



DISCOVERING
**TUCKER
CULTURE**
AND THEN DESIGNING
A BRAND FOR IT.....

**Presentation to community
July 26, 2017 at Davis, WV**

Benedum Grant with TCCDA (Tucker County Cultural District Authority) given to establish a plan for Tucker County as it prepares for the future and for the completion of Corridor H, growing its creative economy, cultural heritage identity and protection of cultural heritage and environmental assets.

Partners with WVU include

WVU Extension Rural Tourism
WVU Davis College Landscape Architecture Department
WVU School of Art and Design Graphic Design Department

Partners in Tucker County Include:

- o Tucker County Convention and Visitors Bureau
- o Tucker County Historic Society
- o Tucker County Historic Landmark Committee
- o Tucker County Development Authority
- o New Historic Thomas
- o Davis Renaissance
- o Parsons Revitalization Organization/ Parson On Trac
- o ArtSpring
- o West Virginia Highland Artisan Gallery
- o Tucker County Planning Commission
- o Woodlands Development Group and Woodlands Community Lenders
- o WV Division of Natural Resources and Tucker County State Parks
- o Heart of the Highlands
- o Local City Governments
- **All interested citizens who attend workshops and public meetings**

Gather data on Assets, Gaps, Attitudes and help establish plan and goals that **Connect, Enhance, Protect, Promote** those assets

Provide connection and data findings to all partners
Tourism Ambassador Training

Site Design and Development (under **Enhancement**) goals

1. Streetscape Davis Riverfront Park
2. Coketon/Douglas trailhead by Buxton Landstreet Building
3. Davis Spruce Street Revitalization community plan
4. Parsons W. Maryland RR Depot and store park wayside
5. Shavers Shore Park
6. Canaan Commons Park planning at Canaan Valley School

Graphic Design as Social Impact

1. Create brochures for Arts/Culture, Recreation/Adventure, History Heritage with content gathered by TCCDA
2. Engage communities to contribute to messages and goals of a branding system that would benefit both visitors and residents of communities in the county
3. Create, with community involvement, the identity system that fits the goals and messages discovered
4. Write grant to WV Humanities Council to develop wayside design and fabrication for Davis similar to the Thomas interpretive signs



–everyone involved



You came here like others in the new generation of entrepreneurs, falling in love with the culture of microbrewery evenings, extreme mountain biking and skiing, but with energy and experience of the city that allows for providing the service experience that city dwellers are looking for as they get away. Here you have developed a culture of sharing resources and sweat equity that allows you to live in the place where you wanted to play. Like the generation before you, you are not afraid of hard work. You support local artists.



Your parents touched the community when coal was being produced by providing a general store and dreaming of tourism as a new economy. You left to make money in the nuclear energy sector and came back to live that dream of outfitting the outdoors and skiing visitors as well as local hunters and fishermen. You need to swap stories with the new dreamers who are struggling the way you did—with integrity!



Your parents came here long ago as part of an entrepreneurial experiment called Arthurdale with skills of weaving, and bought one of the original farms that has become a storytelling part of the community with a business of sharing the makerspace of The Old Barn and 30 looms.

—many interviews

PERSONAS



Pride in hard work spans generations, be it making art, running the Worden Hotel, starting up a new restaurant . Effort and preparation are just as difficult and just as rewarding as surviving the winter at high altitude far from a rescue. Tucker culture is not risk averse.





–seeing it ourselves

WVU POLL for Community Identity Preferences

This is your first opportunity to help describe your hometown identity so that we can compare design ideas to the message you want to see

Rate each word 0-5, with 5 high, to indicate how well it describes your community

nature/flora/fauna

action

retreat/haven

close knit community

arts/music

outdoor adventure

heritage/history

coal mining history

lumbering

hunting and fishing

farming

resourceful

crafts/weaving/ironwork

resilience

hardiness

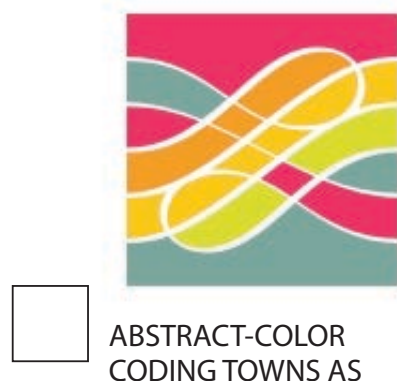
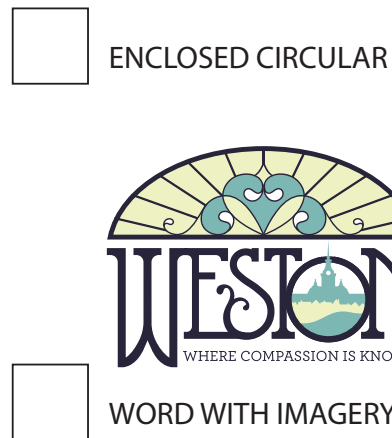
friendliness

mountain

good food and drink

immigrant heritage

unique shopping



3

Do you like the idea of TUCKER COUNTY being represented by a T? **NO-9**
If so, check the ones you like as ideas (as noted in small print beside box).

<input type="checkbox"/> 1 T AS PATTERN	<input checked="" type="checkbox"/> 2 T PLUS NATURE	<input type="checkbox"/> 5 T PLUS NATURE
<input checked="" type="checkbox"/> 9 T MADE OF OBJECTS	<input type="checkbox"/> 1 T IN SHAPE DIVIDED INTO COLOR CODING FOR TOWNS WITHIN	<input checked="" type="checkbox"/> 3 T IN 3D WITH AND AREA TO INCORPORATE A TOWN NAME

Do you like the idea of TUCKER COUNTY being represented by a grouping of different icons that represent unique things in each town? If so, which are best at doing that?

NO-4 YES-15

<input type="checkbox"/> 4 COMMUNITY SHAPE WITH DIFFERENT ICON FOR EACH TOWN	<input type="checkbox"/> 9 CIRCLES WITH DIFFERENT ICONS FOR EACH TOWN	<input type="checkbox"/> 8 DIFFERENT ICONS GROUPED WITHIN AN ENCLOSURE	<input type="checkbox"/> 9 ICONS CLUSTERED WITH TOWN OR COUNTY NAME
<input type="checkbox"/> 11 ICONS IN SEGMENTS OF A PATCH SHAPE	<input type="checkbox"/> 16 TOWN ATTRIBUTES BUILT INTO CIRCULAR-LANDSCAPES	<input type="checkbox"/> 3 CROPPED ICONS ENCLOSED IN GEOMETRIC SHAPE	<input type="checkbox"/> 2 WHOLE ICONS DRAWN IN SIMILAR SSTYLE TO GO WITH TOWNS

-a few of the survey questions

Do you like the idea of your community being represented by a medallion, shield or label shape? If so, which styles feel like the best fit? **NO-21 YES-36**

5



2 SHIELD SHAPE TWO LINE WEIGHTS



9 CIRCULAR/BORDER SINGLE LINE WEIGHT



5 SHIELD SHAPE LINE AND SOLID ILLUSTRATION



6 CIRCULAR/BORDER SYMMETRICAL ICONS



5 LABEL SHAPE HAND-DRAWN FONT



~~SHIELD SHAPE WITH SYMMETRICAL ICONS~~



7 CIRCULAR BADGE SOLID AND LINES



7 LABEL SHAPE RETRO ENGRAVING LINES

Do you like the addition of a rustic effect such as a vintage engraving, woodcut, or aged texture? Which appeal to you? **NO-3 YES-28**



