



JAMES BROWN ARENA
ENVIRONMENTAL SIGNAGE
EAST ENTRANCE - 7TH STREET



FIRST IMPRESSIONS ARE NEVER SECONDARY EMOTIONS.

Environmental signage for the James Brown Arena will not only be compelling and functional but it will also bind cohesiveness with the Augusta Entertainment Complex brand.

The unique architecture of the James Brown Arena provides the perfect landscape for designs that are unique to the environment and not just a series of peel-and-stick rectangle, circle and square decals. Intentional and unconventional applications that are custom-crafted, create an environment that welcome entertainment of all shapes, sizes and walks of life.

The intractability of these designs will allow for creating a memorable impression and equal impressions in the realms of social media content while providing functional elements of direction, brand voice and culture.

INTERIOR PLACEMAKING

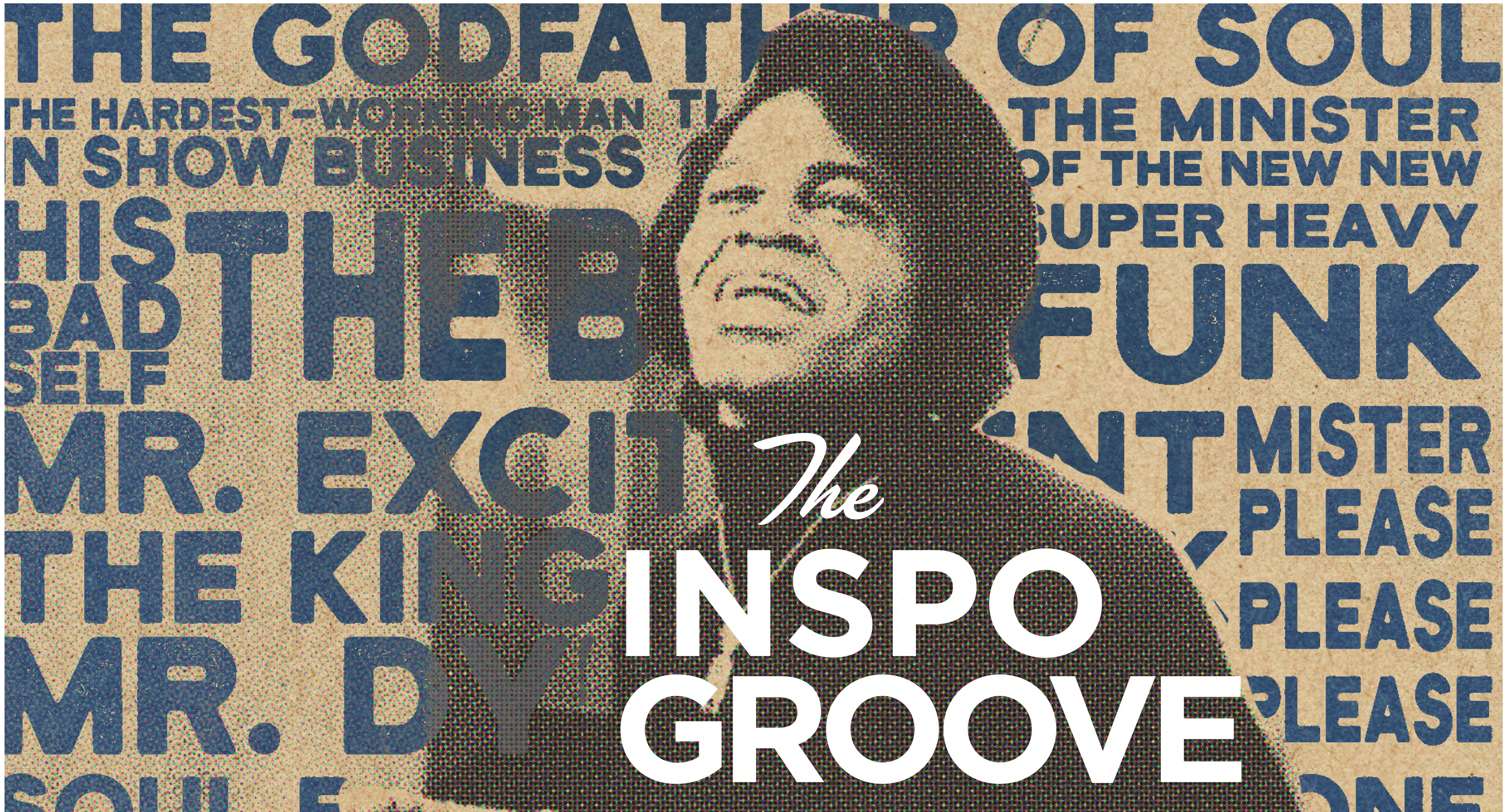
KEY BENEFITS

IMPRESSION

ENHANCES THE EXPERIENCE / QUALITY OF LIFE

USEFUL & PRACTICAL MEANS TO COMMUNICATE

ENGAGES PATRONS = MARKETING CHAMPIONS



THE GODFATHER OF SOUL

THE HARDEST-WORKING MAN
IN SHOW BUSINESS

THE MINISTER
OF THE NEW NEW
SUPER HEAVY

HIS THE B
BAD SELF

FUNK

MR. EXCIT

INT MISTER
PLEASE

THE KING

The
INSPO
GROOVE

MR. D

PLEASE
PLEASE

SQU... ONE

The
**GOOD
FOOT
FORWARD**

WORKS IN PROGRESS

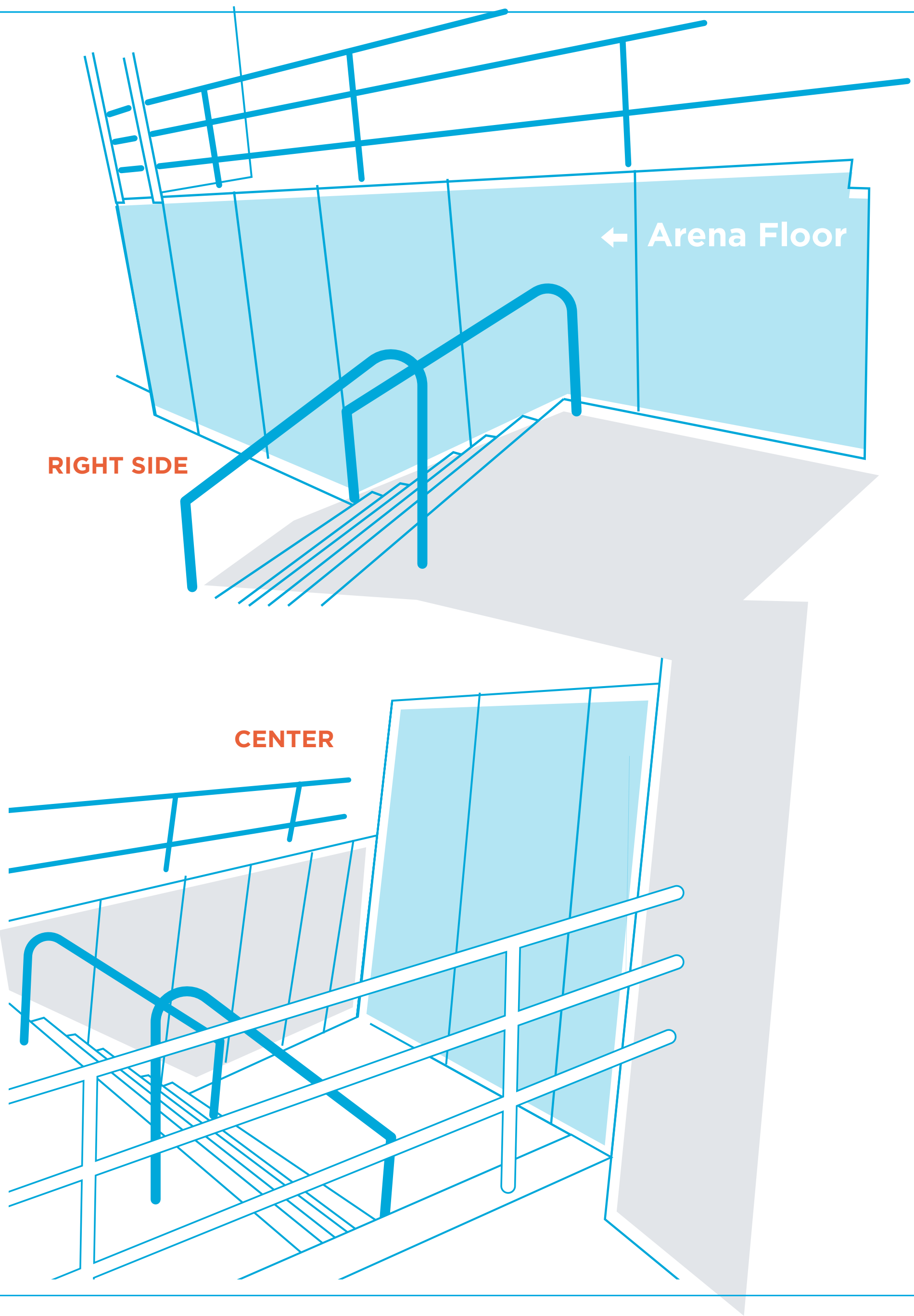
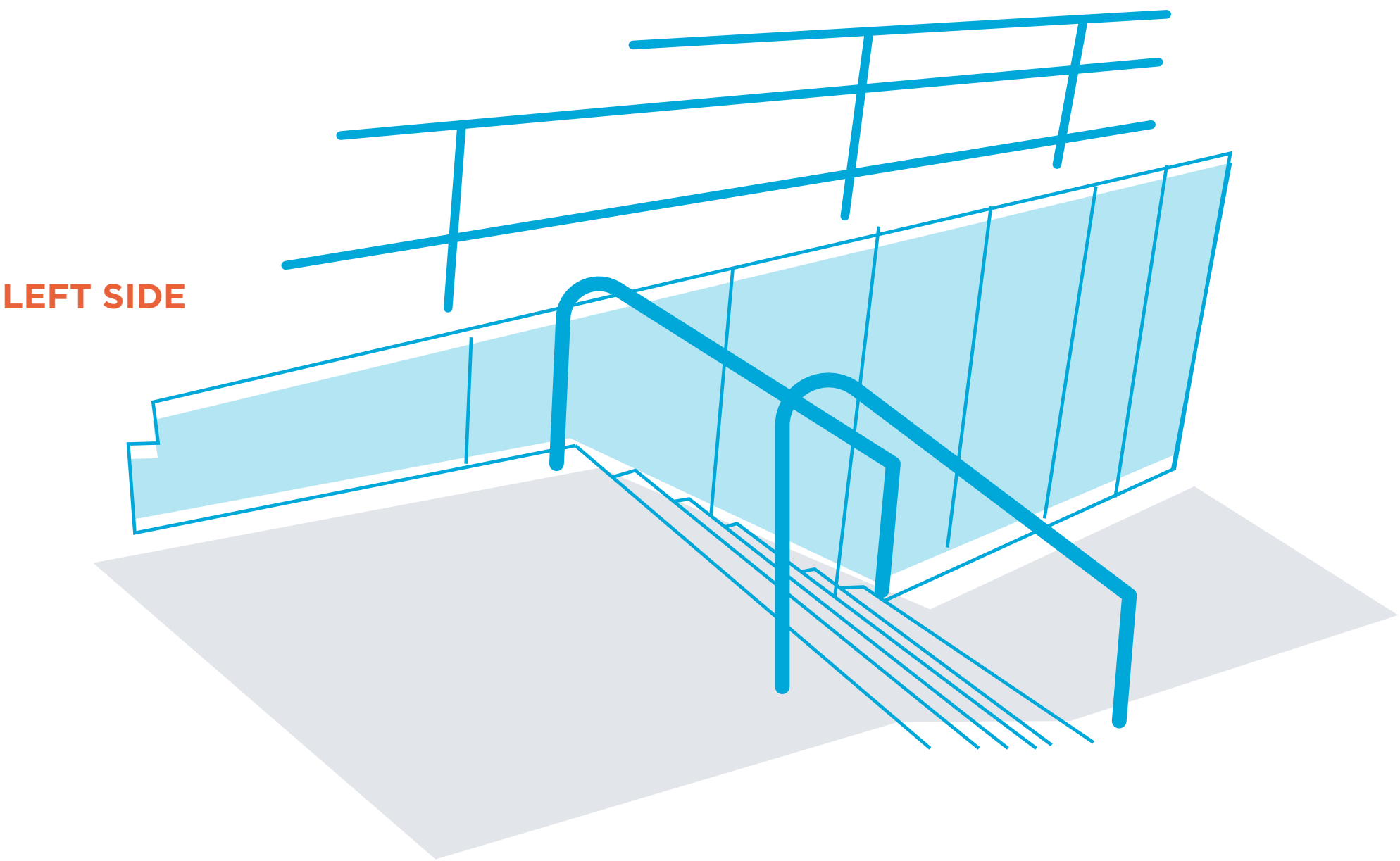
PHASE ONE INSTALL AREAS

