


BUILDING BETTER NEIGHBORHOODS DESIGN

 digitalresearch.bsu.edu/immersive-learning-showcase-spring-2022/exhibits/show/building-better-neighborhoods/overview

Overview



The City of Muncie has diverse communities with friendly people, an interesting past, and outstanding cultural amenities that make it a desired place to live, do business, and visit. Until Spring 2019, a lot of the neighborhoods in Muncie were lacking proper visual


identification. A strong visual identity was needed to elevate the image of the neighborhood as well as provide a sense of pride among the residents.

In partnership with Building Better Neighborhoods and Muncie Action Plan, we worked with a core group of committee members from various Muncie Neighborhoods to develop their visual identity.

Check out the other neighborhood identities at the Studio 165+ website: www.studio165plus.com/bbn

[Riverside Neighborhood Brochures →](#)
Overview

Riverside Neighborhood Brochure

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Dublin Core

Title

Riverside Neighborhood Brochure

Subject

Editorial Design

Description

These brochures were made for Riverside Neighborhood as a way to inform new and potential homeowners about what the neighborhood has to offer. The internal brochure is given to new homeowners to update contact information and facts about the neighborhood. The external brochure is mainly used by relators to give to potential homeowners to show the amenities and benefits of Riverside.

View more images of the Riverside Brochures here:

<https://www.studio165plus.com/riverside>

Creator

Studio 165+

Publisher

Studio 165+

Date

2021–2022

Old West End Neighborhood Brochure

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Dublin Core

Title

Old West End Neighborhood Brochure

Subject

Editorial Design

Description

These brochures were made for Old West End Neighborhood as a way to inform new and potential homeowners about what the neighborhood has to offer. The internal brochure is given to new homeowners to update contact information and facts about the neighborhood.

The external brochure is mainly used by relators to give to potential homeowners to show the amenities and benefits of Old West End.

View more images of the Old West End Brochures here:

<https://www.studio165plus.com/old-west-end>

Creator

Studio 165+


Publisher

Studio 165+

Date

2021–2022

Southside Neighborhood Brochure

 digitalresearch.bsu.edu/immersive-learning-showcase-spring-2022/exhibits/show/building-better-neighborhoods/item/166



Dublin Core

Title

Southside Neighborhood Brochure

Subject

Editorial Design

Description

These brochures were made for Southside Neighborhood as a way to inform new and potential homeowners about what the neighborhood has to offer. The internal brochure is given to new homeowners to update contact information and facts about the neighborhood. The external brochure is mainly used by relators to give to potential homeowners to show the amenities and benefits of Southside.

View more images of the Southside Brochures here:

