

02

Starland District

Branding Identity and Applications

Project Objective:

To create a branding identity and visual applications for an entertainment district located in downtown Savannah, GA.

Concept:

Focusing on the Starland District in Savannah, the goal was to elevate it to the same level as Broughton and River Street, making it known to tourists. The design of the logo is inspired by the old Starland Dairy red star.

Components:

Pairing with the logo created for the Starland District, multiple applications were created. This includes a poster series that promotes upcoming events in the Starland District, a brochure with places to eat, shop, visit, and drink that would be placed in hotels, a website with information about the Starland District, Instagram posts to promote businesses, and merchandise. New signage was also created to direct visitors to different restaurants and shops, as well as projection mapping video displayed in Starland Yard, enhancing the space.

Background Overview

Although being a major tourist destination, the city of Savannah does not currently have an entertainment district. The goal of this project is to highlight an area of Savannah that could be made into an Entertainment district for the cities residents and visitors.



Research on existing entertainment districts



Kansas City: Power and Light District

Provides the best of the best in live events, entertainment landmarks, a variety of local and regional restaurants, several different entertainment venues, and nightlife opportunities. Known as Kansas City’s favorite neighborhood. They’ve done a great job at creating a sense of community and acquiring brand partners such as Ford, PNC, and Basic Vodka.

Albuquerque: Downtown ABQ

Located on Central Avenue (Route 66), Downtown ABQ offers the best night clubs, theatres, restaurants, as well as trendy shops and art galleries. They are all about highlighting the arts and local businesses, along with fun things to do for all ages.



Initial Positioning

Starland District

Who

Mainly targeting towards tourists or those new to Savannah. Residents and students who live in the city know about the Starland District and what it has to offer, but visitors to the city often don’t venture down south when they come to Savannah.

What

The Starland District has more to offer than drinks, food, and shopping. Although these will be highlighted, event venues and the arts will also be a focus of the story, places that help create lasting memories. It’s an emerging area for artists and businesses.

Why Starland District?

Starland Yard is know as the “hippie” district of Savannah, but this is someting I want to change. Whenever visitors come to Savannah, they’re always told to check out River Street, City Market, and Broughton Street, the main hub of Downtown. The Starland District is an area on the southern part of town, full of vibrant art, restaurants, shops, bars, and nightlife.

Objective

To elevate the Starland District to the same level as Broughton and River Street, making it known to tourists when they visit Savannah as a place to see.

Things to do in Starland

Eat

- The Vault
- Foxy Loxy
- Ardsley Station
- Starland Yard
- Elizabeth on 37th
- La Scala
- Back in the Day Bakery
- Starland Cafe

Shop

- Starland Strange
- Starlandia
- House of Strut
- Graveface Records and Curiosities
- Gypsy World
- Vintage Vortex
- Delaney Rose Boutique
- Picker Joe’s Antiques

