

MLK AVE

CITY OF FLINT  
NEIGHBORHOOD IDENTITY

April 22, 2020 Design Studio





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# MISSION STATEMENT

Our challenge is to develop an informative, engaging, and educational visual identity system that promotes healthy social and economic change. We will utilize placemaking and work with community members to honor the neighborhood's culture and history.

Cultural

- Communicating w/ Public
- Promoting

- Pop-up/Events/Workshop

- Bring new businesses to the area.
- More jobs
- Community engagement

Systems

- Branding/Visual Identity System

- More community involved projects
- Community Design Workshop

- Road diet (paint, turning lane, bike lane)
- Neighborhood placemaking guide (pamphlet)

Stand-Alone

- Design signs (banners, GC).

- Design signs as team (banners)
- Murals

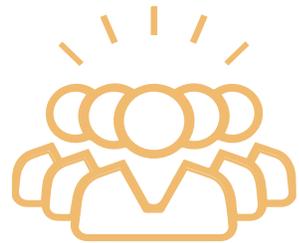
- Welcome core
- Newsletter

Individual  
(Designer)

Interdisciplinary  
(Teams: Design Studio, King Ave. Plus, City of Flint)

Cross-Sector  
(Group: City/DPW, Consumer's Energy, Land Bank, Public Safety, Citizens/Community, Churches, Block Clubs, Business Owners, Americorps, Sophia Taylor)

# PLACEMAKING



The community is the expert.



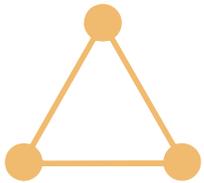
Create a place, not a design.



A lot can be seen by observing.



Develop an overall vision.



Triangulate activity occurrence.



Start with planting flowers.



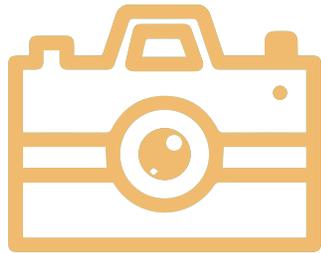
Placemaking is never finished.

# HISTORY WORKSHOP

The UM-Flint Design Studio joined the Neighborhood Engagement Hub with King Avenue Plus to create an event that would capture the community in a digital archiving workshop. Our plan was to photograph community members along with any items that signify Flint's history.

This would have served as a digital historical archive and may have been used in the visual identity along Martin Luther King Avenue.

PHOTOGRAPH



SCAN



RECORD



Capture the communities history, voice, and memories.

LOGO

**Overview:** This logo was created to be placed on neighborhood street banners, streetscaping, and signage. A strong brand presence can solidify a distinct personality, promote tourism and business, and bolster a positive perception of the city by inhabitants and the rest of the world.



MAIN LOGO



MLK AVE  
BUSINESS DISTRICT

white background

black and white





MLK AVE  
BUSINESS DISTRICT

The logo features a purple silhouette of a person's head in profile, facing right, positioned above the text. Two horizontal purple lines are placed above and below the text. The text 'MLK AVE' is in a large, bold, white sans-serif font, and 'BUSINESS DISTRICT' is in a smaller, purple, all-caps sans-serif font below it.

MLK AVE  
FLINT DEVELOPMENT CENTER

The logo features a purple silhouette of a person's head in profile, facing right, positioned above the text. Two horizontal purple lines are placed above and below the text. The text 'MLK AVE' is in a large, bold, white sans-serif font, and 'FLINT DEVELOPMENT CENTER' is in a smaller, purple, all-caps sans-serif font below it.

MLK AVE  
MAX BRANDON PARK

The logo features a purple silhouette of a person's head in profile, facing right, positioned above the text. Two horizontal purple lines are placed above and below the text. The text 'MLK AVE' is in a large, bold, white sans-serif font, and 'MAX BRANDON PARK' is in a smaller, purple, all-caps sans-serif font below it.

MLK AVE  
PIERSON ROAD

The logo features a purple silhouette of a person's head in profile, facing right, positioned above the text. Two horizontal purple lines are placed above and below the text. The text 'MLK AVE' is in a large, bold, white sans-serif font, and 'PIERSON ROAD' is in a smaller, purple, all-caps sans-serif font below it.

# STREET BANNERS

We have created two variations for Martin Luther King Avenue street banners, both of which are shown on the following pages. Street banners build and promote community and tourism.



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# MLK AVE

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BUSINESS DISTRICT

**ONLY IN  
DARKNESS  
CAN YOU  
SEE THE  
STARS.**

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**MARTIN LUTHER KING, JR.**



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# MLK AVE

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MAX BRANDON PARK



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**MARTIN LUTHER KING, JR.**

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# MLK AVE

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MAX BRANDON PARK

I HAVE A  
DREAM THAT  
WE WILL VALUE  
WHAT IS AND  
PROVIDE HOPE  
FOR WHAT  
CAN BE.