7 DISTRESSED TEXTURE



1 ENGRAVING LINES



12 WOODCUT



11 WOODCUT OR RETRO SILKSCREEN



3 LINE PATTERN



6 ENGRAVING



8 WOODCUT OR RETRO SILKSCREEN REFERENCE

SPRING MOUNTAIN RANCH

Do you like the idea of TUCKER COUNTY being represented by a T? **NO-9**
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3



1 T AS PATTERN



~~T IN CIRCLE~~



2 T PLUS NATURE



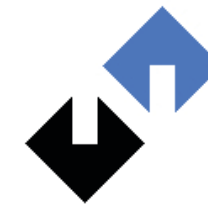
5 T PLUS NATURE



9 T MADE OF OBJECTS



1 T IN SHAPE DIVIDED INTO COLOR CODING FOR TOWNS WITHIN



~~T CREATED BY MULTIPLE SHAPES REPRESENTING TOWNS~~



~~T IN 3D WITH AND AREA TO INCORPORATE A TOWN NAME~~

Do you like the idea of TUCKER COUNTY being represented by a grouping of different icons that represent unique things in each town? If so, which are best at doing that?

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4 COMMUNITY SHAPE WITH DIFFERENT ICON FOR EACH TOWN



9 CIRCLES WITH DIFFERENT ICONS FOR EACH TOWN



8 DIFFERENT ICONS GROUPED WITHIN AN ENCLOSURE



9 ICONS CLUSTERED WITH TOWN OR COUNTY NAME



11 ICONS IN SEGMENTS OF A PATCH SHAPE



16 TOWN ATTRIBUTES BUILT INTO CIRCULAR-LANDSCAPES



3 CROPPED ICONS ENCLOSED IN GEOMETRIC SHAPE



2 WHOLE ICONS DRAWN IN SIMILAR STYLE TO GO WITH TOWNS



-workshop in Parsons

an early proposal



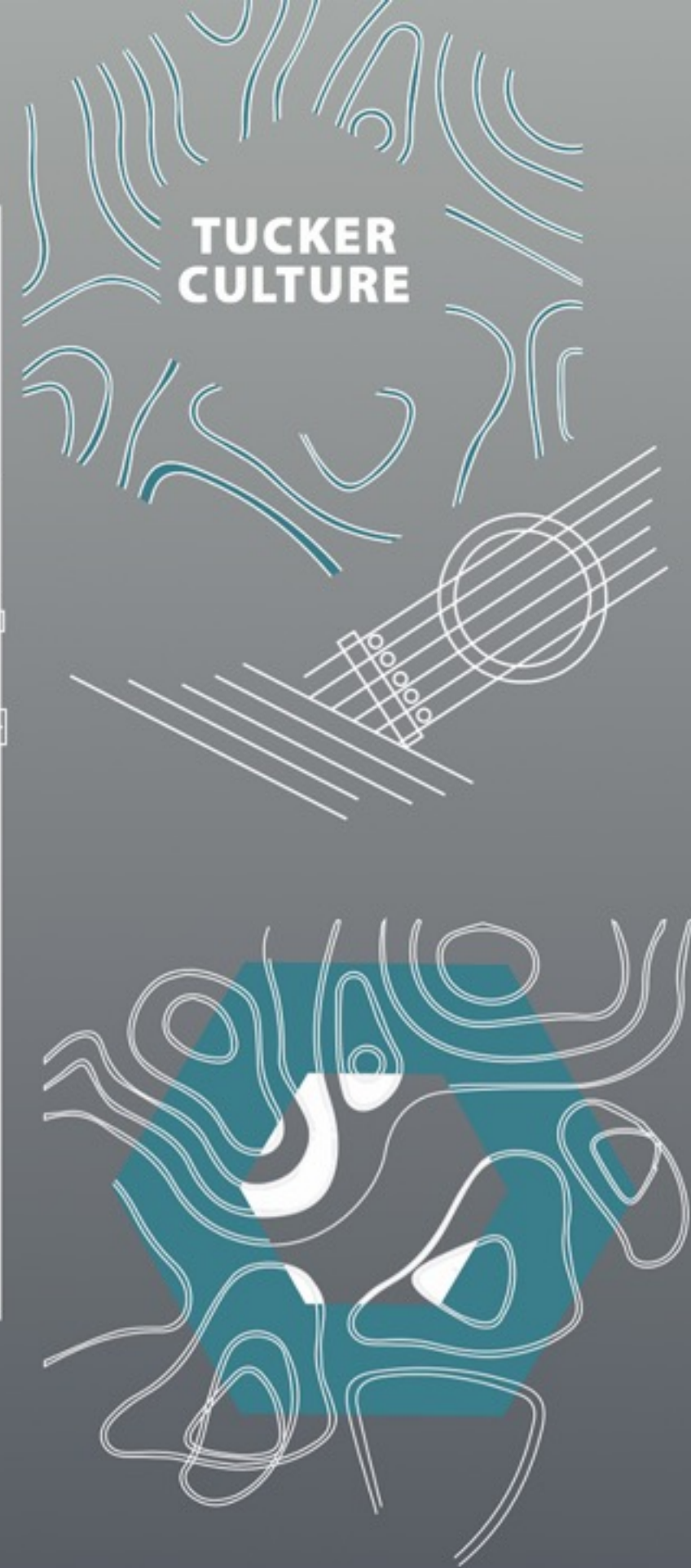
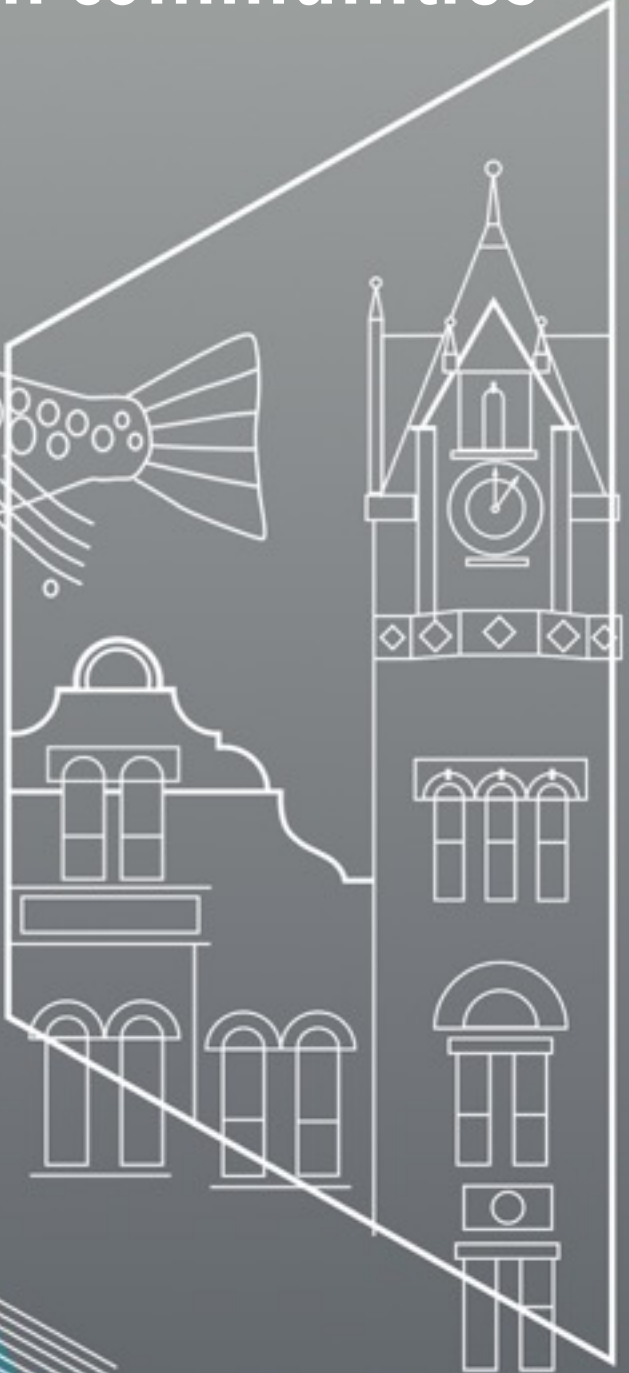
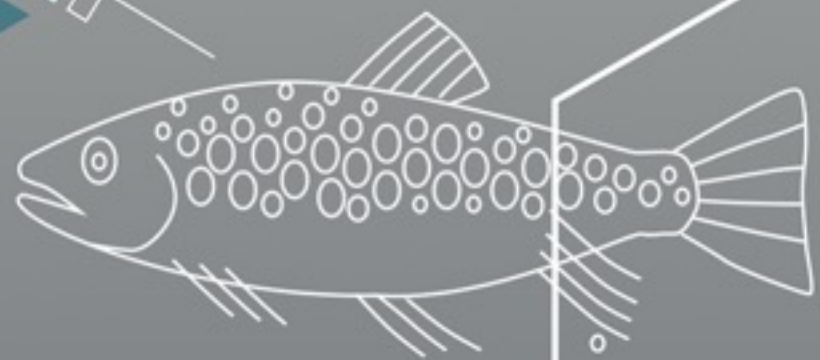
GET TUCKER'D





