

### Savannah Entertainment District

### **PROJECT BRIEF**

This project is to rebrand Savannah Entertainment District. It is solving the problem of Savannah Entertainment and creating a brand and deliverables for Entertainment District.

### **PROBLEM**

Insight from my research shows that Savannah is a historical place but lacks entertainment. The problems are there is no central message, no connection to the city, a lack of awareness of events, and no cohesive platform specifically for the entertainment district. It is fractured, and there needs to be a central communication way. The needs are to have more events that people can participate in, more festivals, and an arts and entertainment department to handle events.

### SOLUTION

To design a visual identity and visual communications for Savannah Entertainment District, and assign specific regions to be Savannah Entertainment District. Which would align with Savannah's goals of "knowing our neighbors, make a difference."

### **CONCEPT: SAVANNAH AS A PERSON**

When thinking of Savannah as a character, I would imagine the person as old, slow-paced, a nature lover, and love collecting vintage stuff. I have that person in mind and designed it according to the person's desire to collect. The shapes from the logo are taken from the negative space of the word Savannah and the five symbols for each district also used those shapes. The grainy and textured look imitates old newspapers to give a more vintage look. The colors palette are green, yellow, and red. Green would represent the greenery of Savannah, while orange and red would bring colors to Savannah and create a festive look.



## Research

### **BACKGROUND**

- -Historical
- -Architects, buildings

### PROBLEMS: UNMET NEEDS/ MISSING ASSETS

- -More events that people can participate
- -Bigger venue for concerts
  -More festivals (eg. food from other countries)
- -Arts and Entertainment department

### **ENTERTAINMENTS NOW**

- -River Street
- -Starland Yard
- -Forsyth Park
- -Historic District
- -Plant Riverside District -

Oktoberfest(live music and food)

-Festivals (Film Festival, Pride Festival, Jazz Festival, Tybee Post Music

### **CHALLENGES**

- -no central message
- -no connection to the city
- -lack of awareness of events
- -no cohesive platform specifically for entertainment district

### **BENCHMARK**

Arts & Entertainment Atlanta

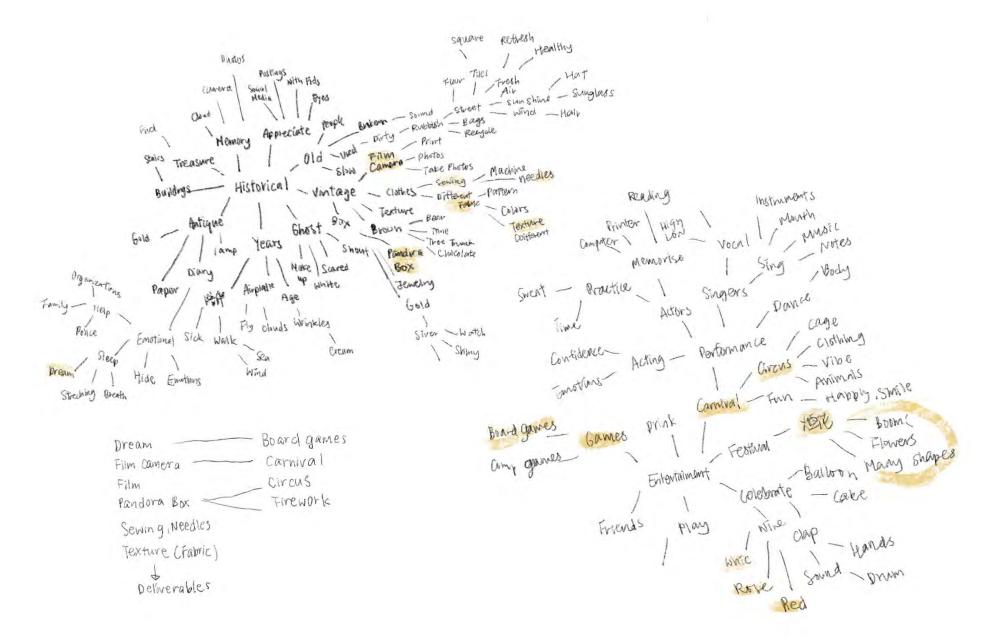
- -activation and economic development project for Downtown Atlanta
- -fuses new media, local art, and performance with advertising to fund cultural and public space programming in the city's core

