



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

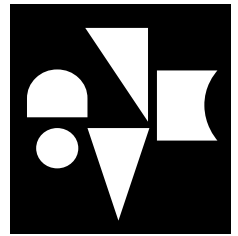
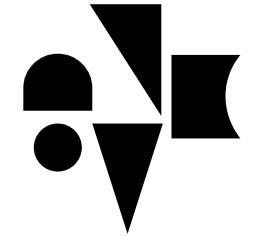
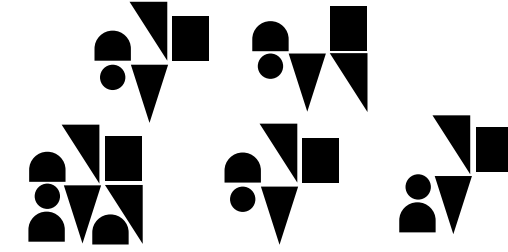
When thinking of Savannah as a character, I would imagine the person as old, slow-paced, a nature lover, and love collecting vintage stuff. I have that person in mind and designed it according to the person's desire to collect. The shapes from the logo are taken from the negative space of the word Savannah 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.



Logo Sketches



Digital logo exploration



Type and Color Exploration

Savannah Entertainment District
S E D

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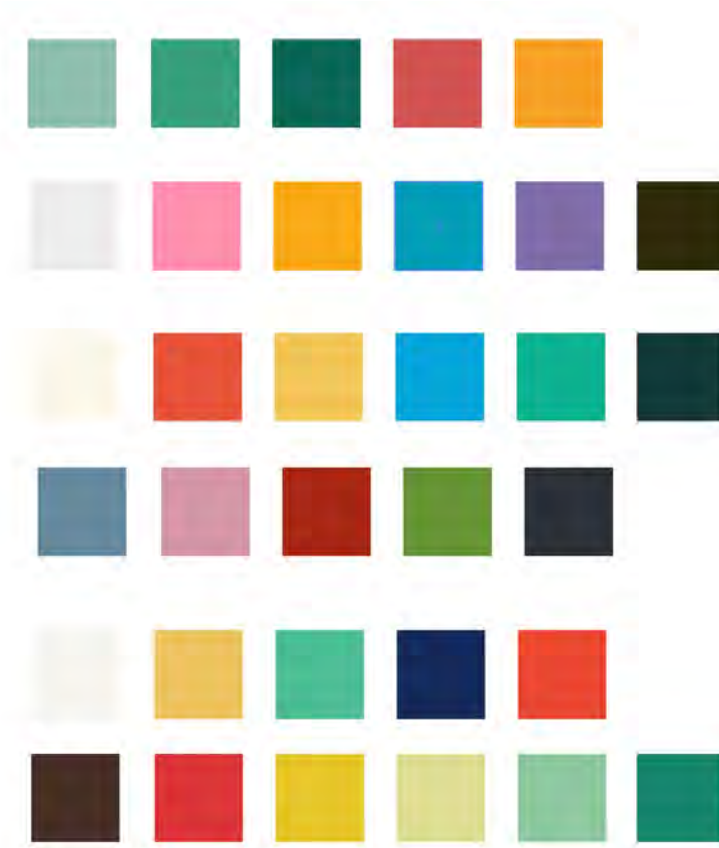
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Final type, color and logo

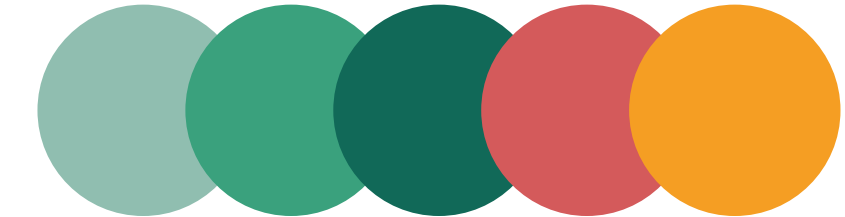
PARADISK DEMO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Mundial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