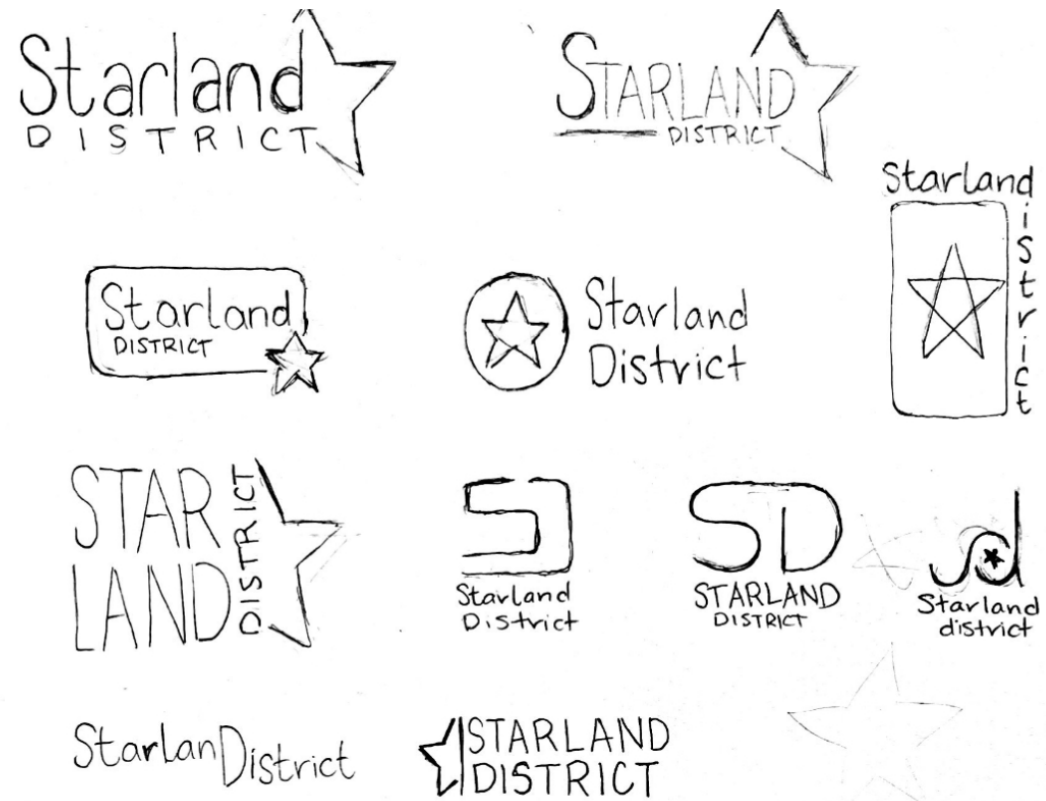
Visit

- Savannah African Art Musuem
- Thomas Square
- Bull Street Library
- Check out artist murals
- Planet 3
- Starland First Fridays
- DeSoto Street Market

Drink

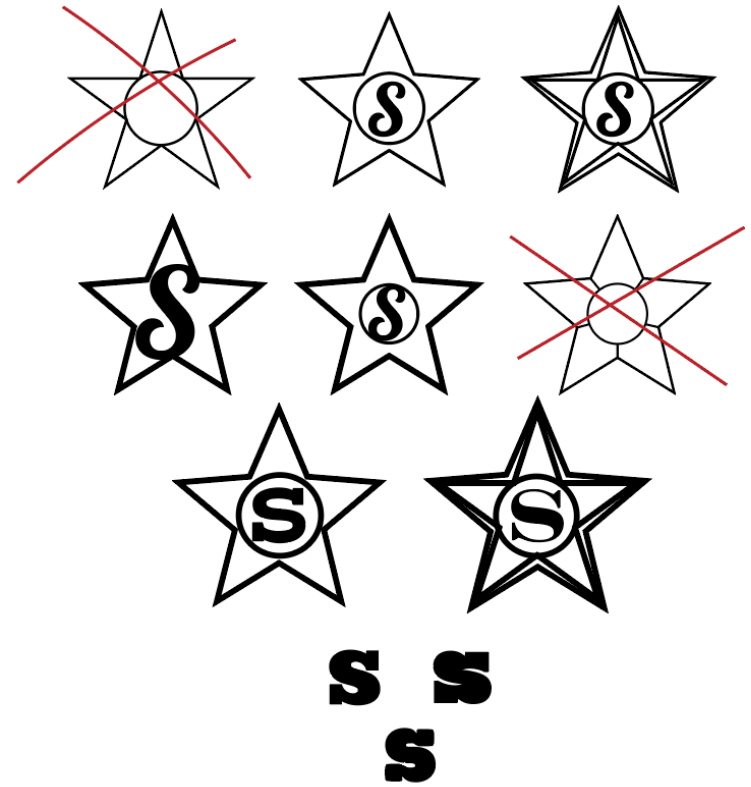
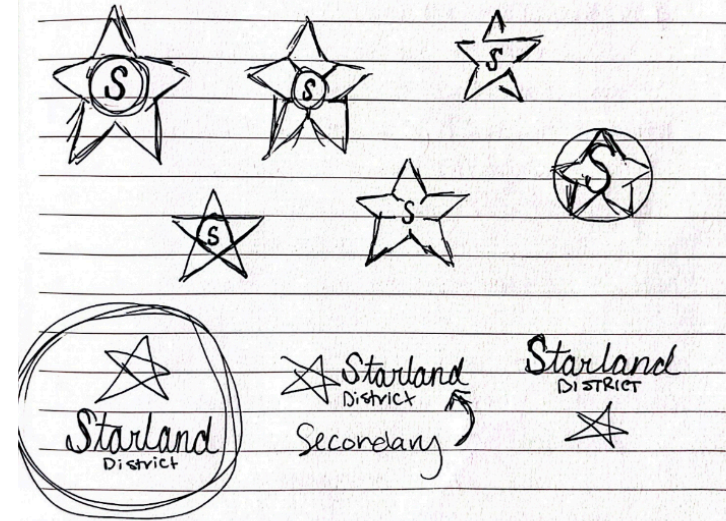
- Superbloom
- Water Witch
- Henny Penny
- Smol Bar
- The Wormhol Music Club and Bar
- Lone Wolf Lounge
- Moodrights