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**CHARLES TUTT**

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# MLK AVE

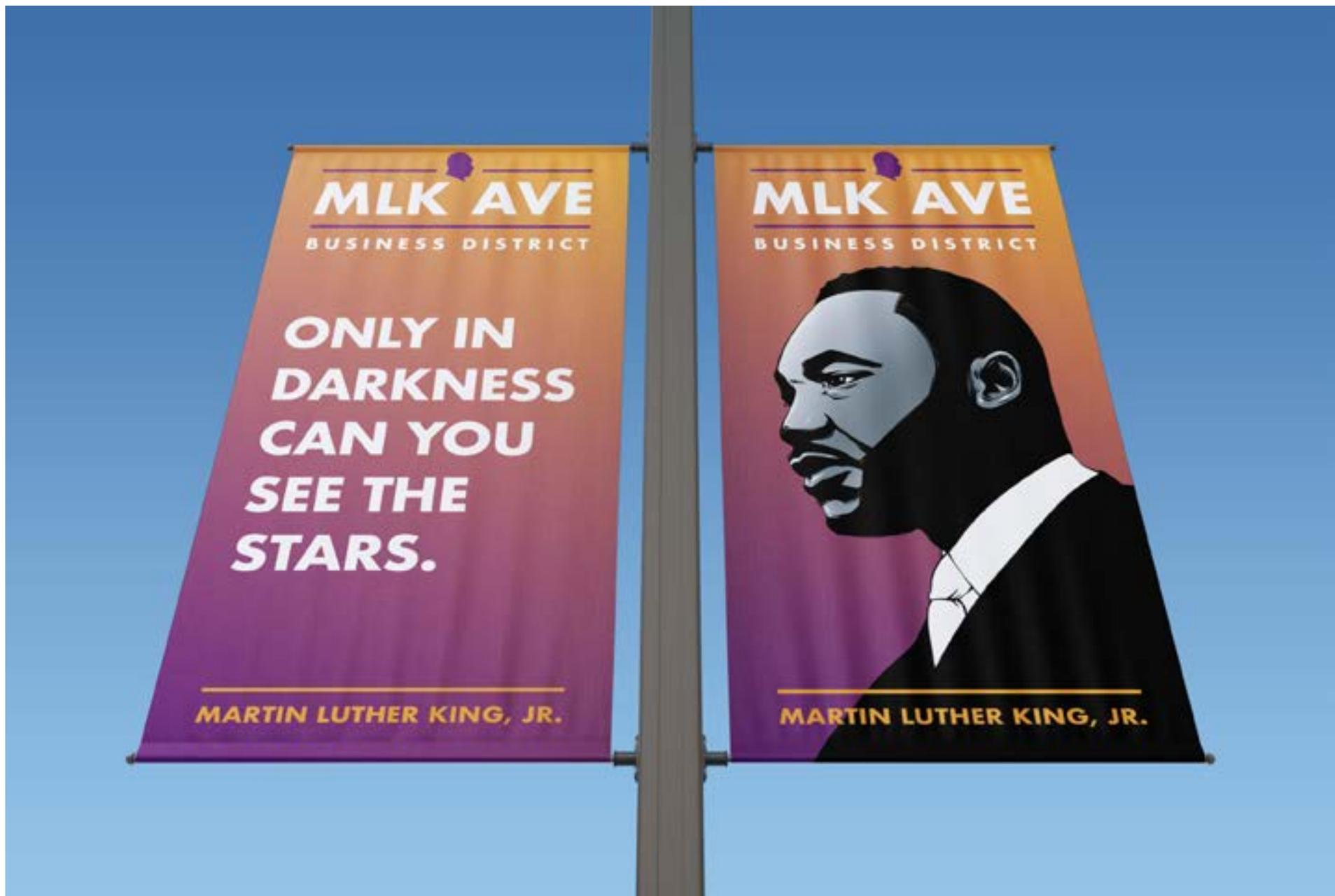
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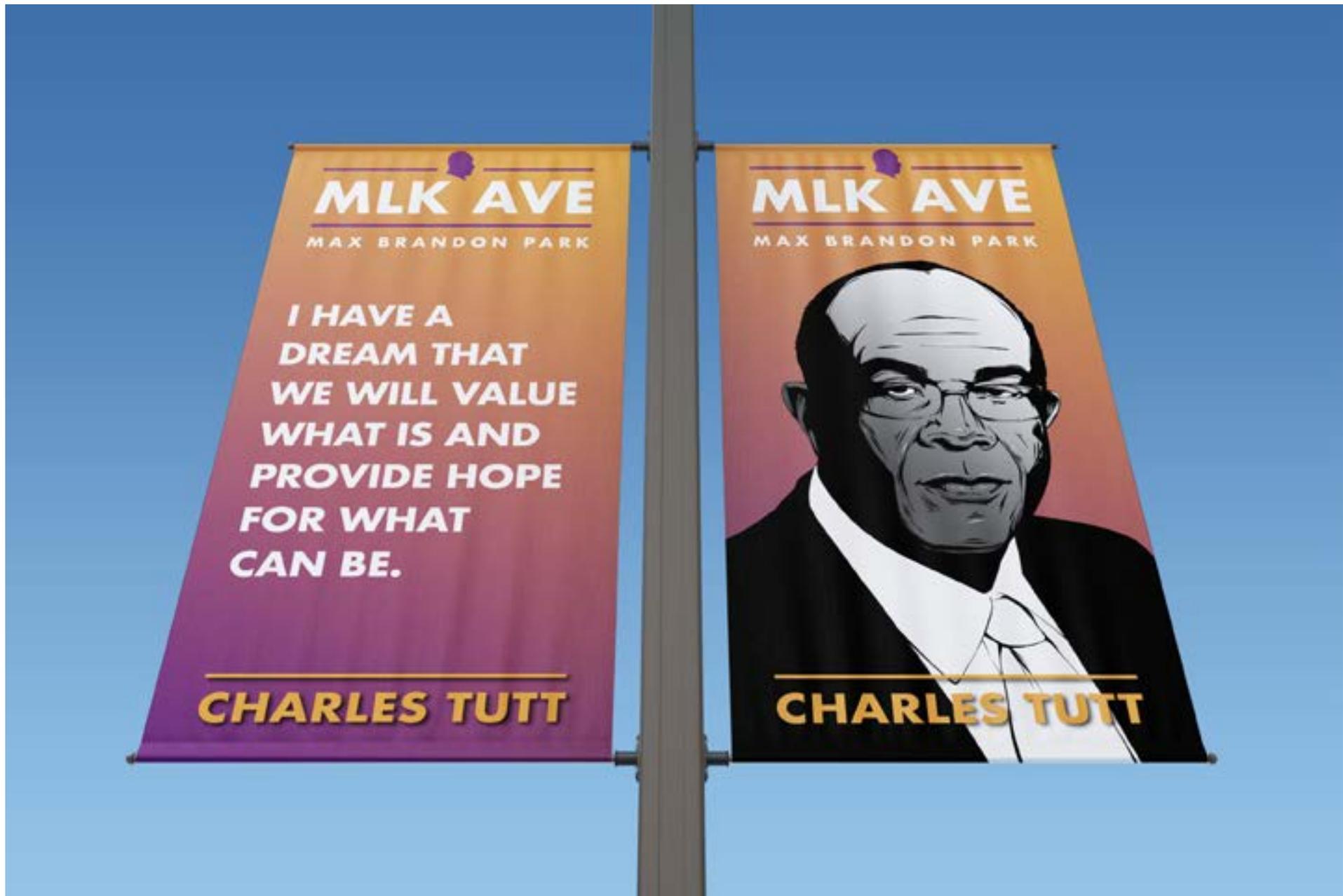
MAX BRANDON PARK