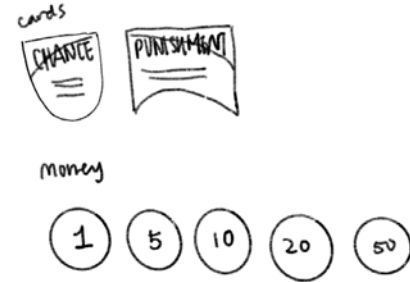


#8EBCAF #379E7C #0F6757 #D05354 #F59F26

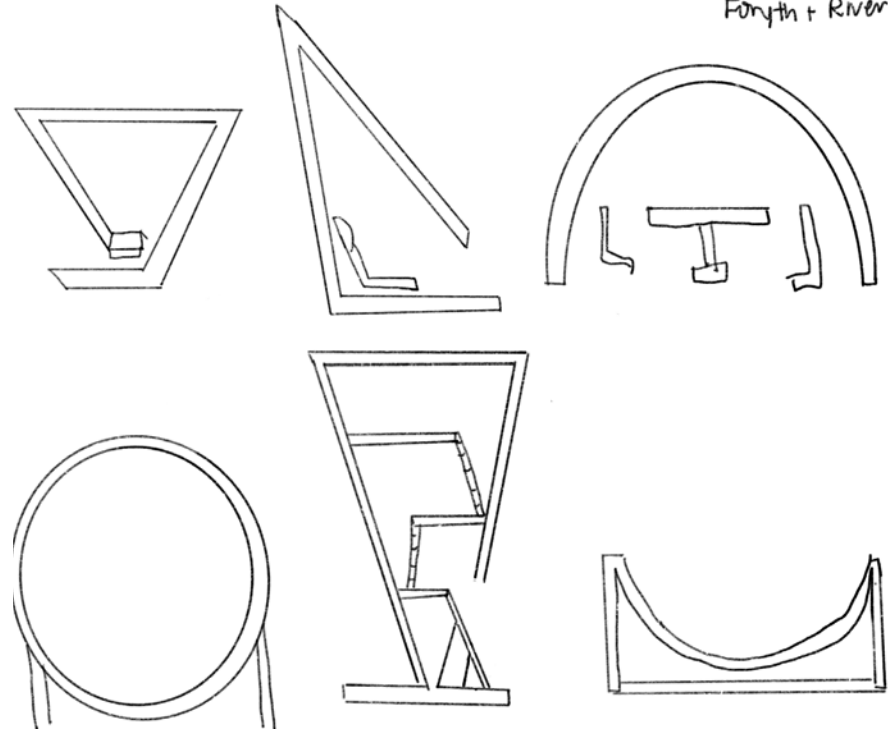


Sketches

SAV monopoly (places, street names)

