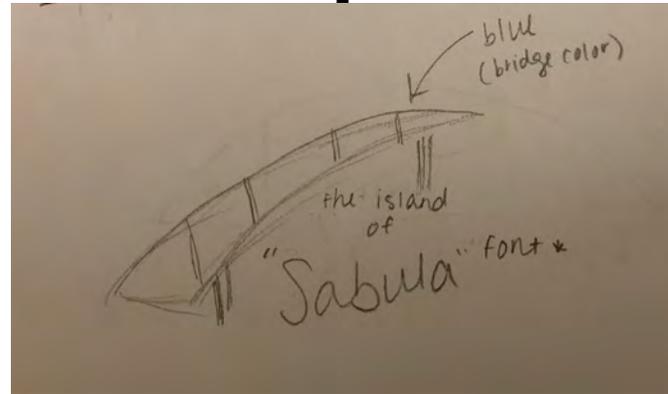
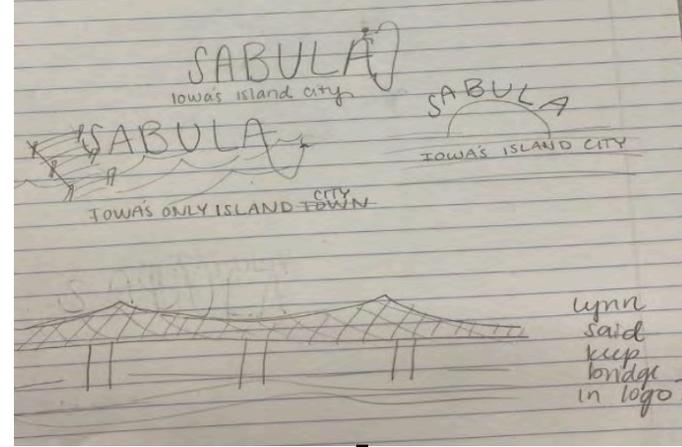
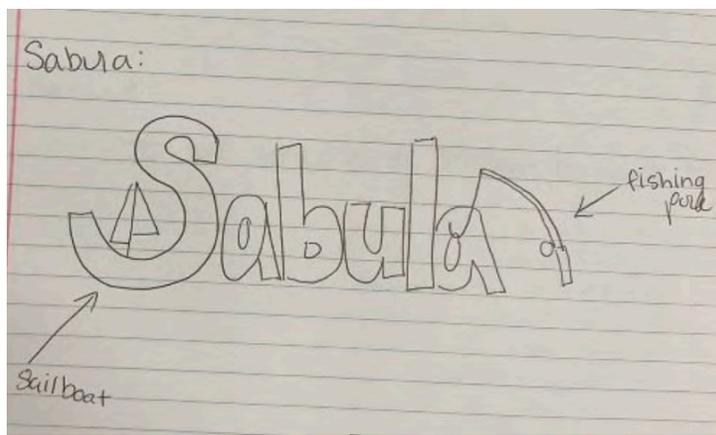
MEMORABLE



LEISURELY

LOGO CONSIDERATIONS

- First notice **bridge** when entering Sabula
- Waves represent the **water** and **Mississippi River**
- Fishing and outdoor recreation



