



State Farm



ATLANTA HAWKS // IMPLEMENTATION DESIGN // MARCH 22, 2022

N.H. Scott Community Center Enhancements

**Dimensional
Innovations**



Overview

✓ Project Goals

✓ The Site

✓ N.H Scott Implementation Strategy

✓ Graphic Concepts

✓ Furniture & Fixtures Toolkit

✓ Co-Branding Guidelines

The Goal.

Leverage the Atlanta Hawks Community Courts Program and invest in new State Farm Neighborhood of Good (NoG) Community Center Enhancements across metro Atlanta and surrounding Georgia communities.

The Site. Current Conditions



Implementation. The Kit of Parts



- **BRANDED ELEMENT**
Brand the space.



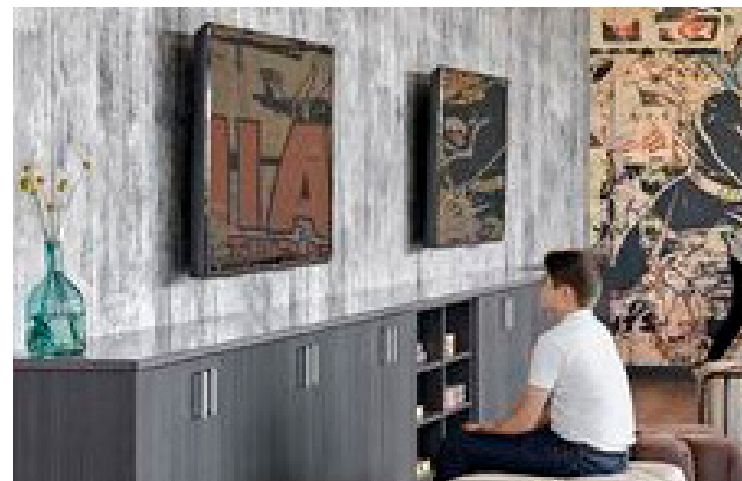
- **GRAPHIC ELEMENT**
Sports and Diversity. Relaying the overall message.



- **MODULAR TASK FURNITURE**
Group activity or Focused creation.



- **WRITABLE SURFACE**
Focused and Engaging. Magnetic.



- **TECH ELEMENTS**
Play, Enjoy and Engage .

