



February 2, 2026

Downtown Improvement Grant (DIG) Design Plan

Downtown Gateway Improvements

Streetscape Improvements

Downtown/Wayfinding Signage

Entertainment Venue Improvements



Proudly Presented by:
Guardians of the Gap
DIG Program Special Sub-Committee
*Preserve, Protect and Promote
the Historic Town of Cumberland Gap.*

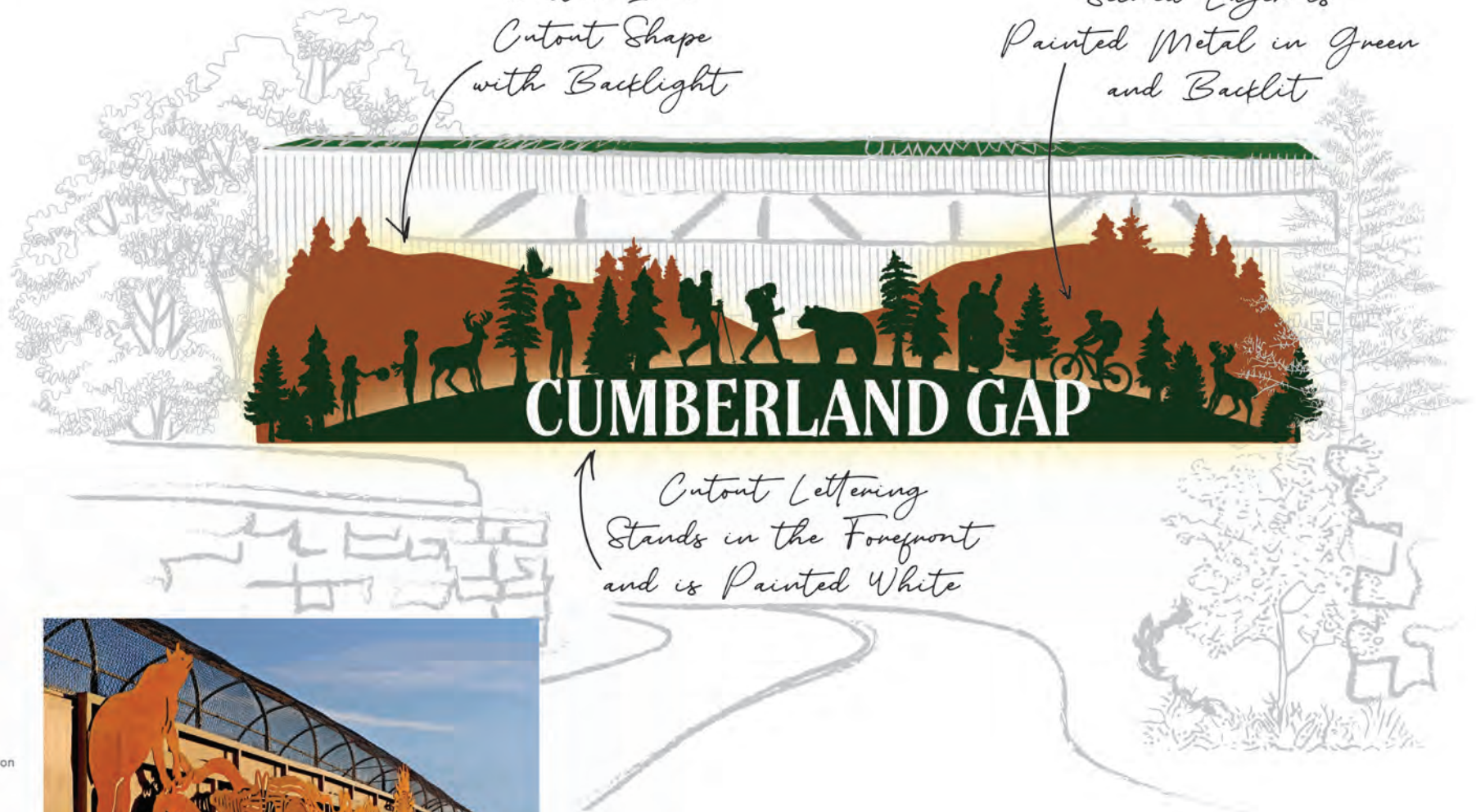
Colloredo & Associates
Branding, Aesthetics & Digital Marketing Partners