Initial Logo Sketches



Exploring different ways to include a star motif within the logo and wordmark. Also exploring creative ways to make a logo with S and D.

- Bottom left red dotted one
- Take star out of wordmark
- Create a cool star that can stand alone without the name "Starland Yard"
- Play around with sizing and spacing of "District"



Typography Exploration

Starland District

Abril Fatface

Starland District

All Round Gothic

Starland District

Bicyclette

STARLAND DISTRICT

DAZZLE UNICASE

Starland District

Ganache

Starland District

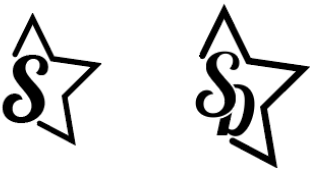
Museo Sans 900

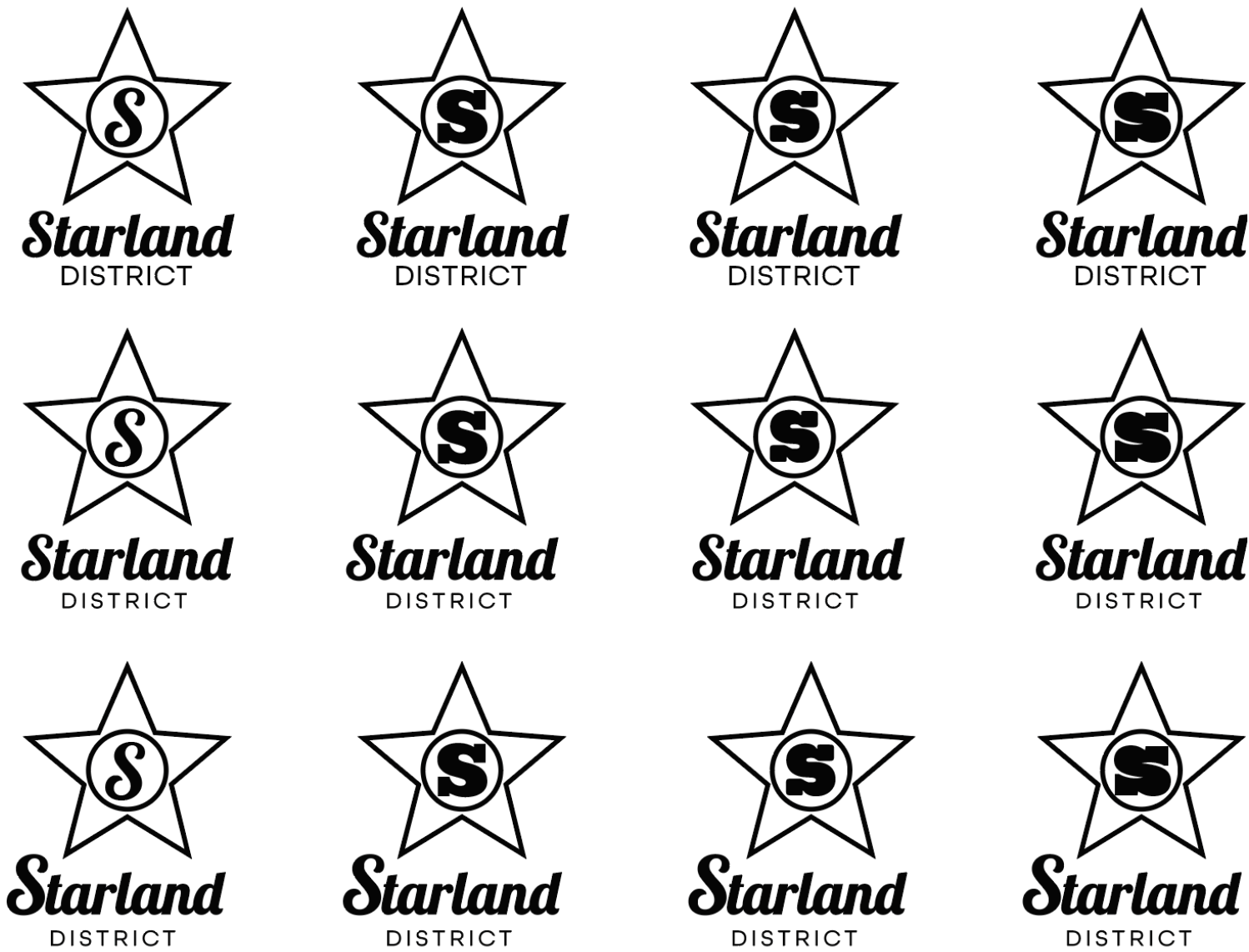
Starland District

Dunbar Tall Bold

Starland District

Mostra Nuova





Color Palette Exploration



Starland District

Chosen Color Palette



Applying color to the logo



Chosen Typefaces

Header

Lobster Regular