directions the communities chose

drawing style to merge
ideas from communities





-in class critiques



-3 proposals-May 5

Jessica Rush

Brooke Deardorff

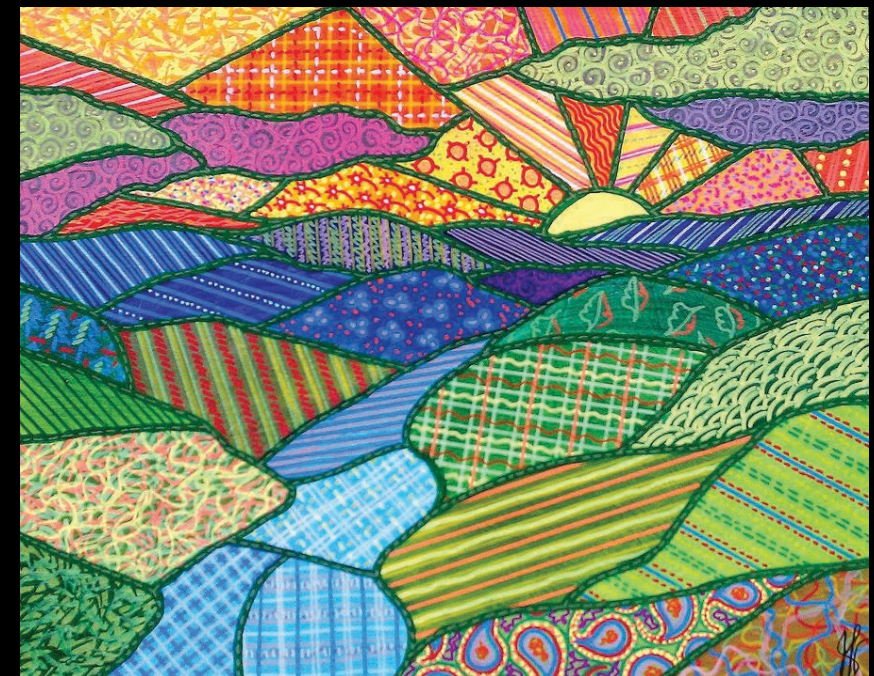
Joann Yahn



TUCKER CULTURE

Multi-faceted
Connected
Community-minded
Sharing
Mining/lumber/RR
heritage
Independent
Mountain culture
Farming
Nature
Outdoor recreation
Fishing
Skiing
Hiking
Biking
Stargazing
Creative/Making
Entrepreneurial
Microbreweries
Good food/company
Arts and Music
Historic Architecture
Contain growth