Implementation. The Kit of Parts

STANDARD ELEMENTS



PAINT



BRANDED GRAPHICS

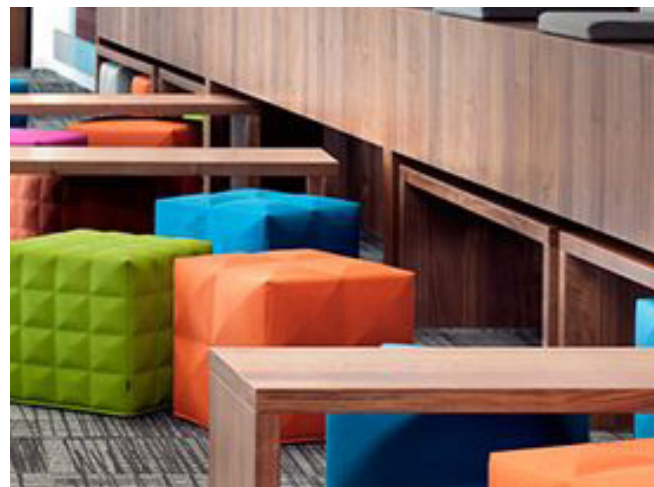
ADD-ONS PER PROGRAMMING NEEDS



TASK FURNITURE



SPACE-SPECIFIC NEEDS



STORAGE



DIGITAL TOOLS

Unifying Graphics & Spaces

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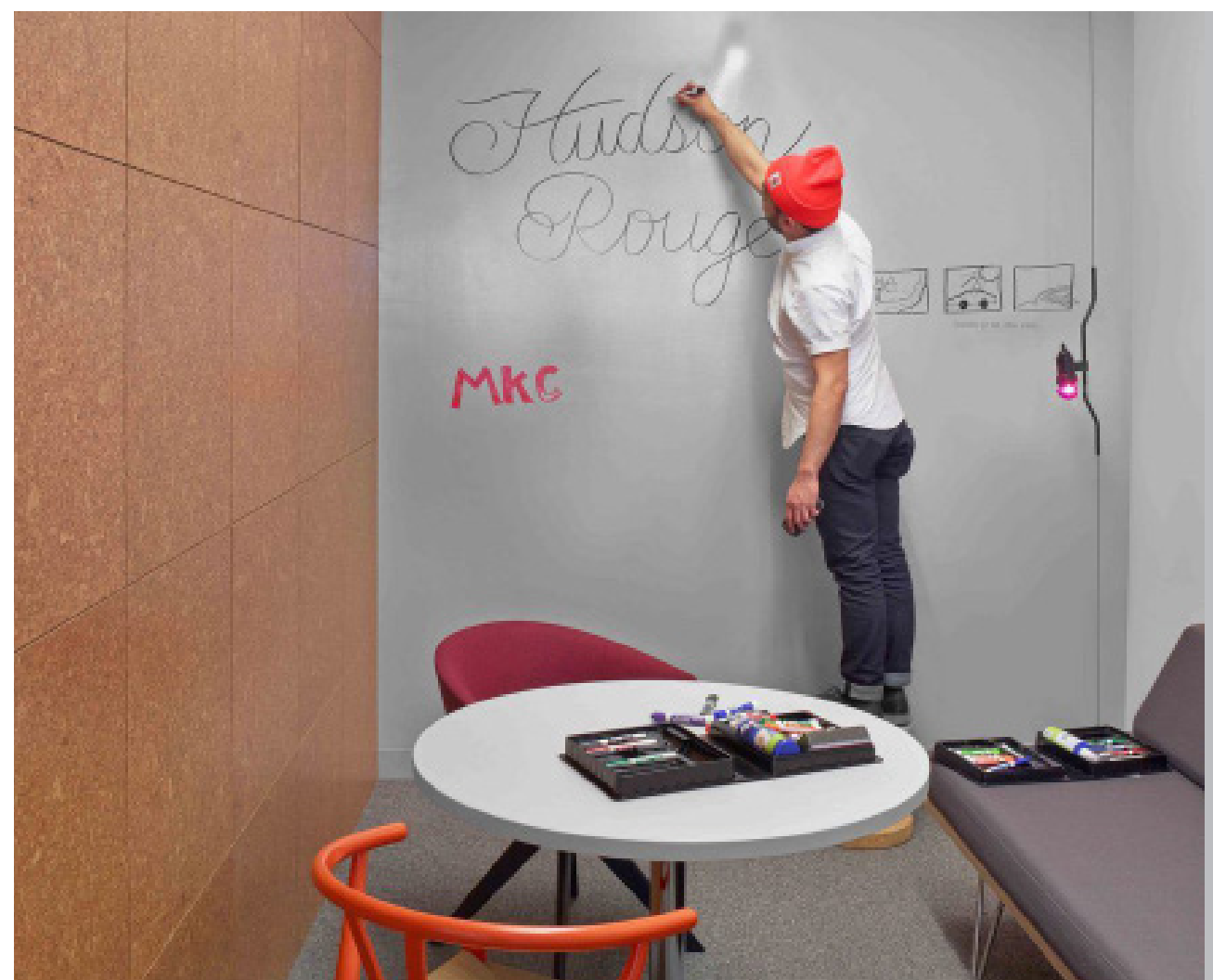
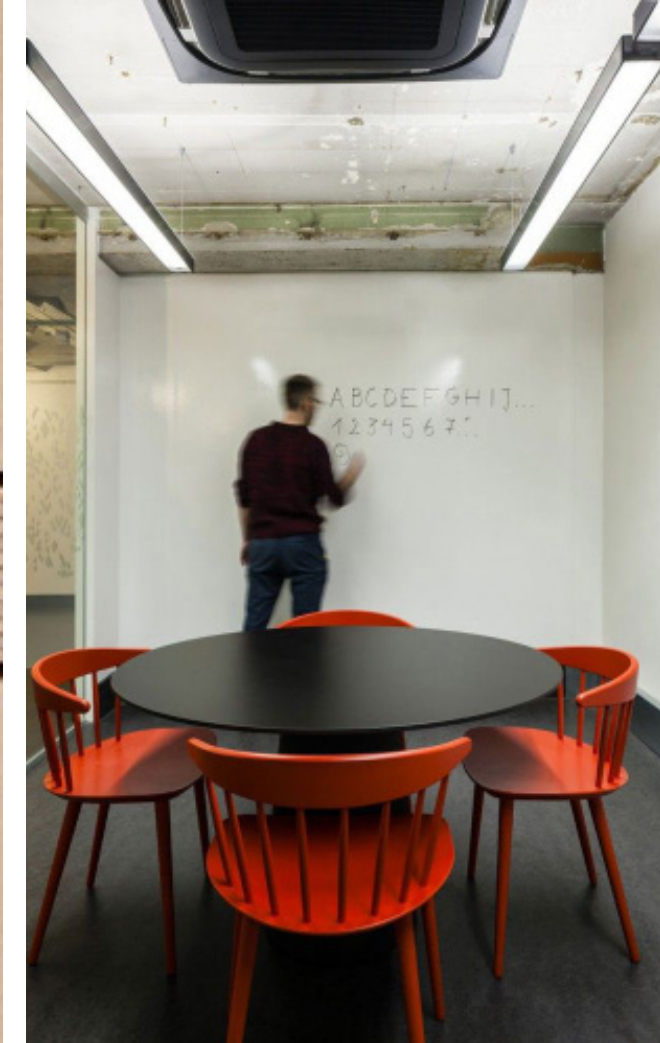
Furniture. Simple & Clean

- **LIGHT WOODS FOR BRIGHT SPACES**

Use light but durable woods & solid surface materials to add brightness to each space. Limited material palette allows colors to pop within space.

