

The background is a vibrant collage of colors: yellow, light blue, light green, and a large red diagonal shape. It features several illustrations: three large, cooked shrimp (one in the top left, one in the top right, and one in the bottom right), several grey musical notes, a slice of lime on the left, and a sprig of green basil in the bottom left corner. The text is centered on the red diagonal shape.

CELEBRATE LITTLE SAIGON BRAND GUIDE

2022 – 2023

KEY MESSAGING

- This is a festival rooted in Little Saigon
- Centered around culture, cuisine, and entertainment
- It's an opportunity for the community to gather/come together
 - Open and welcome to folks of different generations

LOOK & FEEL PRIORITIES

- Summertime feel – vibrant & colorful
- Emphasis on food and music
- Palatable to older generation
- Rooted in Vietnamese culture/culture of Little Saigon

INSPIRATION:



Reminiscent of an era elders might remember while still interesting to younger generations

Inspired by Vietnamese music/culture

COLORS:

#FDE882 #9CE4DF

#AF2E2E #AFDF84

Brighter versions of Phuong Tâm's album art colors

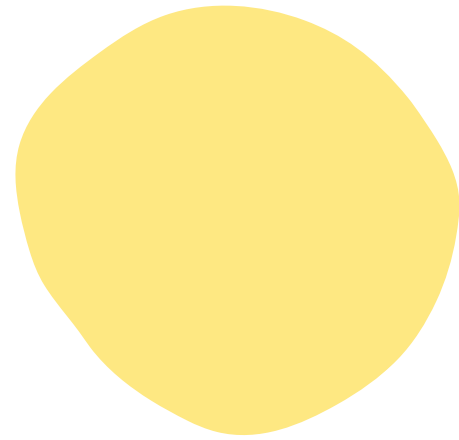
FONT:

TITLE: GLIKER SEMIBOLD

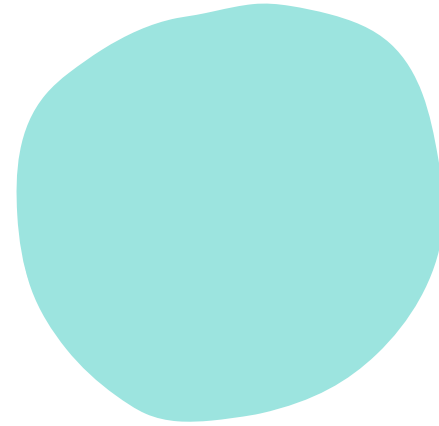
SUBTITLE: BE VIETNAM

Loosely based on Saigon Rock & Soul album cover title

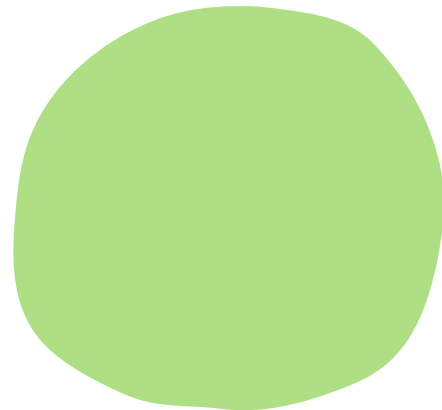
BRANDING COLOR PALLETE



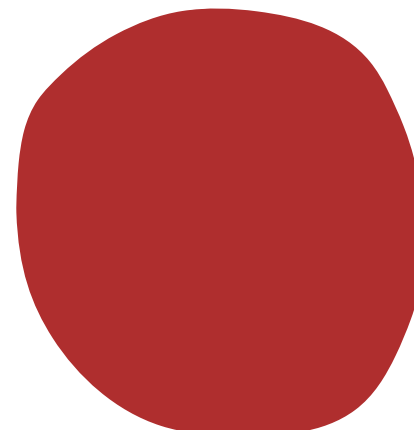
#FDE882



#9CE4DF



#AFDF84



#AF2E2E

FONT APPLICATIONS

TITLE: GLIKER SEMIBOLD

SUBTITLE: BE VIETNAM BOLD

ELEMENTS ILLUSTRATED BY DAKOTA BILLOPS-BREAUX



SHRIMP 1



SHRIMP 2



SHRIMP 3



MUSIC NOTES



BASIL



LIME



GRAPHICS BACKGROUND

Results



FRIENDS OF LITTLE SÀI GÒN INVITES YOU TO

CELEBRATE LITTLE SAIGON

SATURDAY, AUGUST 5, 2023
BEAM ALLEY, LITTLE SAIGON

NEIGHBORHOOD CATERING
DESSERTS
KIDS' ACTIVITIES
LOCAL ARTISTS
& VENDORS

STAY CONNECTED FOR MORE INFO!
✉ info@flsseattle.org 🌐 flsseattle.org 📷 @flsseattle 📘 @friendsoflittlesaigon

VULCAN **Inatai FOUNDATION** **amazon** **MILL CREEK RESIDENTIAL** **CULTURE** **A&**

A vertical poster for the 'Celebrate Little Saigon' event. The poster has a blue border and a background with a yellow-to-green gradient. It features the event title in large, bold, white letters with red outlines. Below the title, the date and location are listed in red. The poster includes several circular inset photos showing people at the event, surrounded by colorful illustrations of food items like a sandwich, a drink, and a bowl. At the bottom, there is a list of sponsors including Vulcan, Inatai Foundation, Amazon, Mill Creek Residential, Culture, and A&.

Thank you

DAKOTA BILLOPS-BREAUX | FRIENDS OF LITTLE SÀI GÒN MARKETING & COMMUNICATIONS COORDINATOR | 2023