

The Deuces

Brand Activation & Placemaking Overview

May 10, 2021



The Deuces Live is honored to be a 2020 recipient of an “Our Town” grant through the National Endowment for the Arts (NEA).

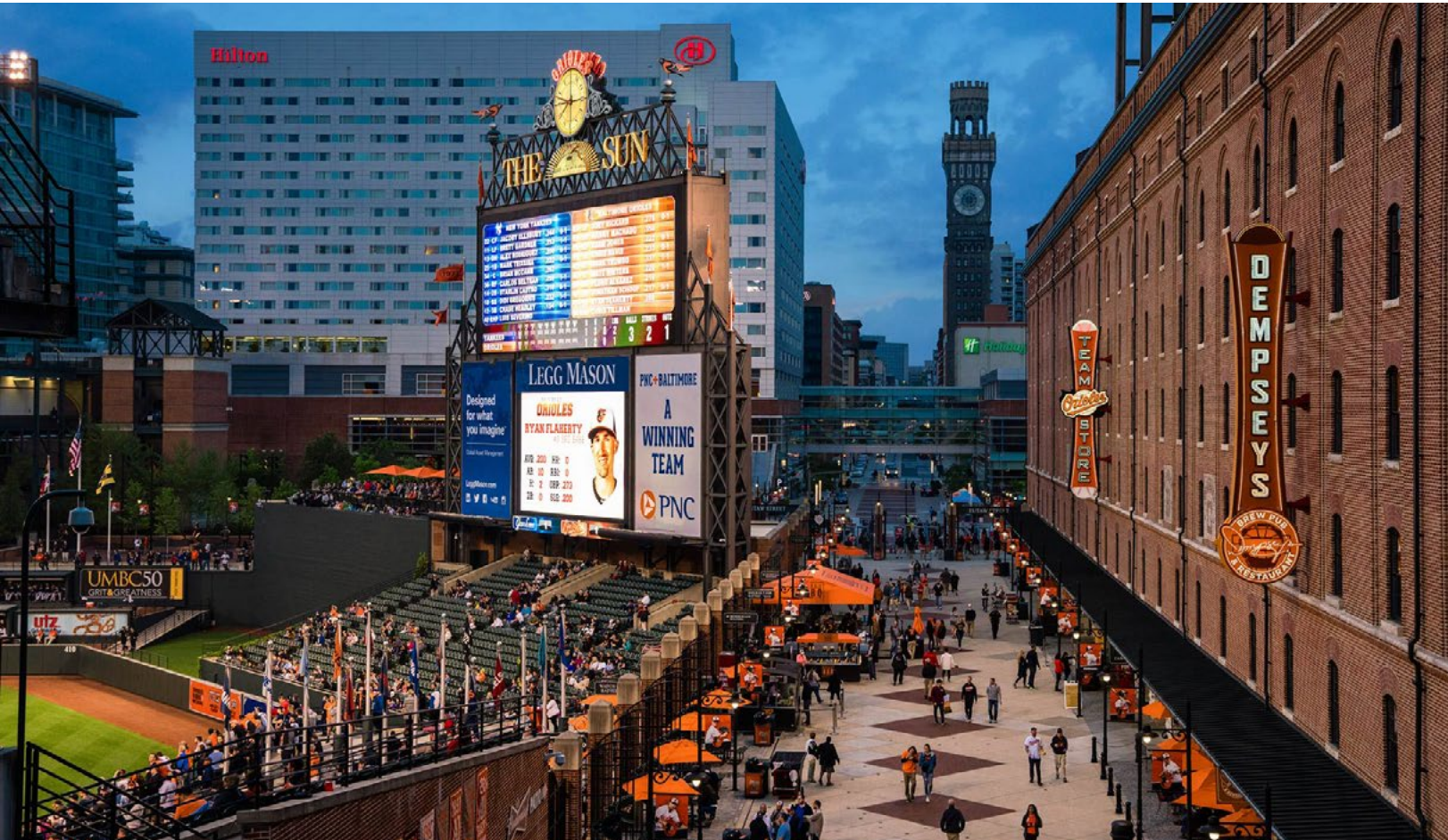
As part of Phase 1, the NEA grant will provide funding to develop a creative placemaking strategy.

To complete this work, The Deuces Live put out an RFP in February, 2021 and selected Ashton Design as the design team to develop this strategy.

For more than 35 years, Ashton Design has been conceiving brands and creative placemaking initiatives for spaces big and small.