**INSTALLATION COMPLETED BY
NOVEMBER 15**

INTERIOR //

FLOOR LEVEL

STAIR WELL



RIGHT SIDE



FLOOR LEVEL STAIR WELL

CENTER



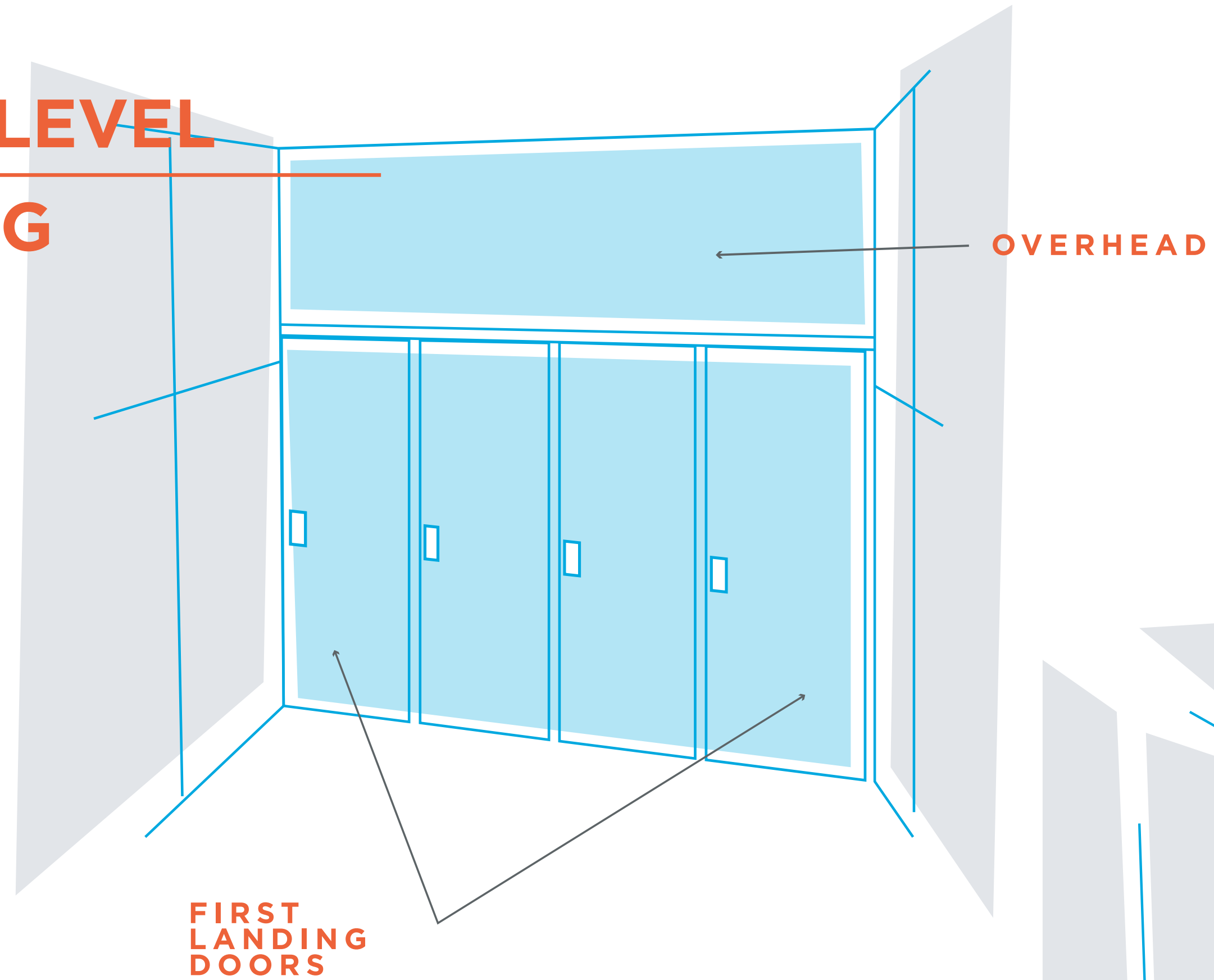
LEFT SIDE



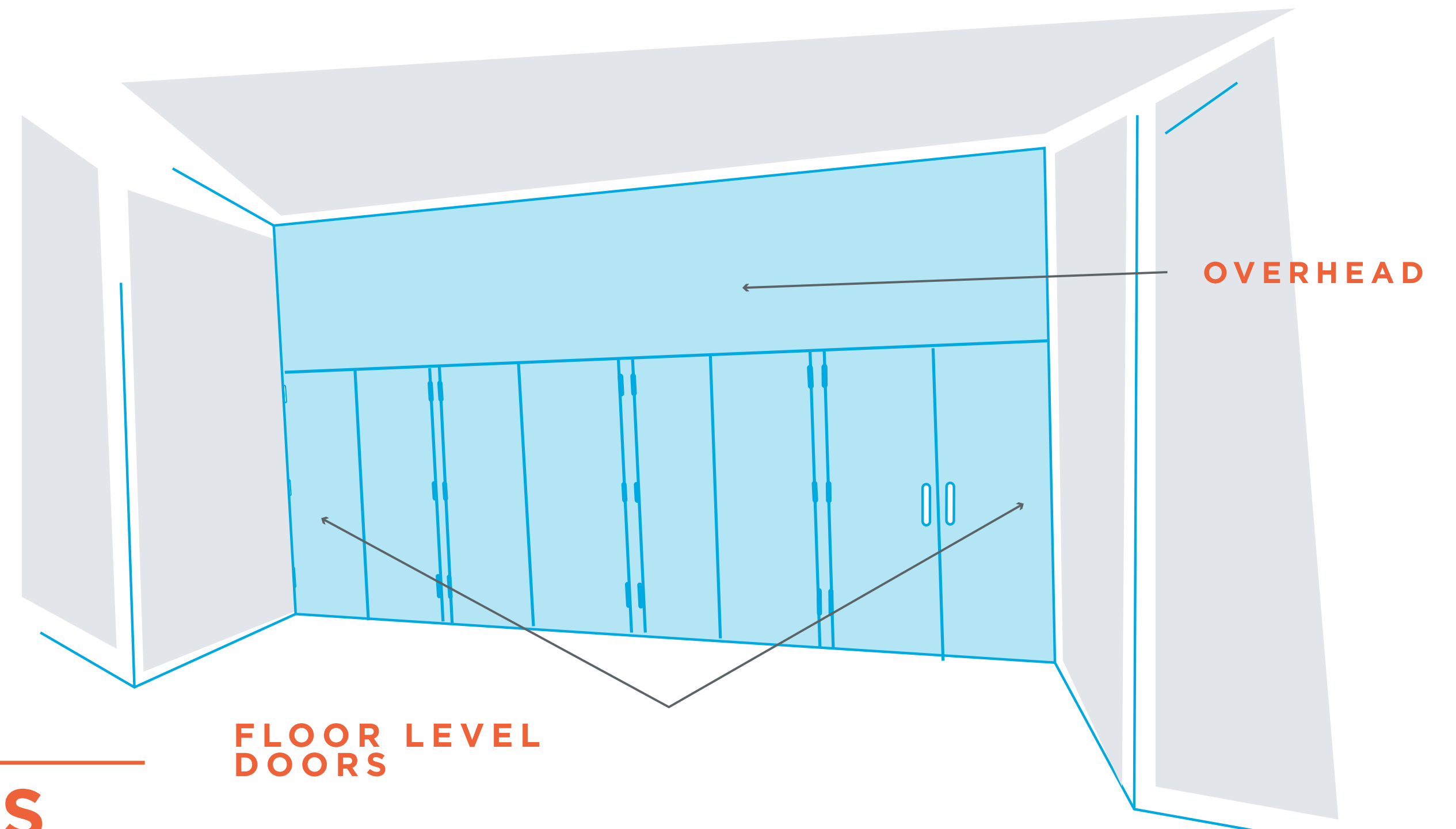




FLOOR LEVEL LANDING



FLOOR LEVEL ARENA ACCESS



LANDING



FLOOR ACCESS

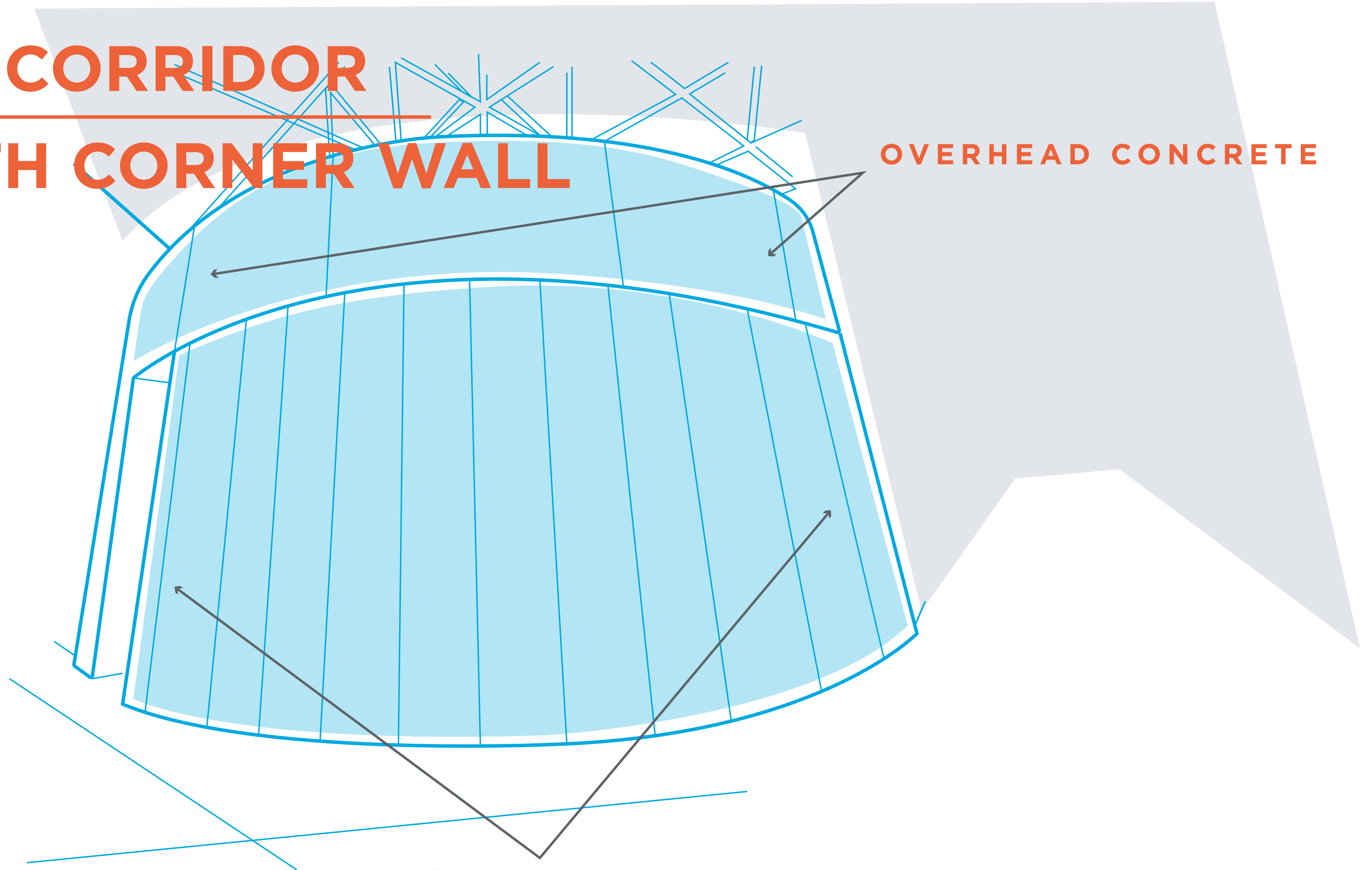


EAST CORRIDOR

NORTH CORNER WALL

OVERHEAD CONCRETE

CURVED WALL



JAMES BROWN ARENA

