

All Saints Neighborhood Association Logo

OBJECTIVE:

1. Create a logo that instills a sense of pride, community, and identity for the All Saints Neighborhood

TARGET:

1. Individuals living in the All Saints Neighborhood
2. Sioux Falls citizens

GEOGRAPHIC:

1. All Saints neighborhood
2. Downtown Sioux Falls/the wider Sioux Falls metropolitan area

FEATURES:

1. 87 blocks/291 acres, close to downtown Sioux Falls
2. Includes residential and rental properties
3. Touchmark at All Saints retirement community

CHALLENGES:

1. No current logo
2. High percentage of rental properties (tenants may change often, making it harder to create a sense of community)

OPPORTUNITIES:

1. Inspire unity within the neighborhood, create an image of community
 - instill a sense of safety/security for the current residents
2. A strong logo can invite new tenants to the rental properties/help keep current tenants
3. Cohesive logo could be used for neighborhood, park, and retirement community

NOTES:

1. Park in All Saints is under construction/receiving improvements
 - There will be a large celebration when it is finished (early/mid-August)
 - The logo will be revealed at this time
2. All Saints Neighborhood Grant Project was recently awarded money to focus on community engagement and communication
3. A large amount of the neighborhood is a National Register Historic District