# Recommendation

## Savannah Art & Entertainment Department

BENEFITS	IDENTITY	ALIGNMENT WITH SAV GOALS
-Financial Benefit -Social and community -Website, Promotion	-Website -Road signs -Social Media -Neon Signs -Billboards	Knowing our neighbors: building relationships with our community and showing the city's human side.  Make a difference: purposefully focusing on making a difference in the lives of those we serve.

# Mind Map



# **Logo Sketches**





































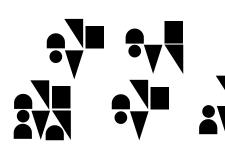


# Digital logo exploration



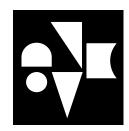














# Type and Color Exploration

Savannah Entertainment District

SAVANNAH ENTERTAINMENT DISTRICT Savannah Entertainment District

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SAVANNAH ENTERTAINMENT DISTRICT Savannah Entertainment District S E D

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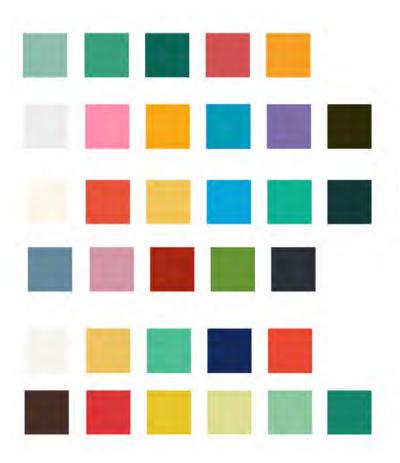
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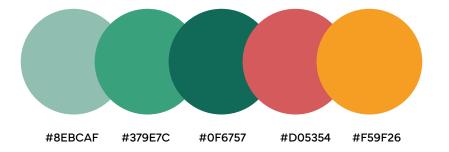


# Final type, color and logo

PARADISK DEMO
ABCDEFGHIGJLMNOPQRSTUVYZ

### Mundial

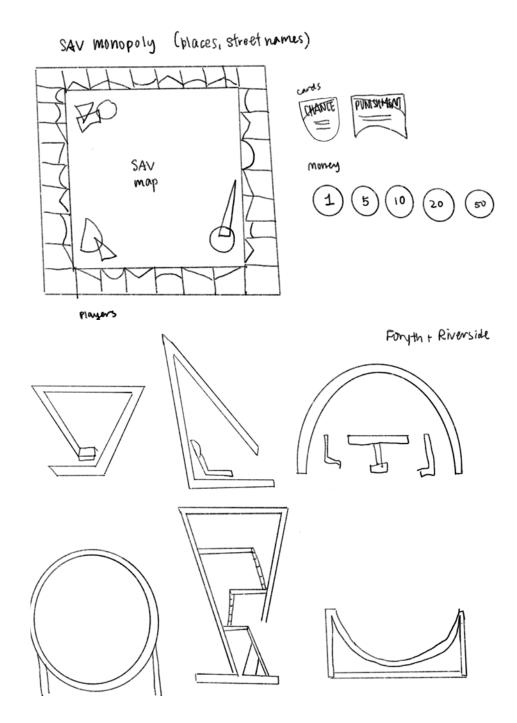
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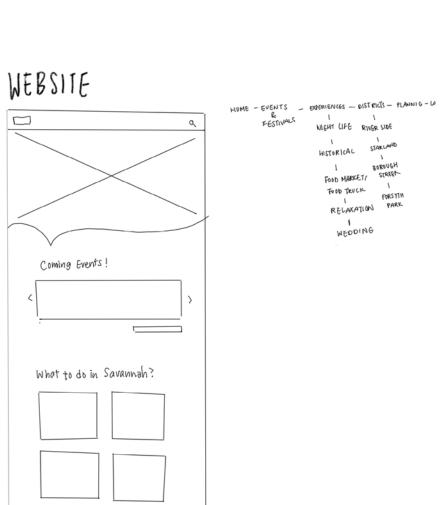