Concept

*Rusted Iron
Cutout Shape
with Backlight*

*Second Layer is
Painted Metal in Green
and Backlit*



*Cutout Lettering
Stands in the Forefront
and is Painted White*

Inspiration





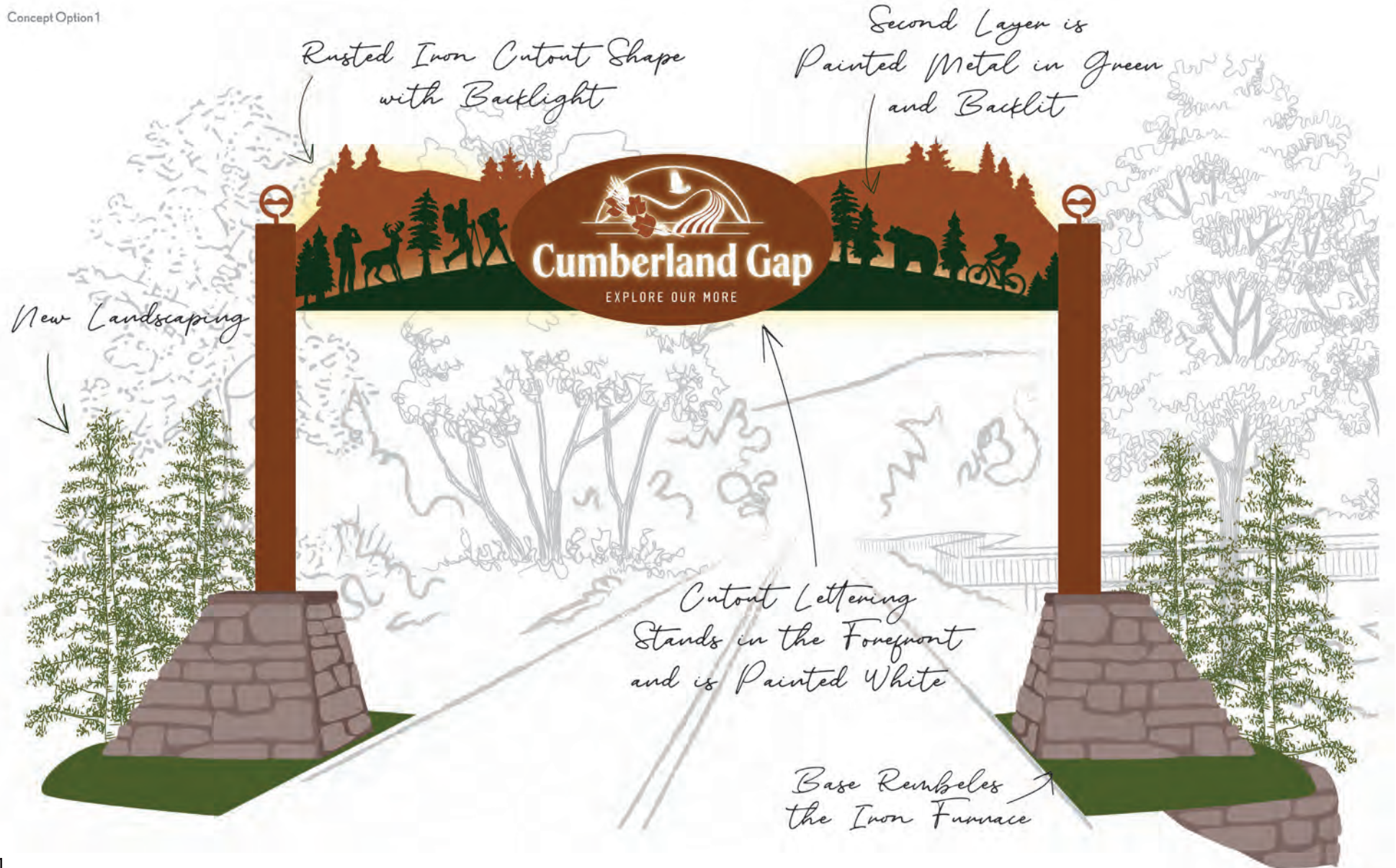
Inspiration



Built in
Bench for
Photo Ops