The Starland District is the creative hub of the city and easily wins as Savannah's most eclectic neighborhood. It's where you'll find a thriving art scene and a diverse mix of families, students, and creative professionals.

Body

All Round Gothic

The Starland District is the creative hub of the city and easily wins as Savannah's most eclectic neighborhood. It's where you'll Find a thriving art scene and a diverse mix of families, students, and creative professionals

Starland District

Final Logo



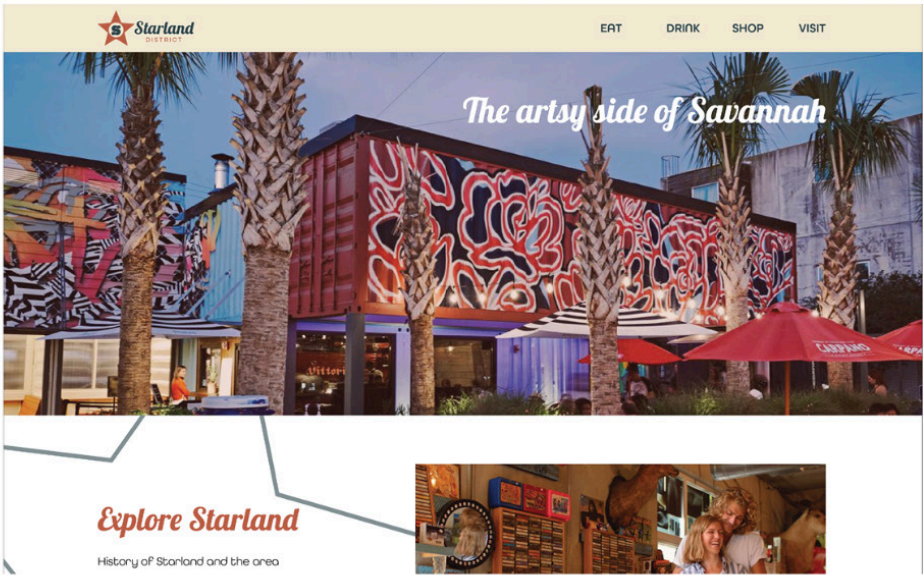
Application Ideas

- Print Components
- Brochure / Pamphlet
 - Map
 - Posters

- Environmental Components
- Painted wooden signs on street corners, color/icon
 - ↳ Redo of existing signs
 - Neon signs / icons on the doors / windows of businesses

- Online/Social Components
- Website
 - Instagram
- Experience Components
- AR/ Interactive Mural
 - Projection Map on the side of a building.

