



## **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](http://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.

### **CONTACT US**

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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](http://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

## ATTACHED EXHIBITS (*exhibits are hyperlinked, click to access*)

- [EXHIBIT A – Indoor Practice Facility Elevations](#)
- [EXHIBIT B – Indoor Practice Facility Rendering \(North & West Façade\)](#)
- [EXHIBIT C – Kingspan Polycarbonate Submittal Package](#)





## 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

### BIG MURAL

**The big mural should strive to meet all of the following requirements:**

- Represent the city of Jacksonville as a whole  
*For example, the Arlington Mural spells out ARLINTON in large letters surrounded by art. This could instead be a big JACKSONVILLE with different scenes depicting areas of our city ranging from the beach to downtown to the St. Johns River and could include various staple events, such as Porch Fest, Jacksonville Jaguars games, etc.*
- Be easily discernible by people driving by quickly from the highway  
*If spelling out Jacksonville, the letters should be easily read*

**SOURCES OF INSPIRATION:** The city of Jacksonville, landmarks and events that are part of our community's culture







## ADDITIONAL INSPIRATION IMAGES FOR PROJECT







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