



RECOMMENDED MATERIALS & FINISHES FOR PROJECT

BIKE RACK MATERIALS

Must be manufactured using some type of steel

- Tubing or pipe are acceptable
 - Carbon steel round bar
 - Carbon steel flat bar

PREFERRED BIKE RACK FINISHES

- **Galvanized**
 - Withstanding the elements with little to no maintenance, galvanized products are durable and weather to a battleship grey. After the rack is fabricated, it is hot-dipped galvanized for a utility finish. A galvanized product is an economical choice that resists rust. Galvanized will also have a slightly rougher texture than other finishes. There is no regular maintenance required with galvanized steel. After years in service, it may begin to rust. Typical Warranty: 5 Years
- **Stainless Steel**
 - Stainless steel is one of the most resilient finishes making it the choice for bike racks installed in locations with salty ocean air and other tough environmental conditions. Crafted from stainless steel and polished to a rich, Satin #4 finish, these racks are a highly durable and attractive option that will last through decades of use. For reference, Grade 304 stainless steel is a standard option for bike racks. This finish requires little to no maintenance. It should be advised that precautions be taken to ensure no chemicals are used to cure or treat the concrete or sidewalk area near the bike racks as this could affect the finish. Typical Warranty: 5 Years
- **Electro Polished Stainless Steel**
 - Much like the stainless-steel finish, electro polished stainless steel lends decades of durability to bike racks. To achieve this sleek and polished look, electro polished stainless-steel racks are finished by being dipped into an electro-chemical bath that removes mill scale impurities and adds a high level of shine. Bike racks with this finish require no maintenance. But precautions should be taken so the bike rack does not encounter other chemicals. Typical Warranty: 5 Years



RECOMMENDED MATERIALS & FINISHES FOR PROJECT

PREFERRED BIKE RACK FINISHES, continued

- **Powder Coated Stainless Steel**
 - Constructed with stainless steel, powder-coated stainless-steel racks are highly durable due to the anti-corrosive property of the steel and added layer of protection from the powder coat. With this finish, the bike racks are polished and then coated with an electrostatically applied super TGIC polyester powder. Typical Warranty: 5 Years

OTHER ACCEPTABLE BIKE RACK FINISHES

- **Black Vinyl Cushion Coating**
 - Black vinyl cushion coating is a protective finish that is common on bike racks. The bike rack is coated with PVC to achieve a rubbery finish. This is used as an added cushion to protect bicycles from potentially being dented or scratched by the bicycle rack. Most often, only the portion where a bike rack would rest or contact the bike rack would be finished with black vinyl cushion coating. It's unlikely an entire rack would be finished in this material. Typical Warranty: 1 Year
- **Super TGIC Powder Coat**
 - For applications where the bike rack will be installed outdoors, Super TGIC Powder Coat is a preferred option as it will fade significantly less from UV light than other finishes. This finish is how color is applied to bike racks, but also helps keep the rack's color vivid longer. The super polyester powder coating finish is electrostatically applied 5-6mm thick after the bike rack has been fabricated.
- **Thermoplastic Powder Coat**
 - Thermoplastic Powder Coat has a slightly thicker application and gives bicycles more protections from dents and scratches with a lightly cushioned finish. Bike racks are powder coated after fabrication with the thermoplastic polyethylene coating, which gives the product a soft and protective quality. Thermoplastic powder coat is available in a limited color selection. Typical Warranty: 1 Year



ABOUT US - CULTURAL COUNCIL OF GREATER JACKSONVILLE

ABOUT THE CULTURAL COUNCIL OF GREATER JACKSONVILLE

Founded in 1971, the Cultural Council of Greater Jacksonville is a non-profit organization responsible for igniting the creative economy of our region by providing three pillars for community success. By ordinance, the Cultural Council manages and facilitates the City of Jacksonville's Cultural Service Grant Program, regranteeing \$3.5 million plus annually from the City to our community's most impactful arts and culture organizations, and it facilitates the City of Jacksonville's Public Art program which project manages the development and delivery of permanent works of public art throughout Duval County annually. The Cultural Council also supports individual artists by offering career advancement workshops, grant writing courses, and professional networking events, as well as financial opportunities including participation in the Art in Public Places program, access to individual artist grants, and connection to collectors through pop-up art galleries. The mission of the Cultural Council of Greater Jacksonville is to enrich life in Northeast Florida by investing in arts and culture. Learn more, www.culturalcouncil.org.

PUBLIC ART IN JACKSONVILLE

Public art delivered by the City of Jacksonville, WPA, community associations, and private art consultants has been a part of the city's fabric since the renaissance of downtown Jacksonville after the Great Fire of 1901. In 1997, the City officially created a public art program, known as Art in Public Places, and awarded its management in 2007 to the Cultural Council of Greater Jacksonville. The first major works commissioned were by internationally known artists Jaume Plensa, Larry Kirkland, Al Held, and others. Today, public art is in full flourish throughout Duval County due to the dedication to arts and culture by the Cultural Council, the City, corporations, arts professionals, and individual patrons who commission public artwork intended to reflect, educate, beautify, and uplift Duval County.