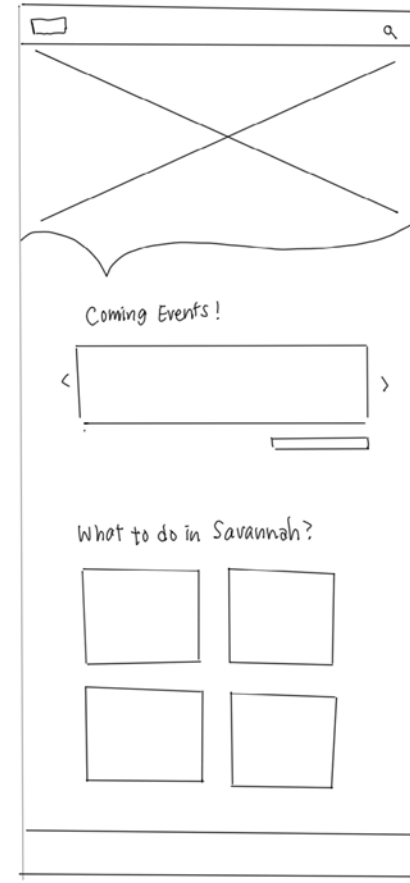


Players



Foyth + Riverside

WEBSITE

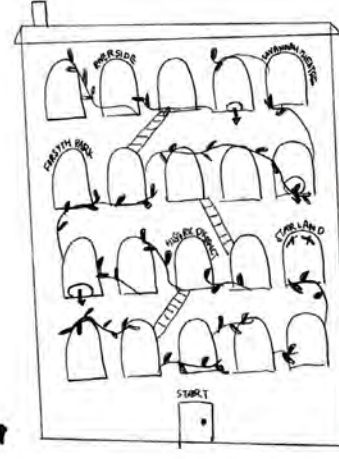
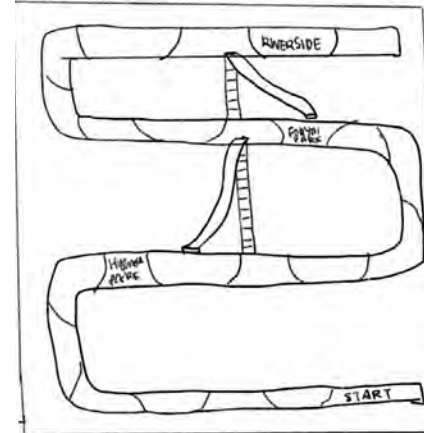


- HOME - EVENTS & FESTIVALS
- EXPERIENCES - NIGHT LIFE
- DISTRICTS - RIVER SIDE
- PLANNING - HISTORICAL
- STARLAND
- FOOD MARKET
- FOOD TRUCK
- RELAXATION
- WEDDING
- BOROUGH STREET
- FORTH PARK

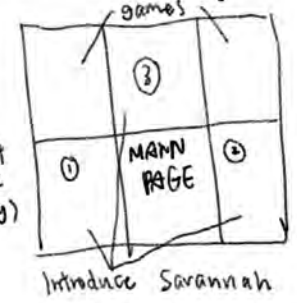
(game to check where to go)



BOARD GAMES + MAP

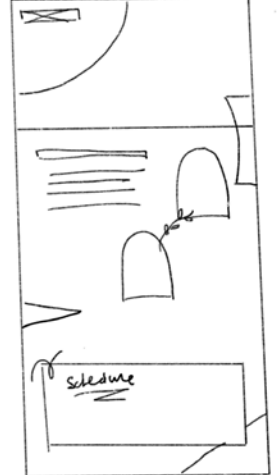


Games - quizzes - all right - get a gift at the tourist centre (monopoly)



SAV MONOPOLY

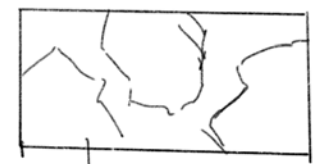
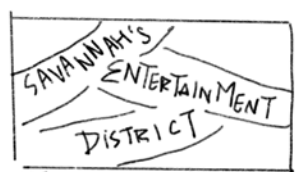
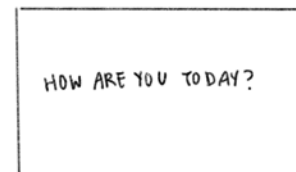
Website