Brooke Deardorff design selected—a system



colors from sunsets, geometry from quilts

This is the other primary mark for smaller sizes



The blue-green color is the one to use when full colors are not appropriate

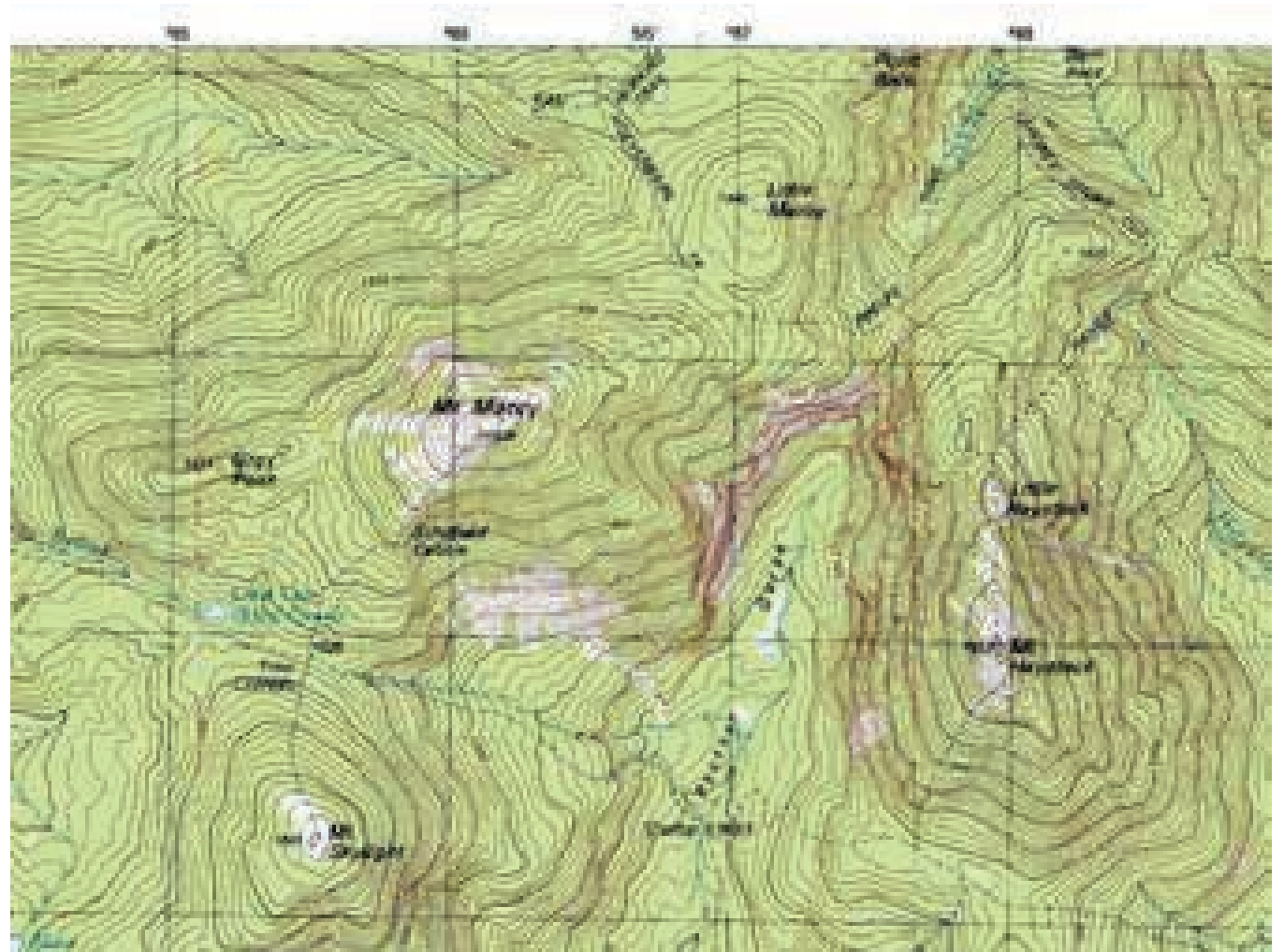


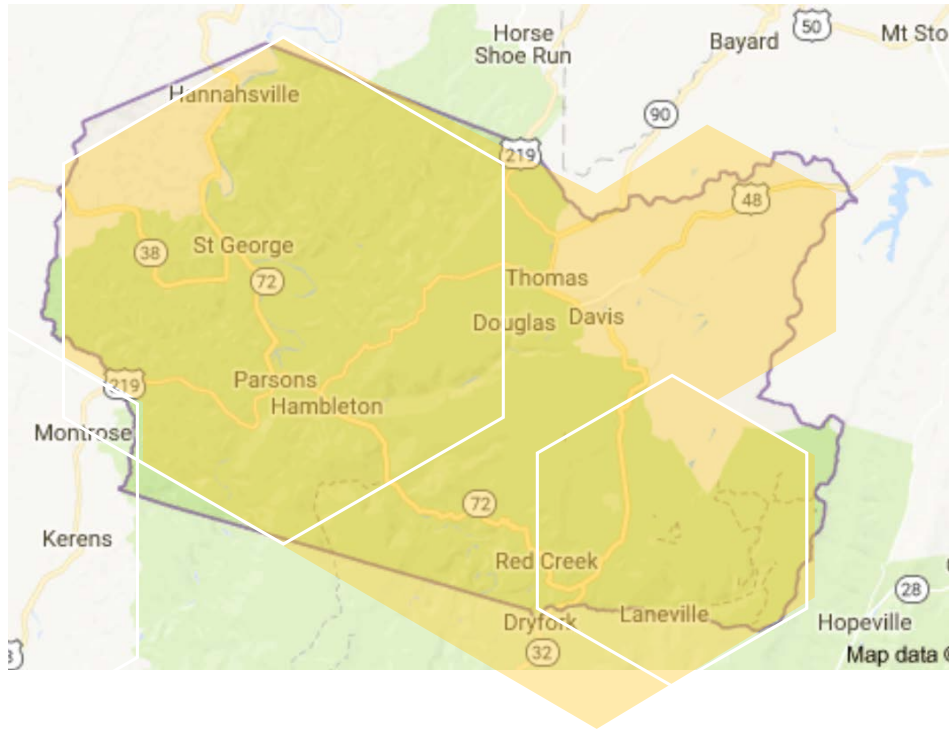


it has to work black and white

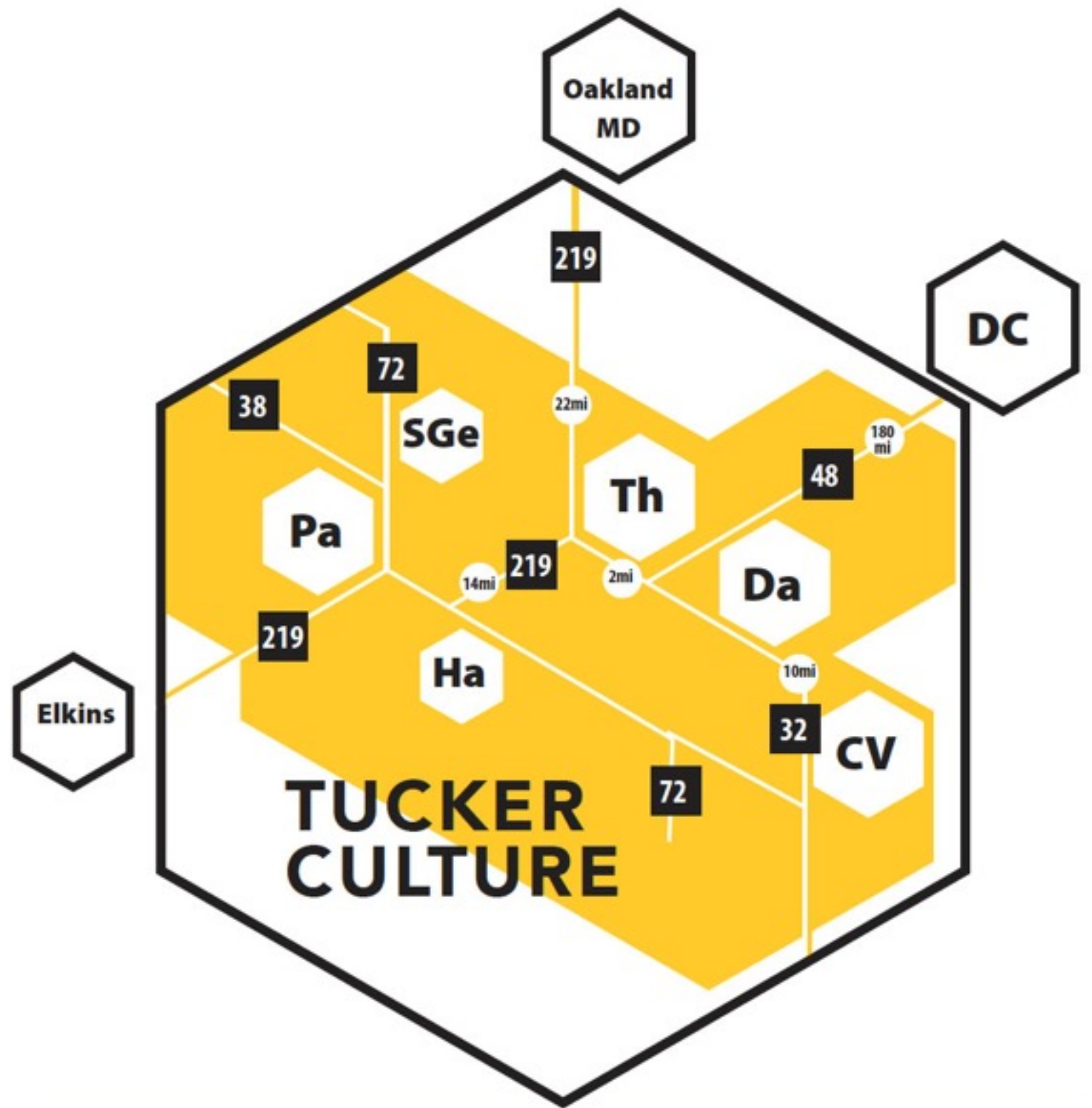


**Topo lines evoke mountains,
the pattern shown when the
symbol needs to be used
quite small**