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JACKSONVILLE JAGUARS BRAND, VOICE AND TONE

ABOUT THE JACKSONVILLE JAGUARS

The Jacksonville Jaguars are a professional football team, one of 32 member clubs of the National Football League (NFL), aligned in the South Division of the American Football Conference (AFC). Founded on Nov. 30, 1993, the team began play as an expansion team in 1995 and will compete in its 28th season in 2022. The team is owned by Shahid Khan, who purchased the franchise in January 2012. The club plays its home games at TIAA Bank Field, located near the St. Johns River in downtown Jacksonville, Fla. Since their inaugural season in 1995, the Jaguars have won three division titles and made seven playoff appearances, playing in 14 postseason games.

The Jaguars Foundation and Community Impact Department are committed to uplifting the Northeast Florida community and beyond by providing economic and equal opportunity through programs that strengthen neighborhoods and develop our youth. The Community Impact team at the Jaguars annually targets three key strategic areas of focus: neighborhood revitalization, youth development and NFL league-wide initiatives. The Jaguars and the Khan Family have always been strong supporters of our Jacksonville community and have donated \$22 million since 2012 through the Jacksonville Jaguars Foundation in support of many worthy causes, including \$1 million in 2021 in support of the revitalization of Jacksonville's historic Outeast neighborhood.

The Jaguars and its sister company Iguana Investments are fully committed to the revitalization of downtown Jacksonville. Since 2012, Mr. Khan's impact on the Northeast Florida community has exceeded \$500 million, including charitable giving through the Jaguars Foundation, capital improvements to TIAA Bank Field and the creation of Daily's Place, which hosts upwards of 40 concerts a year. Over the next several years, the Jaguars and Iguana Investments will build the new Miller Electric Center to house all football operations and launch Phase 1 of the Shipyards, a complete reimagination of the riverfront which will include a five-star hotel, office building and modernized marina. For more information about the Jaguars plans for downtown Jacksonville, visit www.1stdowntownjacksonville.com.



JACKSONVILLE JAGUARS VOICE AND TONE

JAGUARS VOICE AND TONE

Jacksonville is a small town with a big personality full of soul, southern charisma and unwavering pride. As the heart of this community sit the Jacksonville Jaguars. We seek to emulate that same DUUUVAL spirit with unabashed confidence, a genuine love for our fans and ambitious goals for nothing less than championships.

On the field, the Jaguars are driven by greatness. Our athletes push the boundaries of physical form and athletic skill, inspiring fans on game day with moments in motion that will live in memory forever. Their commitment to team over individual is the foundation upon which future Super Bowl trophies will be hoisted.

Off the field, the Jaguars embrace the weight of responsibility as community leaders. With a commitment of our time and resources, continued and uninterrupted, we strive to empower our neighbors, break the cycles of inequality and create positive change. We teach the game to the next generation, giving them lessons in leadership and sportsmanship that will last a lifetime.



MILLER ELECTRIC CENTER

ABOUT THE MILLER ELECTRIC CENTER

A joint partnership between the City of Jacksonville and the Jaguars, the Miller Electric Center will serve as the new home of the Jaguars football operations for years to come. A 125,000-square foot sports performance center, it will provide first-class facilities for professional athletes to practice and prepare to perform at an elite level. It will house the team's locker room, strength and conditioning facilities, team meeting rooms and nutrition and wellness spaces. It will be a space where players and coaches can eliminate distractions and create team energy that gives them the confidence to attack everything on game day. The Miller Electric Center will also serve as a new connection point between fans and the team, providing an elevated football experience to all who visit the Jaguars football headquarters. When it opens in summer 2023, it will be capable of hosting upwards of 2,000 Jaguars fans in shaded seating with new amenities including a permanent team store, concessions and restrooms.



JAGUARS VISUAL IDENTITY & VIBEBOARD

VIBEBOARD

The following vibe board encompasses everything we want the artists to feel when they are concepting and creating art for the Miller Electric Center. It pulls elements from different facets of the Jaguars organization and our Jacksonville community, while keeping a central theme of inspiring greatness.

The first column hosts images of what makes Duval special – from the pier at the beaches, to the Main Street Bridge, to the Riverside Arts Market. We hope the artists can be inspired by the greatness in our events, structures, and natural beauty that surrounds us every day in our First Coast community. (See Next Page)

The Miller Electric Center will provide space for Jaguars athletes to train during the season and the off-season. The second column represents what goes on behind the scenes to be a NFL football player for the Jaguars: late nights, early mornings and most importantly teamwork.

Lastly, an exploration of natural textures and prints surrounding the Jacksonville Jaguars is showcased for inspiration and symbolism. The fur of the Jaguar, texture of the foliage, up-close grip of the football, and water from the St Johns River all signify strength and movement.

