

## **BBN NEIGHBORHOODS IDENTITY DESIGN**

*Prepared for*            Building Better Neighborhood

*Prepared by*            Studio 165+

*Submitted on*          June 2019

**WHITELY  
COMMUNITY**



## OPTION 1

Since the Whitely community takes pride in being a goal-oriented community, we decided to use a simple triangle shape to highlight its three most important goals: Beautification & Infrastructure, Safety & Security, and Education & Health. The triangle shape can further be used as building blocks to create the monogram “W”, and icons for various community programs initiated by the Whitely community.

Oak Trees



Pencil representing Education



Hands making "w"

# WHITELY COMMUNITY COUNCIL

## OPTION 2

Trees enhance our quality of life. They are a representation of our biological, cultural, social, and environmental growth. And the wellbeing of a community is interdependent on the growth of trees in the community. This is the reason why we decided to use a pair of hands to create the Whitely monogram as well as a tree. The hands also join to create a pencil within the negative space. The hands, tree, and, pencil are symbolic of Whitely's caring residents and their nurturing of the next generation of Muncie residents. The tree will have a range of colors to show the diversity as well as the range of community oriented programs that have been initiated in the neighborhood.



"Year of Color" Park Poles

### OPTION 3

For this concept, we developed a logo system that represents all the different community programs at Whitely. The monogram is an abstract W that will incorporate different imagery and colors for various community programs.



**WHITELY**  
Community



**WHITELY**  
Community





**WHITELY**  
Community Safety



**WHITELY**  
Employment & Business Support



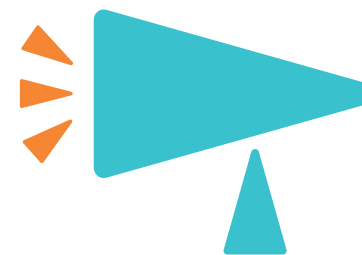
**WHITELY**  
Beautification & Infrastructure



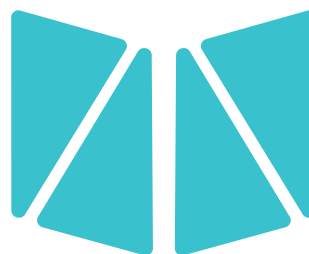
**WHITELY**  
Neighborhood Pride & Event Planning



**WHITELY**  
Resource Development & Fundraising



**WHITELY**  
Advertising & Public Relations



**WHITELY**  
Education & Health



# **ROBINWOOD ESTATES**



#### OPTION 1

Trees are correlated with a healthier and peaceful community. Since the Robinwood Estates neighborhood also has a lot of homes with lovely trees, we designed this logo that shows a house nestled within an Oak leaf.