- **FUNCTIONAL PIECES**

Every piece should serve multiple functions. Whether it's used as a classroom desk or pushed out of the way for an event, everything should be versatile.



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Graphic Style. Examples

- **VIBRANT & BOLD GRAPHICS**

Co-brand opportunities incorporated into same graphic and artistic elements.

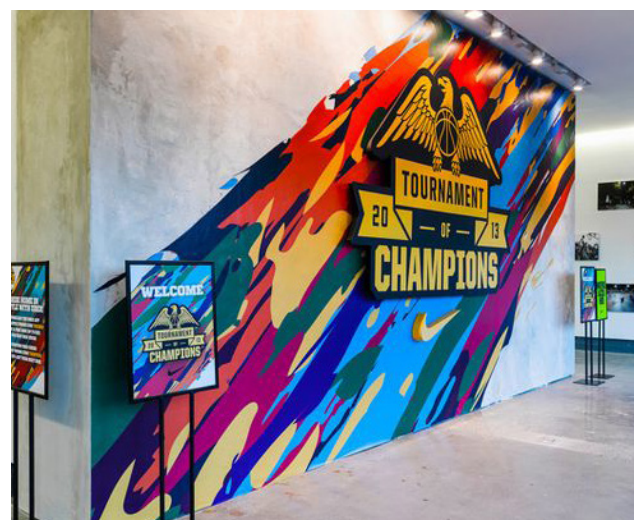
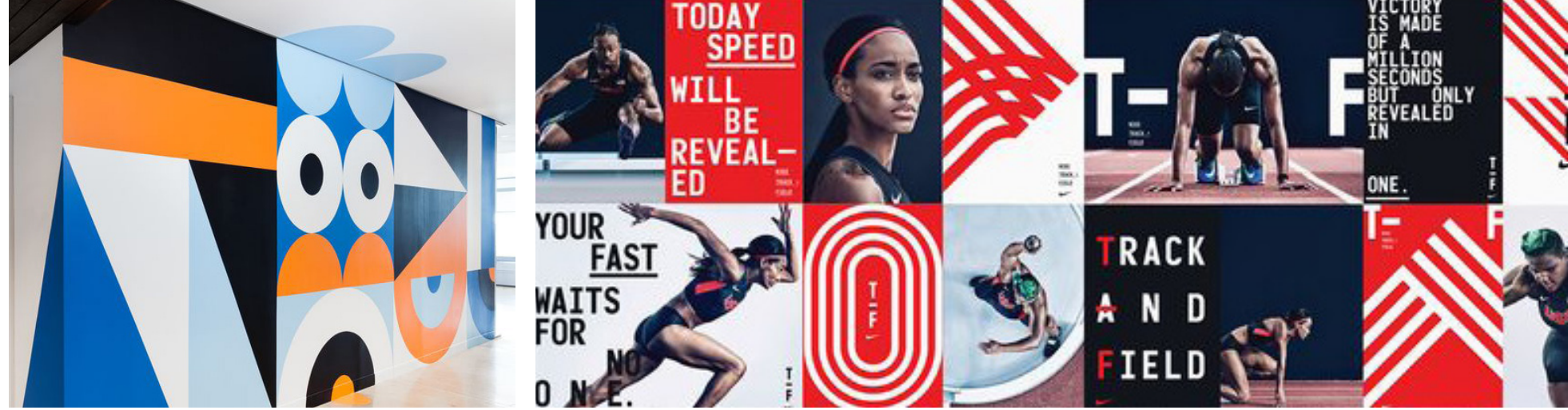
Try to avoid instances of straight logos-on-walls.

- **RED AS PRIMARY, OTHERS AS SUPPLEMENT**

Make red the primary, dominant tone, but add additional color elements to keep from being too monotonous.

- **MATERIALS AS PALETTE**

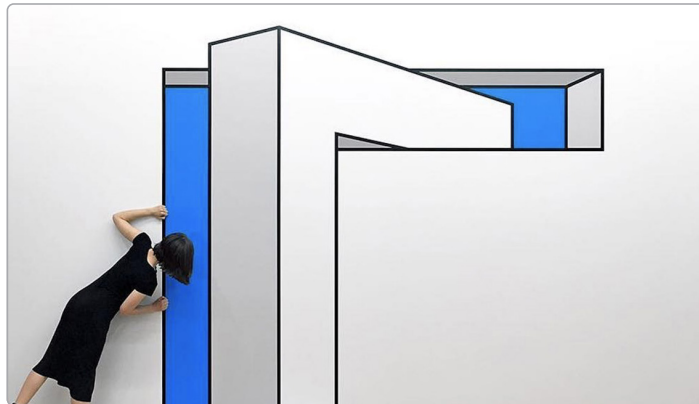
Incorporate birch wood finish directly into artwork to add texture and hi-quality substrate for graphics.