The county map was drawn using the hexagonal visual vocabulary of the brand



St George	Thomas
Parsons	Davis
Hambleton	Canaan Valley



THOMAS
TUCKER CULTURE



**CANAAN
VALLEY**
TUCKER CULTURE



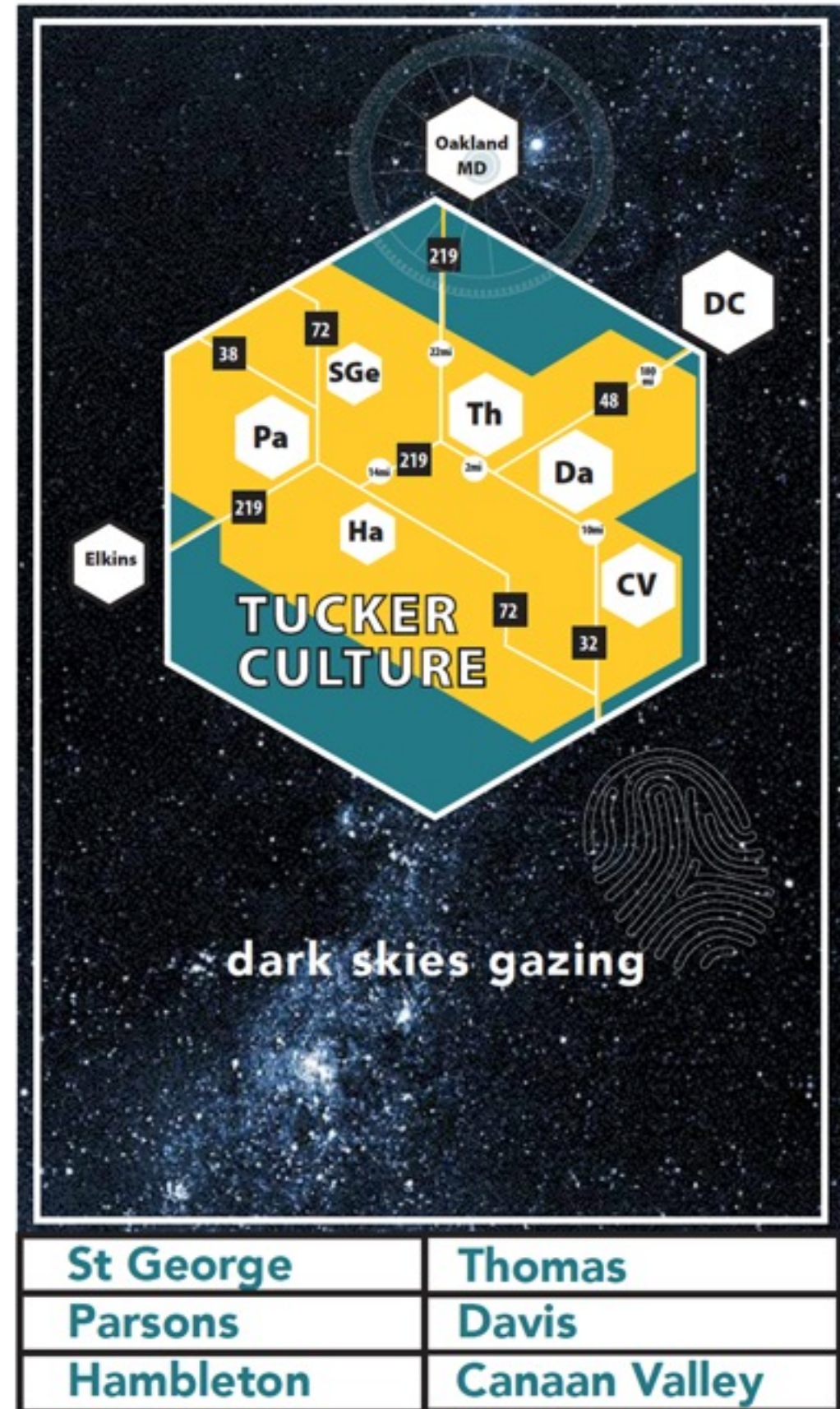
PARSONS
TUCKER CULTURE



DAVIS
TUCKER CULTURE

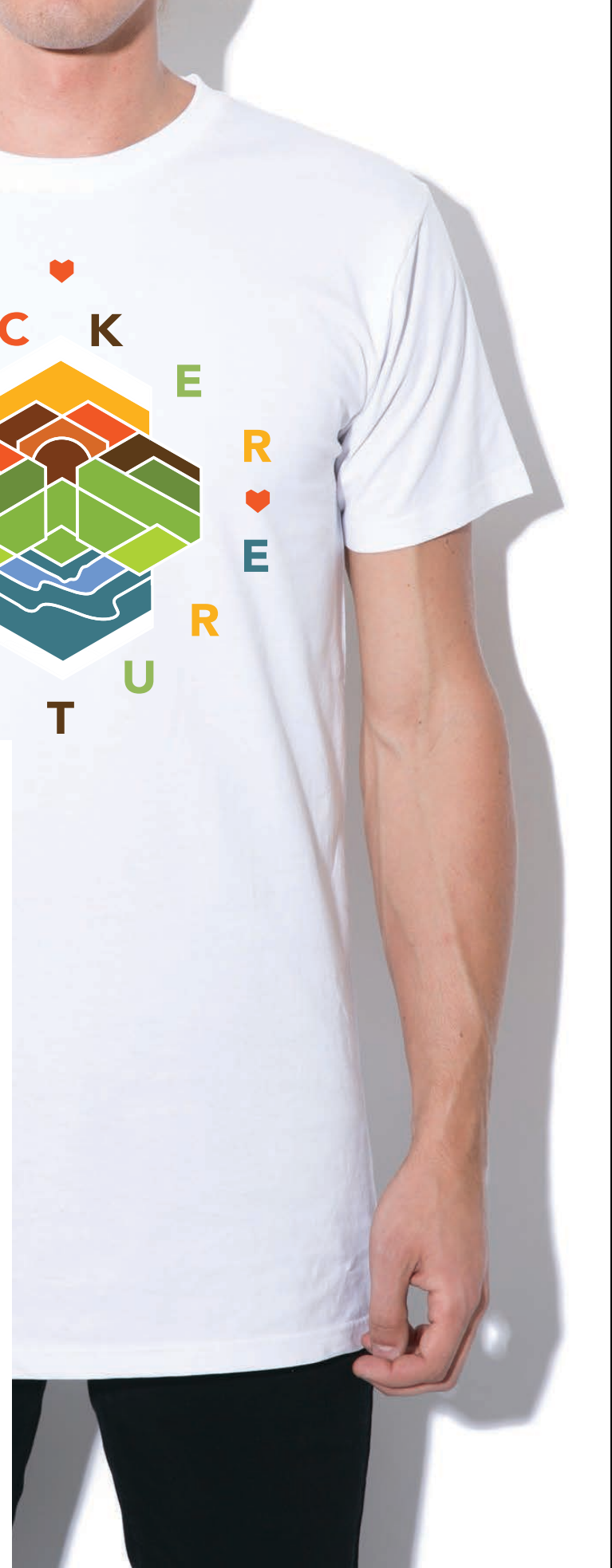


**TUCKER
CULTURE**





some fun shirt designs





Jewelry





The Arts and Culture variation shows
topo map, fabric pattern, sound waves,
movement, color, painting, engraving



