

Community “ONE” Campaign

EXPLANATION OF “ONE”

While we celebrate diverse cultures and thinking, we all share the same ambition – for Ottumwa and our people to thrive. We will always be stronger and accomplish more with a united effort, and by doing whatever we can to support one another and everything our community offers. We can all play a vital role in honoring Ottumwa’s heritage and ensuring its future, working together as one community with one purpose.



Ottumwa Schools “ONE” logo



Option 1a and 1b

ONE!
[COMMUNITY • PURPOSE]
OTTUMWA

ONE!
OTTUMWA
[COMMUNITY • PURPOSE]

Option 2a and 2b

ONE!
[COMMUNITY • PURPOSE]
OTTUMWA

ONE!
OTTUMWA
[COMMUNITY • PURPOSE]

Option 3a and 3b

ONE!
[COMMUNITY • PURPOSE]
OTTUMWA

ONE!
OTTUMWA
[COMMUNITY • PURPOSE]

“OTTUMWA” in black type

ONE!

[**COMMUNITY • PURPOSE**]

O T T U M W A

General community positioning

COMMUNITY POSITIONING

Rich heritage

Associated attributes: historic, traditional, loyal, seasoned, authentic, genuine, rugged

Strong community-mindedness

Associated attributes: friendly, welcoming, safe, fun, energetic, accessible

Progressive action

Associated attributes: visionary, innovative, daring, up-to-date, worthy-of-recommendation, dynamic, high-performing



OTTUMWA COMMUNITY MESSAGE

Ottumwa's rich heritage is the foundation of our community, while progressive development keeps Ottumwa vibrant. Our people are warm and genuine, and we take tremendous pride in welcoming residents, businesses and visitors to our community. We are proud to showcase what makes Ottumwa a regional leader through our lifestyle amenities, diverse cultural vibe, top-tier education offerings and innovative business opportunities.