EVOLUTION OF LOGO

NEW SABULA
LOGO



LOGO COMPONENTS

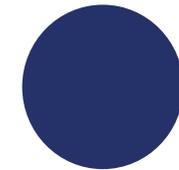
FONT

Coquette Regular

COLORS



#000000

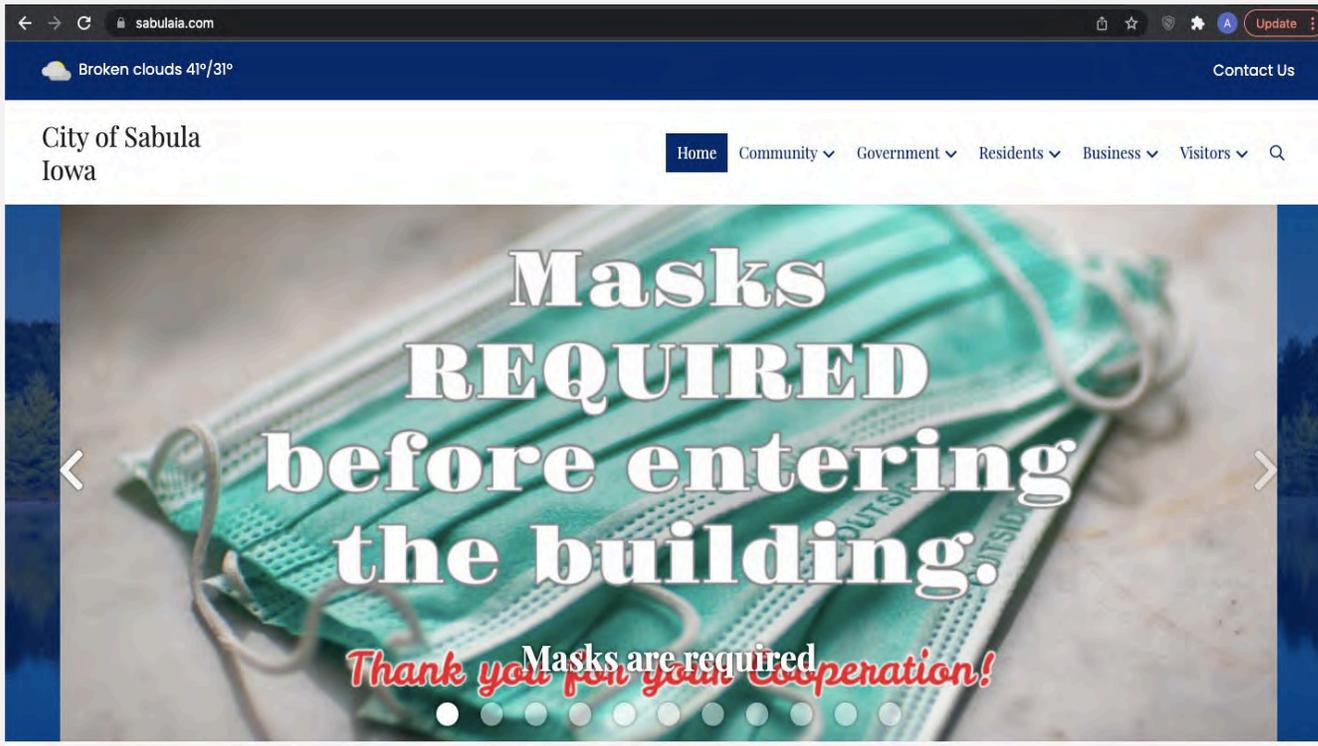


#25326A

LOGO VARIATIONS



WEBSITE MODIFICATIONS



- Design elements
 - Photo of scenery in Sabula on home page
 - Make "Welcome to City of Sabula" block smaller
- Things to highlight
 - Fun things to do in Sabula for tourists

SABULA EMAIL SIGNATURE

To: Your Recipient

Subject: Check out my new Email Signature



First Last
City Clerk
City of Sabula

✉ yourname@iowatelecom.net
📞 1234 123 123
📍 411 Broad Street
Sabula, IA 52070
🌐 sabulaia.com

Welcome to...

