



City Manager's Office

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www.cityofames.org

TO: Ames Mayor and City Council
FROM: Susan Gwiasda, Public Relations Officer
DATE: August 23, 2011

At the City Council meeting on August 9, discussion of the proposed City of Ames logo was tabled for two weeks after the Council asked for public input. Feedback was solicited through the use of a press release distributed to area media, through posting the logo on the City of Ames website, through posting the logo on the City of Ames Facebook page, and through reminders through email and social media.

At the completion of community visioning project in June, it was suggested that to show collaboration and unity among the organizations that promote and brand Ames, a shared logo used by the City of Ames, Ames Convention and Visitors Bureau (CVB), Ames Chamber of Commerce, Ames Economic Development Commission (AEDC). The proposed logo, which was presented on August 9, grew out of a redesign project started by the CVB and the Chamber, but put on hold during the community visioning process. With the approval of the tagline, "Heartland's Leading Edge," the CVB and Chamber went back to their design team and looked for ways to incorporate the tagline into the logo. The logo was approved by the Chamber and CVB boards and presented to the City Council. The designer suggested that, if all the entities are going to share the logo, consideration should be given to assigning different colors to the individual organizations.

At the August 9 meeting, the City Council asked that input be solicited on only a red version of the logo to emphasize the relations to Iowa State University. Although the red may look different on computer monitors, the logo was designed in PMS 186, which is the same color as the Iowa State University logo.

Because the logo redesign project was started by the CVB and Chamber of Commerce, the City of Ames has not paid any costs toward the development of this new logo.

Attached are approximately 100 comments that were submitted as emails and approximately 25 comments that were copy/pasted from our Facebook page.

Hi - I'd like it better if it were green ...

Darryl Bennett
Vice President - Championship Productions, Inc.
2730 Graham Street
Ames, IA 50010
ph 515-232-3687
fax 515-232-3739
toll free 800-873-2730

Susan--

The other comment, which I thought was more to the point, was that you have in PUSH's logo ideology some pretty strong advice about color choice, and the council looks like it's ignoring it entirely. The design does look better in the lime green you showed me. Though that might not ultimately be the best color choice, it is at least in that "progressive" ideology. Red is not. But there might be another color choice out there that would push that "leading edge" quality you are looking for and complete the logo's look to the best possible advantage.

Then again, blue and green, while also not in the ideology, they are similar to the city's previously used colors, and that might make for a smoother transition in adoption, at least in the perception of the public.

Laura Millsaps

Susan,
I don't know if I qualify as public input, but the problem I see with the logo is it reminds me of the logo for "Adobe" and their icon for Adobe "Flash Player". In fact, the instant I saw it I thought "Adobe." Anyway, just throwing that out there.



Thanks,
Dawn Tank

I like the green better. It ties in with the City's Green Programs and us being a Tree City. Thanks for letting me see it.

Dawn Tank

Yes - like it ... there is something very important in keeping green in the city logo (my opinion) ... the reinforcement of our 'green' energy, our forever growing intentions ('When you're green you're growing'- Ray Kroc) ... plus, the red does not really look like ISU - more like Nebraska ...

As I say to my 2 yr old at every stoplight - green means "go" ...

Darryl Bennett

You may want to look at the adobe logo. It looks very similar.
<http://techmiso.com/wp-content/uploads/2009/03/adobe-logo.png>

Shandra Van Berkum
Art/Supplies Buyer/Supervisor
Iowa State University Book Store
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www.isubookstore.com

Susan, I love the new logo!

Thomas Budd

I think it is a great step forward from what the current logo is.

I'm not entirely sold on the red as a contemporary color, if that is what they were going for, but it works pretty well. If they wanted modern colors you would think you'd see more of the vibrant neon colors, as opposed to a primary color like red.

Overall a good fit.

abaumgartner@haila-asp.com
[HAILA ASP Website](#)
[HAILA ASP on Twitter](#)
[HAILA ASP on Facebook](#)
[HAILA ASP on LinkedIn](#)

The proposed city logo seems rather similar to the Adobe logo ([Google Image search](#)). Don't know I fit would be similar enough for Adobe to complain, but it's probably worth keeping in mind.

Regards,
Adam Reineke
Web Applications Engineering Co-op, Instrument Business Unit
(641) 754-2118

Hi Susan,

I found this link to the website in the Tribune today and see that it's your email for feedback. My only feedback is that the graphic seems soo abstract. It doesn't seem to tie into anything. I don't feel that it's very "Ames" – too abstract corporate feeling. I don't mind the color, or the fonts – just the graphic. Is there not anything in the community to draw from for the shape? Maybe I'm too used to the campanile always representing ISU. Maybe I'm missing the point?

Just a couple of thoughts to go along with the many others I'm sure you'll get. I hope all is well and have a great weekend! Jenny

Jenny Pollard '06
Assistant Director for Membership and Revenue Enhancement

Not a big fan of that shade.

Personally, I really like the greens and blues in the current logo. Is there a mockup of the new layout with those shades?

Adam Reineke | (641) 754-2118

Seems to fall short of the goal of "Heartland's Leading Edge." To me it appears to be incomplete and not really represent anything at all. My first impression of this logo is a resounding, "What is this thing, anyway?"

Just my opinion.

Jo Anne

110812 Dear ACC,

I don't like the proposed new logo because I find it too...

- 1) vague -- it looks different depending on what color it is placed on,
- 2) sharp -- pointed arrows do not emphasize the inclusiveness I want Ames to have
- 3) unclear -- I don't see the parts of the letter "A" someone said are in the logo

Further, I don't like the phrase "Heartland's Leading Edge" because I find

a) "Heartland" too vague.

b) Edge too sharp...I don't want to be associated with a "sharp" city.

c) I don't like "leading" either...it implies dominance over Ames' neighbors. I prefer a word that means "working together". Perhaps the logo represents the reality of Ames and I want to change it. I'm still annoyed Ames chose to withdraw from the consortium to share ownership with other communities of windmills, principally, as I understand it, because our Ames representative did not know how to work with our neighboring communities. Working together is not easy but it is essential to survival and Ames should change its culture, not strengthen it further with the proposed logo.

Also, you might make it clearer where to leave feedback on the logo. It wasn't obvious to me until I thought I'd try the small printed "feedback".

Holly Fuchs

Hi, Susan: My immediate reaction was that it sort of reminds me of the Adobe Acrobat logo. That doesn't mean I don't like it; in fact, I really like that red is the primary color. It is appropriate for Ames (the home of the Cyclones).

--Vikki Feilmeyer

I'm not seeing the "forward-leading arrow" they're talking about. If they're talking about the crossbar on the letter A, that looks backward-leading to me. If that's not where the arrow is, I don't see it.

I also don't think the "stylized letter A" they're talking about is all that obvious, either. When you read a description of the thing, it's obvious, but I question whether it's all that obvious if you just see it alone.