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**CHARLES TUTT**





# STREETSCAPING

We have created designs for various streetscaping options to go along Martin Luther King Jr. Avenue.

“Streetscaping” is a term used to describe the visual effect of public spaces.





# PEACE GARDEN

We strive for balance in the information we convey, both welcoming the community in while also ensuring that the garden is respected and cared for. The Peace Garden is a gathering place for the community, meant for the people, but it is also fragile and susceptible to damage when mistreated. We have created different variations for the Peace Garden signage that would be located with the Peace Garden on Martin Luther King Avenue in North Flint.



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# MLK AVE

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PEACE GARDEN

## WELCOME

This garden is a place for all the community to come and enjoy.

We ask that you treat the garden with kindness and do all you can to preserve its beauty.

When you leave, please take your trash with you so the garden can continue to blossom and thrive for years to come.

THANK YOU

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This garden is a place for all the community to come and enjoy.

We ask that you treat the garden with kindness and do all you can to preserve its beauty.

When you leave, please take your trash with you so the garden can continue to blossom and thrive for years to come.

A vertical sign with a gradient background from orange at the top to purple at the bottom. At the top, there is a purple silhouette of a person's head. Below it, the text "MLK AVE" is written in large, bold, white letters, with "PEACE GARDEN" in smaller, purple letters underneath. The sign is mounted on a dark grey base.

**MLK AVE**  
PEACE GARDEN

**WELCOME**

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We ask that you treat the garden with kindness and do all you can to preserve its beauty.

When you leave, please take your trash with you so the garden can continue to blossom and thrive for years to come.

**THANK YOU**

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# MLK QUOTES

“We are not makers of history. We are made by history.”

“He who is devoid of the power to forgive is devoid of the power to love.”

“Only in darkness can you see the stars.”

“Our lives begin to end the day we become silent about things that matter.”

“Forgiveness is not an occasional act; it is a constant attitude.”

“If I cannot do great things, I can do small things in a great way.”

“At the center of non-violence stands the principle of love.”

“Seeing is not always believing.”

# INSPIRATION