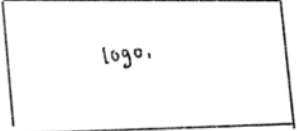
Billboard

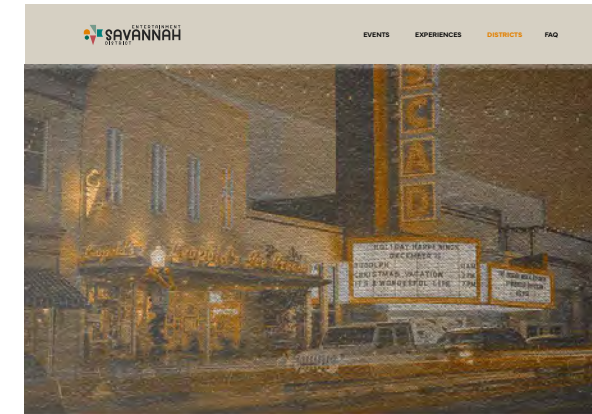
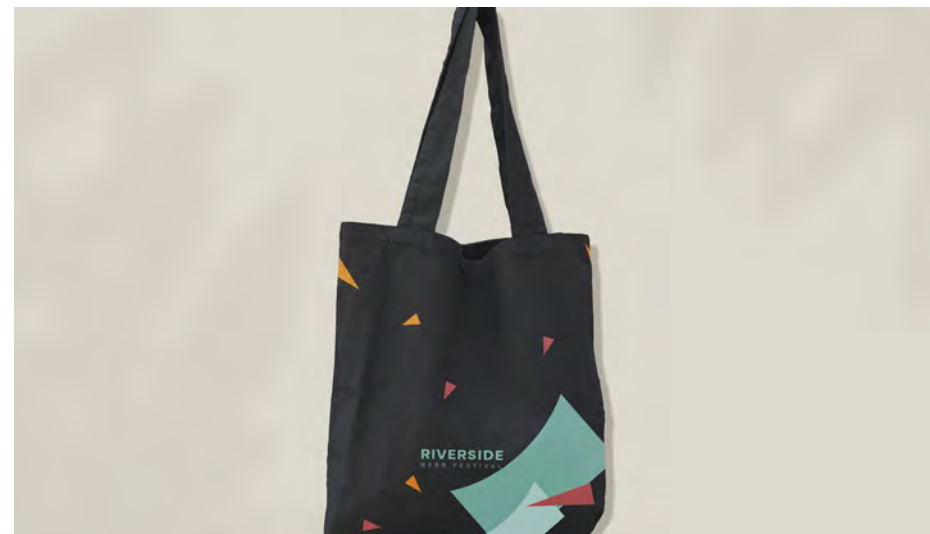
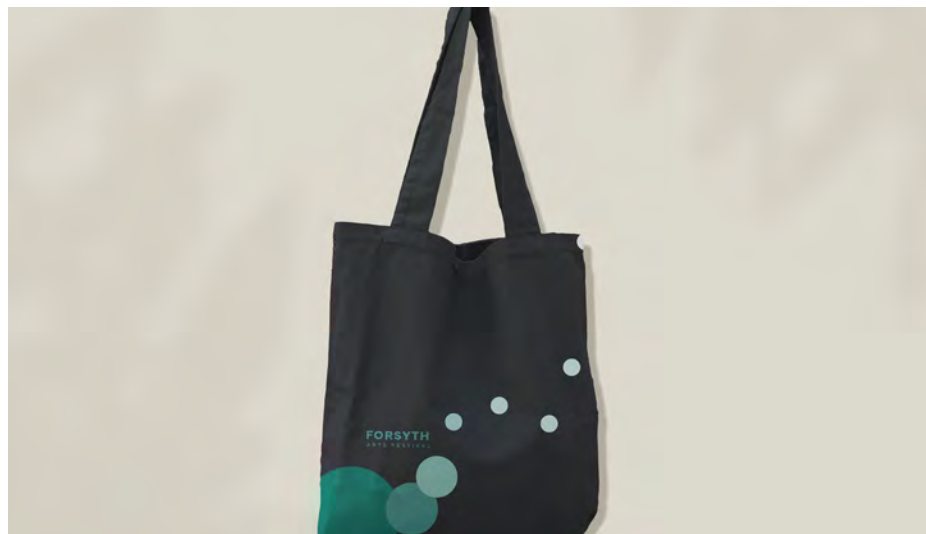
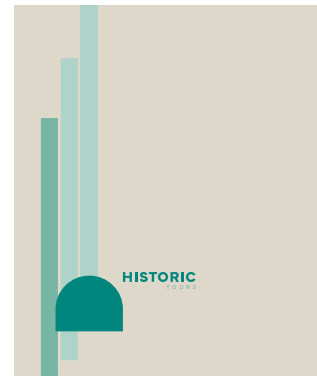
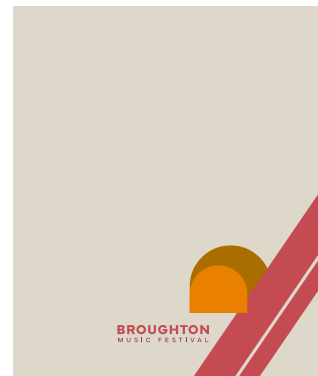
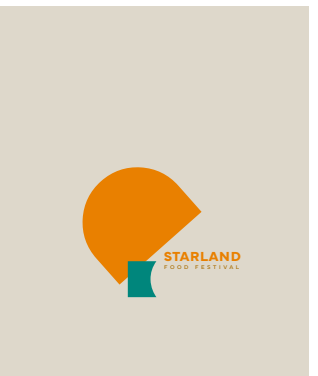
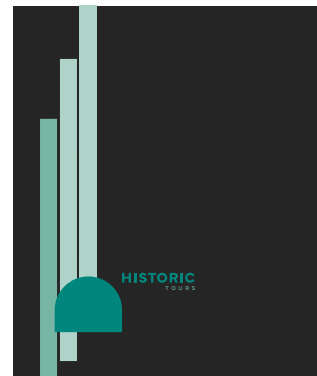
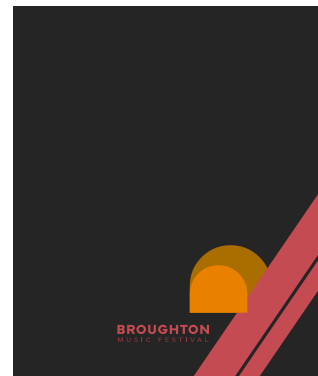