AUGUSTA *Entertainment* COMPLEX

JAMES BROWN ARENA
AUGUSTA *Entertainment* COMPLEX

GET ON THE
GOOD FOOT
AUGUSTA • GEORGIA



JAMES BROWN ARENA
AUGUSTA *Entertainment* COMPLEX

FUNKY
GOOD
TIME

JAMES BROWN ARENA

AUGUSTA *Entertainment* COMPLEX

JAMES BROWN ARENA
AUGUSTA *Entertainment* COMPLEX

GET ON THE
—AUGUSTA—GEORGIA—
GOOD FOOT



JAMES BROWN ARENA
AUGUSTA *Entertainment* COMPLEX

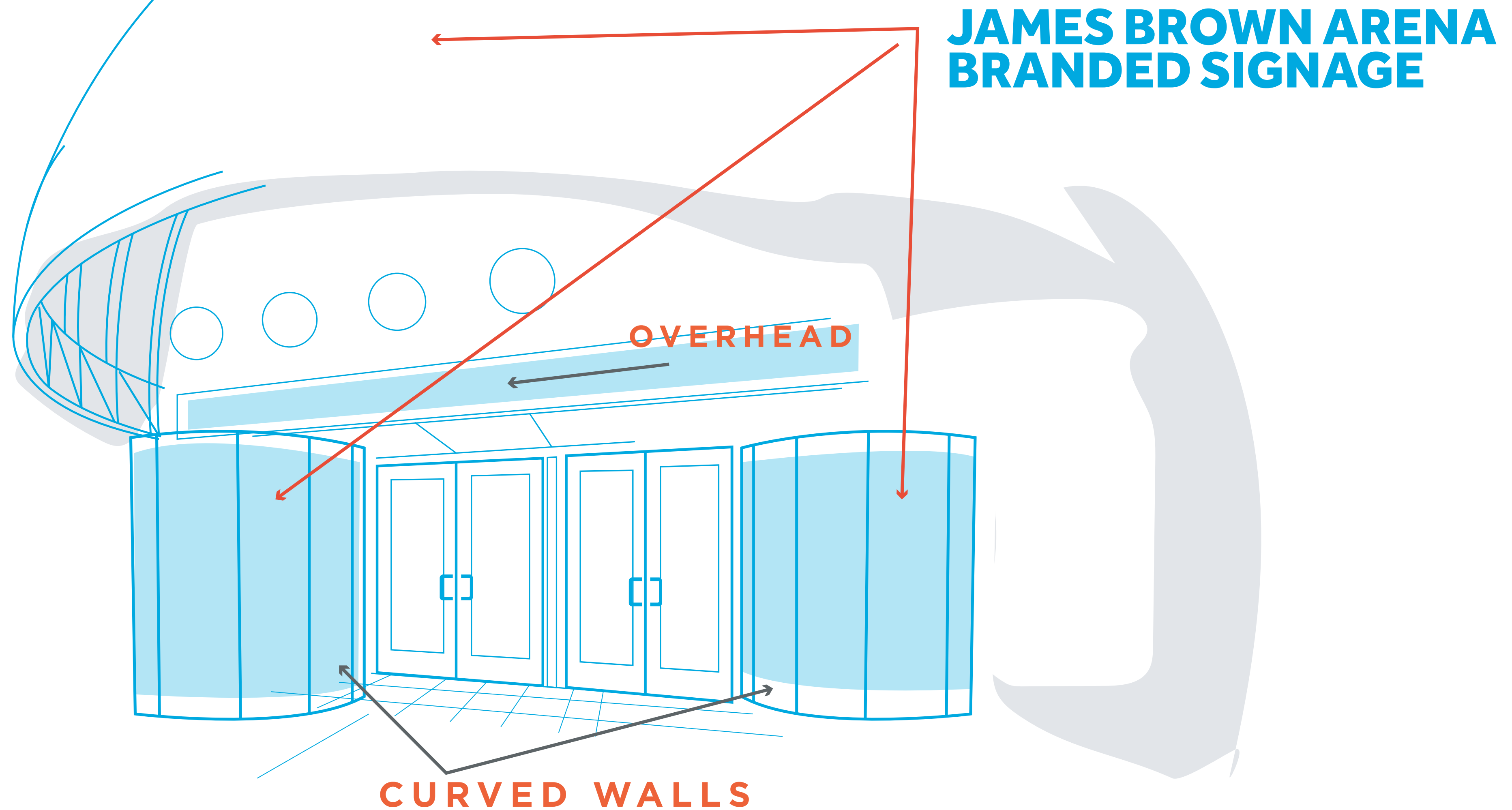
FUNKY