Sabula

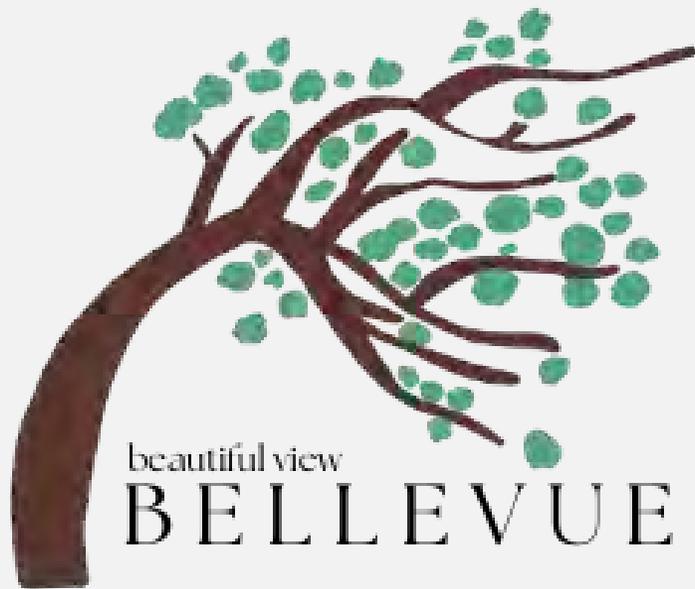
Iowa's Only Island City



STREETLAMP BANNER



FINAL LOGOS



Bellevue, Preston, Sabula Branding Recommendations

Cassidy Brunscheon, Jordan Colton, Sheridan Culp, Sara Porter, & Katherine Van Arnum

Agenda

- **Bellevue**
 - Background
 - Inspiration
 - Suggested Branding
 - Mockups
 - Style Guide
- **Preston**
 - Background
 - Inspiration
 - Suggested Branding
 - Mockups
 - Style Guide
- **Sabula**
 - Background
 - Inspiration
 - Suggested Branding
 - Mockups
 - Style Guide



Bellevue

Background

Things That Come To Mind

Beautiful
View

Historic

Hometown

Growing

Things That Come To Mind

Beautiful
View

Historic

Hometown

Growing

Things That Come To Mind

Beautiful
View

Historic

Hometown

Growing

Things That Come To Mind

Beautiful
View

Historic

Hometown

Growing

Inspiration





Suggested Branding

BELLEVUE



EST. 1836

BELLEVUE



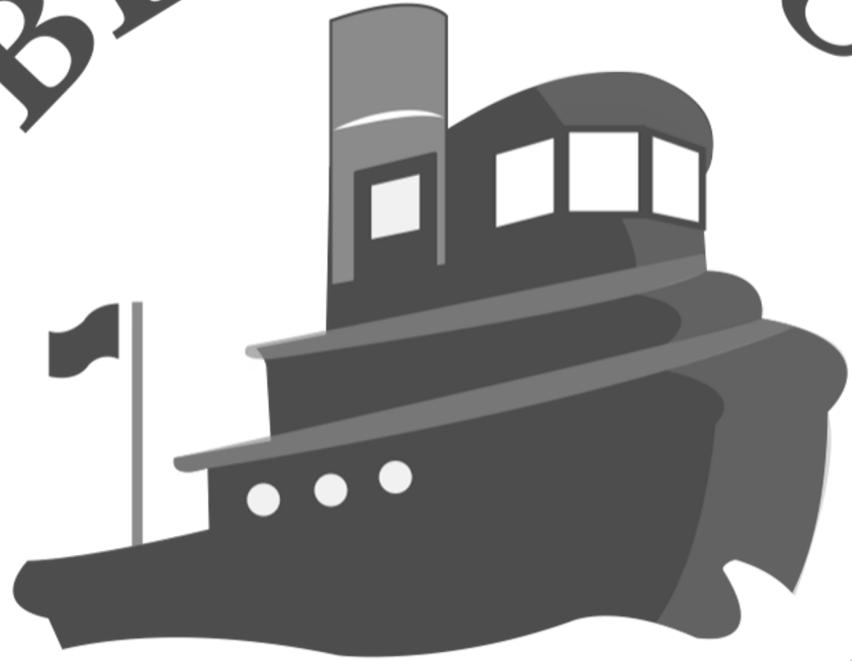
EST. 1836

BELLEVUE



EST. 1836

BELLEVUE



EST. 1836



**“Iowa’s Most
Beautiful View”**





Mockups

Email Signature/ Business Card

Abbey Skrivseth

Bellevue City Administrator



106 N Third Street Bellevue, IA 52031

563-872-4456

Abbey.skrivseth@bellevueia.gov

<https://bellevueia.gov/>

Iowa's Most Beautiful View

Pole Banner



T-Shirt Design



Press Release



For Immediate Release
Date: April 20th, 2022

106 N Third St
Bellevue, IA 52031

NEWS RELEASE: NEW TOWN LOGO

Bellevue, IA - The city of Bellevue is proud to announce its new town logo.