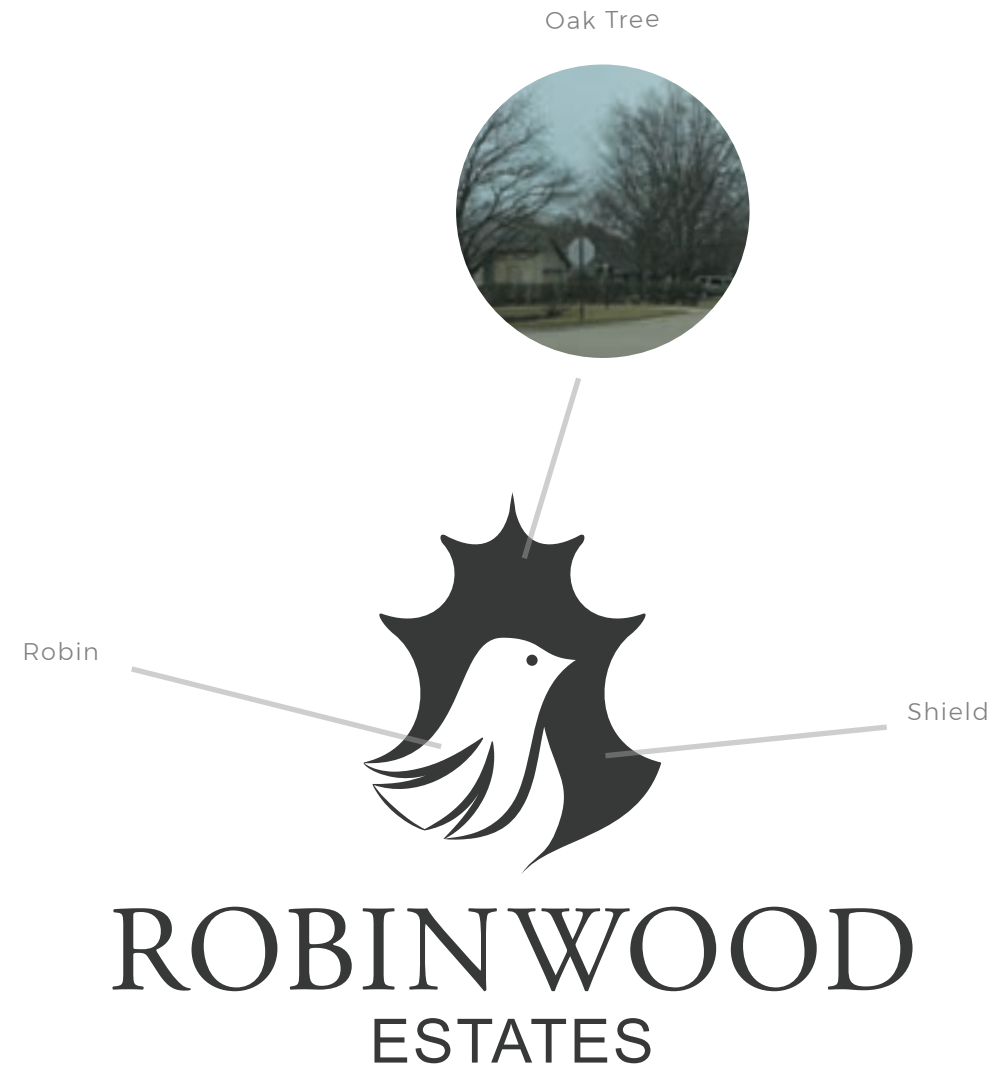
#### OPTION 2

Robinwood Estates takes great pride in the aesthetic of their neighborhood, especially the new median displayed at the entrance to their neighborhood. This visual concept depicts the landscaping done by the members of the community, along with the soft curves of the curbs. The use of a rounded serif typeface alludes to the stone entrance signage. Pairing this with the rounded sans serif typeface, creates a balance between traditional and modern sensibilities that makes Robinwood a desirable place to live.



### OPTION 3

Similar to the first concept, this logo design also draws inspiration from the homes in Robinwood Estates with trees around them. We also incorporated the heart symbol into this design to refer to the phrase "Home is where the heart is" thereby showing that it's a neighborhood occupied by family homes.



#### OPTION 4

This identity design includes a mix of imagery that draws inspirations from the Robinwood neighborhood. The bird references the name of the community, whereas the shield (morphed into a leaf) shows the safety and pride into having some lovely trees around the homes in Robinwood Estates.



# **HALTEMAN VILLAGE**



Mature Trees / Growth



Round Corners reference a caring family-friendly living environment



Round Corners reference a caring and family-friendly living environment



#### OPTION 1

For this logo design, the negative space of the 'H' forms a house, referencing pride in one's home and community. As Halteman is a family neighborhood making strides towards youth engagement with its new child care center, the rounded corners give the logo a more caring and family-friendly feel. The green color of the logomark continues the mid-century theme but also references greenery throughout the neighborhood.





"It Takes A Village"



Rounded Corners = Future Child Care Center



Mid-Century Color Palette

## OPTION 2

This logo design focuses on neighborhood cohesion, as shapes of houses, buildings, and lawns come together to form an "H". Since a village is a collection of houses, this design fits that definition. As Halteman is a family neighborhood making strides towards youth engagement with its new child care center, these rounded corners give the logo caring, family-friendly feel. The various shapes and sizes of house helps show diversity. The colors used are playful but still imitate common mid-century colors.



Mid-Century Architecture



Shape of Roadway



Mid-Century Color Palette

### OPTION 3

This identity design focuses on the roads and angles of roofs located throughout the neighborhood. The cross-bar of the 'H' represents the angles of Mid-Century roofs present in the neighborhood. The lines of the 'H' are created based on the intersection of three road in the neighborhood; Tillotson Avenue, North Redding Road, & North Hereford Drive.



Mid-Century Architecture



Inspiration from community buildings



Mid-Century Color Palette

#### OPTION 4

This identity reflects the sharp angles and lines of the mid-century architecture found in Halteman Village. It specifically imitates the structure of the former school house, which is the most prominent building in the community. It symbolizes the strength of the community and its enduring history. The color blue references to the cool color palettes used in mid-century design.



Oak Trees



Squirrel Carving

halteman VILLAGE

#### OPTION 5

This logo is based off of Halteman Village's many large oak trees and was supposed to represent these trees because of the history that they have in the Halteman community. To symbolize these trees in a less obvious way, an acorn was used to symbolize the first "a" in Halteman.



**WESTBRIER  
NEIGHBORHOOD**



**OPTION 1**

This identity option is inspired by the single-story houses that reflect the quaint, tidy, and friendly qualities of the Westbrier neighborhood. The logomark is clean and simple to signify the maintained location and the arch of the text creates a friendly and inviting feel.