GOOD
TIME



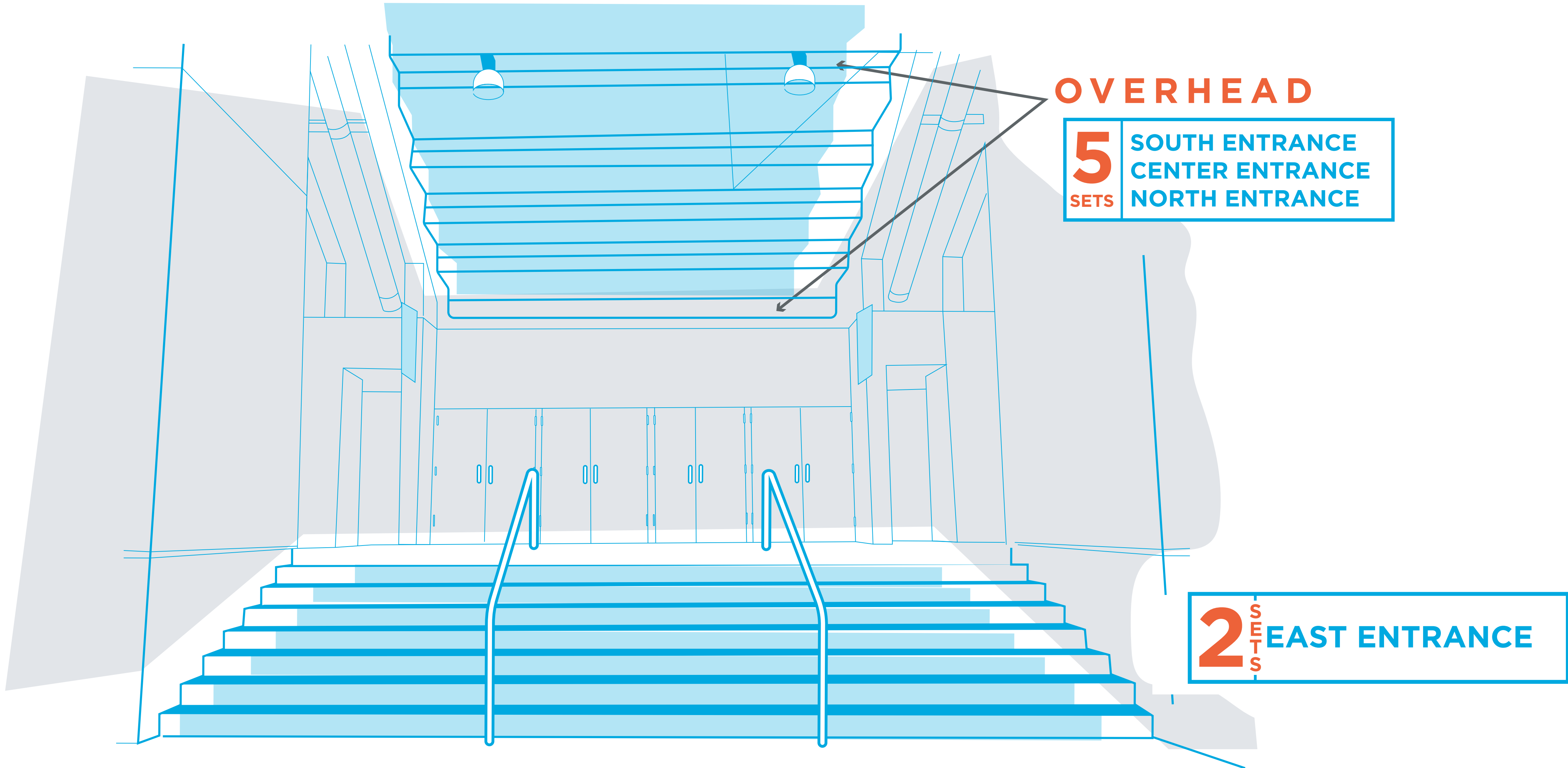
PHASE TWO IN PROCESS

INSTALLATION **DECEMBER & 1st QUARTER 2020**

ENTRANCE EXTERIOR



ENTRANCE INTERIOR STAIRS

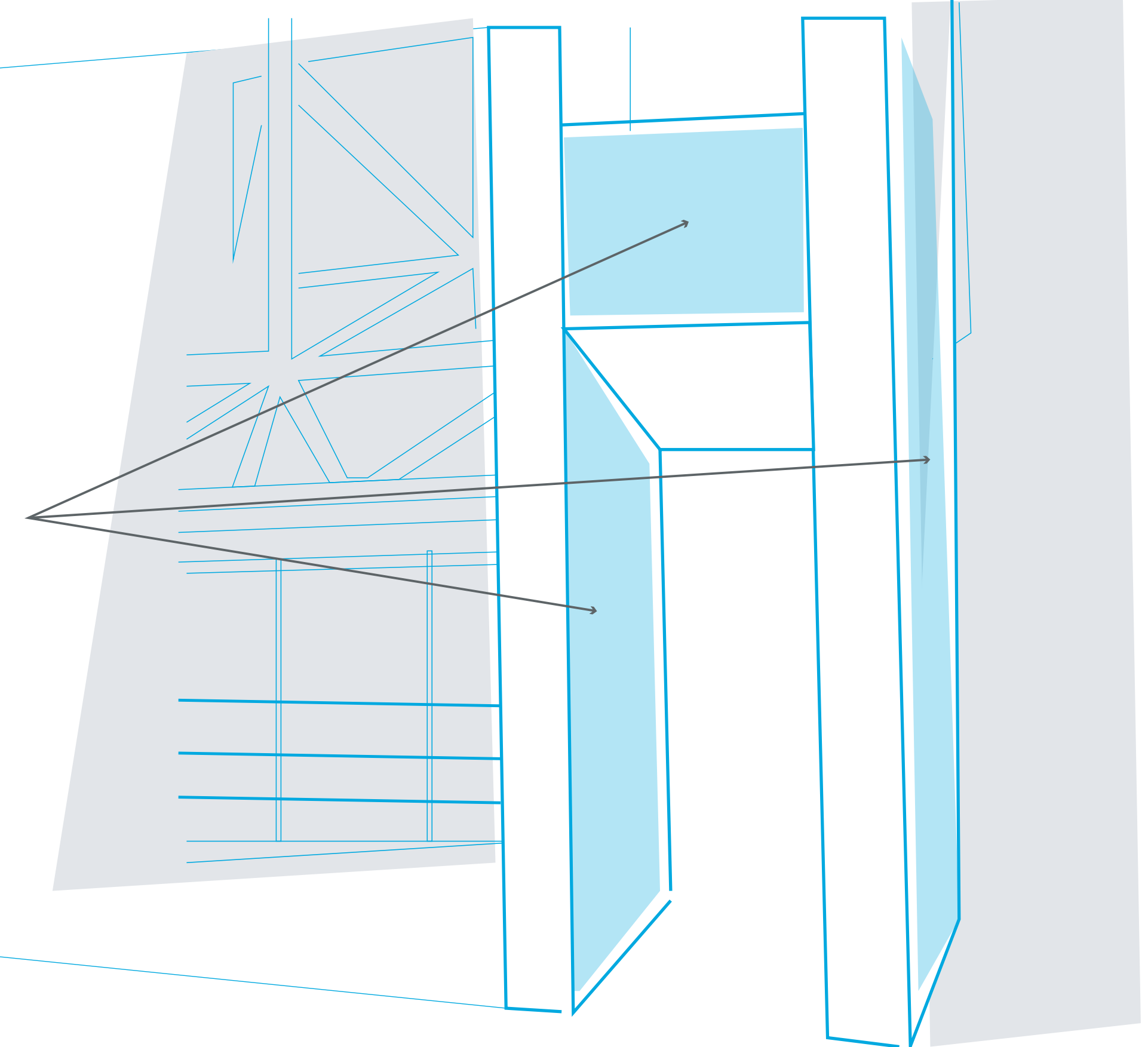


A 3D perspective diagram of a building section. The diagram shows a large, light gray rectangular volume representing the main building. A section of this volume is cut away, revealing an internal structure. This internal structure consists of a series of vertical blue lines representing walls or columns, and horizontal blue lines representing floors or beams. The top of the building is sloped. The base of the building is shown on a light gray ground plane. The text "EAST CORRIDOR" and "NORTH PONY WALL" is written in orange, bold, sans-serif capital letters in the upper left corner. A horizontal orange line is positioned below the text "EAST CORRIDOR".