HISTORY & HERITAGE

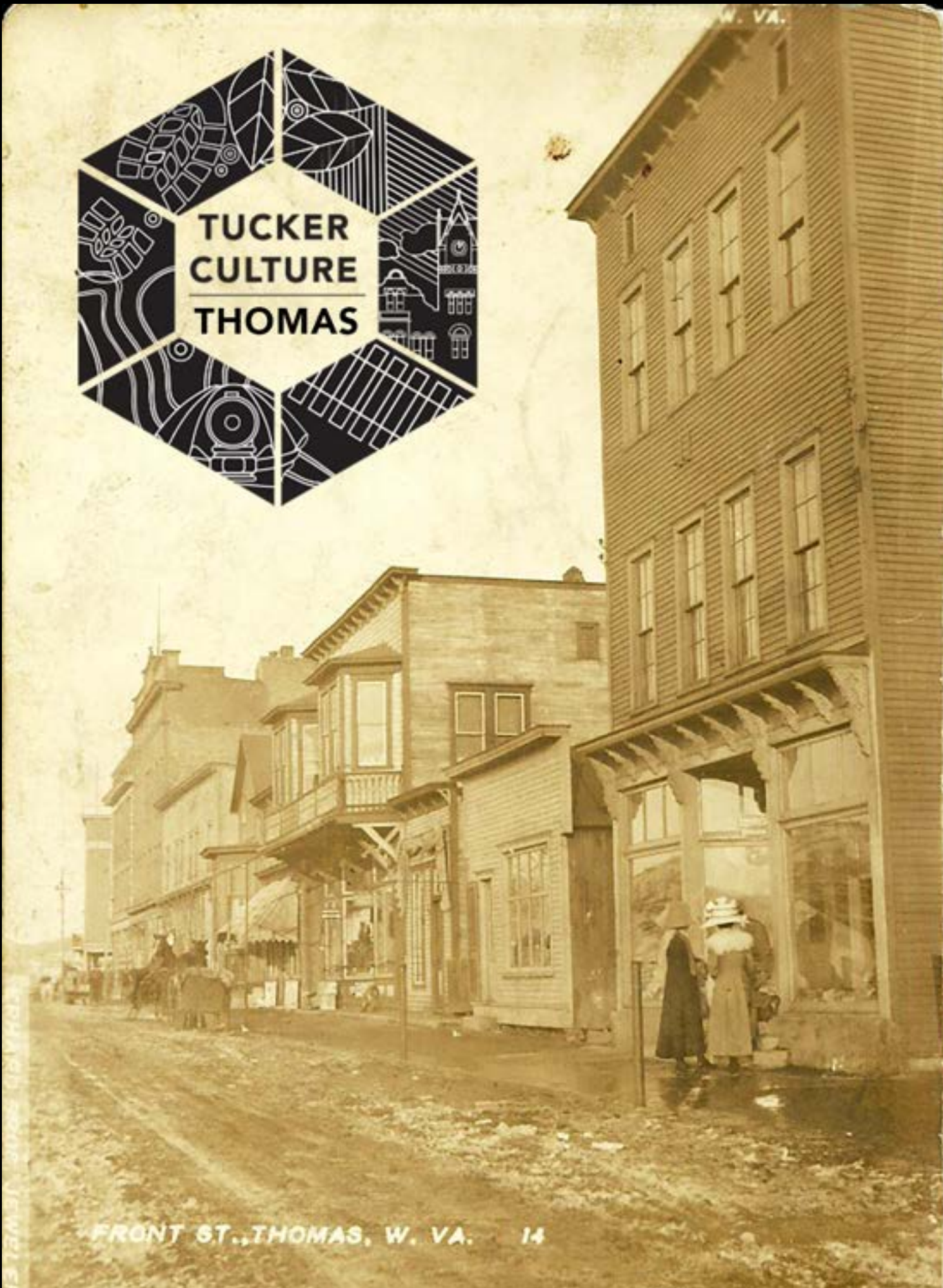
Tucker winters were not for weaklings, nor were the coke and lumber industries—hear the stories...



Tucker County, WV—
Check for the latest events at Tuckerculture.com

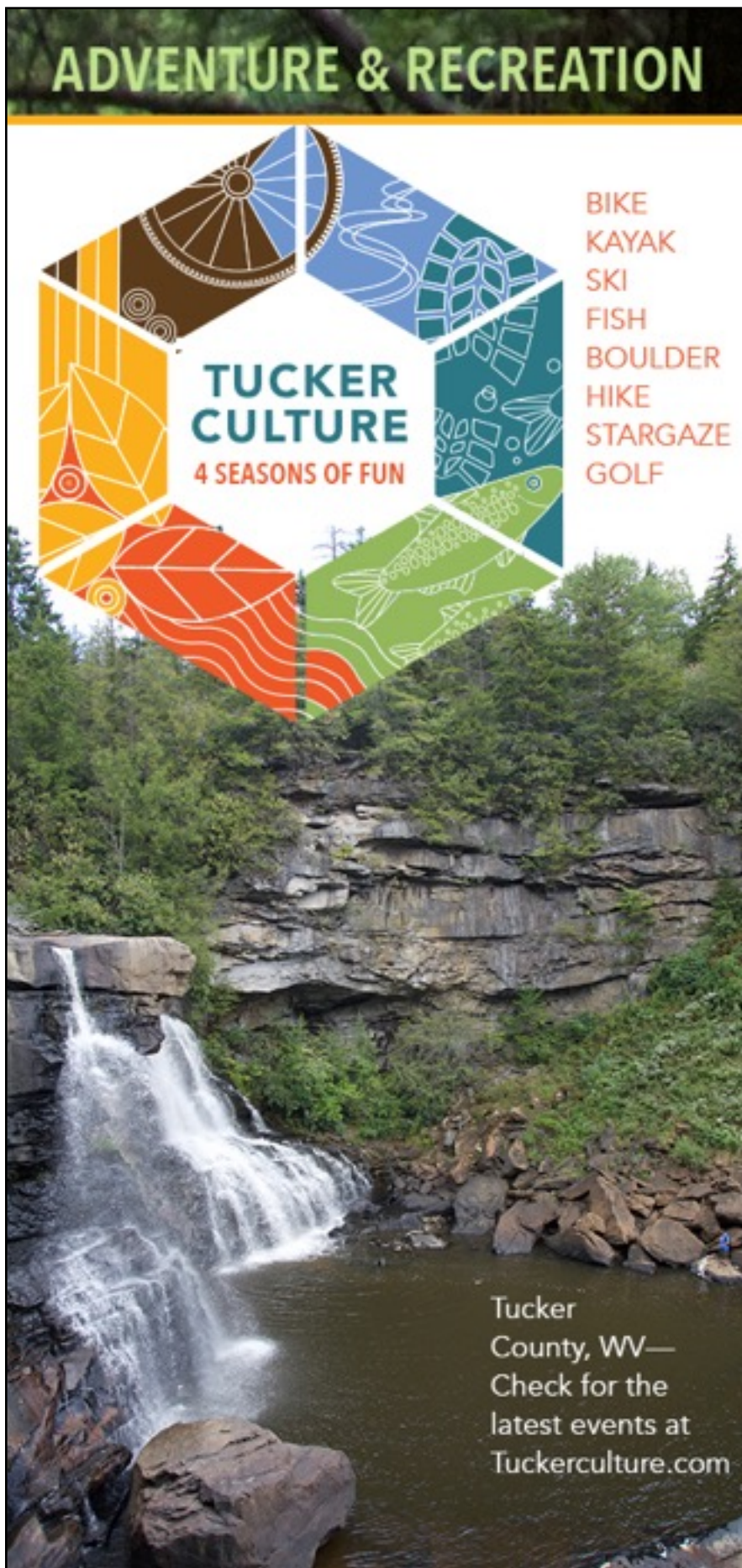


Topo map, miner's lamp/hat, railroad, hiking, forest, County Courthouse, farming



Use of the **History/Heritage** black version over light part of a photo





Adventure/ Recreation variation shows biking, skiing, hiking, fishing, river, forest, farming