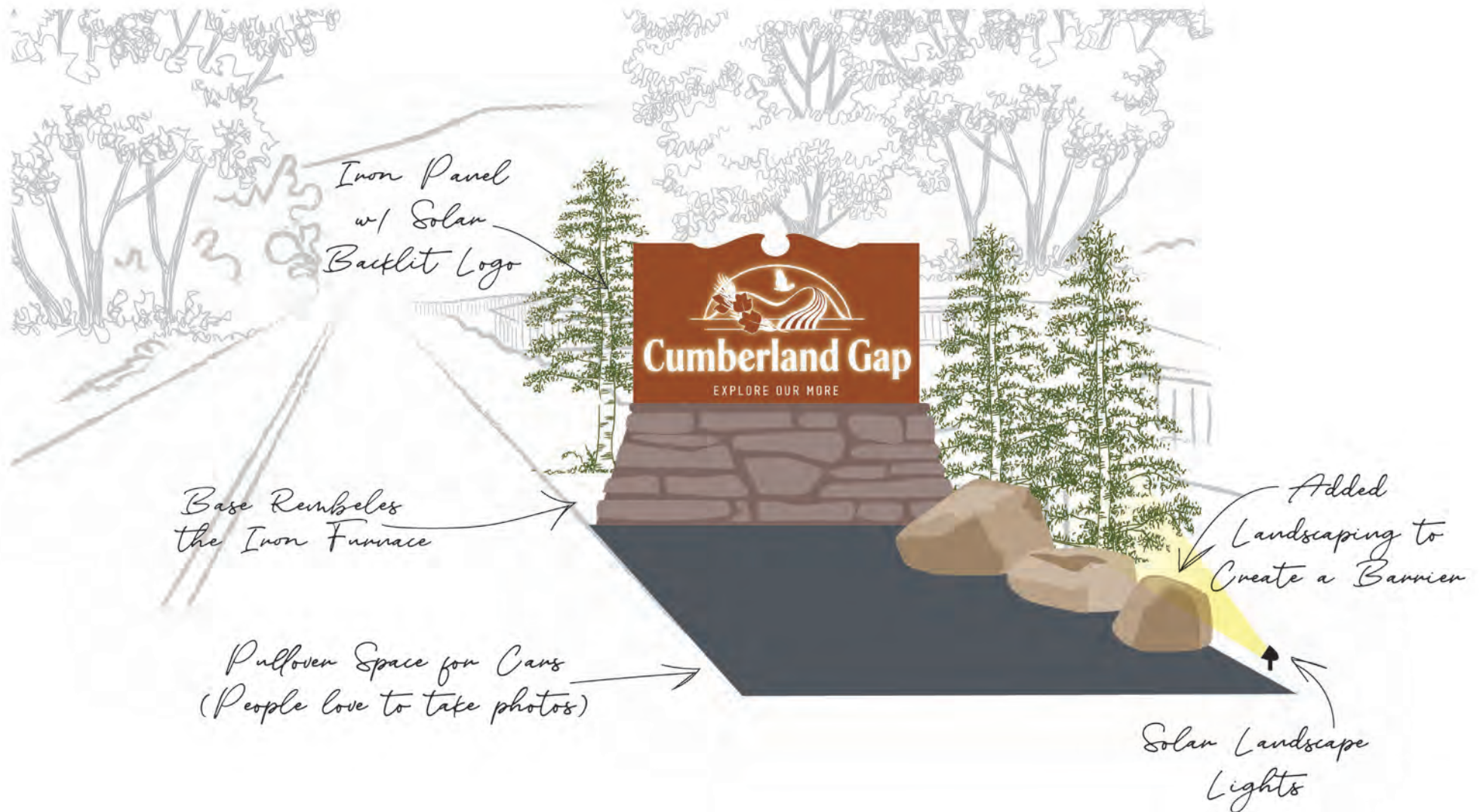
Solar Landscape
Lights

Concept Option 1



Concepts generated through a collaboration of the Guardians of the Gap and Colloredo & Associates on January 30, 2026. These sketches serve as visuals for the Downtown Improvement Grant (DIG) Program in the town of Cumberland Gap.