The new logo will replace the old logo and will be used for signs, brochures, websites, etc.

(563) 872 - 4456 • chamber@bellevueia.com

Social Media - Facebook



Utility Van



Bellevue

Style Guide

Bellevue Style Sheet

MAIN LOGO



GUIDELINES

- Do not rotate
- Do not italicize
- Do not warp
- Do not change colors

COLORS



R0 G102 B52
#006635



R103 G153 B102
#679966

FONTS

Baskerville: Semibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ
1234567890



Preston

Background

Things That Come To Mind

Small

Community

Pride

Friendly

Things That Come To Mind

Small

Community

Pride

Friendly

Things That Come To Mind

Small

Community

Pride

Friendly

Things That Come To Mind

Small

Community

Pride

Friendly

Inspiration



Preston
Copper Creek Trail Board One



Suggested Branding



PRESTON



PRESTON



PRESTON



PRESTON



“Your place to grow”



PRESTON

Your Place to Grow



PRESTON

Your Place to Grow

Mockups

Email
Signature/
Business
Card

Teresa Weinschenk

City Administrator/Clerk



1 West Gillet St., Preston, IA 52069

563-689-3082

admin@prestoniowa.org

www.prestoniowa.com

Your place to
grow

Pole Banner

**WELCOME TO
PRESTON**



**YOUR PLACE TO
GROW**

T-Shirt



Press Release



Your Place to Grow

For Immediate Release

Date: April 20th, 2022

1 West Gillet Street

Preston, IA 52069

NEWS RELEASE: NEW TOWN LOGO

Preston, IA - The city of Preston is proud to announce its new town logo.

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(563) 689 - 3081 • contact@prestoniowa.org