EAST CORRIDOR ELBOW RISER

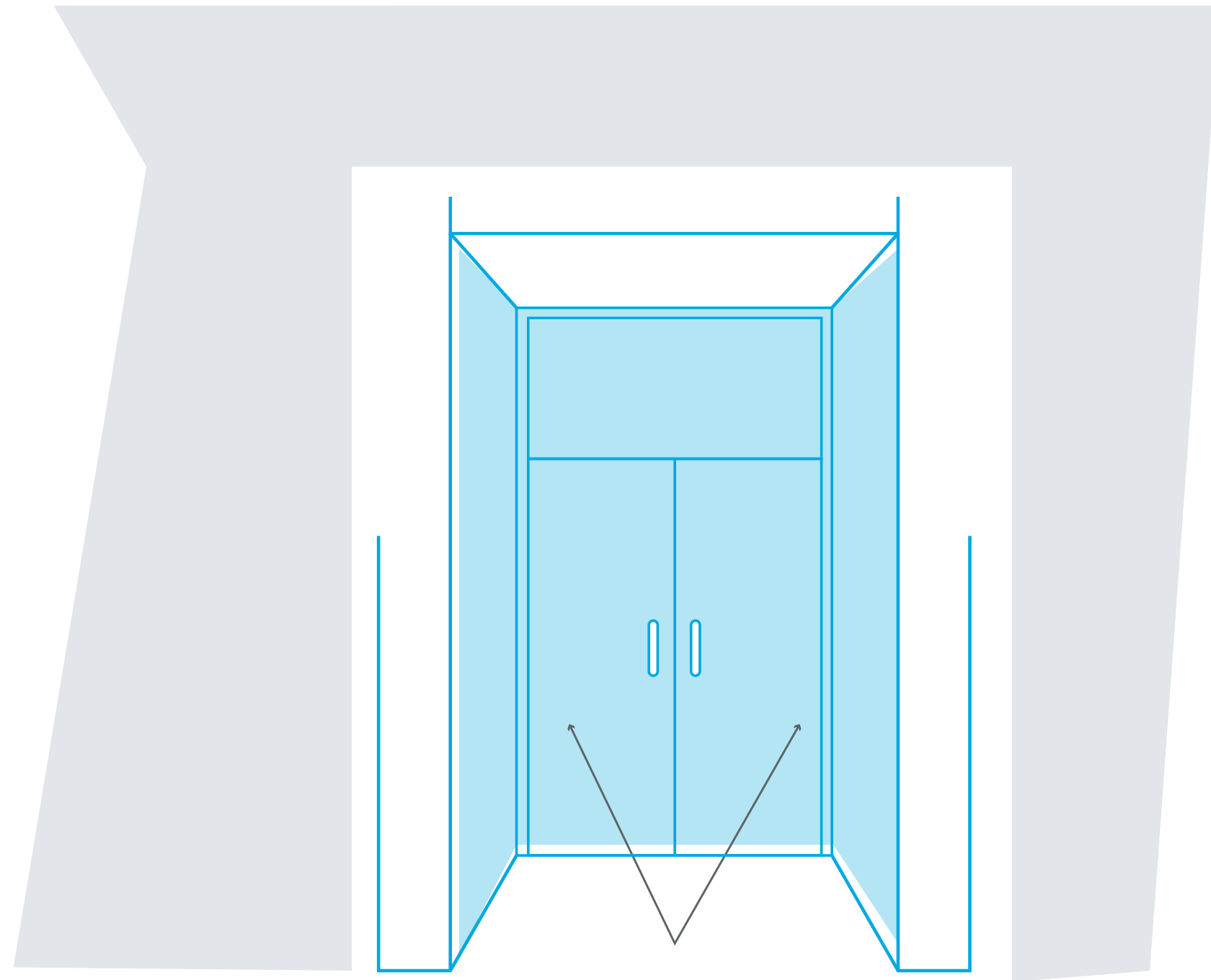
3 SOUTH ENTRANCE
SETS CENTER ENTRANCE
NORTH ENTRANCE

EAST CORRIDOR ELBOW RISER SIDE