COLORS



PANTONE: 3155 C **HEX:** #006778
CMYK: 100/00/20/30 **GRAYSCALE:** 65%
RGB: 00/101/118



PANTONE: Black **HEX:** #000000
CMYK: 70/50/50/100 **GRAYSCALE:** 100%
RGB: 00/00/00



PANTONE: No Ink **HEX:** #FFFFFF
CMYK: 00/00/00/00 **GRAYSCALE:** 0%
RGB: 255/255/255



PANTONE: 7555 C **HEX:** #D7A22A
CMYK: 17/37/100/00 **GRAYSCALE:** 30%
RGB: 215/162/42

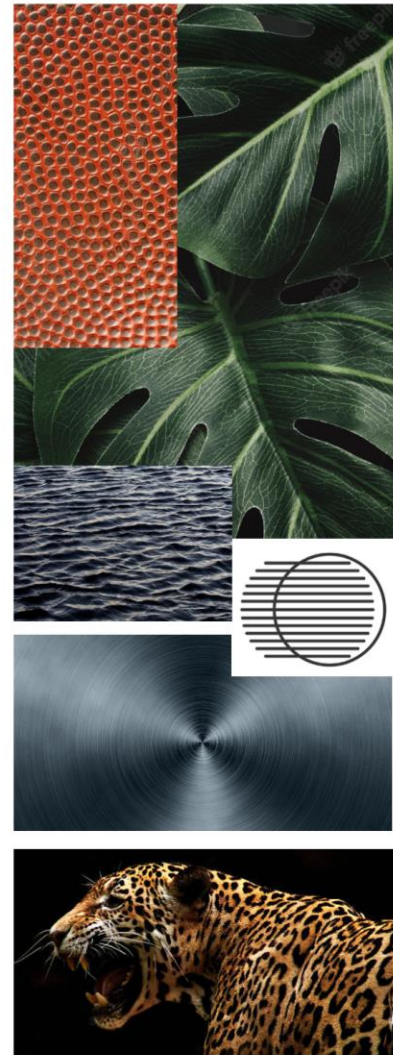
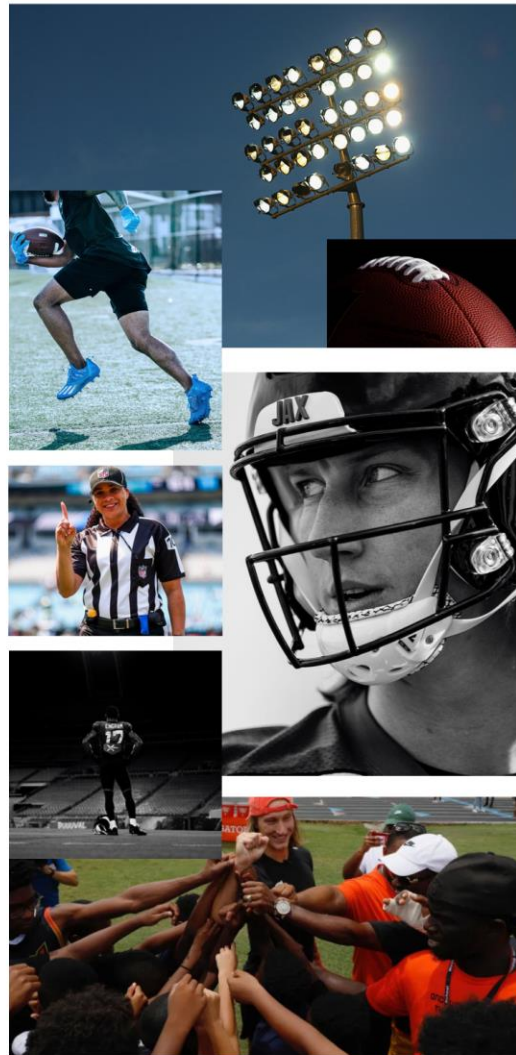


PANTONE: 126 C **HEX:** #9F792C
CMYK: 34/48/100/13 **GRAYSCALE:** 50%
RGB: 159/121/44



JAGUARS VISUAL IDENTITY & VIBEBOARD

The Jaguars' visual identity is characterized by a bold color palette, layered jungle textures that evoke the illusion of depth and dimension, and atmospheric lighting that brings it all together in a cohesive manner. Our brand aesthetic, Scratch and Claw, is derived from our team and community's innate ability and unwavering drive to prove naysayers wrong when we are counted out as the underdogs.





CORRESPONDING PROJECT INSPIRATION/EXAMPLES

BIKE RACKS

The bicycle racks should be functional and strive to meet one or both of the following requirements:

- Representing something that is easily associated with Jacksonville
For example making replicas of our Downtown bridges or the a jaguar (animal)
- Tells a story about the community through text or art
for example on each of the DUUUUVAL bike rack plates, there are stories that highlight the places relevant to Jacksonville's African American history

SOURCES OF INSPIRATION: the bridges that lead to Downtown Jacksonville, football elements, abstract shapes. The Jaguars, a jaguar (animal), Florida nature





PLACEMENT LOCATION UPON CONCRETE SURFACE