We are most successful when the process is collaborative. We rely on stakeholders' insights combined with our own extensive, immersive research.

ASHTON WORK



PLACEMAKING



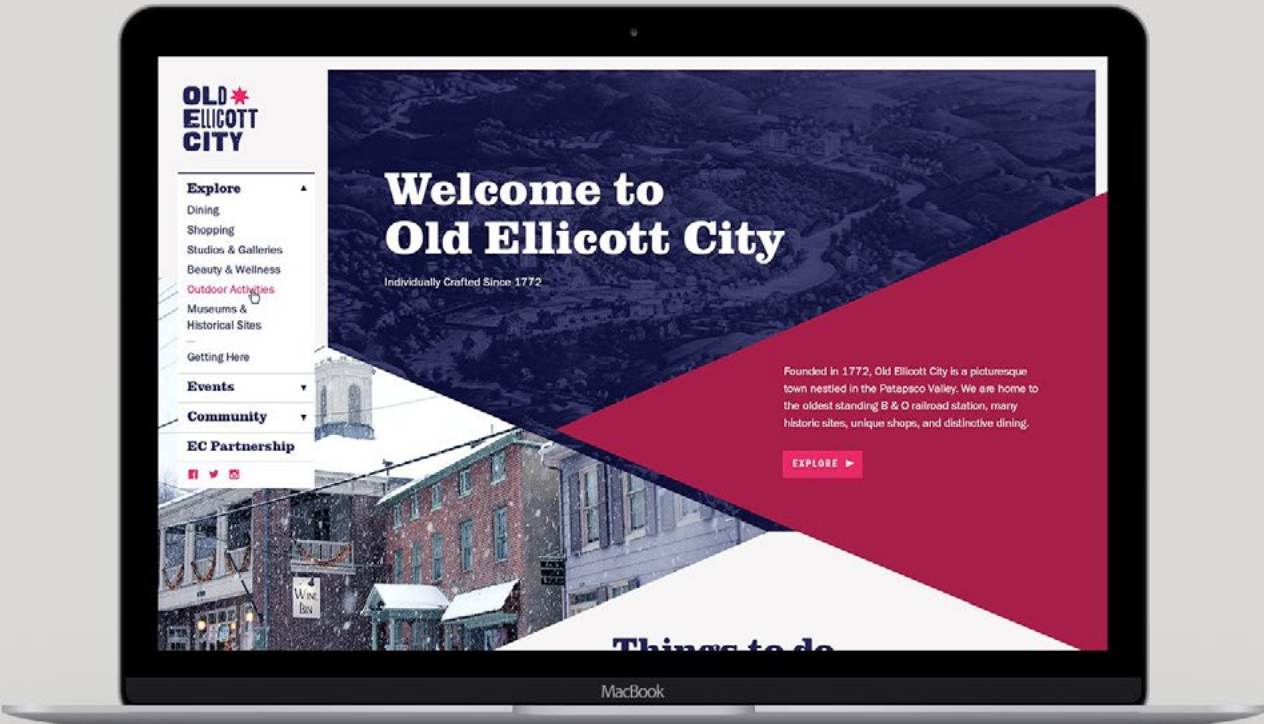
OLD  ELICOTT CITY

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Individually Crafted
Since 1772