Social Media - Facebook



Social Media - Facebook



Utility Van



Preston

Style Guide

Preston Style Sheet

MAIN LOGO



GUIDELINES

- Do not rotate
- Do not italicize
- Do not warp
- Do not change colors

COLORS



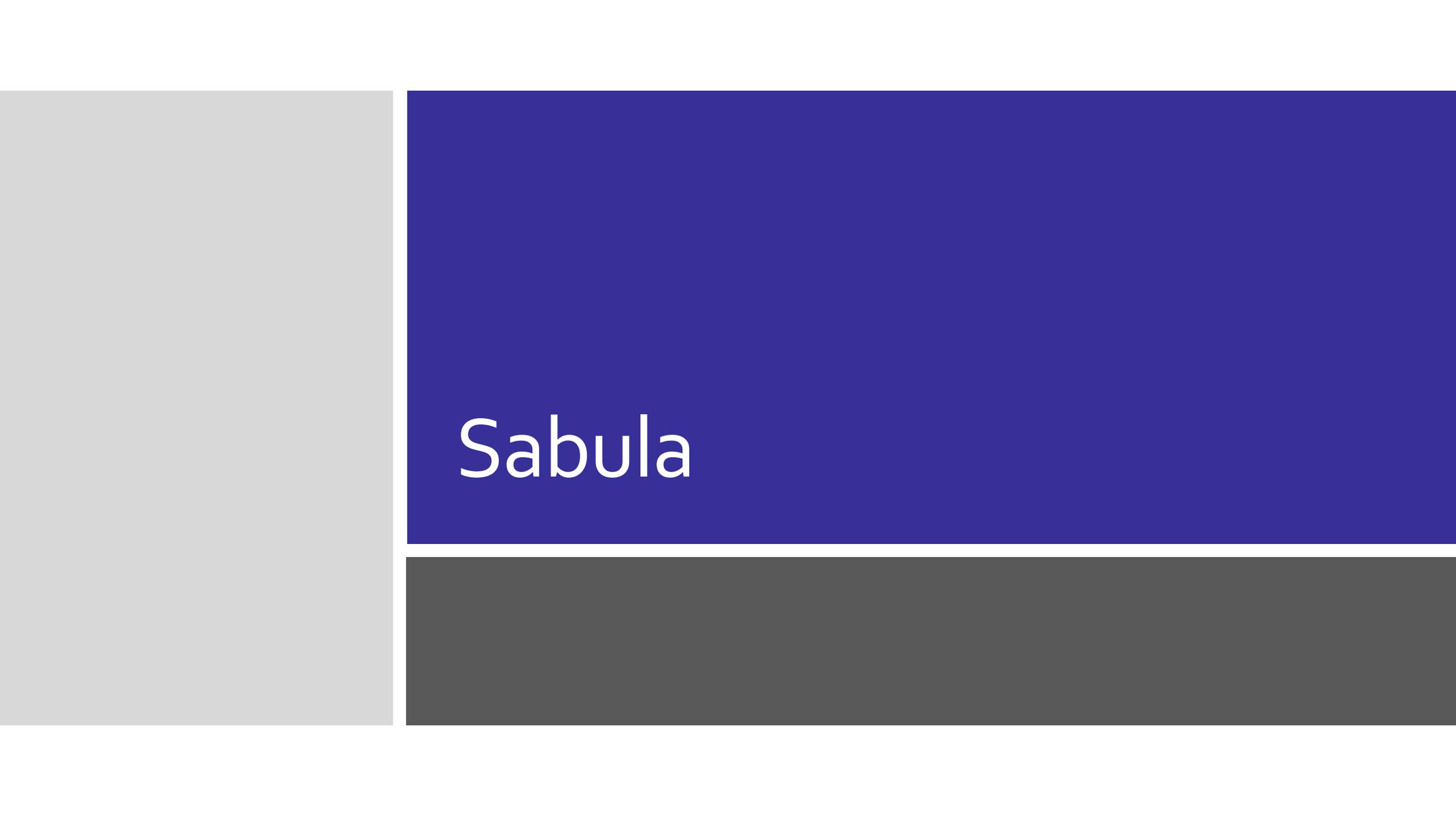
R241 G90 B36
#f15a24



R000 G000 B000
#000000

FONTS

Optima: Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



Sabula

Background

Things That Come To Mind

Island

Community

Hidden Gem

Connection

Things That Come To Mind

Island

Community

Hidden Gem

Connection

Things That Come To Mind

Island

Community

Hidden Gem

Connection

Things That Come To Mind

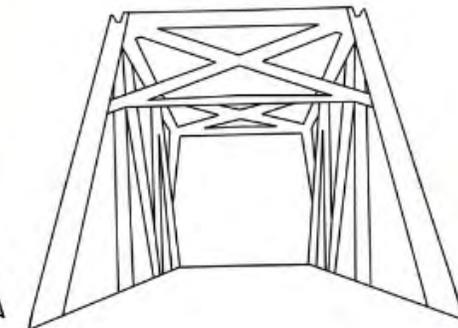
Island

Community

Hidden Gem

Connection

Inspiration



Sabula



Sabula

Suggested Branding



Sabula



Sabula



“Your *Adventure* Starts Here”



SABULA

Your Adventure Starts Here



SABULA

Your Adventure Starts Here

Mockups

Email Signature/ Business Card

LYNN PARKER

City Clerk



411 Broad St, Sabula, IA 52070
(563) 687-2420
sabulaclerk@iowatelecom.net
<https://www.sabulaia.com/>

YOUR ADVENTURE
STARTS HERE

Pole Banner

WELCOME TO
SABULA



SABULA

YOUR ADVENTURE
STARTS HERE

Sabula

T-Shirt Design



Press Release



For Immediate Release
Date: April 20th, 2022

411 Broad Street
Sabula, IA 52070

NEWS RELEASE: NEW TOWN LOGO

Sabula, IA - The city of Sabula is proud to announce its new town logo.

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(563) 687 - 2420 • sabulaclerk@iowatelecom.net

Social Media - Facebook



Utility Van



Sabula

Style Guide

Sabula Style Sheet

MAIN LOGO



GUIDELINES

- Do not rotate
- Do not italicize
- Do not warp
- Do not change colors

COLORS



R54 G48 B152
#363098



R171 G222 B252
#abdefc

FONTS

SABULA:

INTRO RUST

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Sabula:

Kollektif

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Thanks for Hosting Us!





Final Logos



Final Logos