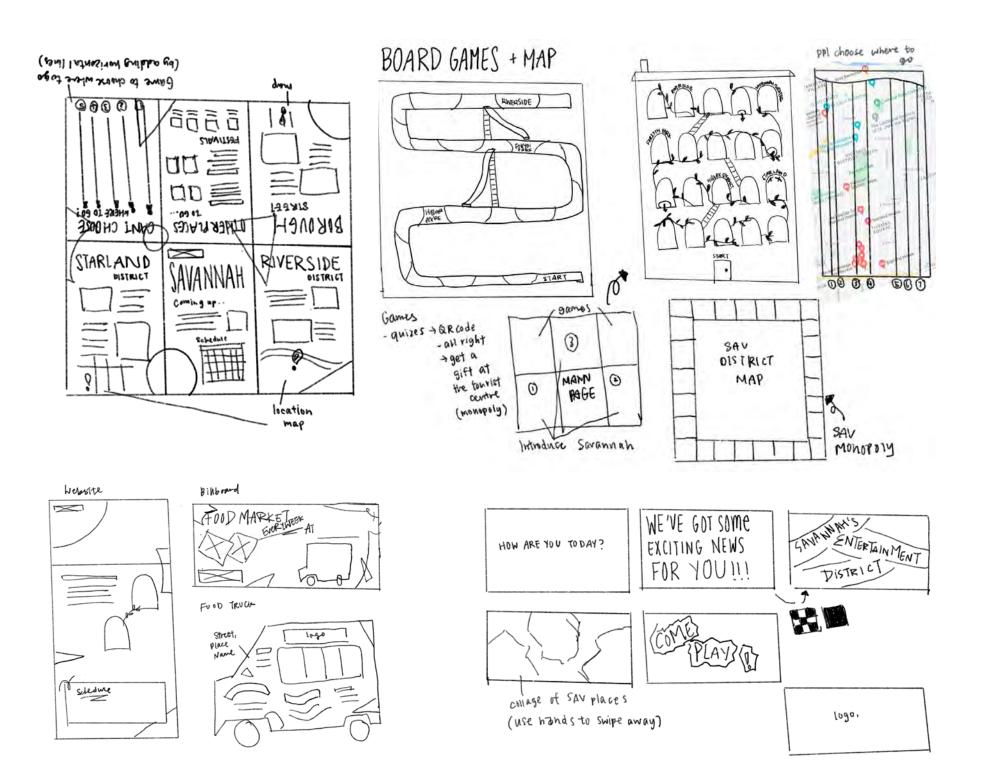




# **Sketches**







## First Versions













### STARLAND YARD



**EVENTS** 

RIVERSIDE DISTRICT

Electric Moon + Skytop

Myrtle & Rose, Rooftop

Lounge + The Moon Deck

Byrd's Famous

District Gelato

Cookies

Grimmett Nov1 6:30pm-8:00pm Microsoft Savannah Mini-Car Show Nov 2 6:30pm-8:00pm Music :Soap

Nov 4 6:30pm-8:00pm Nov 5 7pm-10:00pm

ENTERTAINMENT

October Every Saturday 1-4 p.m. Showcase a blend of old and new

German traditions, including

music, food and competitions

Mindful Yoga Flow On the River

Wed-Sunday 10am - 5pm / \$35

RESTAURANTS

60mins class / \$15 per class

Fri-Sun 8am Interactive Tour

per person

Sunday Gospel

Baobab Lounge





Food Trucks A variety of rotating food trucks every

Vittoria Pizzeria

Best Pizza in Town!