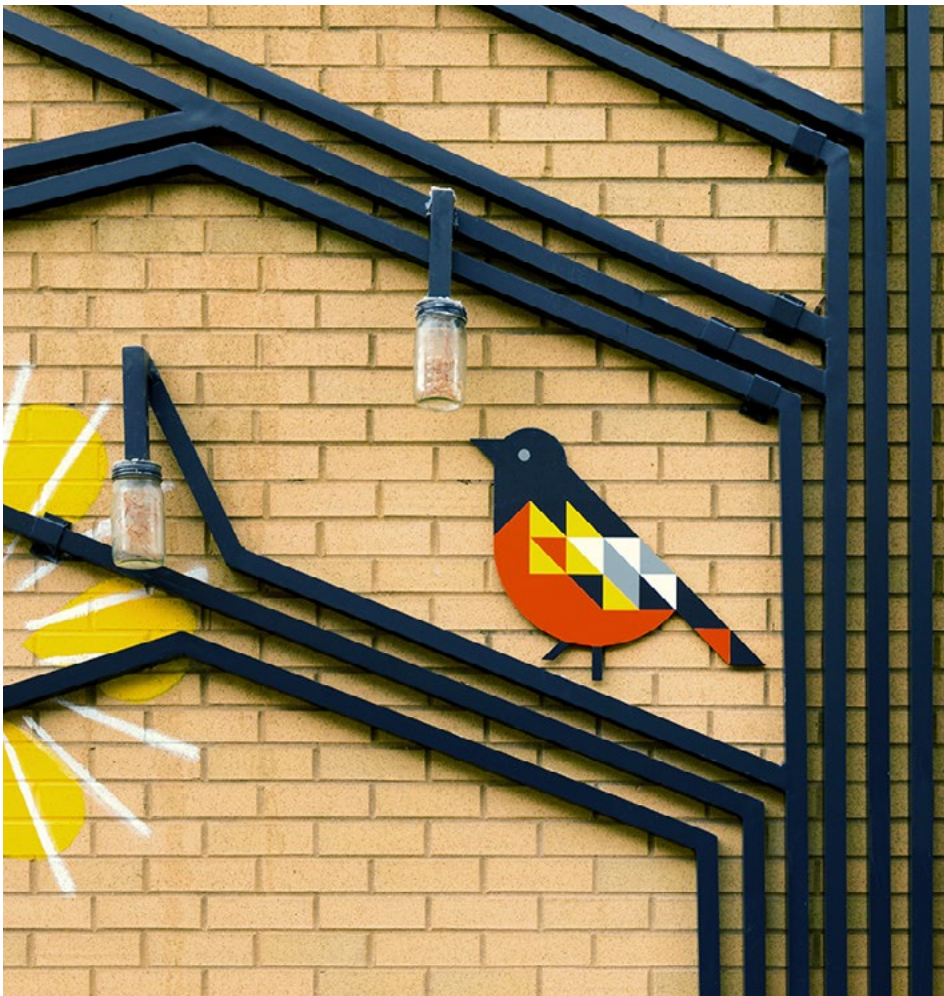
ELICOTT CITY
PARTNERSHIP



ASHTON WORK



PLACEMAKING, WAYFINDING & SIGNAGE



Project scope... what we will be doing:

1. Stakeholder Engagement

We will be gathering critical background information through round-table discussions, as well as independent research efforts. We will hold multiple stakeholder zoom listening sessions, segmented by interest area and affinity groups. Our goal is to gather a complete understanding of everything about the Deuces to then inform our design and all future efforts.

2. District Identity

3. Vertical Element Design

4. Activation Strategy

Project scope... what we will be doing:

1. Stakeholder Engagement

2. District Identity

We will conduct a comprehensive audit of all the current visual identity and brand assets used by Deuces and Deuces Live. We will then propose improvements, standards and guidelines to increase functionality across media as well as project clear messaging and concise visuals. The refined identity design will then inform design exploration of vertical elements.

3. Vertical Element Design

4. Activation Strategy

Project scope... what we will be doing:

1. Stakeholder Engagement

2. District Identity

3. Vertical Element Design

We will conceptualize and design a primary “gateway” pylon sign, conceptual or branded bike racks, benches, and other potential placemaking devices (to be determined), to appear in public spaces and rights of way. Designs will adhere to the new brand and area aesthetic without forgoing functionality.

4. Activation Strategy

Project scope... what we will be doing:

1. Stakeholder Engagement

2. District Identity

3. Vertical Element Design

4. Activation Strategy

We will propose recommendations to enhance existing events offered by Deuces Live with the goal of increasing event attendance and reach. This also includes recommendations for additional programs, activities and amenities to activate the corridor that are low-cost and that engage visitors and community members alike.

Phase 1: Project Timeline

APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
PHASE 1A: STAKEHOLDER ENGAGEMENT		PHASE 1B: CULTURAL DISTRICT IDENTITY			
				PHASE 1C: VERTICAL ELEMENT DESIGN	
				PHASE 1D: ACTIVATION STRATEGY	

This schedule represents phase 1 only. Timing and implementation of these initiatives will be developed at the completion of phase 1.

Share your insights & stay up to date

1. Fill out our [survey online](#) (on our homepage). The deadline for survey submissions will close midnight 5/16.
2. Watch the [NEA project page](#) for opportunities to provide feedback on designs this summer.
3. Sign up for the Deuces Live Newsletter.

NEA PROJECT PAGE

To find the most up-to-date info on this project, please visit the [NEA project page](#) on our website:

<https://deuceslive.org/national-endowment-for-the-arts/>

Thank you!