And, lastly, I haven't seen any cost estimates of how much money it would take to make the switch. All city vehicles, letterheads, web-pages, business cards, forms, etc., etc. would have to be changed. I'm thinking that's going to cost quite a bit of money. And at a time when money is scarce.

Frankly, I seriously doubt whether people or business decide to come to a town based on a logo. I find this whole thing a total waste of money. "

Jaylah Priest

It may just be me but the new logo reminds me of the Adobe logo. First thing that came to mind.

<http://www.adobe.com/>

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Mark Senia

I had to look at the logo many times before I saw the A in it at all. The red part looks like a video game character from the 80's.

I think there must have been local talent that could have been used to create something we can all understand. Please, no one understands the rusty pieces of "art" outside city hall, let's not have the logo be something people have to scratch their heads about in order to understand.

Thank you.

Allison Anderson

The City is the governmental entity representing and serving all of the people of Ames. The Chamber and CVB represent business. While there may be many common goals and many opportunities for collaboration, such is not always the case. Sharing a logo does not acknowledge this.

Also, I think the logo is far too abstract. A good logo should speak for itself, not require a lengthy explanation for people to understand and appreciate it.

Linda Murken

I like the choice of red for the logo, but it may be how it looks on my computer, it looks too red than cardinal to "compliment the colors of Iowa state." Maybe darken the color more? The font is nice and clean but I don't really see an "A" at first glance. Is it too hard to stylized the word Ames in the same way? I think its too abstract. Darken the red and maybe add "mes" otherwise looks cool! Like the change.

Drew Schlosser

Dear Susan,

I am not particularly fond of the proposed logo.

The colors red and white do not remind me of ISU as they are supposed to.

The leading edge theme doesn't really come across because the arrow doesn't seem very arrow-like (I come from a family where bow-hunting used to be done, so I have some familiarity.....) even as a stylized arrow. The lack of any pictorial element means that the logo is highly anonymous and could apply to any town or organization whose name starts with A.

But most of all I find it very troubling that the city of Ames is 'sharing' this logo with the Chamber of Commerce, which is a member dues-paying organization, that not everyone in town belongs to or wants to belong to or even agrees with all of the time. To call that a "municipal" entity is playing fast and loose with language. My dictionary defines "municipal" as "of or pertaining to a city, town, etc. or its local government: municipal elections". Is any organization located within the boundaries of Ames by definition a "municipal" entity? Which organizations were asked if they wanted to share the logo? As a member of the Ames Chapter of the Des Moines Metro Opera Guild I know that we were not approached and we are located in Ames....I am sure you see my point.

If this logo is to represent the City of Ames, then I believe it should represent the city and not the city and certain selected organizations, which were selected without public input and outside of a public process. Perhaps such arrangements are common, but I have certainly NEVER heard of such a thing before.

I would be glad to discuss any of these issues with you. Thank you.

Sue Ravenscroft
268 0294

I realize what a difficult job it is to develop consensus about a design issue. I don't want to make that task more difficult; I just want to give you some feedback which I hope will be helpful. I especially have concerns about the vast difference between the designer's elegant description of the design and what I had actually perceived on my own. When you go to a contemporary gallery or a museum of modern art, it is always fascinating to read the curator's or artist's commentary about an abstract piece. The information often enhances the viewing experience. But a logo, I believe, should elicit a clear and immediate response which connects the symbol presented to the content being suggested. In this regard, I think the logo fails.

What is supposed to suggest the letter A, does not show enough of the letter to make the suggestion clear. I endorse the idea of the letter A being incorporated into the design.

Even after reading that the swath of white is also supposed to suggest an arrow, I struggle to make that association. Maybe my resistance to seeing the arrow is that the only arrow I see is pointed downward, not an association I would want to promote. Downward facing arrows are used to indicate loss, decline, negative trends. To use the letter A to represent an upward facing arrow, the focus would have to be on the apex of the letter.

To me, the graphic looks like an intersection, or an interstate off-ramp. That association might be appropriate, but maybe not positive, for the city of Ankeny, but it makes no sense for Ames. I don't think a logo should be a "What do you see in this picture?" puzzle. I would think it valuable, however, to ask random people who have not read the designer's commentary to declare what they see in the logo. How many see part of the letter A? How many can make any connection on their own between the design and the characteristics of the city of Ames? How many, when told the slogan "Heartland's Leading Edge" can describe elements of the logo that connect to the slogan? After reading the slogan, I thought the swath of white represented a tool of some kind with a sharp edge. I can't imagine that the designer expected people to see a fork in the road or a farm implement in his or her design.

Concerning the color, I don't know if you want to use a single color for reasons of economy. But, so many of the "leading edge" qualities have to do with the presence of ISU, I think you should use some yellow in the design. Using just the red and the white coming through from the color of the material being printed on suggests to me "red" "white" and the absence of "blue". The "red, white, and blue" association is so strong that I think it needs to be countered by the presence of a second color such as yellow.

Finally, the font used in the lettering seems thin and weak, especially in the words "City of". A look at the Iowa State logo shows what can be accomplished with lettering. The letter A in the word "state" is centered over the large red letter I. The emphasis on the letter A reinforces the connection to the abbreviation "IA" and to the home city of Ames. There are many more aspects of the ISU logo to recommend it, including its clarity and simplicity. I think the proposed logo for the city of Ames has simplicity but lacks clarity.

I just wanted to let you know that my response to the logo was basically, "What does this have to do with Ames?" I think the concepts are fine. I think the execution is weak, even confusing.

Thank you for your time.

Julie Jensen Freed
4321 Stone Brooke Rd
Ames, IA 50010
515.232.3867

The logo seems quite amateurish and unflattering. I do not understand what is meant by sharing it with other private entities. the Chamber of Commerce in particular seems an odd choice as the organization has a political agenda which should not be confused with the City of Ames.

I think we can do much, much better.

Anne
ANNE KINZEL
515.554.6021 - Personal Mobile

Dear City of Ames,

Your new logo idea looks like a corporate logo for a shady business that I wouldn't trust. It does not look like an A, as I assume it is supposed to, and the red will not match well with the color of red Iowa State uses, they will clash and look bad when seen together.

The letter A in the text that you used is skinnier than the other letters, and it almost gets lost as a result.

This logo, on its own, has no meaning. If the part that says "city of Ames" is not with the image, then no one will be able to identify this as a logo for the city. The text should be more integrated so that people can actually see the two together.

The tag line, "Heartland's Leading Edge" being beneath the design does not say Ames, or Iowa, or anything to me. It seems like a logo for a completely different business, and does not identify with Ames for me. The tagline actually doesn't make any sense, either, if that is being taken into consideration. I confused it with Heartland's Senior Services and thought that it was referring to another business at first and did not understand the presence of the phrase with the logo.

Please consider these comments and thoughts on the newly proposed logo.

