Iowa, a place to grow

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The theme "Iowa, a place to grow" and the four-loop symbol were developed in 1970 as a vehicle for all Iowans to use in promoting the state.

Located at East 14th and Grand Avenue (north of the Grimes Building), this symbol represents growth in all directions and strength in unity. In general and on a personal level, it represents economic opportunity for Iowa and individual growth in education, spiritual awareness, friends, and family.