The Book Pop Up Nov 1 5:00pm-10:00pm Trivia Nights with Chris

Music :DJ Jose Ray

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RIVERSIDE DISTRICT

Mindful Yoga Flow On the River 60mins class / \$15 per class Fri-Sun 8am

ENTERTAINMENT

Interactive Tour Wed-Sunday 10am - 5pm / \$35 per person

### RESTAURANTS

Sunday Gospel Baobab Lounge District Seafood District Smokehouse

Electric Moon + Skytop Lounge + The Moon Deck Myrtle & Rose, Roofton Riverside Biergarten

Savannah Tequila Co.

District Gelato

Byrd's Famous

### BROUGHTON STREET

### PARIS MARKET

· The Paris Market houses two floors of vintage treasures and curiosities sourced from all over the world

· The Paris Cafe, macaron, cakes and coffee



### **GUSTEIN GALLERY**

This section of town

provides a multitude

of shops, restaurants

and scenery. Antiques

are plentiful, while

specialty clothing,

looking to shop.

small boutiques offer

gifts, art and eclectic

items. It is a treat to

visit even if you're not

RESTAURANTS

Alligator Soul Funky Brunch Cafe Circa 1875 Coffee Fox Kayak Kafe

Chive Sea Bar & SWEETS

EVENTSA. FESTIVALS

Leopold's Ice cream Better than Sex Lulu's Chocolate Bar The Peach Cobbler Factory

Is one of the many galleries owned and restored by the Savannah College of Art and Design. It's been home to exhibitions of artists like Yoko Ono, Chuck Close, Richard Mosse, and Gregory













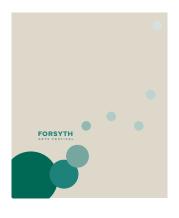


















SAVANNAH ENTERTAINMENT DISTRICT. WHERE YOU CAN FIND EVERYTHING YOU WANT.

### **COMING UP**

PHILTHE PARK October 8 2022

Savannah's largest outdoor concert of the season and picnics

BLUES, BREWS, BBQ & BOURBON October 22 2022

Filled with music, craft beer, whiskey, music and delicious Texas Style BBQ

SAVANNAH FILM FESTIVAL October 22-29 2022

Influential film festival with screenings ranging from major international productions to student-created shorts

SAVANNAH PRIDE FESTIVAL October 27-29 2022

Includes live music, yummy food and beautiful crafts created by local artisans

### DISTRICTS

















\*\* SAVANNAH



### STARLAND YARD



cocktails and frozen drinks Food Trucks A variety of rotating food trucks every

FOOD & DRINK Yard Bar Bar for beer, wine,

Vittoria Pizzeria Best Pizza in Town!



Electric Moon

### ENTERTAINMENT

**EVENTS** 

Music :Soap

October Every Saturday 1-4 p.m. Showcase a blend of old and new German traditions, including music, food and competitions

> Mindful Yoga Flow On the River 60mins class / \$15 per class Fri–Sun 8am

Interactive Tour Wed-Sunday 10am - 5pm / \$35 per person

### RESTAURANTS

Sunday Gospel Brunch Baobab Lounge District Seafood District Smokehouse

SWEETS Byrd's Famous Riverside Biergarten Cookies Savannah Tequila Co. District Gelato

Trivia Nights with Chris Nov1 6:30pm-8:00pm Microsoft Savannah Mini-Car Show Nov 2 6:30pm-8:00pm Music :Soap Nov 4 6:30pm-8:00pm Music :DJ Jose Ray

Nov 5 7pm-10:00pm



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Electric Moon Riverside Biergarten Savannah Tequila Co.

SWEETS Byrd's Famous Cookies District Gelato

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Is one of the many galleries owned and restored by the Savannah College of Art and

and Gregory Crewdson.

Design. It's been home to exhibitions of artists

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#### RESTAURANT **GUSTEIN GALLERY**

Alligator Soul Funky Brunch Cafe Circa 1875 Coffee Fox Kavak Kafe Chive Sea Bar &

EVENTS& FESTIVALS

SWEETS Leopold's Ice cream Better than Sex

Lulu's Chocolate Bar The Peach Cobbler The Little Crown