Co-Branding. Graphic Wall Implementation

01 DYNAMIC

Images that capture movement can energize a space and showcase Atlanta and State Farm.



02 EMOTIVE

Expressive imagery allows viewers to connect with the content represented.



03 CLEAR FOCAL POINT

Images containing a clear focal point are preferred over sweeping views.



05 TIMELESS

Images without recognizable artifacts are often more timeless and less susceptible to program sensitivities.

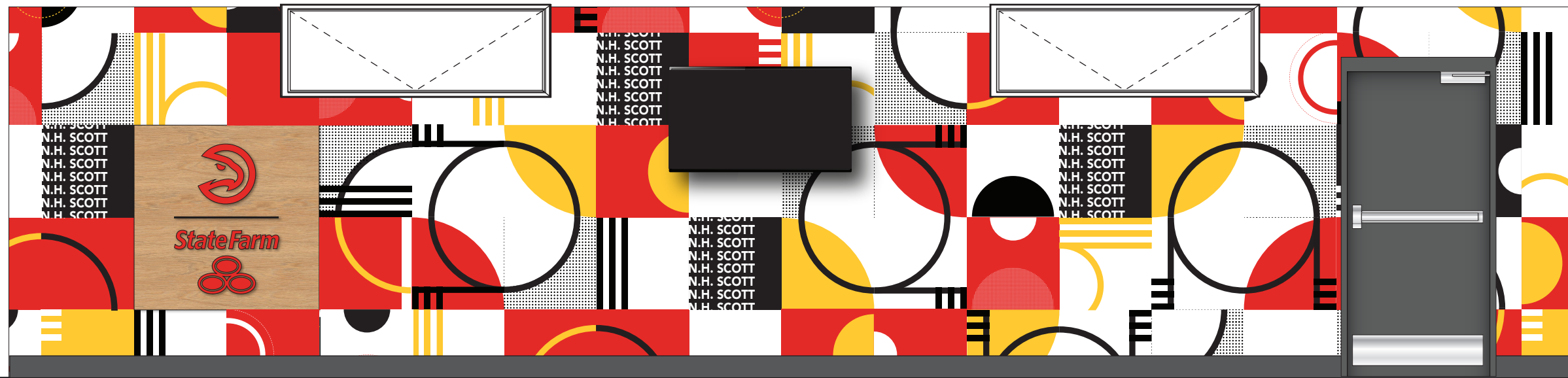
06 COMMUNITY SPECIFIC

Content specific to the local community (area code shown here).

06 ASPIRATIONAL

Creating lasting Impressions through the lens of athleticism.

