Sugar City Logo

Before

After
We conducted a Community Survey to identify which logos were closest to “ideal” for Sugar City.
Here are the results:

1 in 4  
26.32%  
‘Contemporary’  
- Landscape  
- Seal  
- Agricultural  
- Mountain  
- Colorful

1 in 7  
14.04%  
‘Traditional’  
- Mountain  
- Colorful

1 in 7  
14.04%  
‘Traditional’  
- Mountain*  
- Typographic

1 in 8  
12.28%  
‘Contemporary’  
*Additional “mountain” requests from Question 3
We followed with another survey to discover which “concepts” would best represent Sugar City in a new logo.

Which aspects of Sugar City’s Heritage should be preserved in Future?

- **Tie to Beets & Factory**
- **Pioneer Heritage**
- **Animals / Rural Lifestyle**
- **Open Spaces / Large Lots**
- **Small Town Feel**
- **Family Friendly Atmosphere**

**Family Friendly Atmosphere** has a +50% vote.
We followed with another survey to discover which “concepts” would best represent Sugar City in a new logo.

How important to Sugar City are the following?

- Business
- Government
- Community Events
- Agriculture
- Residential
- Schools

According to the survey:

- Community Events: +60%
- Agriculture: +70%

These categories were rated as important and very important.
We followed with another survey to discover which “concepts” would best represent Sugar City in a new logo.

Hopes for the next 30 Years.

*11 marked both Pro and Managed Growth

+50%
We followed with another survey to discover which “concepts” would best represent Sugar City in a new logo.

Sugar City is a ____________ community?

- Safe: 1 in 8.3 - 12%
- Hometown: 1 in 4.7 - 21.3%
- Family: 1 in 3.5 - 28%
Here are the criteria developed from the first two community surveys:

<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>Option A: Seal</th>
<th>Illustrated Landmarks</th>
<th>Hometown Americana</th>
<th>Contemporary</th>
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<tbody>
<tr>
<td>Family Friendly</td>
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<td>Hometown</td>
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<th>Option B: Seal</th>
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<th>Option C: Typographic</th>
<th>Graphic Landmarks</th>
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<th>Option D: Typographic</th>
<th>Graphic Landmarks</th>
<th>Hometown Americana</th>
<th>Traditional</th>
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</table>
Then we evaluated a number of possible designs, selecting 10 for another public survey.
Which logo seems to best represent "family friendly"?

- Sugar City
- SUGAR CITY
- SUGAR CITY
- Sugar City
- SUGAR CITY
- SUGAR CITY
- Sugar City
- Sugar City

22%
Which logo seems to best represent "Hometown"?

![Bar chart showing the percentage of votes for each logo. The logo on the left side of the chart, with the text "Sugar City" and a green background, receives 45% of the votes.](chart.png)
Which logo best captures the "essence" of Sugar City?

The logo on the right received 37% of the votes.

Sugar City
Founded 1890
Based on public response, we created variations on that theme for a final decision.
City Council then selected the final logo for application in various settings.
Thank you to everyone for excellent comments and feedback.