<https://www.studio165plus.com/southside>

Creator

Studio 165+

Publisher

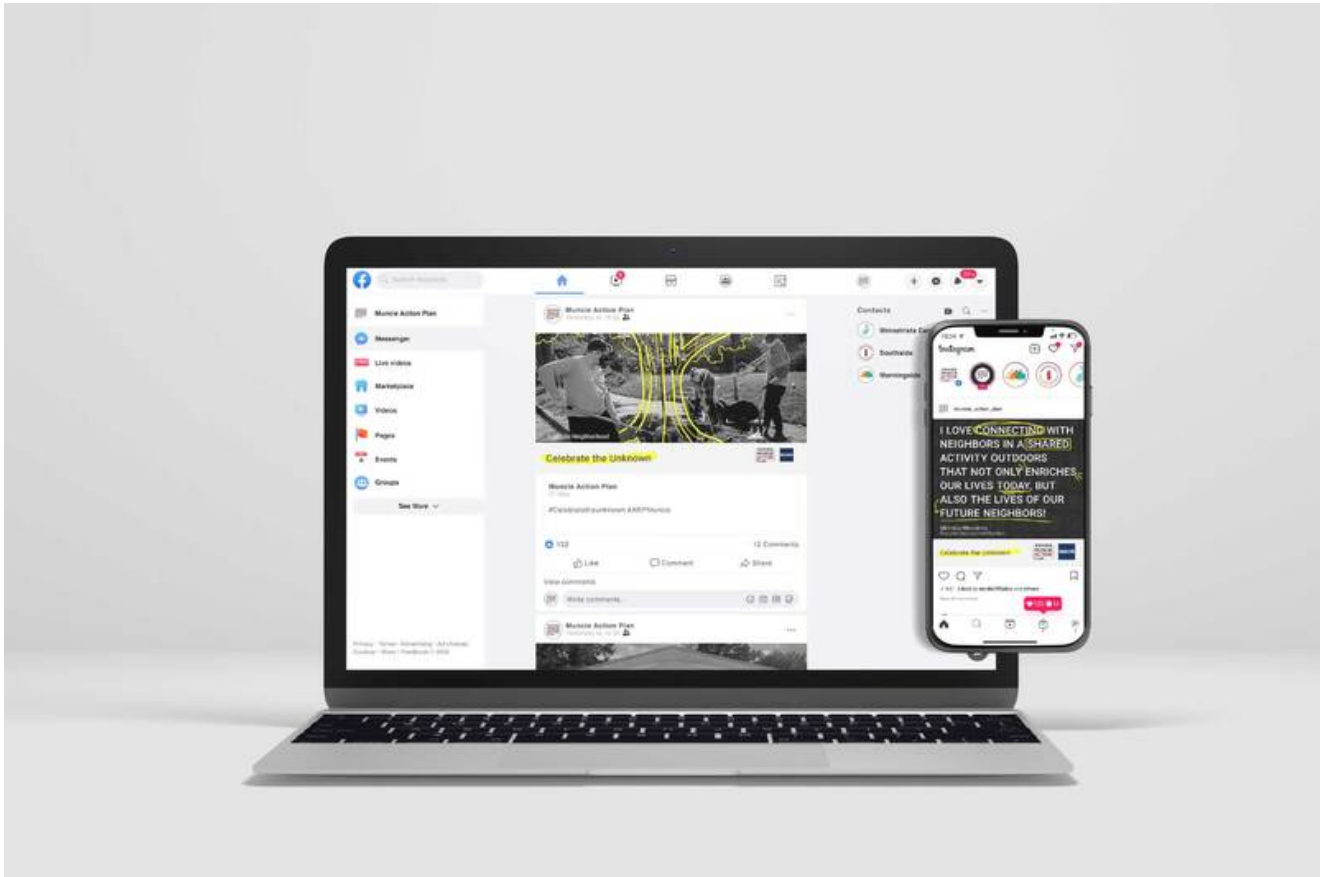
Studio 165+

Date

2021–2022

Building Better Neighborhood Social Media Campaign

 digitalresearch.bsu.edu/immersive-learning-showcase-spring-2022/exhibits/show/building-better-neighborhoods/item/169



The Building Better Neighborhood social media campaign is a series of social media posts featuring the improvements and future plans for Riverside, Southside, Halteman, and McKinley neighborhoods. The goal of these posts is to highlight the projects that each neighborhood has been or will be working on soon. This is shown using neon yellow line drawing illustrations to imagine what the current image could potentially look like. Additionally, quotes from homeowners within each neighborhood are highlighted in a “note-taking” quality to represent the members of the communities being involved.

View more images of the BBN social media campaign here:

<https://www.studio165plus.com/bbn>

Morningside Neighborhood

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Morningside Identity Design

Morningside has a deep history rooted in community and working together to help their neighbors. The identity design evolved through research about the neighborhood's past and finding the best way to represent a positive outlook for the future. Community members focus on planting seeds of growth within the neighborhood's youth and supporting others.

The imagery within the logo for Morningside speaks to the values that community members hold. A plant, rising sun, and house are combined to first communicate strength in a unified community. The plant imagery is also a representation of community members with a circle placed above as a head. Depicting a person alongside housing was important to include for Morningside as a reminder of the first logo made by a community member in the 1970s.