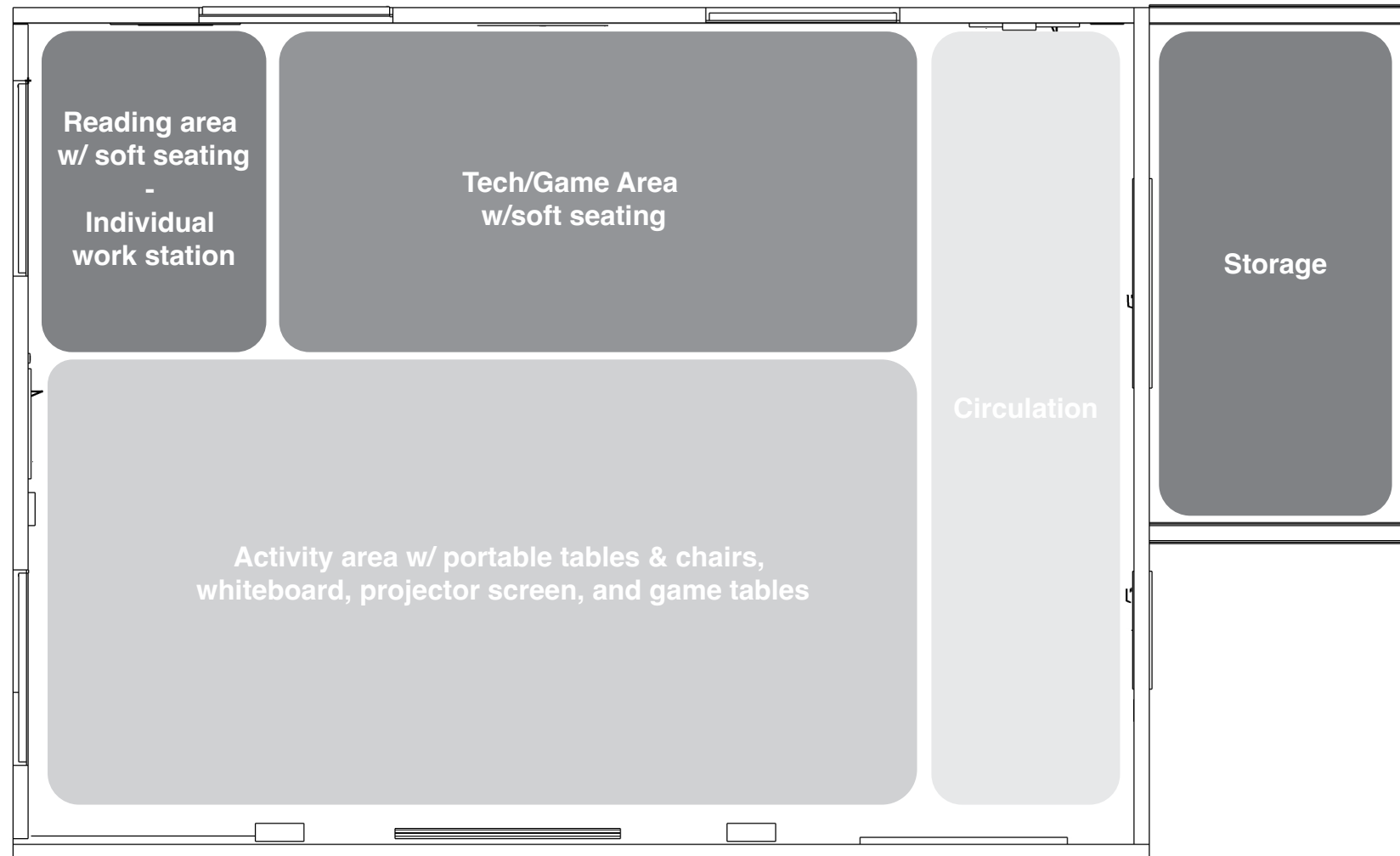
Co-Branding. Graphic Mock up



01 ELEVATION--GRAPHIC WALL
SCALE: 3/8" = 1' - 0"

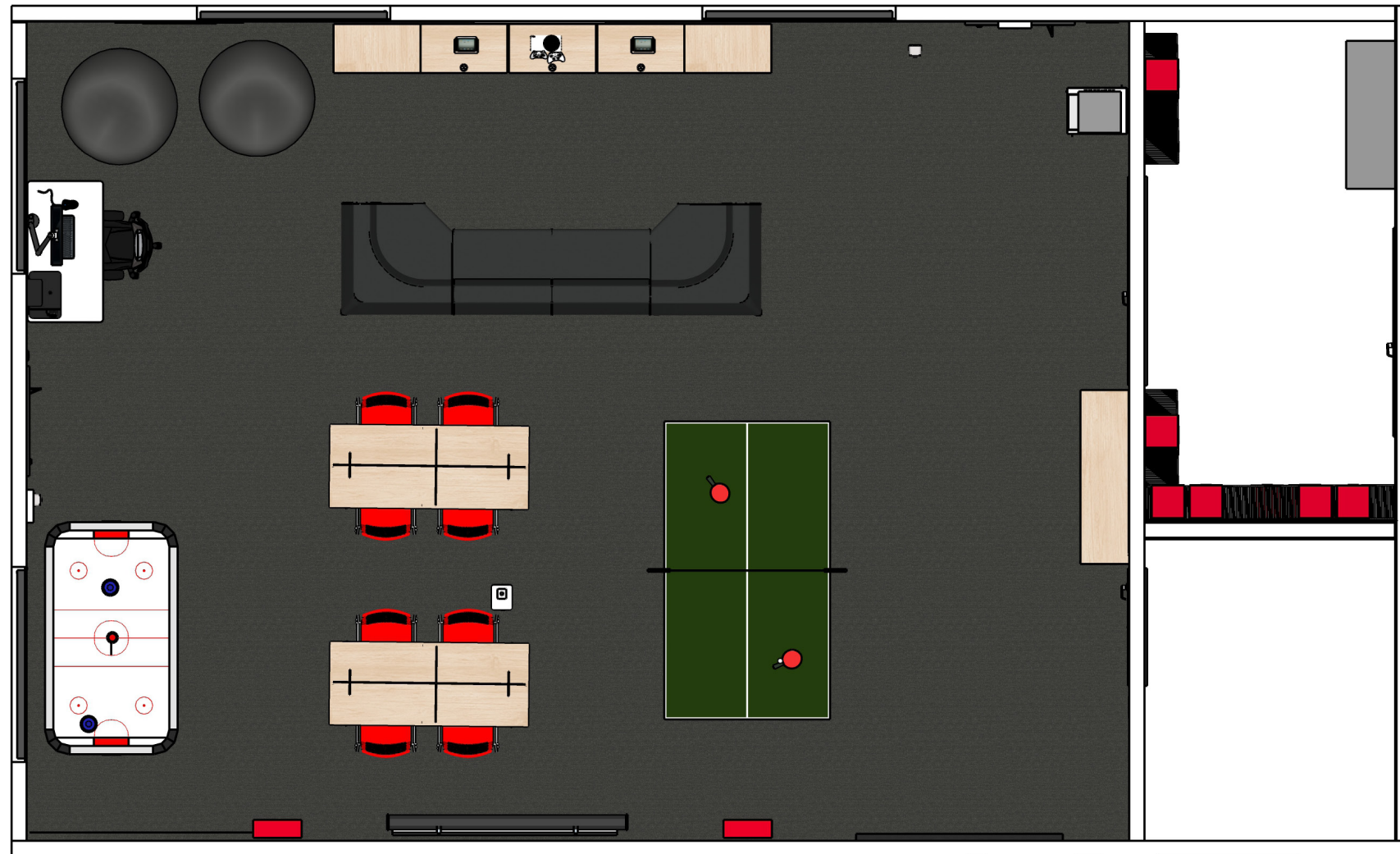
Versatility in Execution

N.H. Scott. Space Programming



01 SPACE DIAGRAM
SCALE: NTS

N.H. Scott. Space Programming



N.H. Scott. Space Overview



Entry View. Classroom Setup