-Laurel Scott

When I first looked at it, my eye tried to find something to recognize. I did not see the "A." Instead, the thing I recognized was the little red wedge-shaped object in the lower left, and my eye identified it as a bed. My immediate thought (not very logical, but immediate) was, "Are we marketing ourself as a bedroom community?"

So I suggest making the lower left object in red be dissimilar to a bed.

Otherwise, I like it. The symbolism is too obscure for any casual observer to catch, but it looks modern and abstract and avant garde. I guess that's good.

Sincerely,
Pat Thiel

It would be a waste of money that we don't have!!!

What good would it do??

Dave Schultz

Sorry but the new idea really is bad. The current logo is far and away the best and has a lot more character and class. What a waste of tax payer's \$\$\$. There is no reason to change.
Sincerely, Bill LaGrange

Hi, Susan,

I appreciate the opportunity to give feedback on the logo. This email came to our house and so I will give my two cents and will forward this on to Daryle at his work location and he will give his own.

I would never have guessed the symbol was an abstract letter "A" and it appears that it is only a portion of the letter at best.

I am assuming that a red background signifies of the word "heart". When I think of sustainability and agriculture I think of the color green. To be honest, I really prefer the current logo but that is just my opinion.

Joyce Vegge

The new logo is very clean and attractive. We the City has to have a new logo, this one will work out well. My only concern is that I have heard that various agencies will use different colors to represent themselves. If true, exclusive access of colors by one agency or another is going to cause more confusion than cohesion.

Just make *everyone* use the same color. Cohesion is key. They should only state their name next to logo. Otherwise why have a common logo at all?

Matthew Mauk

Forwarded from Peter Orazam:

Peter,

I watched the Council meeting on 8/9/2011 and could sense the frustration you must feel with parts of the "branding process". The final choice in a new logo for the City of Ames or the decision to stick with what is currently used will not be accepted by everyone.

The Council's decision on the 9th to give 2 weeks for public feedback will at least allow people to have input. Thanks for that. I'd be happy with whatever is decided with the logo but I believe the current one has achieved a great degree of "brand recognition" and the cost of a citywide change to a new one should be an important element of a final decision.

What I'm really concerned with is the plan to share any City of Ames logo with another organization. I feel that the City needs to retain its independence and identity. I know that the City and the organizations mentioned work closely together and share some common interests but the City of Ames represents and is accountable to the entire community while the AEDC, the ACC, and the ACVB share no such responsibility. "Brand dilution" at the very least!

Perhaps you could help me understand the thinking behind creating a relationship that seems conflicted from the start.

Thanks for your time.

Fred Bradner
1111 Stafford Ave.
Ames

Sorry, I don't see either the A or the arrow. Too stylized. I see 3 shapes I cannot identify.

AdaMae Lewis

I think a new logo is a great idea. I don't dislike the one presented, but I feel like I'm looking at one of those art pictures trying to find hidden objects. Perhaps I'm not looking hard enough, but I don't see an arrow at all and I didn't know it was an A until I read the description (having only seen the white version). I think the A appears much more clear in the one that is mostly red with the white as accent (the one in the center of the webpage).
Lisa Percy

I like the City of Ames part but the stylized symbol of an 'A' doesn't come thru.
I thought it was red maple leaf or a sail boat. Try again on that part.

Gene Lund
1612 Top O Hollow Rd
Ames

Who is it that I can talk to about the new logo? I don't think it should be scrapped, but I would like to see it tweaked somewhat/played with. It's super easy to do (I've worked with Nita Upchurch on logos before) with it all being computer programmed....

Fyi.. I'd like to see what it would look like with the lettering (ames) a bit closer together and moved in closer to the arrow and down a bit...more tucked in to the white space...
I think it has a nice progressive and contemporary feel without going to far over the edge (not to make a pun).
Let me know if I can work directly with the graphic artist.

Andi Smith

Thanks for the opportunity for input. We like the current Ames city logo very much! The new motto is clever – the version beginning with Heartland's

Thumbs down on the logo!!

Marianne & Jim Chalstrom

At least two of us—from different households—had trouble figuring out that the sort of abstract "A" was an "A". I suppose with the color added, it's passable.

On the "brand" (ugh!—how did the US survive without that unpleasant term and concept...or was its adoption the beginning of the country's downfall!), isn't "Heartland" the name of an egg company in Iowa—or something like that? Whatever, I hope "HIL" won't just get laughs from the likes of folks in Ankeny and DM. The phrase seems overly grandiose for Ames to me.

Sorry not to be more enthusiastic.

Sincerely,
Joyce Cummings

Hi Susan,

The first thing I noticed is: CITY OF is in UPPER CASE LETTERS and ames is in lower case letters with a variation in the letter "a". In my opinion, AMES should be first in importance. Keep all the letters in UPPER CASE with the letters remaining the same height size. City of should remain smaller in relation to AMES size.

My preference is the first logo with size of print adjustments, making AMES in upper case letters. I also like the red, white and blue colors!

Thanks for asking for feedback.

Mary Jo Mattila

I actually like the current Ames logo, but I suppose it may be time to renovate it with a more modern style.

Looking at the new logo that has been proposed, I see three different designs... I think the ideas should be unified into a single design so as to promote a single image instead of multiple versions on the same theme. I'm partial to a green logo because it symbolizes sustainability.

Here's a unified idea I came up with. I've attached both a high resolution PNG file with transparency and the original PDF vector that can be edited in Adobe Illustrator or other similar programs. If you decide you like the design, feel free to make any modifications you like.

Peace,
Evan Stumpges
(515) 233-4924
Mechanical Engineering Undergraduate
Iowa State University of Science & Technology
PRISUm Solar Car Team - P11 Project Director
<http://solarcar.stuorg.iastate.edu/>

Susan and Matthew

As graphic design was my major at Iowa State and being an owner of an art gallery I believe I can make an opinion with some validity other than I like the logo or I do not care for it as some others have mentioned to me in discussions.

I do like the concept of the logo but with a first look at the logo the arrow using the grey swoosh and the red or white arrow head doesn't read well and is not the first thing I see if from the comments it is what the designer would want you to notice first.

I did see the stylized "A" first but I have a problem with the crossbar on the stylized "A" having a point (as does the logo of the Iowa State Athletic teams) but it is not carried over to the "A" in the City of Ames, which would tie the logo graphic and the verbal content together better, in my opinion.

Back to the arrow, if the swoosh were a few shades darker as is the type of the word Ames it may read better and also move the eye towards the word Ames better.

The logo reads better with white on the red background to me because the arrowhead is white and so is the verbal message.

Would the tagline Heartlands Leading Edge also be used with the City of Ames in the logo? If so would it be outside the red box or set inside the box with the City of Ames?

As to the different organizations having different colors would each be distinguished with the organization name in place of the words "City of Ames" or would the organization's name be placed below the logo and words "City of Ames" would never change? I think either way would work but I believe you would have to look at each to decide.