ADVENTURE & RECREATION



**TUCKER
CULTURE**
4 SEASONS OF FUN

- BIKE
- KAYAK
- SKI
- FISH
- BOULDER
- HIKE
- STARGAZE
- GOLF

Tucker
County, WV—
Check for the
latest events at
Tuckerculture.com



"I mean you can do every sport in the world here and it's not overrun, there's not like 1000 people in each parking lot, you know and it's still undiscovered it's still not found." —*Chip Chase*



FIND YOUR next adventure

SKI AREAS

Timberline Resort
timberlineresort.com
Canaan Valley Resort State Park
canaanresort.com
Whitegrass
whitegrass.com
Blackwater Falls State Park
blackwaterfalls.com



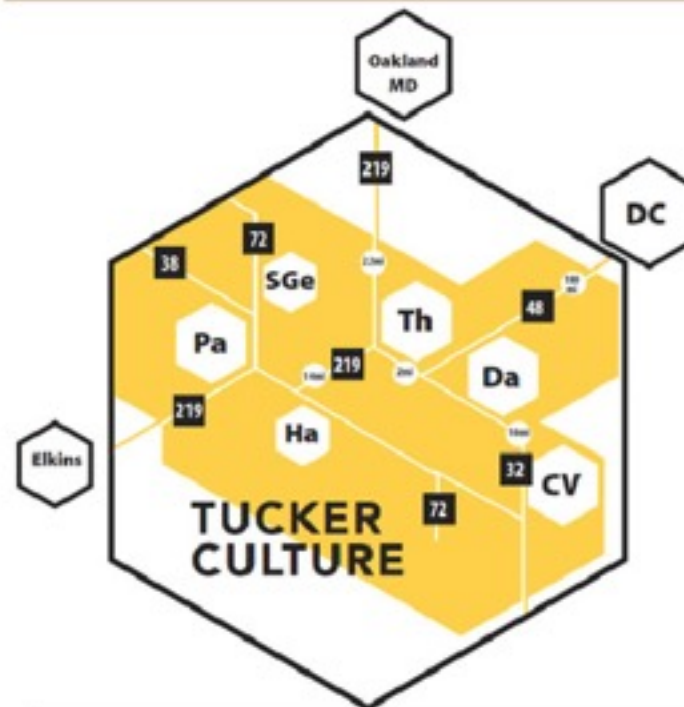
BIKING / HIKING TRAILS

Allegheny Highlands Trail
highlandstrail.org
Heart of the Highlands
heartofthehighlandstrail.org
Thomas City Park Trails
newhistorictomas.com



WATER TRAILS

Cheat River Water Trails
cheatriverwatertrail.org
Patriots 4
patriots.org
Blackwater Outdoor Adventures
blackwateroutdoors.com



St George	Thomas
Parsons	Davis
Hambleton	Canaan Valley

outfitters

1. Driftland Ski & Sport
driftlandski.com
2. Blackwater Outdoor Adventures
blackwateroutdoors.com
3. Blackwater Bikes
blackwaterbikes.com
4. The Ski Barn
(304) 866-4801
5. Patriots 4 General Store
patriots4.org
6. Outdoors Edge
(304) 866-4801



TUCKER COUNTY



CULTURAL DISTRICT AUTHORITY

P.O. Box 237
Thomas, WV 26292
www.tuckerculture.com
(304) 478-2930

Like us on Facebook!
tuckerculture@gmail.com

other resources

Cheat Ranger District Office
(304) 478-3261
Tucker County Development Authority
tuckerwv.com
(304) 614-8839
Tucker County Convention & Visitors Bureau
canaanvalley.org
(304) 269-5315

ADVENTURE & RECREATION



BIKE
KAYAK
SKI
FISH
BOULDER
HIKE
STARGAZE
GOLF

Tucker County, WV—
Check for the latest events at
Tuckerculture.com



Fun for the whole family

HORSEBACK RIDING

Mountain Trail Rides
mountaintrailrides.com
Timberline Stables
timberlinerest.com



FISHING

Canaan Trout Ranch
canaantroutranch.com
Cheat River Trout Ranch
canaanvalley.org



GOLF

Holly Meadows Golf Course
(304) 478-3408
Canaan Valley Resort Golf Course
canaanresort.com



MINIATURE GOLF

Chip Shot's FootGolf
chipshotsfootgolf.com
Blackbear Resort
blackbearwv.com
Canaan Valley Resort
canaanresort.com



Good place to pitch a tent

Five Rivers Campground
fiverivercampground.com
Camp Horseshoe
(304) 478-2481
Camp Kidd
(304) 478-2710
Blackwater Falls State Park
blackwaterfalls.com

Rest Rite Campground
(304) 259-5569
Canaan Valley Resort State Park
canaanresort.com
Chip Shot's FootGolf
chipshotsfootgolf.com
Red Creek Campground
(304) 257-5554

"I've lived all over the country literally coast-to-coast border to border, this is one of the few places I've found where the term community still applies." —*Ron Tate*

RECREATION

ACTIVITY PARKS

Boulder Park
tcrocks.org
Splash Park
Mill Race Park - Parsons

CITY PARKS

River City Park - Parsons
Mill Race Park - Parsons
Hendricks Park - Hendricks
Centennial Park - Thomas
Thomas Riverfront Park - Thomas
Davis Ballpark - Davis
K.O.C Community Park - Davis
Davis Riverfront Park - Davis

NATURAL AREAS

Blackwater Falls State Park
blackwaterfalls.com
Canaan Valley Resort State Park
canaanresort.com
Dolly Sods Wilderness Area
(304) 257-4488
Otter Creek Wilderness Area
(304) 478-2000
Fernrow Experimental Forest
(304) 478-2000, ext. 110
Canaan Valley Wildlife Refuge
(304) 866-3858



Festivals & Events

Governor's Cup Ski Race - March
The oldest ski race in the South
(304) 866-4801
Timberline Resort

Challenge in the Hills - May
4x4 races across multiple terrains
to4x4.com

Parsons

Canaan Mtn. Bike Festival - June
Biking festival with group rides & races
canaanmtbfestivals.blogspot.com
Davis

Windfest - July
Jumbo kite demos & workshops
(304) 866-4121

Canaan Valley Resort
Run For It - Sept.
5k & 3k race through Davis
tuckerfoundation.net
Davis

Astronomy Weekend - Sept.
Astronomy workshops & star-gazing
kvas.org

Blackwater Falls
Revenge of the Rattlesnake - Sept.
40 mile mountain bike race
blackwaterbikes.com
Davis