#### **OPTION 2**

The identity option is inspired by the beautiful plant life and houses found in the Westbrier community. The plants come together to create a single-story home much like the houses found in Westbrier. At the top of the plants, they form a “W” which stands for Westbrier. This logo mark highlights the picturesque, growing, maintained, and friendly aspects of the Westbrier neighborhood.



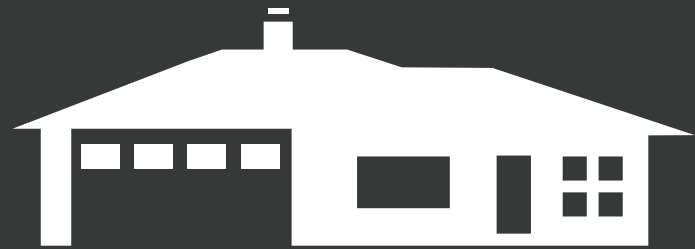


### **OPTION 3**

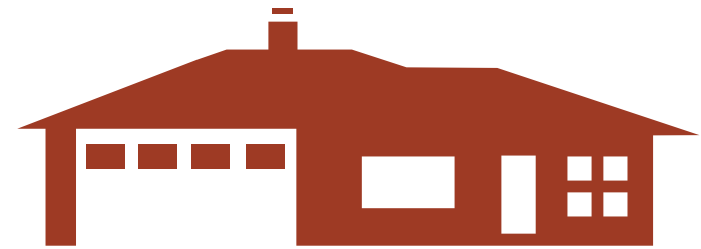
This design references the single-story houses and tree-lined streets that are found in the neighborhood. The trees represent the growth of the community while the open door signifies the welcoming, accessible nature of the location. This identity option showcases the friendly, picturesque, and quaint qualities of the Westbrier neighborhood.



WESTBRIER  
NEIGHBORHOOD

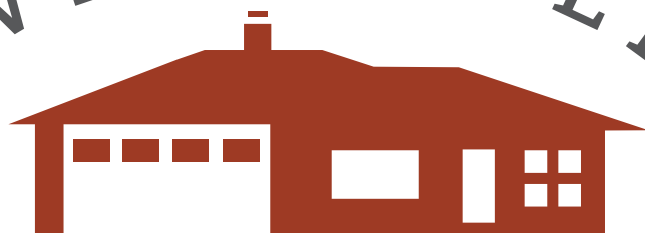


WESTBRIER  
NEIGHBORHOOD



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**OLD WEST END  
NEIGHBORHOOD  
ASSOCIATION**



#### OPTION 1

This design incorporates the Victorian style home found in the original Old West End logo. A wood grain texture has been added to represent many of the large wood framed houses in the neighborhood. This design has been paired with a soft, rounded typeface to represent the friendly and inviting qualities of Old West End.



#### OPTION 2

This logo is inspired by the fact that Old West End has the largest collection of Victorian residential architecture in all of Muncie. Similar to the Victorian architecture, we redesigned the identity to be narrower, with alphabets of various heights (Queen Anne styled varied roof lines), and asymmetrical. The letter L around D is inspired by the wrap-around porches, whereas the flourishes on the alphabets mimic by the intimate trim of the Victorian houses.



### OPTION 3

This identity option incorporates many of the late 19th to early 20th century homes found throughout the neighborhood. The arch of the type represents the friendly, inviting, and active qualities of the Old West End community. The intricacy of the illustrated homes reflects the extensive exterior details and embellishments found throughout the in Old West End neighborhood.

**GATEWOOD**





#### **OPTION 1**

The shape of the letter “G” is inspired from the perimeters of the Gatewood neighborhood. The horizontal curved stem in “G” depicts the W University Avenue running east to west through Gatewood. The shapes surrounding the “G” are inspired by Gatewood’s historical gate. The gate encompasses the “G” to depict the security and safety within the neighborhood. The design solution has a clean and modern look, but with simplicity and a historical reference.

# GW

## GATEWOOD



### OPTION 2

This design is based on the concepts of stability, maturity, and maintenance that is on display throughout the Gatewood community. The slab-serif displays the stability and historical aspects found in Gatewood. The “W” is created by the silhouette of the iconic pillars attached to the historical gate. The interlocking of “G” and “W” references the tight-knit community and how it forms the essence of Gatewood.



**GW**  
**GATEWOOD**

**OPTION 3**

This identity design combines the previous two designs. It takes inspiration from the historical pillars and the shape of Gatewood neighborhood. Overall, the design references the stability, strength, and historic aspects of the neighborhood.



## THANK YOU

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