As to colors, you have a green and blue already in the city's logo so using those:

Green for the city since Ames promotes itself as a green community

Blue for the Chamber since it is the other color of the original logo and the chamber is one of the older organizations

Red for the ACVB to tie in with Iowa State but ISU has a specific red color so it needs to match and you may need to get their approval to use it if tying the two organizations together

A maroon or a deep rich burgundy for the Ames Economic Development Commission since it is a very bold and rich color to stand out.

Having a change in the city logo is not something to be taken at a whim, there is the cost of changeover from nametags to entry signage into the city. Is each organization going to coordinate with the other to have a solid front and if you wish to tie into ISU will they also be represented?

Having said that change is a good thing if done correctly and explained to the public so they understand why it is occurring, what a new logo will bring to the city, how it would affect the common citizen and what are the costs?

As you requested from the public these are just my thoughts on the subject and questions to be brought up at the meeting if they are not answered in the presentation.

Michael Miller
Gallery 319
310 Main Street
Ames, IA 50010

My first reaction to this proposed logo was "My gracious, they've recycled the Saturn logo."

Start over. This time give it to the fifth graders 'cause the third graders did a lousy job.

Or keep the old one; it's certainly superior to the proposed logo.

Jon C. Hunstock
The Hunstocks
Audrey & Jon
4142 Eisenhower Lane #1
Ames, IA 50010

I prefer the design on the far left. Simple. To the point. Contains the name of our city. And, I like the color. It's bold.

Teresa Paschke, associate professor
Integrated Studio Arts
Iowa State University
158 College of Design
Ames, IA 50011
tpaschke@iastate.edu
515-294-1656
www.teresapaschke.com

Hi,

The new tag line is very dated. "The heartland" had been used and overused to the point of being trite. If we expect this logo and tag line to last more than a year or so, I'd recommend reconsidering the "heartland" notion. There has got to be something more current that doesn't remind the rest of the world of a sausage ad.

D. Lewis

Hello,

It would be nice to choose from several options.

I guess you guys (City Council) though have choose from several ideas.

I do not know what other people say about this piece of art but my wife Mary Barratt (32 years Ames resident) and I (reside in Ames since 1994) do not think that this logo looks good enough for Ames.

Nevertheless this idea could be improved if artists, who are involved in the creation process, would work little more. Thanks.

Best regards,

Peter V. Novotorov

608 Ken Maril Rd. Ames, IA 50010

Ph. (515)232-5741email: obkomsomol@yahoo.com

Hello,

I like the new Ames logo, but it is too similar to the Adobe Reader logo. If the color was different (green? blue?) it would make all the difference.

Thanks!

Tina Rice

Ames

Not fond of the new logo. Should have more impact! This is too subtle.

Jorja Kemp

Love the logo!

Jean Kresse

Sorry folks, it's ugly, no character at all. Like the old one better. Besides you just painted it on the water tower north of town. Not very efficient use of funds if you are planning on changing out the logo.

Margaret Hamilton

The design seems pretty good, but the red color reminds me of a corporate logo like 3M, Kmart, and even Target. Thanks!

Laurie L. Carnahan, Administrative Assistant
Office of Public Transit
Phone: (515) 233-7870 Fax: 515-233-7983
E-Mail: laurie.carnahan@dot.iowa.gov

Hi, Susan

Here are my comments on the proposed logo:

I like the font and it is definitely time for a “new look.” The idea behind having different entities use different colors is nice. But if we need to save money and print in grayscale, all the Ames entities will have a logo that is the same. That is great for having a unified front, but could also be detrimental, if one of those entities were engaged in promoting something that another does not want to be identified with. Also, there are times when the city cannot be involved in an issue (when there is a vote involved, for example) and it would be bad if the Ames Chamber were to endorse something and citizens or others were confused into thinking the city was actively promoting it.

Finally, the design seems to be “leading” in the wrong direction. My eye is drawn to the point leading to the left, rather than the “blade” across the upper right. And the front portion is cut off – so to me it is not leading, it’s been blunted. Very reminiscent of the hammer and sickle and the flag of the Soviet Union (especially when it’s in red).

Karen Thompson

I am not a big fan of the new logo. It is very hard to see the arrow. It is also hard to make out the fact that it is an “A”. Also, it looks a lot like the Adobe logo.

Just my opinion. Thanks for asking.

Shelly Meinhard

Congratulations on moving forward with a new visual identity for Ames and the collateral organizations promoting it. I love the move.

I like the idea of the forward arrow but I wonder if it's pulled off successfully within this mark.

In color you can see the arrow, I wonder how it works in one color, for example, a B&W print ad for a newspaper?

I do like the red. I also like red and gray together. I would adjust the color slightly. The red is looking pink on one of my monitors. I know you can't control the quality of monitors that it'll be viewed on but I'd chose a MUCH bolder red than this. Make it unmistakable that RED is the intended color choice. Yours is a pleasant red but a weaker red with magenta undertones.

That font that was chosen for the tagline is a great font when it's printed. I like the elegant small type with some nice letter spacing. However, the font really falls apart quickly onscreen. I'm sure it'll be used extensively on web and e-mail apps not to mention video.

The font that was chosen for City of Ames is pretty nice. San serif always looks modern to me. Especially with the shape of that "A".

The Stylized "A" symbol bothers me. I just don't think it's finished. This mark baffles me. I don't see how it'd work in one color. I love the idea of the stylized logo and the forward push of the arrow. I just can't see it instantly on first glance. My initial sight of this logo instantly brought to mind the AE Dairy logo. I know the two are not alike very much but I sure identified this mark with the dairy at first. I'm sure that's not the intended perception.

I hope my input helps.

Regards,
Grant G. Luhmann
Art Director
The Ames Laboratory
132 TASF
Iowa State University
Ames, Iowa 50011

I think both **City of Ames** and **Heartland's Leading Edge** should be in the logo. Perhaps Heartland's Leading Edge could be in a small, fine print. I would like to see "leading edge" somewhere in the logo as it gives the "A" more meaning. Personally I don't particularly like the font that is being used for "Ames"; I think something else would look better; the font used gives me a "flat" feeling. Best to you as you endeavor to summarize people's opinions (which NO DOUBT will be very diverse J).

Jeanette La Grange

Department of Statistics
Iowa State University
Ames, IA 50011-1210
515-294-3440
<http://www.stat.iastate.edu/directory/staff.html>

I like it okay, though, it doesn't seem particularly better than existing. I am confused by the symbolism somewhat. Is it supposed to be a capital A? If I'm not sure, I'm sure our foreign residents would get it, either.

Danelda Allen
danelda@earthlink.net
515.232.4849 home
515.382.8445 work

City Council members:

I very much appreciate that the city is revamping our logo. I am not a graphic designer, but I do have some thoughts on the newly proposed city logo. Aside from the fact that it is too strikingly similar to the Adobe logo, the new logo does not do justice to Ames. This logo does not speak to the vital and engaged community that is Ames. While it is more modern than the previous logo, it is quite forgettable, and that is obviously not what we want to represent our city.