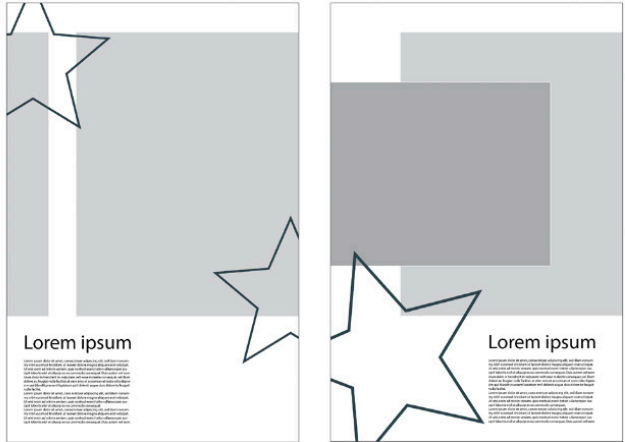
Application WIPs



Possible locations for Neon Signs

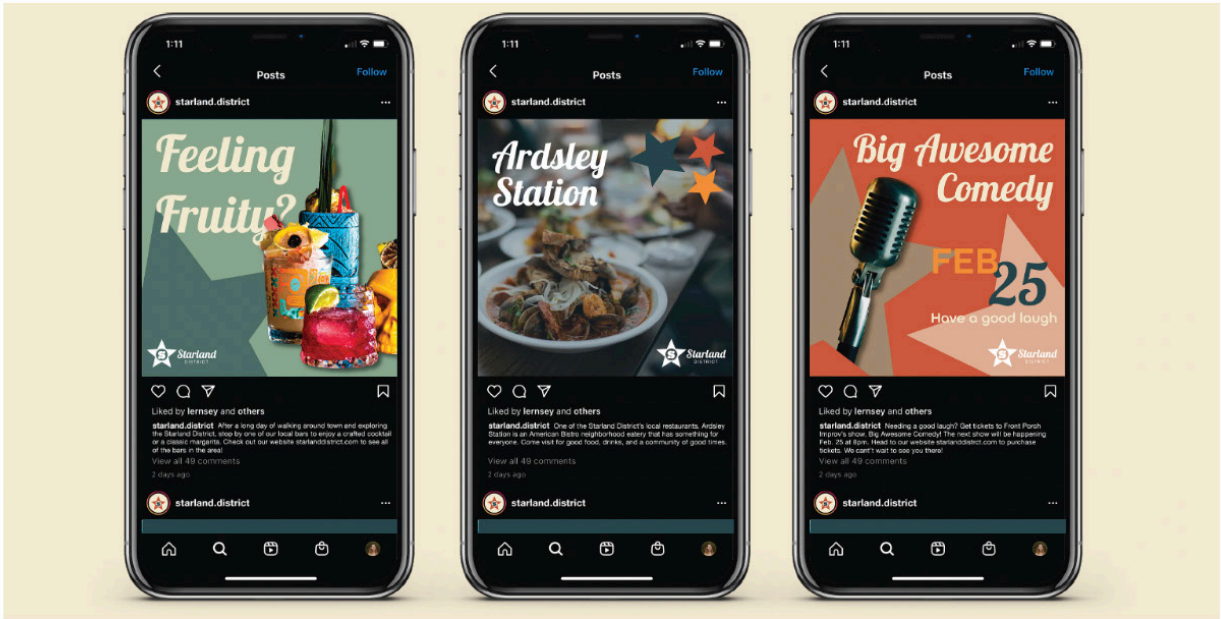


Brochure Rough



Poster Layouts

Final Applications



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