

Iowa, A Place to Grow Symbol



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In 1970, Iowa adopted a new promotional theme: Iowa, a place to grow. Governor Robert Ray said: "Whenever possible, the theme will appear in conjunction with the contemporary new symbol. Designed to complement our new theme, the symbol depicts growth in all directions... and its modern, progressive form graphically illustrates that Iowa is in tune with what's happening in the world."

This symbol was de-installed in 2016 by the Iowa Capitol Planning Commission and the Department of Cultural Affairs. It has been placed in the collection of the Iowa Historical Society for historical preservation.