Thank you for your time,
Neysa Goodman

p.s. Matthew and I disagree about the logo, which isn't the first nor will it be the last time.

Dear City of Ames,

If this logo will replace the green and blue logo on the web page (attached) that I have seen on city banners, then I prefer the old one. The new one makes me think of an airline symbol. Also, why does the city need a new logo? there are already banners printed with the present logo. Also, I feel it would be too much red on banners on Main street - the present three-color with darker tones is more aesthetic to me.

Michael Zimmermann
Ph.D. student in Bioinformatics and Computational Biology
Department of Biochemistry, Biophysics and Molecular Biology

Dear Susan:

This proposed new logo may serve the Chamber and other business oriented organizations well, but the city should not give in to marketing hype. The city's current logo is fine. It is distinctive and well known. How many thousands of dollars will it cost to change signage, letterheads, etc. The cutting edge is already dull. Just say NO.

Erv Klaas
1405 Grand Avenue

I don't really get the arrow leading edge future stuff out of the logo. If I had not read it on the page, I wouldn't have seen it at all.

At least if you remove the "A" from the written Ames you can feed the A in the design in to the town name showing the A. Then you can do your swooshie thing I guess. There still needs to be some definition on the right hand side of the A most likely, but I can't do much with Paint to that end. J

Not a big fan of the new logo. Thanks for soliciting feedback!
With best regards,

Patrick J. Stahr
Teamcenter Software Management
Siemens Product Lifecycle Management Software, Inc.
Industry Sector
2321 North Loop Drive
Ames IA 50010

Susan,

I guess I'll get used to it. I read in the paper that the logo is the letter A. I don't think I would have figured it out. After a lot of looking and wondering which of two possibilities was the A, I did notice the arrow.

I am wondering if it will speak to the general public. My initial reaction was that it looked like different pieces not working together. Maybe some modification in shading or some thin lines would make it easier for people to see the symbolism. I hate to be so negative.

Thank you for asking.
Mary Jean Baker

Susan,

I just got a look at the proposed new logo. My first reaction is - What is it? A sweeping arch and shadow arch? ... with a horizontal bar? It isn't that I don't think it is attractive or well designed, I just wonder what it is supposed to represent – if anything. I do like the font and “Heartland’s leading edge” idea – but just curious to where the design came from?

I still think whatever is approved should be painted on the West face of the power plant. Now that would make a statement!

Just a few of my thoughts,
Dan Rice

The positives would be our embracing the colors of Iowa State and embracing that relationship!

Negative would be the plagiarism of the Adobe logo.

Thank you!
Tony Thrush

YUCK. All you see (whether red on white or white on red) is the three meaningless blobs of red or white. If you do look at the "negative space," it looks like one wing and the tail of a Chimney Swift, flying away to get out of Ames. There is no more way to make an A out of it than there is to make an NG out of the strange Chinese character used for North Grand Mall.

Jim Murdock
Dept. of Mathematics (emeritus)
Iowa State University
Ames, IA 50011
jmurdock@iastate.edu or jmurdock1510@gmail.com

It seems to me that the proposed logo is so abstract as to be totally meaningless. In no ways does it convey to me any of the connotations that Mr. Helms and “Push Branding and Design” would like it to...(I see a hungry baby bird). May I gently suggest that the City Council may have been sold a set of new clothes for the Emperor?

Miriam Patterson

Susan, Here's the Adobe Flash Player logo. The City candidate has the same colors and looks like a reverse version of the Adobe logo. Potential copyright issue?

Kathy Bloch

Sorry, I don't like any of them.

Beth M. Miller
Program Assistant II
2412 LLOYD Veterinary Medical Center
515-294-3837

Similarities with logos from Saturn, Adobe (especially with the use of red). I don't recognize this company, but Auro Travels has the same design concept with a letter A and Arrow. Copyright issues? The font style on the City of Ames lettering fights with the "A" logo part of the design.

Has any consideration been given to refining our old logo and giving it an updated look? That way we could keep the already recognized image/colors and just give it a more updated look. Are we wanting to make a new statement with a new logo or wanting to maintain recognition?

My 2 cents.....thanks, Jan Schmitt

I don't care for the new logo. The present one best represents Ames as a green city. The cost of new letterhead stationery and repainting all the city trucks will be expensive. That money could best be spent elsewhere. If Ames wants to be known as the "leading edge" the city really needs to add an under or over pass to the railroad crossing at Duff. That section of Duff is heavily traveled and reminds me of a small town when I am stuck there wasting my time and gas. I know that the nearby merchants put pressure on the city to not improve the crossing but it is necessary for the "cutting edge" image of Ames. I have seen ambulances with red lights flashing sit there and wait until a train passes. Pity the poor person waiting for medical assistance.

Linda L. Church

In my opinion all of the proposals are terrible. I cannot envision the letter A in any of them and I think that the City was ripped off by the consultants.

Jim and Marianne Chalstrom

The abstract 'A' is pretty indiscernible. It's shape looks more like a toucan beak to me which has little to do with Ames - though a beak could be considered a cutting edge. Also, rounded lettering for 'city of Ames' seems out of place for an *edgy* theme.

Having been a long time resident of Ames, and having seen many, many visioning's happen and come to pass, I guess if a new logo comes of this last visioning expense, that would at least be something.

All in all, the expense of new shirts, vehicle emblems, letter heads, envelopes, business cards, etc - can't help but question the sensibility of all this. You can change the emblem and try to make Ames' image fit with lingo, but the city is still the same place - empty store fronts, a flood plain development plan that is simply creating new victims, a mall that has been falling apart for years, overdevelopment of fairly ugly multi storied apartment complexes, a community nearly completely void of history unless citizens have stepped in to halt the destruction of anything over 50 years old. If you wonder what I mean, the high school/middle school conversion to the current city hall would never have occurred without two citizens' very persistent efforts. The old city hall would have been knocked down and hauled away with who knows what in its place by now without the innovative thinking of Youth and Shelter Services. Saving the band shell was a citizen effort. City encouragement of destructive commercial intrusion into neighborhoods, speculating purchases of older homes for future profit. One could go on and on. This city could do well to work to promote itself as a **community** rather than its present conglomeration of separate, often hostile factions as a useful vision.

This *image* effort and costly new visioning process and outcome bring to mind the silk purse/sow's ear saying.
Leah Bowman

I like the logo design, but I'm wondering about the color. It seems like it will conflict with the ISU colors. I've always liked the green logo because it maintained a distinct identity from the University.

Donald Whalen

Hi there, I was curious about the new logo. Are we going to do a design change on the web page so it won't clash? Or are we leaving it off of the web page?

Katie M Kole

Good afternoon!

I just viewed the proposed City of Ames logo and although it's nice – I noticed an instant similarity to that of the Adobe products logo, which is a very well known logo.

