

August 15, 2025

Mayor Jacque and City Council Members
City of Dyersville
Memorial Building
340 1st Avenue East
Dyersville, IA 52040

Subject: Discussion and Possible Action on Updated City Logo Design

Dear Mayor and Members of the City Council:

Over the past several weeks, I received input from city council members on the proposed City logo. Overall the logo design was well received, but several consistent themes emerged:

1. **The “S”** – Some officials expressed concerns that the “S” appears too large and, in some instances, resembles a “G.” Suggestions included adjusting the font size or style for clarity.
2. **The Star on the “I”** – Questions were raised regarding the meaning of the star. While there was no strong opposition, some felt it would benefit from a more straightforward explanation or a softened design.
3. **The Swoop** – There was interest in clarifying whether this element represents a ribbon or a path. Some suggested softening or reevaluating the end of the swoop near the “D” to make it feel more intentional.

De Novo Marketing reviewed these points and provided some initial feedback:

- The “S” can be adjusted without negatively impacting the brand.
- The swoop (or banner) is integral to the branding system, accommodating department names and identifiers. Adjustments are possible, but care should be taken to maintain its functionality.

- The star above the “I” represents the “magic in the middle,” which is a key branding element tied to Dyersville’s identity. De Novo recommends retaining this feature.

At that time, the city staff had a meeting with De Novo staff and they provided a revised logo for the City Council’s review and consideration, which includes:

- Raising the “S” for better balance.
- Slightly shifting the star for improved alignment.
- Making subtle adjustments to letter spacing and arc shape for overall harmony.

I am requesting that the City Council review both the original and revised logo designs and provide direction on whether to:

1. Approve the Original or the Modified Design; or,
2. Request additional modifications (*noting that any changes will be billed at \$175 per hour*).

I am available to discuss this matter further at your earliest convenience.

Sincerely,

A handwritten signature in black ink, appearing to read "Mick J. Michel". The signature is fluid and cursive, with a large loop at the end.

Mick J. Michel,
City Administrator