



Seattle Art Book Fair

Launch Event
Visual Identity

The Seattle Art Book Fair is printed media in all its glory.

Founded in 2019, and offset by the COVID-19 pandemic, the Seattle Art Book Fair was initially envisioned to be a free weekend-long festival, celebrating independent publishing, book design, and books-as-art. The first ever in-person event launched in 2023 at Washington Hall.

Since 2022 I've volunteered with SABF; supporting tabling needs at pop-up events, fulfilling back-end task delegation for accessibility measures, delivering high-quality design assets, and co-designing entire brand identities.



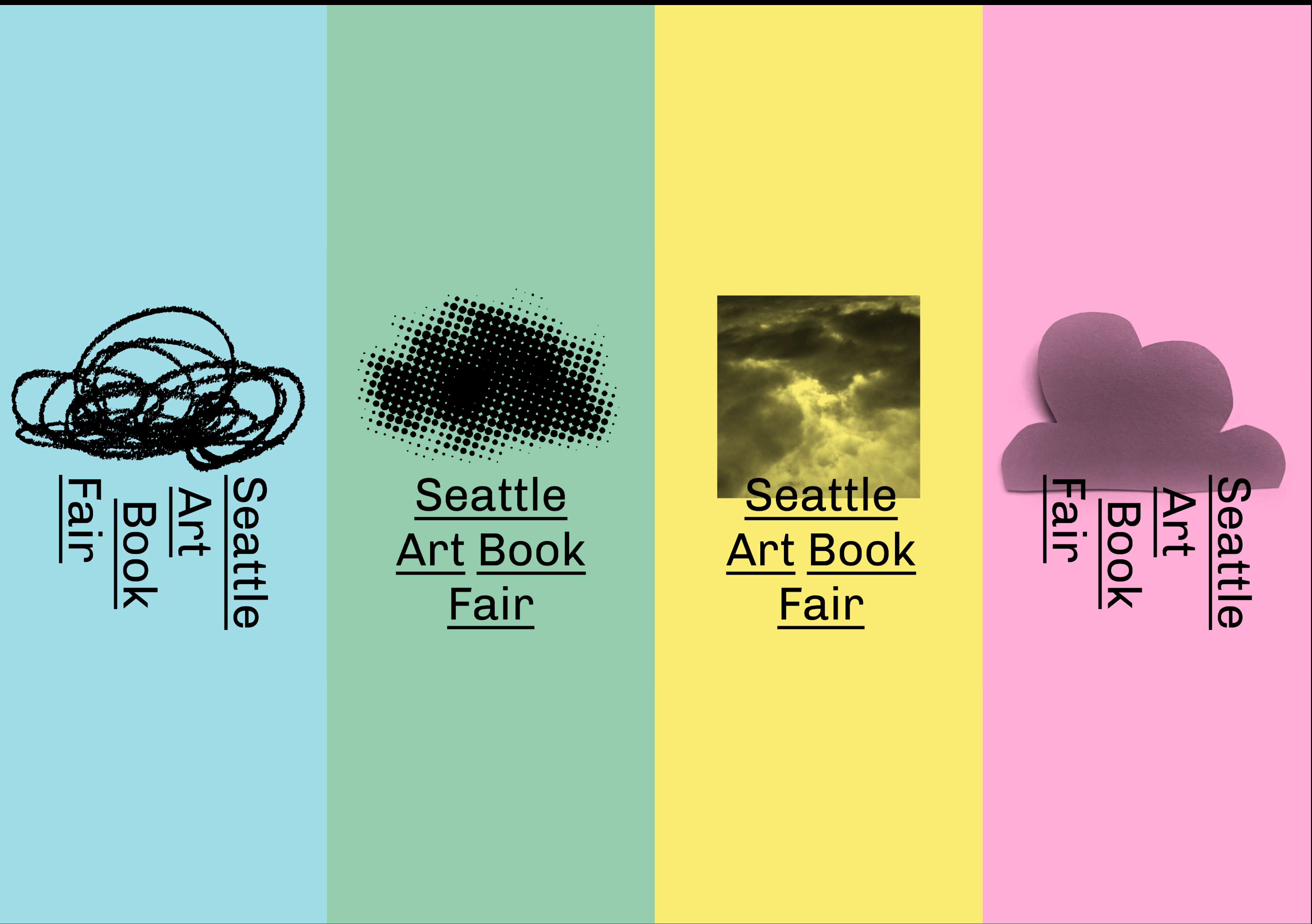
What's an art book, anyway?