I think it's a stretch to see the arrow within the logo and the overlaying gray transparency seems odd. At first, I thought it was a watermark and not supposed to be there. That transparency will also be difficult, if not impossible, to reproduce on embroidered shirts (and other applications using similar capabilities). Also, the font in the tagline "Heartland's Leading Edge" doesn't seem to mesh well with the clean, round lines of the City of Ames typography. I would suggest having the designers play around other fonts options.

All in all, it might be nice to see a stronger tie to the word "Heartland" and have that integrated into the icon more, still keeping it simple. The simplicity of the logo is nice, I just think they could push the design a little more.

Thank you for considering my feedback! Best of luck with this process – I know it's a tough road to get everyone on the same page :)

- Allison Vial

Allison Vial | Senior Graphic Designer
Innova Ideas & Services | A SIGLER COMPANY
A Global Approach to Marketing Communications
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F. +1.515.232.0402
www.innovaideasandservices.com

Are we starting an airlines?

I am not sure WHAT this is supposed to convey. Is this a piece of a capital A? A sailboat? I find it baffling.

Why just red and white? It's very blah.

I like the font for the City of Ames, but not the one for the tagline. Why are they different?

Any chance of ditching the tagline? It is completely generic.

-Lucy Martin, 506 25th St.

Hi Dear:

Honestly, I don't like the A- design because it takes a second look to see the A in it. Then I keep thinking what's wrong with the current logo?

Nothing

A new logo will require to change all existing stationary and signage that carries the current logo. That is not frugal use of public money.

Just my 2 cents.

Wolfgang Weber

Hey Susan

I saw your request for input on the logo on the website. The logo looks great but I do worry about its resemblance to Adobe's logo. As someone who has worked on a few logos, I realize no matter what you all came up with, someone would have something negative to say about it, but I hope it helps to have more input.

Adam Cotton

Thank you for this opportunity. A few comments:

1. The logo reminds me of the Adobe logo -- as in Adobe computer software. That's not really a good thing in my opinion.
2. I would rather see the stylized 'A: be the same style/font as the "A" in Ames. Otherwise it takes too long to realize that it's a letter.
3. To me, the light gray (shaded) curved line that's the opposite direction of the stylized A looks more like a mistake, an erased line, than a purposeful design element. It looks at odds -- almost like a letter "X" or something crossed out (and that's a negative impression) -- than a vision of moving forward.
4. The stylized "A" crossbar seems to be pointing backwarrs to the left. Could it be flipped to have the "pointed" end facing right, or forward?

Sherry Hoyer

Don't like it. My initial reaction when I saw it....reminded me of Adobe Reader computer icon. Why not try to incorporate all four letters AMES in logo.

Steven G. Kirts

I don't like it but I like the old one better. The new one is boring and not colorful .

Julia Martin

This logo fails in a most basic sense--it doesn't really read clearly as the letter "A". The contrast of the white half of the letter is quite bold and it overwhelms the dim grayish part, so that at a glance it has no legibility and conveys no meaning. You just see the odd crescent fragment with its strangely jagged horizontal appendage, and you wonder what it's supposed to be. I'm also not seeing a "forward-leading arrow". I presume this is the horizontal appendage? It is neither forward-leading nor is it an arrow.

The design does seem to be taking its cues from recent designs for software programs, so it's probably fair to call it trendy, but it conveys none of the sensibility that its designer describes. Whatever he or his firm intended, it's not coming through.

I am also critical of your process here. You ask for public comment, which is great, but then you present this one inferior design as a fait accompli. Probably the designer presented the city with alternatives--I'd really like to see what other ideas they had.

I do appreciate the chance to comment, but this one is a very weak example of graphic design.

Sincerely,
MM

Michael Martin
mdmartin@mail.iastate.edu

I'm a former resident of Ames and happened to see this on your website.

Just have to add my comments. Thinking of a city that I truly loved living in, I am so disappointed in this copy-cat remodeling job. Are you trying to pretend you are Saturn - the car company? That's the strong initial reaction I have. Please go back to the drawing board and try to come up with something original that truly reflects the unique qualities of Ames.

Arlene Roth
32666 County 51 Blvd
Red Wing, MN 55066
651.258.4802 h
515.231.8206 c

Hello,

Blatantly boring, and not at all original in terms of design for a city.

Perhaps acceptable for a company logo.

When I think of the heartland, color red does not come into mind!

And, of course the rhetoric comes off as a selling pitch.

Thank you for incorporating citizen input.
Sita Zarnegar

Looks like an "OK" logo. Now, let's do what the new logo and motto says. Let's lead, let's work with businesses and bring more jobs and economic growth to Ames. After all, businesses pay more taxes than any other group.

Jacob D. Sage
Customer Service Representative
Fidelity Bank

I think the new logo is very attractive, and a big improvement over the old logo. It looks much more current than what we have now, much more modern. I am very glad that the city is moving forward with these visioning and rebranding efforts – I have lived here for 15 years and Ames has been very frozen during that time, I am encouraged to see it striving to move forward.

--Mark Becker

Hi Susan,

Here's my input. I think the logo is too subtle - I didn't "see" the arrow until I read the explanation on the website. My next concern is hard to explain - I like the font for City of Ames but I don't like that Ames appears as mixed upper and lower case letters. To me that conveys we're not too smart. I'm in favor of a color change but think cardinal would be a better choice than red - it would truly complement ISU, plus it's closer to the signs at the City parks.

Thanks for the opportunity!

Linda

Linda I. Olson
1012 Clark Ave
233-9442

Hi Susan,

I saw the request for input on the logo online. I greatly prefer the current logo to what is being proposed. The new one looks really simple and basic. It's not very impressive.

If the Chamber and AEDC want a combined logo, I would hope they considered creating a logo for themselves that is patterned after the current city logo. Redoing signage on all the trucks, letterhead, water tower, etc., seems like an enormous cost that should be avoided unless there were huge and obvious benefits.

If the City's logo were antiquated and out of date, I could see why a change would be important. However, changing to the new logo doesn't look like an improvement to me.

Thanks for requesting public input. I like the new tagline!

Tabitha Zesch
Relocation Director
Hunziker & Associates, REALTORS

Susan,

I like it a lot! I think it's fresh and bold. I see the arrow point up and to the right suggesting that we are a City going forward. I like the abstract aspect to the logo in seeing beginnings of the letter A.

Just my opinion.

Take care,

Paul A. Livingston
Broker, CRB, CRS, GRI, CBR, CNE
Hunziker & Associates, Realtors
105 S.16th St.
Ames, IA 50010

The stylized letter A is too abstract. I doubt that all but a few persons will perceive the letter A in the block. I suggest that the letter A be reworked a bit. Keep the same theme or idea but modify the A so it doesn't require an explanation to see and understand it.

Marvin Stromer

Logos should be both legible and memorable, while communicating a clear and meaningful message... this logo does NONE of the above.