Reading + Gaming Area.



Activity Space. Classroom Setup.



Activity Space. Classroom Setup.



Activity Space. Movie Setup.



Additional Features.



Room Identifier.



01 OPT 1
SCALE: 3" = 1'



2 FRONT
SCALE: 1/2" = 1'



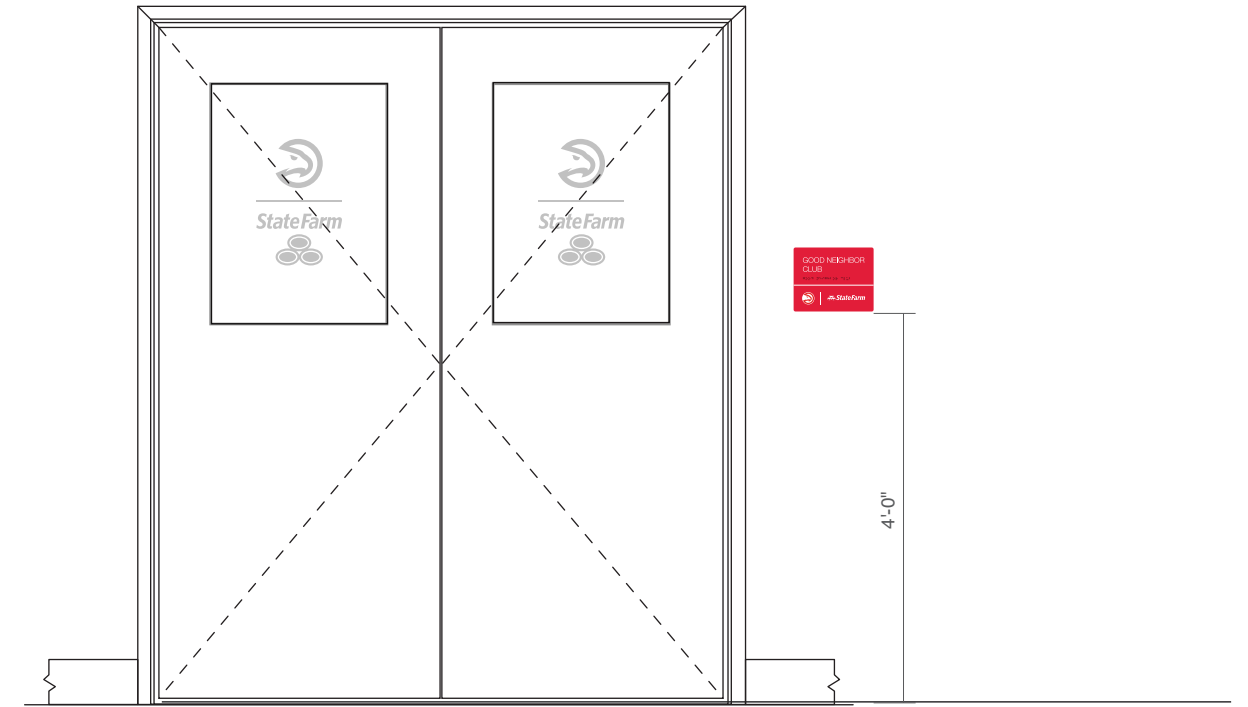
1 FRONT
SCALE: 6" = 1'

1/8" Acrylic plaque, painted 2nd Surface PMS 186 C

Room Identifier.