View more images of the Morningside Neighborhood identity design here:
<https://www.studio165plus.com/morningside>

Storer Woods Neighborhood

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Storer Woods Identity Design

The Storer Woods community is transitioning from three separate neighborhoods into one large neighborhood, Storer Woods Neighborhood. This neighborhood seeks to promote the new name and identity to be more recognizable in the Muncie community. Studio 165+ was approached by Building Better Neighborhoods seeking an identity design for each neighborhood in Muncie to reflect their unique aspects and goals.

This identity design was inspired by the quaint and friendly lifestyle of the Storer Woods community. The logo shows tree branches overlapping and forming the shape of a house. The house represents family and overall community, while the surrounding branches reference the quiet and welcoming environment of the neighborhood.

View more of the Storer Woods identity design here:

<https://www.studio165plus.com/storerwoods>

Riverside Normal City

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Riverside Identity Design

The Riverside Normal City identity is inspired by Tudor architecture and positive change. The “R” utilizes a slanted line, a detail mirroring the decorative lines known as half-timbering in Tudor homes. The identity also features a budding leaf, showing the positive growth the residents of Riverside are promoting within their neighborhood.

The logo was inspired by Tudor architecture and accent details. The main “R” uses a slanted line which was popular in the outer details of Tudor homes known as half-timbering. The monogram “R” also references a leaf to signify the positive growth and change within the Riverside Normal City community.

View more images of the Riverside Neighborhood identity design here: <https://www.studio165plus.com/riverside>

Minnetrista Central Neighborhood

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Minnetrista Identity Design

Minnetrista Central Neighborhood is a community that celebrates the individuality and expressiveness of its residents. Studio 165+ was approached by Building Better Neighborhoods seeking an identity design for each neighborhood in Muncie to reflect their unique aspects and goals.

This visual identity highlights the abundance of nature found within Minnetrista Central's borders, evoking a sense of growth as a community. The logomark alludes to the neighborhood's previous logo, which references the native herons commonly found throughout the White River area. The heron itself is also used as a symbol for peace, tranquility, and individuality, characteristics that best reflect the community as a whole. A unique typeface was created specifically for the identity, showcasing the artistic community and its values as well as alluding to the stylistic architecture of the houses seen throughout the neighborhood.

View more images of the Minnetrista Central Neighborhood identity design here: <https://www.studio165plus.com/minnetrista>

Southside Neighborhood

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Southside Neighborhood

Southside is the largest neighborhood in Muncie, and they are seeking to create a unified identity for their neighborhood. They wanted to focus on community engagement and the beautification of Southside neighborhood. The Southside identity system was to be used on signage, clothing items, and at events within the community. Studio 165+ was approached by Building Better Neighborhoods seeking an identity design for each neighborhood in Muncie to reflect their unique aspects and goals.

This identity design takes inspiration from the structure of the Southside Middle School — a hub for education, local events, and academic opportunities within the community. The bold lettering represents the size of Southside as the largest neighborhood in Muncie, and the compact design highlights the closeness of the community.

View more images of the Southside Neighborhood identity design here: <https://www.studio165plus.com/southside>

Old West End Neighborhood

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Old West End Identity Design

Old West End is a historic neighborhood located in the heart of Muncie. Studio 165+ was approached by Building Better Neighborhoods seeking an identity design for each neighborhood in Muncie to reflect their unique aspects and goals.

The homes within this district represent a wide-range of architectural styles that date from the mid-nineteenth to early-twentieth centuries such as Italianate, Colonial Revival, and Queen Anne. These styles are brought through the identity design, showing the architecture that is central to the neighborhood.

