

The origin of the SADC logo, a silhouette of the Sigourney skyline, dates back to spring of 1986 and shows the courthouse and water tower as the two main structures that stand out above the rest of the skyline. These two structures are commonly associated with the approach to Sigourney from the west or east side and were the inspiration for a project by 1986 Sigourney high school senior, Craig McClenahan. McClenahan, along with a few other Advanced Art students in the spring of 1986 were asked to help design a brochure for Sigourney. Some students helped create a map, some designed the layout, some put together the descriptions and selected fonts, and instructor Pamela Queck did sketches of the entire square that bordered the bottom of the brochure. McClenahan's silhouette of the Sigourney skyline was another piece of artwork displayed on the inside of the brochure and below it was the description of Sigourney Area Development Corporation followed by Louis Rich, Education, Medical, Religious and other attractions to the town.

At some time after this brochure became outdated, SADC started using the silhouette drawing as their logo. It was put on new brochures, magnets, and anything visually associated with SADC. Today, the logo can be seen on SADC web-site, brochures, clothing apparel, window stickers, and the SADC's large store-front window on the square in downtown Sigourney.

Although Mr. McClenahan noticed the use of the logo over the years, he did not come forward with the story of its origin until June 2012 when he contacted SADC. At the June 19th SADC meeting, McClenahan briefed SADC members on the logo's origin and showed them the original brochures from 1986. Much of his high school artwork used silhouettes, but he said the inspiration for Sigourney silhouette came from his childhood trips with his family and how as they approached the town (day or night), it was always a big deal to say "I see the courthouse" (or Cort-snort as they sometimes called it) or "I see the water tower" before anyone else in the car. Those two structures meant you were home again at last.