Cal Lewis

The logo is bland. It is not recognizable. Not only does it not look very attractive but I just do not think it is worth the money it would take to change the logo on city cars, signs, business cards, anything that involves the city. Why can't that money be put towards attracting business to a town that has very little (considering that this is a college town with many residents). I feel like the current logo is perfectly fine, and that this is not an issue that needs to be addressed. There are much more pressing issues than this.

Danielle Bohnert

City of Ames,

I find the design of the new logo for Ames to be vacuous, lifeless. It's not even ugly.
What a disappointment!

Regards,
Jerry Lamsa
111 Lynn, #807
Ames 50014

I couldn't agree more.

In fact, I think the whole exercise of branding, slogan creating and logo development was/is a waste of precious resources, namely time and money. Does Paris have a logo or slogan? New York? Beijing? Des Moines? If so, who knows what they are and who cares? Totally lame.

Julienne Krennrich
5608 North Swing
Ames, IA 50014

After reading the article in the Ames Tribune, the following comments are our input on the new logo:

The A is not obvious.

The arrow points to the past, not the future.

The red color is inflammatory, whereas the current logo of blue and green is pastoral and calming.

Dave and Bobbi Countryman

In reviewing the new A I find the gray arrow to be almost invisible, and therefore does not support your position of being a good logo for the city. I hope that you and the entire city council will reconsider this design, as it seems totally inappropriate.

Bobbi Countryman

Ann-

My mom has been sharing her communications with me regarding the proposed new city logo. Frankly, I'm a little surprised my logo has been used for 10 years already. I've seen the new logo and I don't like the design or color anymore than my mom. I'm only 40, but I didn't see the gray shape either and so I thought the "A" and arrow were too abstract. The description on the website sounded like justification jargon. As for color, does the City, Chamber of Commerce and ACVB all want to be identified with Iowa State? Because their programs service many more people and are much more broad than ISU.

I'm not bitter about the logo being replaced; in fact I was excited to see what someone else could dream up to brand Ames.

However, this last exchange concerned me. If the City is making "painful decisions" regarding City Services, then how can the City Council justify the expense of a new logo? If the City is short on funds, then how is it going to pay for all the replacement logos on vehicles, buildings, uniforms, stationery, etc.? How will it impact redesigning the website? Does the Council realize that adopting a new logo has a wave of impact that comes with expenses? The more I thought about it, it made sense that the blue/green logo has been around so long because changing it is a serious investment. If the City of Ames doesn't have money to burn, then perhaps the current logo should stick around a little longer.

-Shelley Hart

Congratulations on your new brand. The old one would not inspire me to look further, explore the city, or consider Ames a place of contemporary work or living. The new one -- does just that.

Regards from Houston,

Susan Reeves

Celebrating 25 Years of Design
Susan Reeves
Prism Design, Inc.
99 Detering Street, Suite 106
Houston, Texas 77007

Hi Susan

Even though I am a city employee I would like to comment on the idea of changing our logo for several reasons. Throughout my career at the City I have seen several logos come and go and I can honestly say our current one is exceptional. I really do like the design partly because it was designed by one of our own employees and also because the colors fit our "cool cities" and "green" themes. I do understand the appeal of adopting a logo that can be shared with other entities in our City but the proposed logo seems very confusing and after reading many responses from the public that seems to be a common reaction. Truly, everyone I have talked to feels the proposed logo is either not a good design, not needed, or simply not a good use of money (especially in this economy). Would it be possible to incorporate the use of an "arrow" in the lower part of our current logo with the "heartland" phrase with it? This would allow us to keep our current logo and maybe the other organizations

could use it as well, of course with their respective titles instead of City of Ames? It would save lots of money and satisfy the many taxpayers who are happy with our current logo,

thanks for your time,

Dan Richardson

Richard Laurence Baron has sent you a link to a blog:

Since I passed through Ames earlier this week (vacationing from Texas to Minnesota), I thought the new logo project worthy of observation. I like where it's going, myself. Keep up the good work - let me know how it turns out.

Post: When Your City Rebrands (like Ames, IA), Don't Take Umbrage. Take Advantage.

Link: <http://signalwriter.blogspot.com/2011/08/when-your-city-rebrands-like-ames-ia.html>

I wouldn't have paid attention to the [Ames Patch post](#) by **Jessica Miller** if I hadn't stopped in this Iowa college city on Monday for supper. (Sure enough, we pulled into a parking spot opposite [Olde Main Brewing Company](#) to see **Michelle Bachmann** for President 2012 campaign posters in the storefront windows.)

It turns out that the City of Ames hired Des Moines's PUSH Branding & Design to revamp the existing multi-green-colored logo. The [experienced agency](#) appears to have executed its usual job of creating a completely new look and approach for the city of 60,000....that's the red version on the left.

The City Council has asked the citizens for their opinions in a posting to the Ames [municipal website](#), where you can see other versions of the new brand, as well as a proposed theme line: *Heartland's Leading Edge*.

These variations present Ames's biggest challenge – change. Asking citizens to comment, well, I realize it's right out of the “Big Book of City Council Things To Do.” But perhaps they shouldn't have.

Example: one commenter to Miller's blog post notes:

It's the old “If it ain't broke don't fix it!” The current logo has more impact, straight forward, bold, and fully understandable. Why spend thousands of whose money?? [sic] on something abstract that only a few understand. I used to design logos for local small businesses and never charged a dime. The same designers may be found here in Ames that would just take pride and not laugh all the way to the bank. Also, not appreciative of the costs involved in changing letter heads and other signage. What a waste for Ames.

I do not quote “Jo” in full to be patronizing. Having reviewed a couple of dozen city-rebrand stories over the past several years, though, I suggest that these posted comments encompass most of the complaints I've seen in other civic branding challenges – nothing wrong with the existing logo; new logo costs “thousands” of taxpayers' money; design too abstract/obscure/doesn't fit the civic persona; why go out of town for a design firm...and so on.

Yet whether the new brand proposed by PUSH is awful or awesome, look back a couple of paragraphs for that magic word, “change.” Properly, the City Council of Ames has decided that the 15-year-old green logo (on the right) is...dated. It is broken. It's the Council's job to fix that problem – without even reading the city charter, I am as certain as the Straw Poll it's charged with promoting economic and cultural growth. A new brand of any flavor ought to push in that direction.

It's also the City Council's job to *spend* money. Not foolishly, not wastefully...but productively. Generally, we pay taxes so that our governments can get on with the job of providing for life, liberty and the pursuit of happiness...by spending that tax revenue on a wide variety of projects and services.

It's a recurring fallacy that governments should *not* spend our money...or refuse to make decisions that cause change. Transforming the Ames logo mark to RED from GREEN is, I suspect, a really big one.

I leave aside the observation that someone might design logos for businesses and never charge a dime. Any good worker is worthy of his hire. Without knowing the parameters of the RFP, maybe PUSH Design could fulfill the terms and Ames agencies could not. Or PUSH brought a level of branding experience to this project that local outfits couldn't match.