CORRIDOR

SINGLE ENTRY

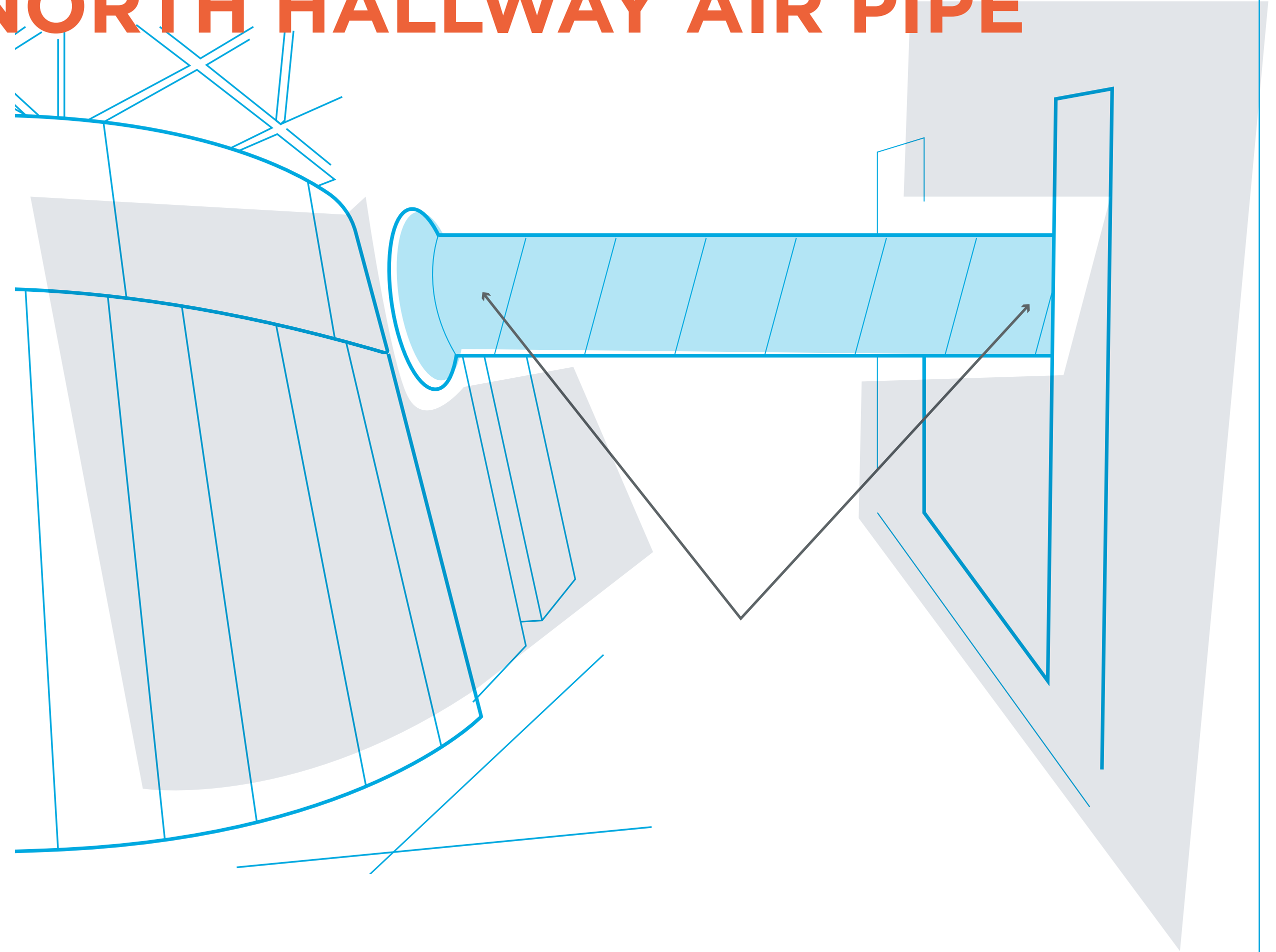


5 SETS SOUTH CORRIDOR

2 SETS EAST ENTRANCE

EAST CORRIDOR

NORTH HALLWAY AIR PIPE



THANK YOU