Food Truck



collage of SAV places (use hands to swipe away)





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

COMING UP

PHIL THE 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

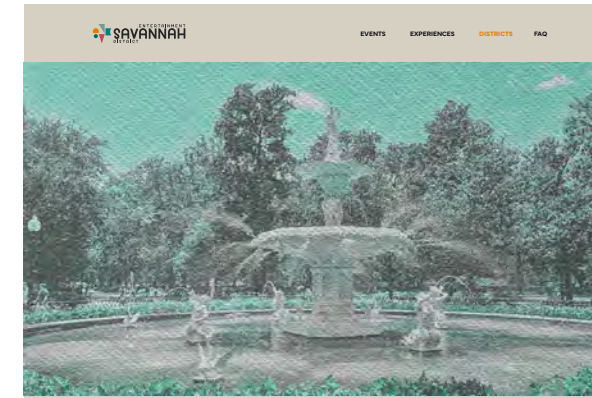


DISTRICTS

FORSYTH STARLAND HISTORIC BROUGHTON RIVERSIDE



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STARLAND YARD



FOOD & DRINK
Yard Bar
Bar for beer, wine, cocktails and frozen drinks
Food Trucks
A variety of rotating food trucks every week
Vittoria Pizzeria
Best Pizza in Town!

EVENTS

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



ENTERTAINMENT

Oktoberfest
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

MEAL
Sunday Gospel
Brunch
Baobab Lounge
District Seafood
District Smokehouse

CHILL
Electric Moon
Riverside Biergarten
Savannah Tequila Co.

SWEETS
Byrd's Famous
Cookies
District Gelato

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BROUGHTON STREET

PARIS MARKET

• The Paris Market houses two floors of vintage treasures and curiosities sourced from all the world
• The Paris Cafe, macaron, cakes and coffee



RESTAURANT

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

SWEETS
Leopold's Ice cream
Better than Sex
Lulu's Chocolate Bar
The Peach Cobbler
The Little Crown

GUSTEIN GALLERY

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 Crewdson.



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