So take another look at the Des Moines design firm and decide for yourself if it has the chops for the Ames rebrand project.

Feel free to weigh in on the Ames City Council request for feedback by emailing sgwiasda@city.ames.ia.us – today's the last day the Council will accept your thoughts; or comment at the bottom of the Miller blog post.

I'll say this: the proposed *Heartland's Leading Edge* line (leave out the article, please) makes good sense when I read how much research and development, agricultural and otherwise, goes on around this 60,000-people city. And as with every brand change, the more you promote it, advertise it and take advantage of it, the better off you'll be.

First, though – go with it!

My comments on the logo are two-fold:

1. The logo would be great if it was for Ames Airlines. I thought at first that the logo was the tail assembly for a jet. I had to look at it at least a total of five minutes (several different times) before I realized that it was an A. I'm also not very impressed with the phrase "Heartland's Leading Edge."
2. My bigger concern, however, is that it appears this logo and some of the phrasing are to be shared by the City, ACVB, Chamber and AEDC. I am opposed to this multi-use of the logo, and some of the phrasing. Government and business are way too cozy these days for my taste, and I certainly do not approve of their further wedding.

I apologize that I only became aware of this development (shared used) this week. I'm not sure how much this was discussed in public (and don't have time today to background myself better). It does seem, however, that this may have been moved forward on the assumption the public would largely agree with this shared use, without the public really being asked, or it being considered much by the City Council. The minutes from the July 12, 2011 Council meeting, at least, do not indicate this was particularly discussed. I certainly would have objected earlier had I realized this shared-use idea. Maybe the plan all along, however, was to discuss this shared use more fully at the Aug. 23 meeting.

Sincerely,
Merlin Pfannkuch
1424 Kellogg Ave.
Ames, IA 50010
232-3319

Comments regarding the proposed redesign of the City of Ames logo:

1. I could not understand the logo. I believe it is poorly designed
2. There is a divide in the community that could be helped if the City Council tried to get more citizens involved. A design competition would be one way to do this. We have many talented Iowa State University design students, even Ames High School students.
3. The City of Ames seems to place value on hiring consultants who are not from Ames.
4. I am not comfortable with the meshing of private industry and government

Susie Petra
Ames, Iowa

I have several comments on the proposed logo.

1. It does not really look like an "A" at first glance. The first time I saw it I saw an anchor. My eye was led backwards by the dominant part of the logo. It also looked like a bird, a plane, arches but not an A.
2. The gray lettering looks faded and weak, not bold and energetic.
3. The "Ames" should start with something that looks like a capital letter and is larger than the lower case letters. We don't need to throw out the rules of grammar to be creative.
4. The 2 versions of the logo are confusing. It does not always look like the same logo.
5. I never found the arrow in the logo until I read some comments on an Ames Tribune article that described where it was.
6. How do we know that ISU does not object to the city using the same colors in its logo as the university does?
7. The city is more than just the university so maybe it would make more sense for the city logo to be a different color.
8. A logo contest would be an inexpensive way to generate many more ideas for a logo.

Catherine Scott



Kathy Vannoy It's colorful, but I can sort of see an "A", but definitely do not see anything that looks like an arrow. Any other designs? Personally I like the current logo. Why can't it be used (or modified) to include text for the slogan "Heartland's leading edge" or "Ames Chamber of Commerce".

15 hours ago · [Like](#)



Paul Cowley Reminds me of Adobe's logo at first glance. Lots of communities have names that start with the letter "A" and use that in their logo to some effect. What I personally don't get out of the proposed logo is 'why is Ames different?' or 'why should I care about Ames?' Some have pointed out the arrow, and frankly, it's pointed the wrong direction, away from Ames. Font choice for the text is nice, however... Classy and modern feel. Last question is why red? It doesn't match ISU's red, and what else in our community is represented by the color red?

12 hours ago · [Like](#)



Tabitha Zesch I like the current logo better.

8 hours ago · [Like](#)



T.j. Kleckner Go to the designer.....get your money back

August 12 at 2:38pm · Like



Eric Facio That's not even the leading edge of the letter A.

August 12 at 5:08pm · Like ·  1 person



Scott Harris Makes me think of Adobe Acrobat.

Sunday at 2:45pm · Like



Sallie Nostwich It's growing on me. Just spotted the arrow in it. I saw the "A" right away. The red reminds me of Adobe Acrobat, too. Overall, I think it's a fresher look.

Monday at 9:23pm · Like



Lynne Melssen When I look at it, I see "scissors", the outline of a marine animal diving downwards or a conehead pac man. Just my two cents.

Yesterday at 10:08am · Like



Adam Fett Looks an awful like one of those pedestrian bridges you see in Des Moines. Now we just need to build one in Ames to match the new logo...lol

Yesterday at 10:44am · Like




Dayna Courtney Coca cola!

20 hours ago · Like

 2 people like this.




Master Matou Steven Being human I resist change, so that's always a bias I try to fight. I think it looks "leading edge" but I have to admit I am fond of the old logo. I'm also fond of saving money by not re-branding every city document, website, and vehicle!

August 12 at 9:45am · Like ·  1 person



City of Ames Be assured that any new logo would be transitioned in over several years. We would not be throwing away usable items. However, as things need replacement, the new logo would be incorporated. We, too, are fond of money!

August 12 at 9:51am · Like ·  1 person



Mary Beth Sprouse Doesn't do anything for me. What is it?

August 12 at 10:02am · Like ·  1 person



Sandy Delzell Its not visually appealing

August 12 at 10:29am · Like



Dru Stoeffler Hoogerwerf Not a fan. I realize it's supposed to look like an A but it looks more like crab pinchers or something since it's in red. Or a sailboat? But definitely not an A.

August 12 at 10:31am · Like



Tami Knott Loughren Makes me think of an airline logo...kind of like the old Northwest Airlines maybe???

August 12 at 10:32am · Like ·  1 person



Andrew Kingsbury <http://i.zdnet.com/blogs/a/dobe-logo.gif>



August 12 at 10:35am · Like



Mary Beth Sprouse OH! Thanks Dru! I NEVER saw the "A" until you said it. I do now, but I would have never gotten it. To me it looks like shoots of grass.

August 12 at 10:49am · Like



Dale Lenz I'd take a lesson from the Fareway business plan, how much money have they spent on logo design over the years ?

August 12 at 11:30am · Like ·  1 person



Lea Vogl I am not a huge fan of the new logo, it does not strike me as anything special. I give it a "Meh".

August 12 at 11:52am · Like



Jerrad Kibsgaard I think it is better than the old one

August 12 at 12:00pm · Like



Melissa Adams May I also thought it was crab claws or scissors- didn't know it was an "A" until someone told me.

August 12 at 12:36pm · Like



Jayme Allen The current one is much better than this one.

August 12 at 12:39pm · Like