01 OPT 2
SCALE: 3" = 1'



2 FRONT
SCALE: 1/2" = 1'



1 FRONT
SCALE: 6" = 1'

1/8" Acrylic plaque, painted 2nd Surface PMS 186 C

Furniture. FFE Choices



ROLLING FLIP TOP
SOLID SURFACE TABLES



WHITE LAMINATE SHELF UNIT



WHITE LAMINATE STORAGE
CABINETS



STACKING TASK CHAIRS

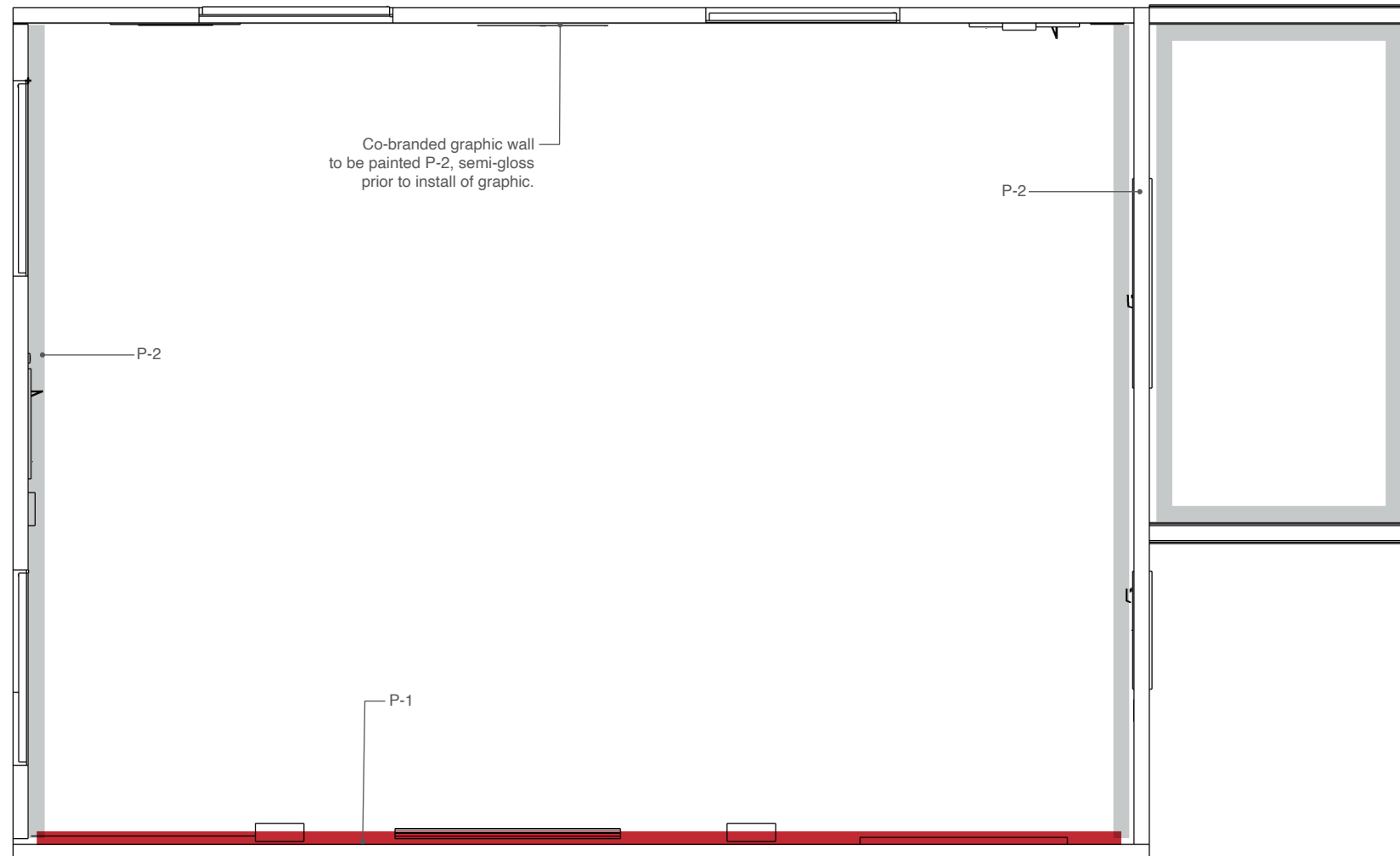


BEAN BAG CHAIRS

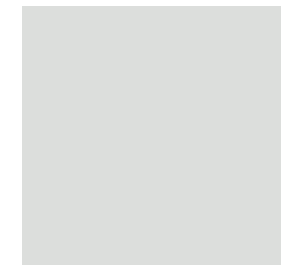
Textiles. FFE Choices



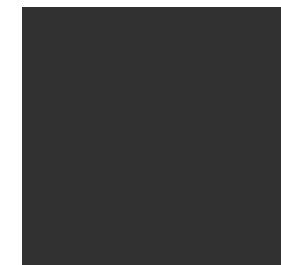
Color. Paint Plan



P-1
SW 6868
Real Red, Eggshell finish



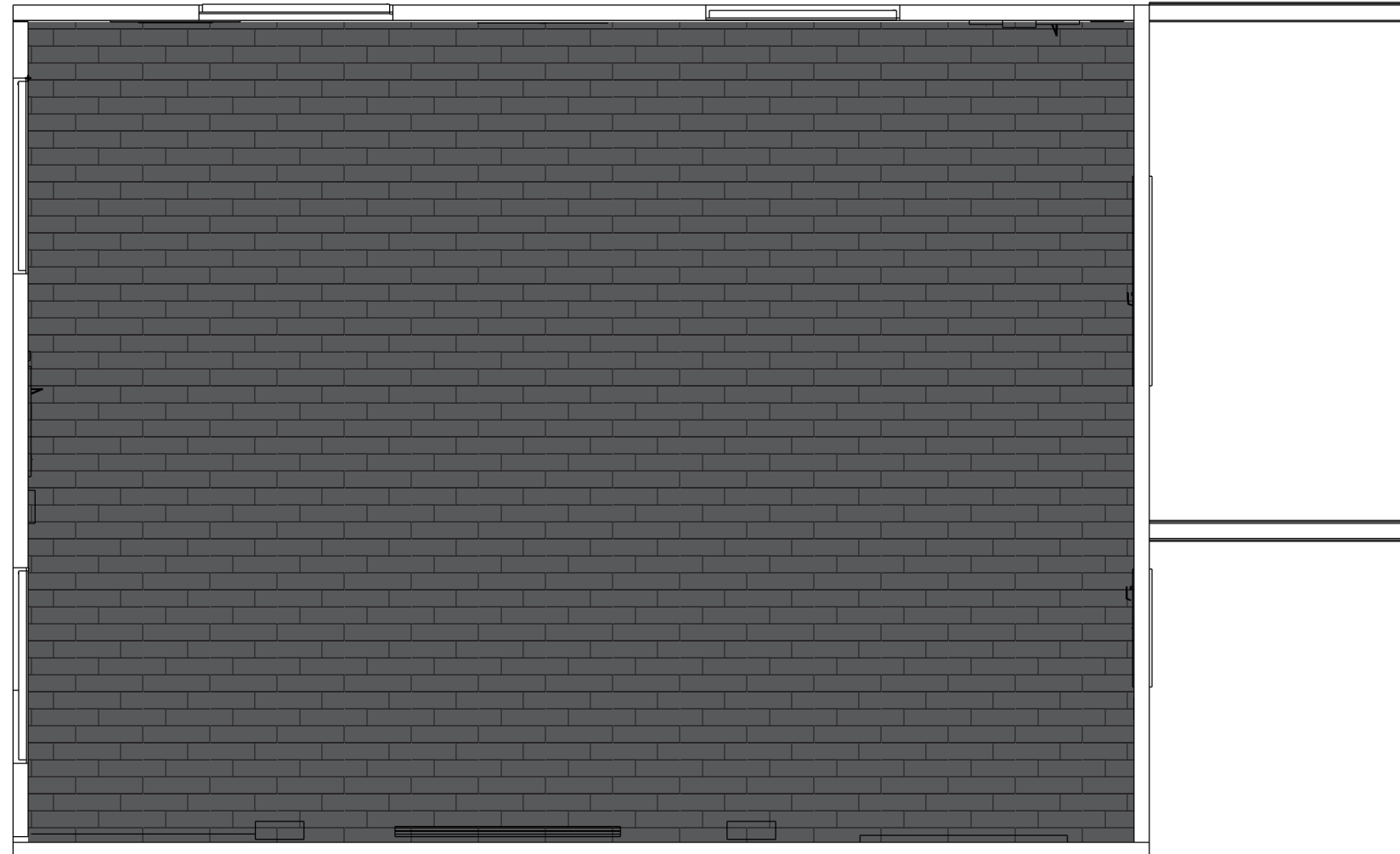
P-2
SW 7070
Site White, Eggshell Finish



P-3
SW 6991
Black Magic, Flat Finish
All Trim

01 SPACE DIAGRAM 01
SCALE: NTS

Textiles. Carpet Diagram



Interface
World Woven WW860
Black Tweed 105354



01 CARPET DIAGRAM
SCALE: NTS

Co-Branding Guidelines

Co-Branding. Color

- **COLOR'S TOUGH**

We understand that color is an identity. That being said, there's opportunity in this space to use a single "unified" color palette to represent both brands equally.

- **MATERIAL USE**

Background, Surface, and Ceiling colors are represented to help define the overall look and feel of the space.

Primary 1 #E32926	Primary Variant 2 #FFFFFF	Secondary 3 #000000	Legacy Variant 3 #FFC730
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Background 4 #BCBEC0	Surface 5 #E32926	Ceiling 6 #000000
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Wood 1	Textile 2 #E32926	Textile 2 3 #FFC730
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Thanks.

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Innovations**