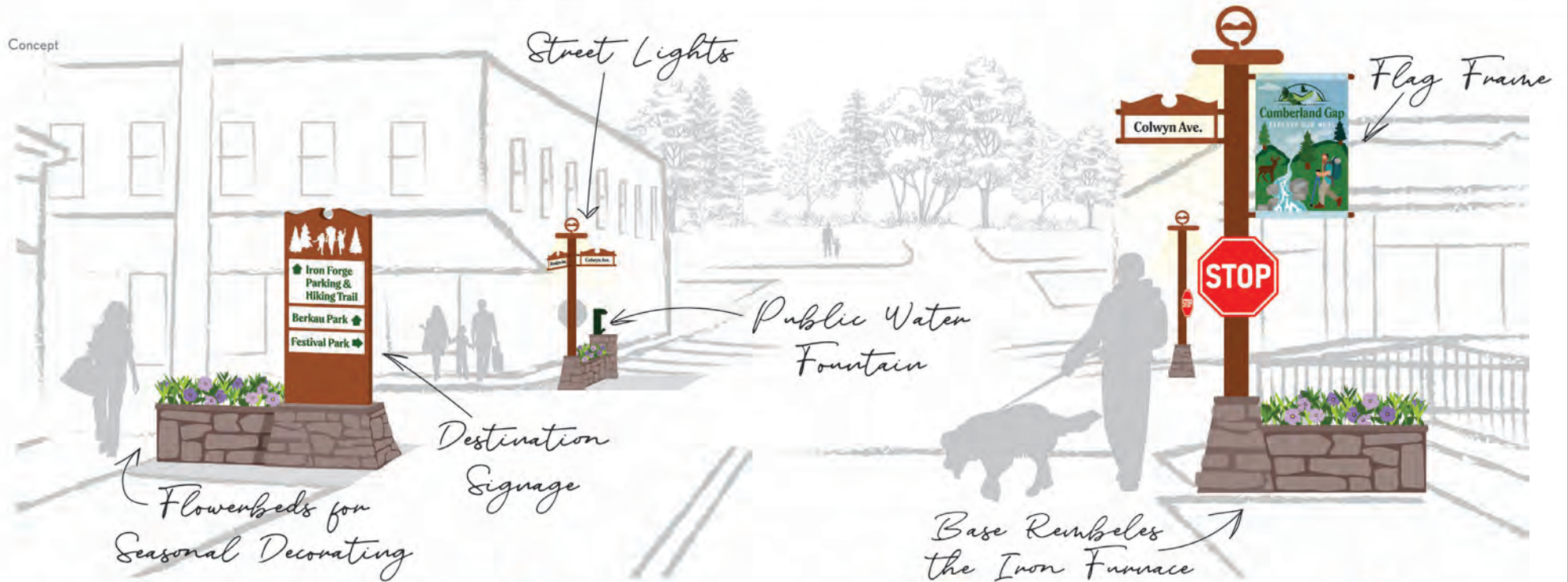
Concept Option 2



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Cumberland Gap Wayfinding • Main Intersection Signage + Design

Concept



Base Rembles the Iron Furnace

Destination Signage with Flowerbed



Street Sign and Lamppost with Stop Sign, Flowerbed, and Public Water Fountain



Lamppost with Stop Sign



Street Sign and Lamppost with Stop Sign, Flowerbed, and Flag Frame



Concept



Inspiration



Concept

Icons will change to reflect the destinations



Base Rembles the Iron Furnace

Inspiration



Concept



Inspiration



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Cumberland Gap Wayfinding • Hiking Trail Entrance & Corner of The Olde Mill Inn Bed and Breakfast

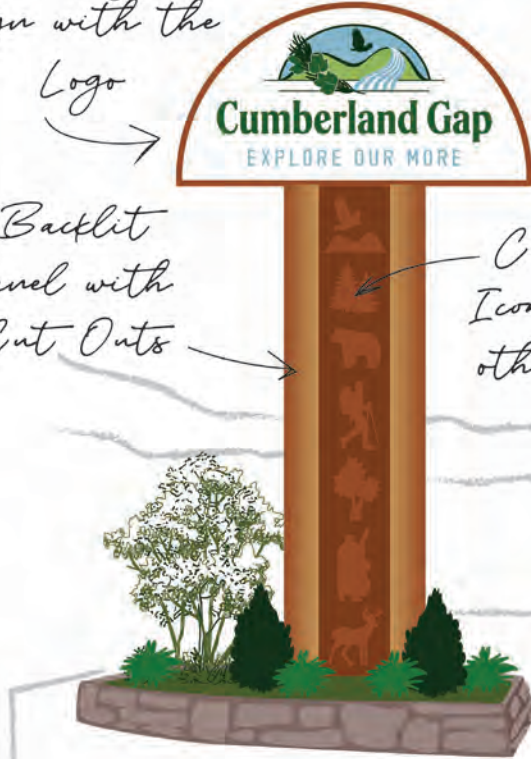


Cumberland Gap Wayfinding • Highway Signage

Box Light
Sign with the
Logo

Backlit
panel with
Cut Outs

Cut Out
Icons match
other signs.