View more images of the Old West End Neighborhood identity design here: <https://www.studio165plus.com/old-west-end>

Halteman Village

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Halteman Identity Design

Halteman Village is a quiet, humble location with great respect for its heritage. The people of Halteman are currently working toward reestablishing their community connection. Studio 165+ was approached by Building Better Neighborhoods seeking an identity design for each neighborhood in Muncie to reflect their unique aspects and goals.

Because Halteman has a rich history, we chose to emphasize the shapes of the community's long-standing architecture. This identity reflects the sharp angles and lines of the mid-century architecture found in Halteman Village. It specifically imitates the structure of the former school house, which is the most prominent building in the community. It symbolizes the strength of the community and its enduring history. The color blue references the cool color palettes used in mid-century design.

View more images of the Halteman Village identity design here: <https://www.studio165plus.com/halteman>

Industry Neighborhood

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Industry Identity Design

Industry Neighborhood is a community built on the foundation of family morals. It is rich in residents who care deeply about the future of the community. Its people are working toward restoring the community's resources and engaging the community youth. Studio 165+ was approached by Building Better Neighborhoods seeking an identity design for each neighborhood in Muncie to reflect their unique aspects and goals.

This visual identity uses the visual qualities of log cabins, reminiscent of the ones found in Heekin Park, to express the community's resilience and strength. Lumber is symbolic of the building but can also represent nature and growth. The letters of 'Industry' fit together like walls of a structure to represent the efforts of Industry Neighborhood to continue to develop and renovate. The outline of the Primary Lock-Up references the shape of the community's map.

View more images of the Industry Neighborhood identity design here: <https://www.studio165plus.com/industry>

McKinley Neighborhood

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McKinley Identity Design

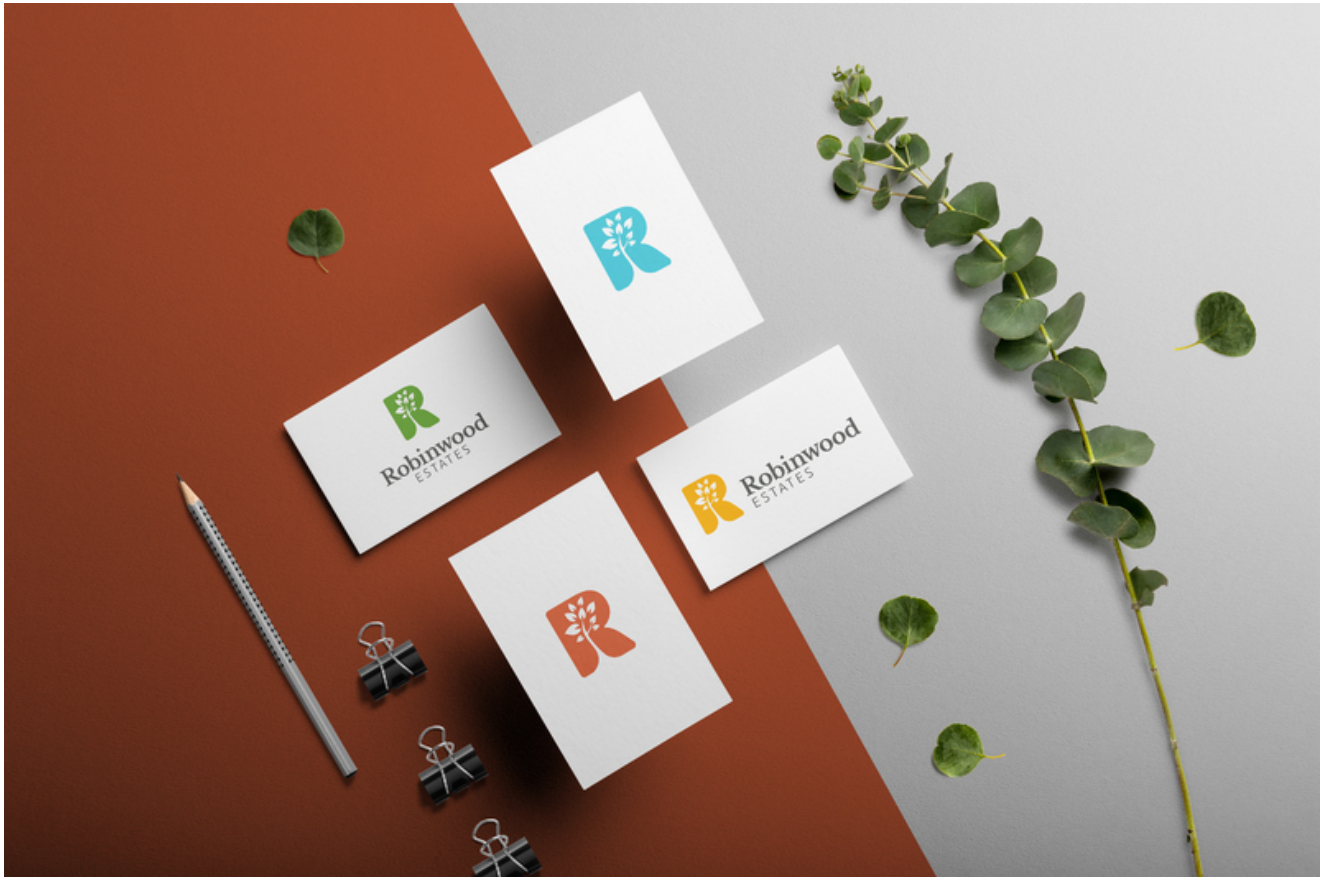
McKinley Neighborhood is well known for its inquisitive residents and is best defined by its recent establishment as a Living Learning Community. Studio 165+ was approached by Building Better Neighborhoods seeking an identity design for each neighborhood in Muncie to reflect their unique aspects and goals.