one and two-color variations



one community within tucker culture



ways to use the center



**TUCKER
CHRISTMAS**



**TUCKER
PRODUCE**



**TUCKER
SPRING**



**TUCKER
VINEYARD**



**TUCKER
FISHERIES**



**TUCKER
HALLOWEEN**

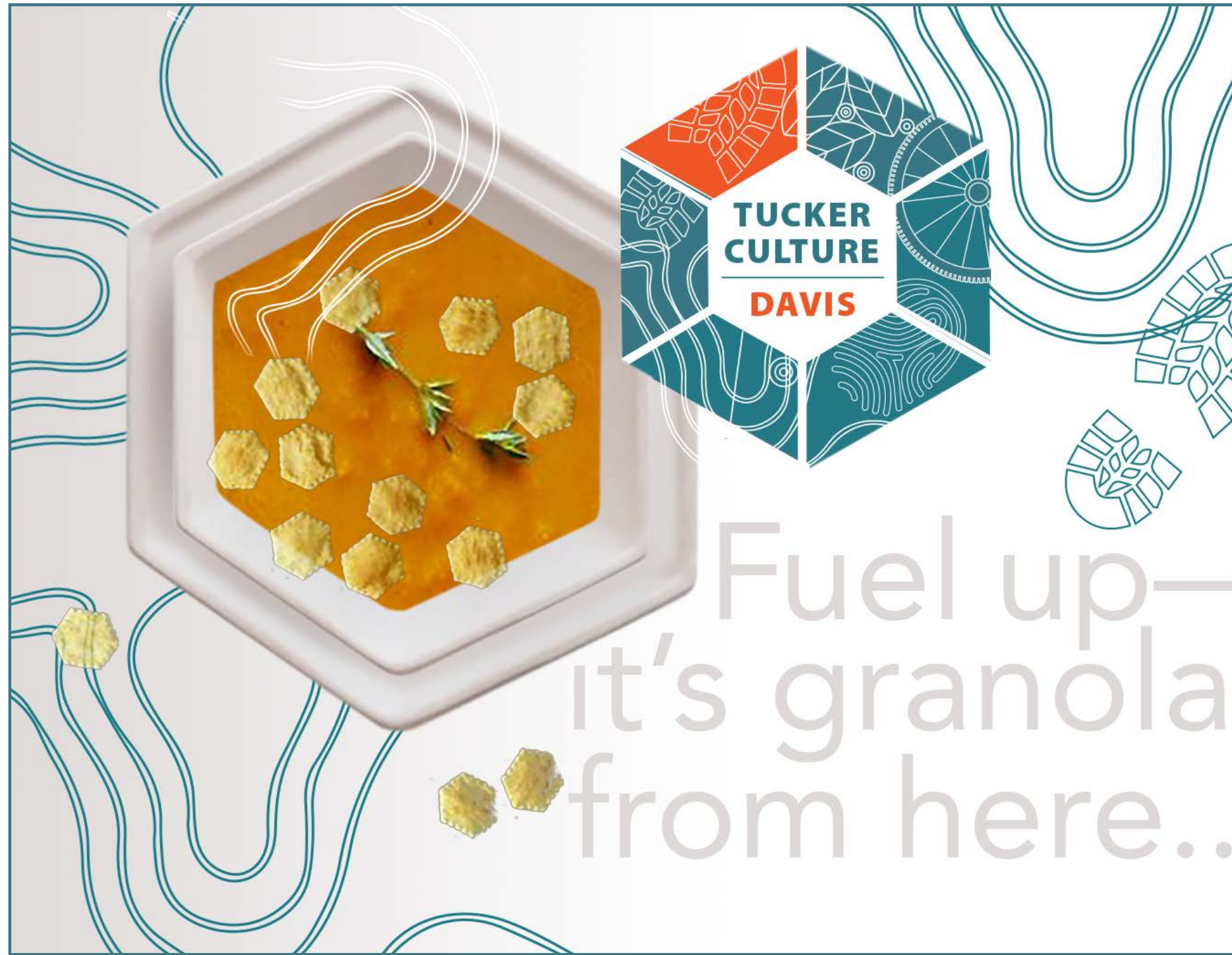


ROBERT BURNS

Tucker County
Cultural District Authority
Board Member

edirector@tuckerfoundation.net
(304) 478-2930

Report cover and
business card designs



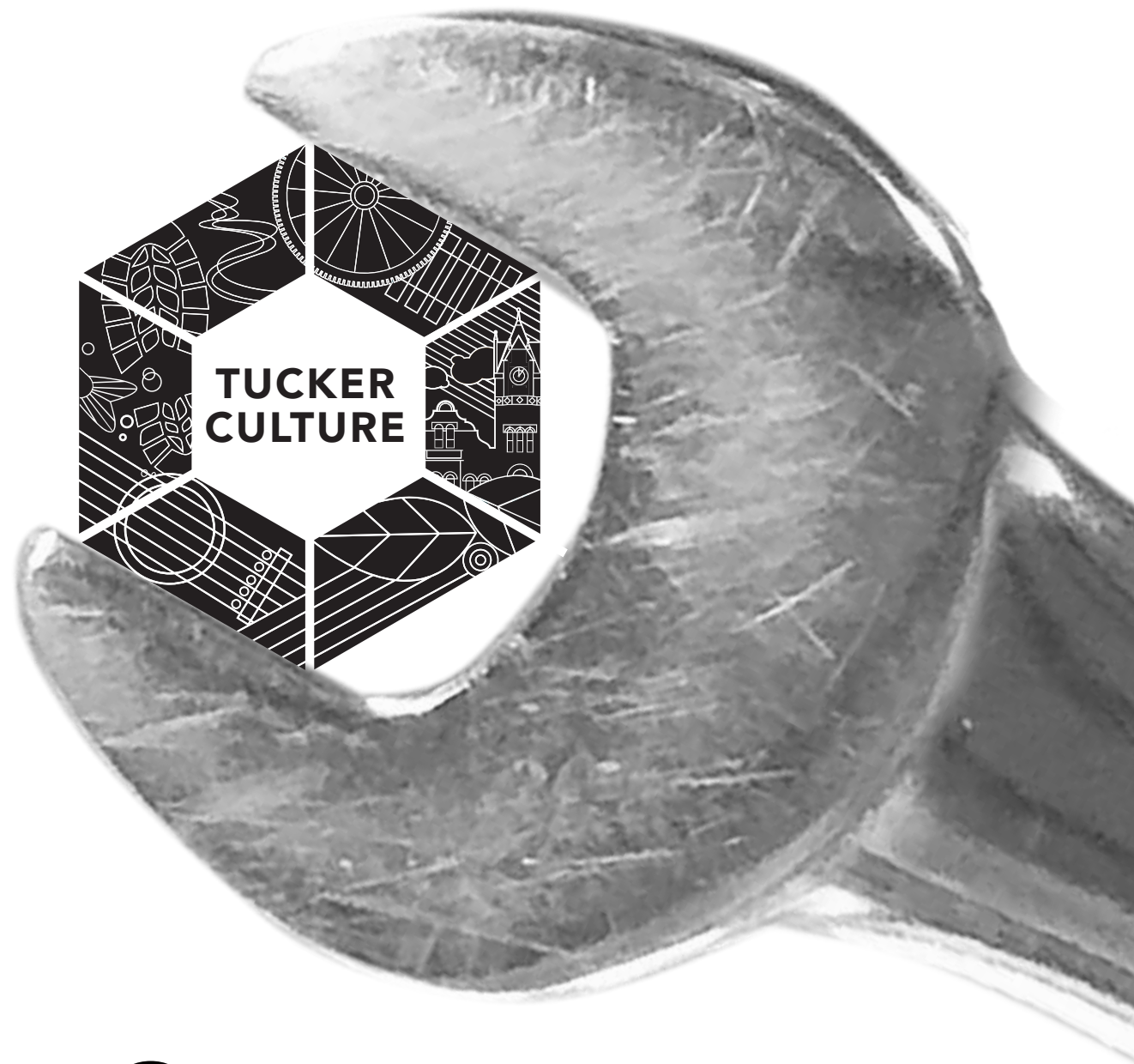
Fuel up—
it's granola
from here..

Ad idea using topo pattern and steam



Event idea

*What if your favorite
or most important family story
could be told in a creative art form
for posterity!*



Event idea

WORK PARTY!

Community-wide paint and fix-it event

August 13, 10am-4pm

meet at Davis Fire Hall , Lunch provided by TCCDA