Option 1

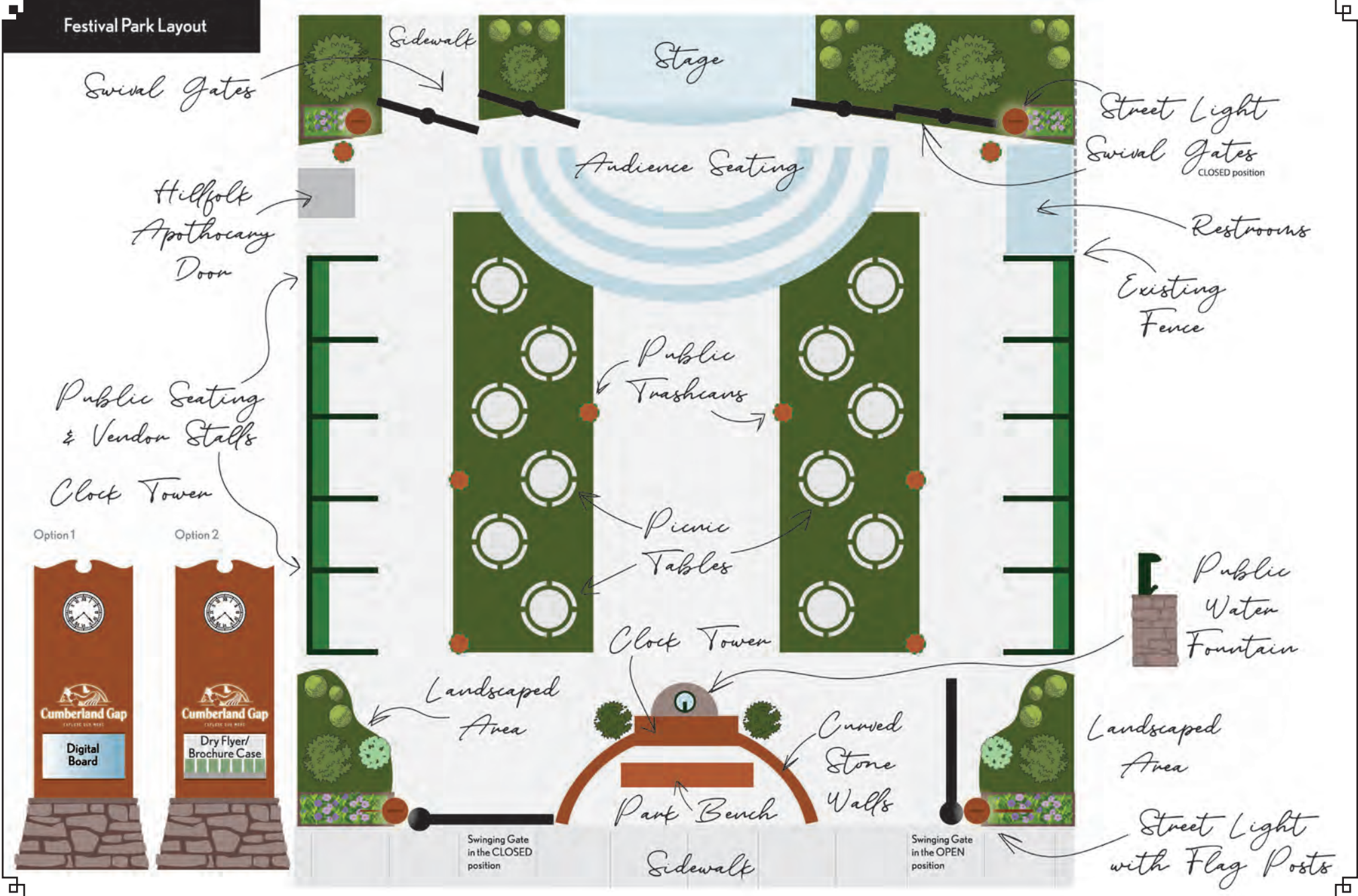


Option 2



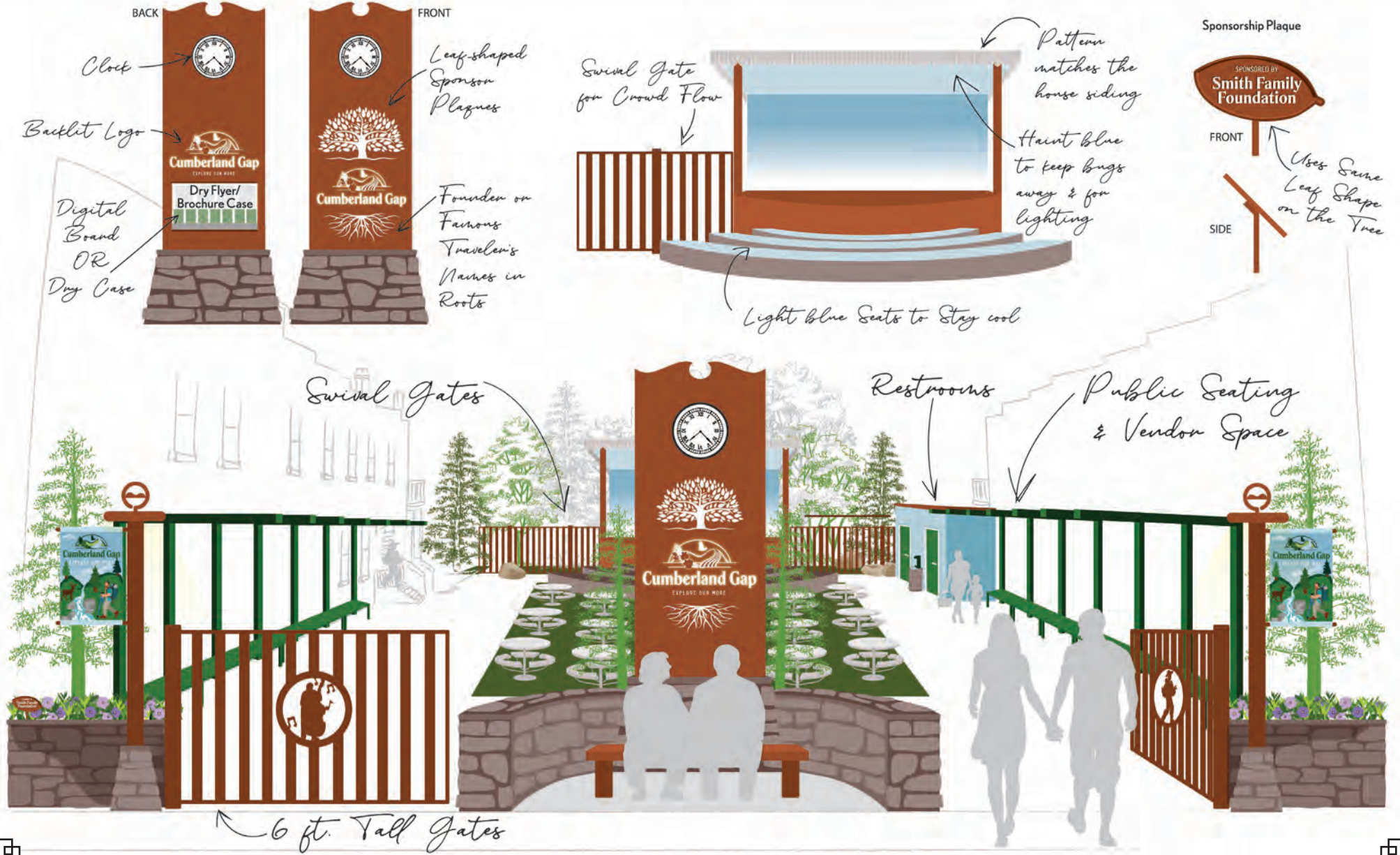
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Festival Park Layout