This identity design takes inspiration from the motto of McKinley 'Live Learn Neighborhood'. While the letter 'M' is the monogram of the neighborhood, the top half represents both the movement of the White River that surrounds McKinley as well as the pages of a book.

View more images of the McKinley Neighborhood identity design here: <https://www.studio165plus.com/mckinley>

Robinwood Estates

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Robinwood Estates Identity Design

Robinwood Estates is a quiet neighborhood located in the northwest part of Muncie, Indiana. The first buildings were built in 1978 by Ralph and Charles Staton. Robinwood's streets' names are British influenced. Beautiful yards are highly regarded within the neighborhood, such as the neighborhood selecting a yard of the month. A highlight is a median at the entrance where each tree was bought by a resident and has a plaque in memory of a loved one. It is a diverse neighborhood where the middle class finds a home.

Robinwood Estates takes great pride in the aesthetic of their neighborhood, especially the new median displayed at the entrance to their neighborhood. This visual concept depicts the landscaping done by the members of the community, along with the soft curves of the curbs. The use of a rounded serif typeface alludes to the stone entrance signage. Pairing this with the rounded sans serif typeface creates a balance between traditional and modern sensibilities that makes Robinwood a desirable place to live.

View more images of the Robinwood Estates Neighborhood identity design here: <https://www.studio165plus.com/robinwood>

Forest Park Neighborhood

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Forest Park Identity Design

Forest Park is a quiet community that is home to the Muncie Senior Center. This neighborhood wanted to use its identity in signage, on clothing items, and as a letterhead for newsletters. Studio 165+ was approached by Building Better Neighborhoods seeking an identity design for each neighborhood in Muncie to reflect their unique aspects and goals.

Forest Park is a community that values its people and community. To express this, the identity uses two oak leaves standing like trees to form the negative space of a home with a fireplace. The oak leaves represent Forest Park's strength and resilience through obstacles they have overcome. The home is warm and inviting, offering safety inside the community.

View more images of the Forest Park Neighborhood identity design here: <https://www.studio165plus.com/forest-park>

Westbrier Neighborhood

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Westbrier Identity Design

Westbrier Neighborhood is focused on being a friendly, inviting, and proud place for people to reside. By following this goal, Westbrier has started to see people of all ages move in and make permanent homes within their neighborhoods. Studio 165+ was approached by Building Better Neighborhoods seeking an identity design for each neighborhood in Muncie to reflect their unique aspects and goals.

Westbrier residents are proud of their homes and the inviting nature of their neighborhood. Knowing this, the inspiration for the identity was drawn from the single-story ranch homes within the neighborhood. The logomark reflects on the quaint and maintained qualities of the neighborhood itself as well as the welcoming, open-door demeanor of its residents.

View more images of the Westbrier Neighborhood identity design here: <https://www.studio165plus.com/westbrier>

Whitely Community

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Whitely Community Identity Design

Whitely Community Council is focused on serving and being a voice for the community. Through their goal committees, they have built up and strengthened their community. Studio 165+ was approached by Building Better Neighborhoods seeking an identity design for each neighborhood in Muncie to reflect their unique aspects and goals.

Since the Whitely community takes pride in being a goal-oriented community, we decided to use a simple triangle shape to highlight its three most important goals: Beautification & Infrastructure, Safety & Security, and Education & Health. The triangle shape can further be used as building blocks to create the monogram “W”, and icons for various community programs initiated by the Whitely community.

View more images of the Whitely Community identity design here: <https://www.studio165plus.com/whitely>.

Students Involved

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Spring 2019 Team

Kate Hamilton, Samantha Robbins, Nikki Abel, Valerie Francis, Mariah Drake, Hanna Boggs, Cameo Smith, Angel Winchester, Ashley Allegretti, Ashlyn Sterling, Sylvia Marbach, Emily Lipps, Katie Strader

Fall 2020 Team

Erin Mawhorter, Audrey Musal, Cassandra Mattingly, Rilan Mirasol, Aubrey Hayden, Emma Fulkerson, Jayda Cleaveland, Ashlyn Sterling, Hanna Boggs, Jaclyn Grutsch, Kyle Doody, Ashley Allegretti, Alyssa Shoults, Xander Crawley


Spring 2020

Mariah Drake, Samantha Robbins, Aubrey Hayden, Mariah Jester, Kyle Doody, Jake Gesick, Cameo Smith, Jared Carter, Paul Kihn, Xander Crawley, Kimberly Holbrook, James Ong, Rosalie Buckley, Erin Mawhorter

Fall 2021

Sydney Merryman, Rosalie Buckley, Anika Gaska, Lydia Rang, Victoria Bacon, Jake Gesick, Eliza Kuhn, Sara Misak, JC Camacho, Sunny Clark, Carlee Mckenzie, Jacqueline Craft

Recognitions

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Whitely Neighborhood Identity Design

[American Graphic Design Award, GDUSA Magazine](#) (National Award)

[American Web Design Award, GDUSA Magazine](#) (National Award)

[American Advertising Federation ECI, Student Silver Award](#) (Local Award)

Old West End Neighborhood Identity Design

[American Advertising Federation ECI, Student Gold Award](#) (Local Award)

[American Advertising Federation ECI, Student Judge's Choice Award](#) (Local Award)

[American Advertising Federation ECI, Student Best of Show Award](#) (Local Award)

Riverside Normal City Neighborhood Identity Design

[American Graphic Design Award, GDUSA Magazine](#) (National Award)

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Neighborhood Visits

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Neighborhood visit to Morningside

Through our ongoing partnership with Building Better Neighborhoods and Muncie Action Plan, our design teams have had the opportunity to collaborate with numerous neighborhood organizations and meet with a core group of community members to conduct a guided tour. During these visits, we were able to take pictures and notes to document the neighborhood as well as communicate with the community members to gather meaningful insights for our design process.

Read more about our neighborhood visits here: <https://www.studio165plus.com/single-post/studio-165-and-building-better-neighborhoods>

[← Recognitions](#)

Neighborhood Visits