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Cumberland Gap Wayfinding • Festival Park

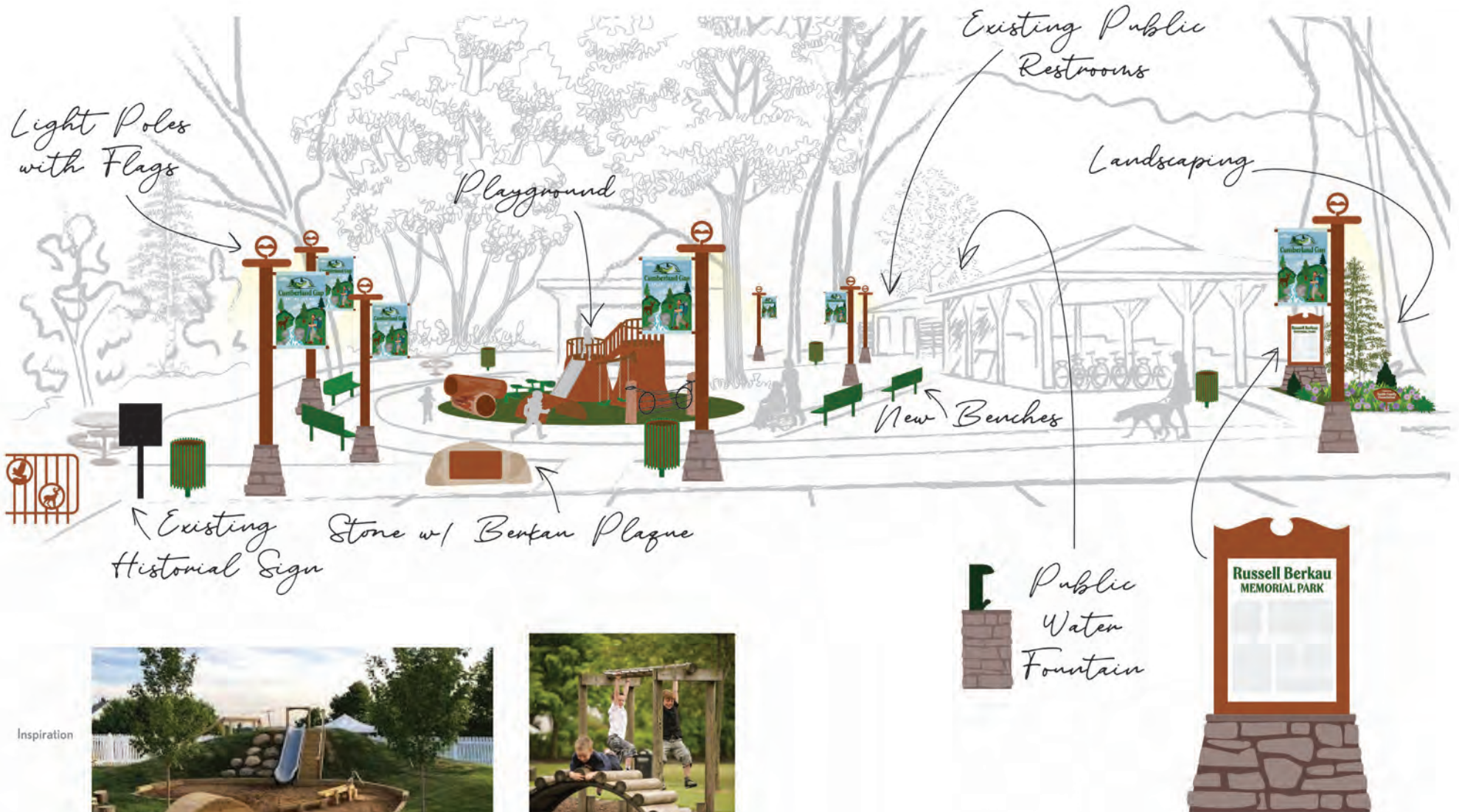


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Berkau Park Layout



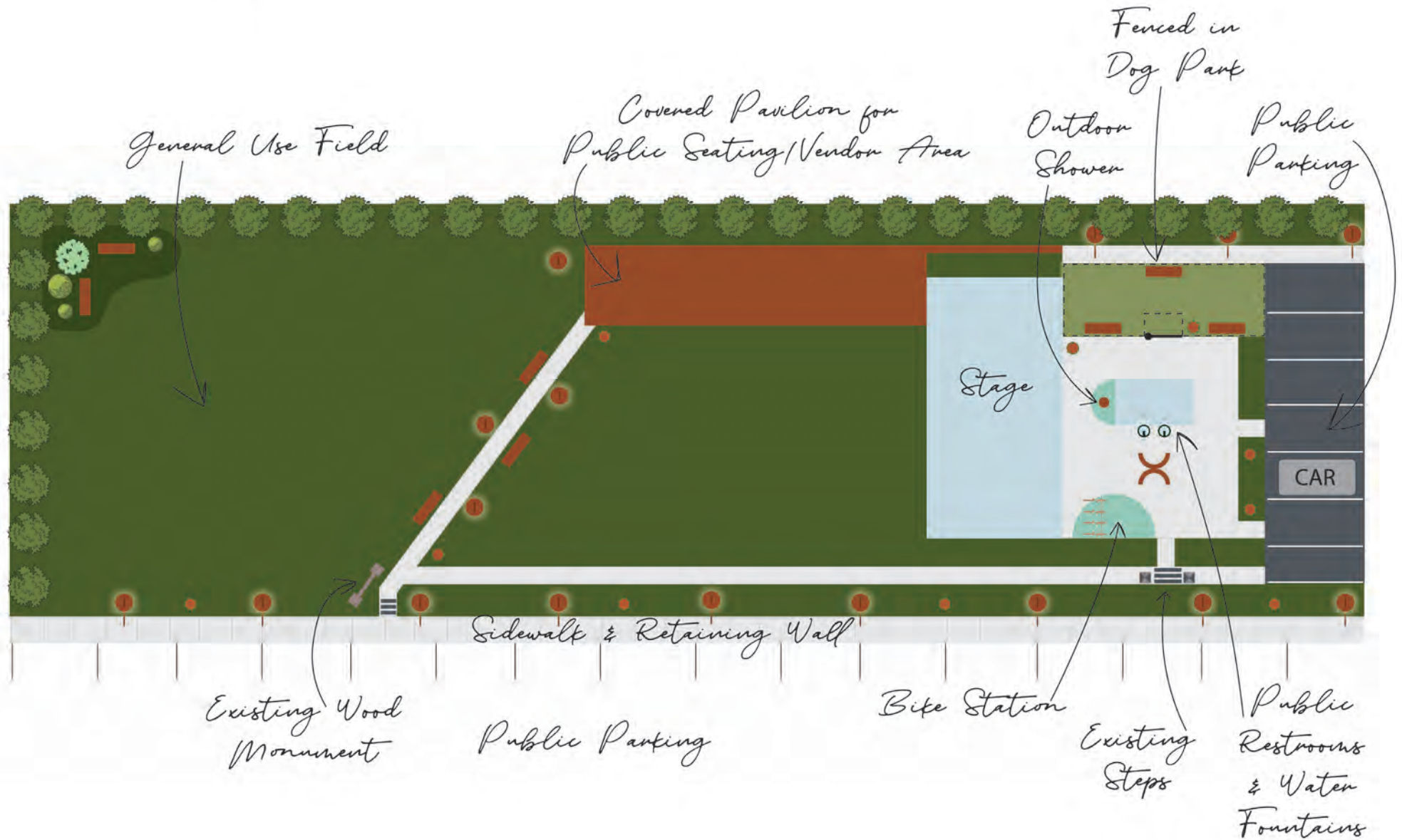
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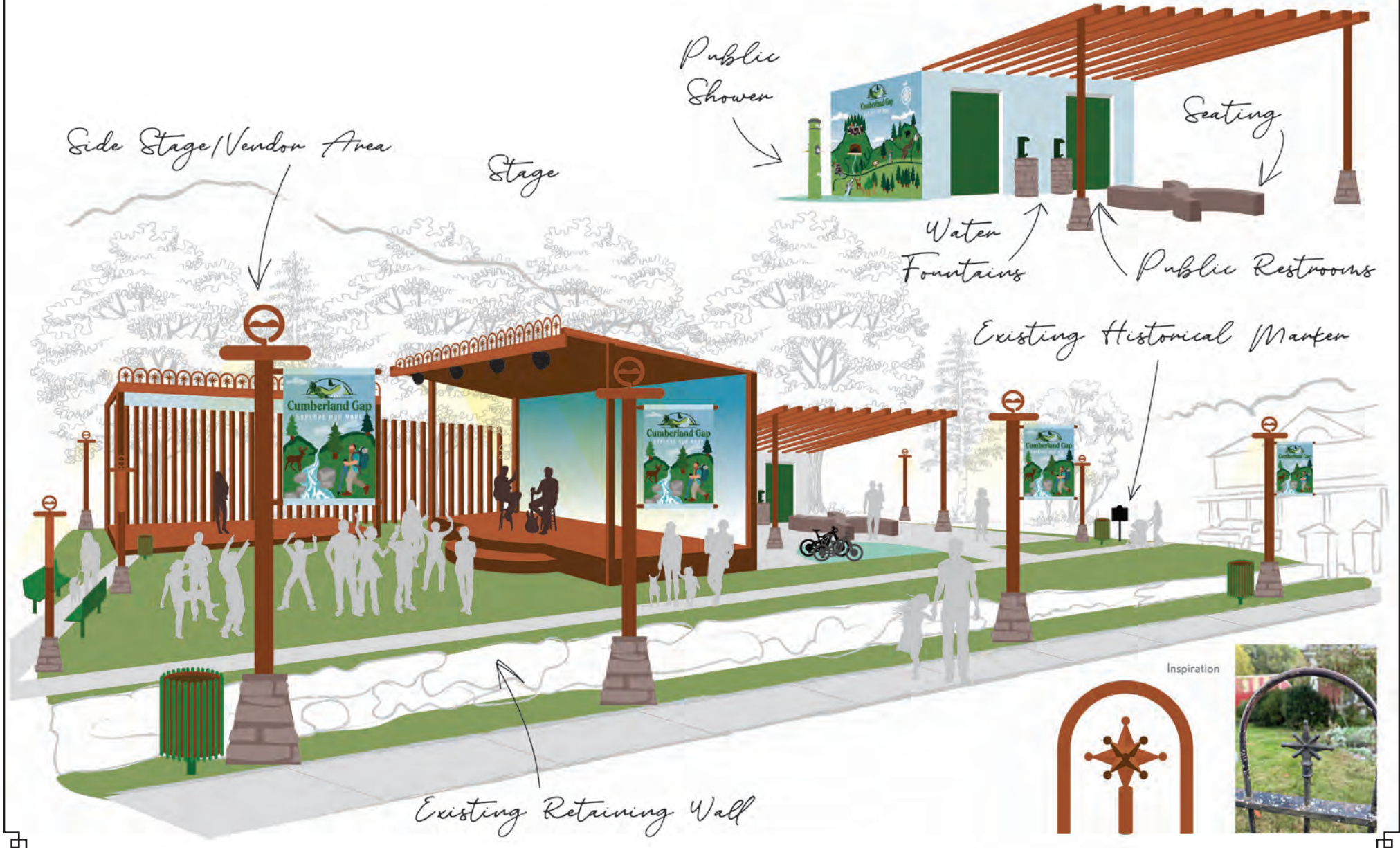
Inspiration



Gateway Park Layout



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Preserve, Protect and Promote the Historic Town of Cumberland Gap.



Our public-spirited organization is made up of people who are committed to keeping Cumberland Gap shining like the East Tennessee gem it is. Anyone who has a passion for this quaint little

community can become a volunteer...whether you're a resident, business owner, public official, or even a visitor who found themselves in the area and fell in love with it the way we have. With our town's natural beauty and plethora of offerings, it's safe to say that it's an easy place to adore. The Guardians are an elite group of volunteers dedicated to this endearing community.

Branding, Aesthetics and Digital Marketing Partners for Cumberland Gap.



Colloredo & Associates is a Marketing and Advertising agency based in Knoxville, Tennessee. The marketing firm specializes in branding and multimedia campaigns, print literature, website design and promotion, social

media programs, broadcast television and radio production, media planning and placement. The company most recently worked with the Guardians of the Gap to form a new branding program complete with new website, brochures, walking tour map, and banner signage program. It has truly been an honor to serve the fine people of the town of Cumberland Gap.