Co-founders Tom Eykemans and Jayme Yen wanted to introduce art book fairs to the Seattle public and create a space to benefit the local arts and design communities, but needed to establish a strong visual identity to do so.



The Seattle Art Book Fair is an organization who’s brand reflects its practice; honoring the thoughtful ways books can transform.

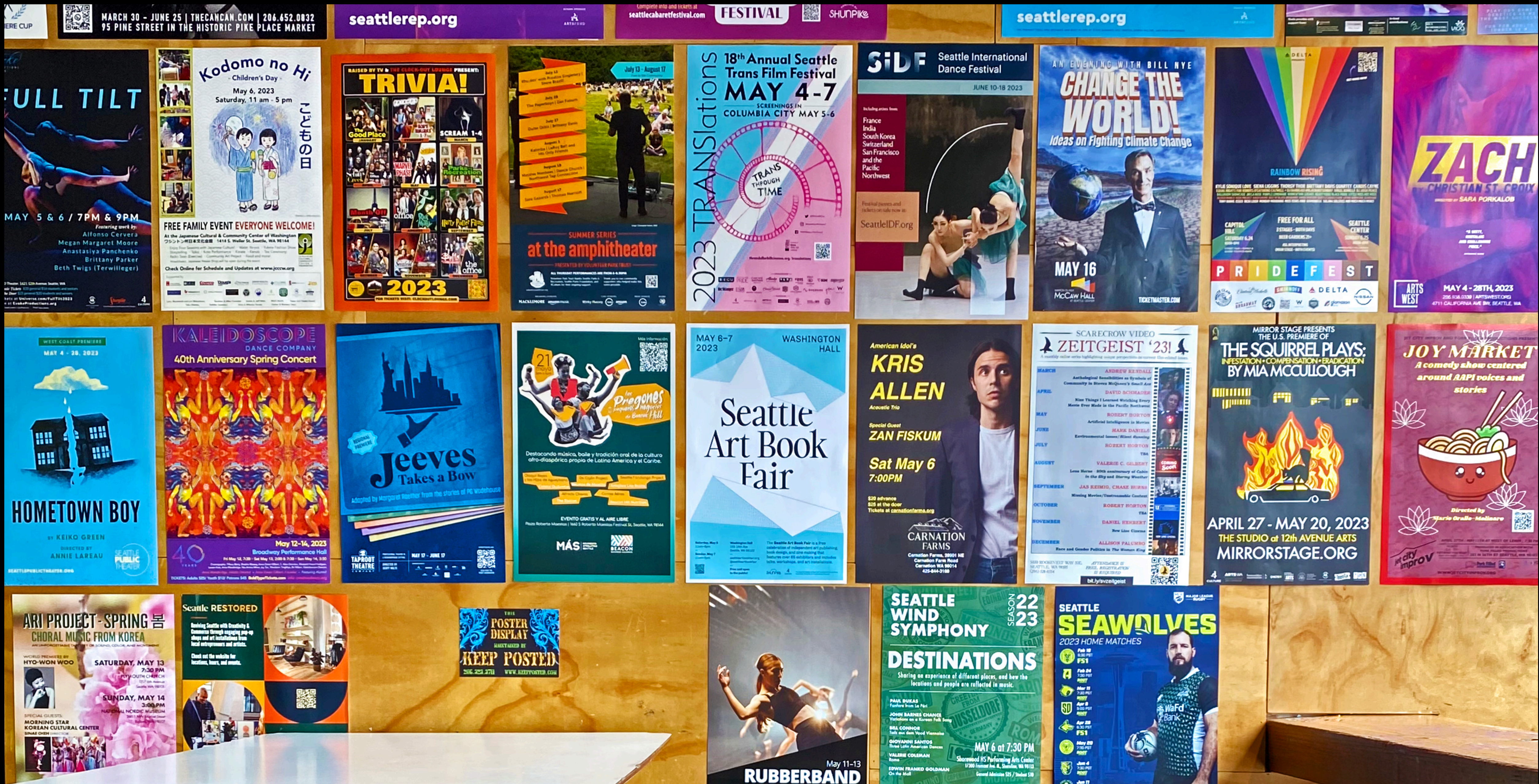
SABF’s original visual brand remarked on books as an artistic practice through handmade cloud graphics representing mediums like linocut, screen-print, and letter-press, to convey the broad category of art book making. Our goal was to retain the spirit of the original visual identity and bring to life something new.





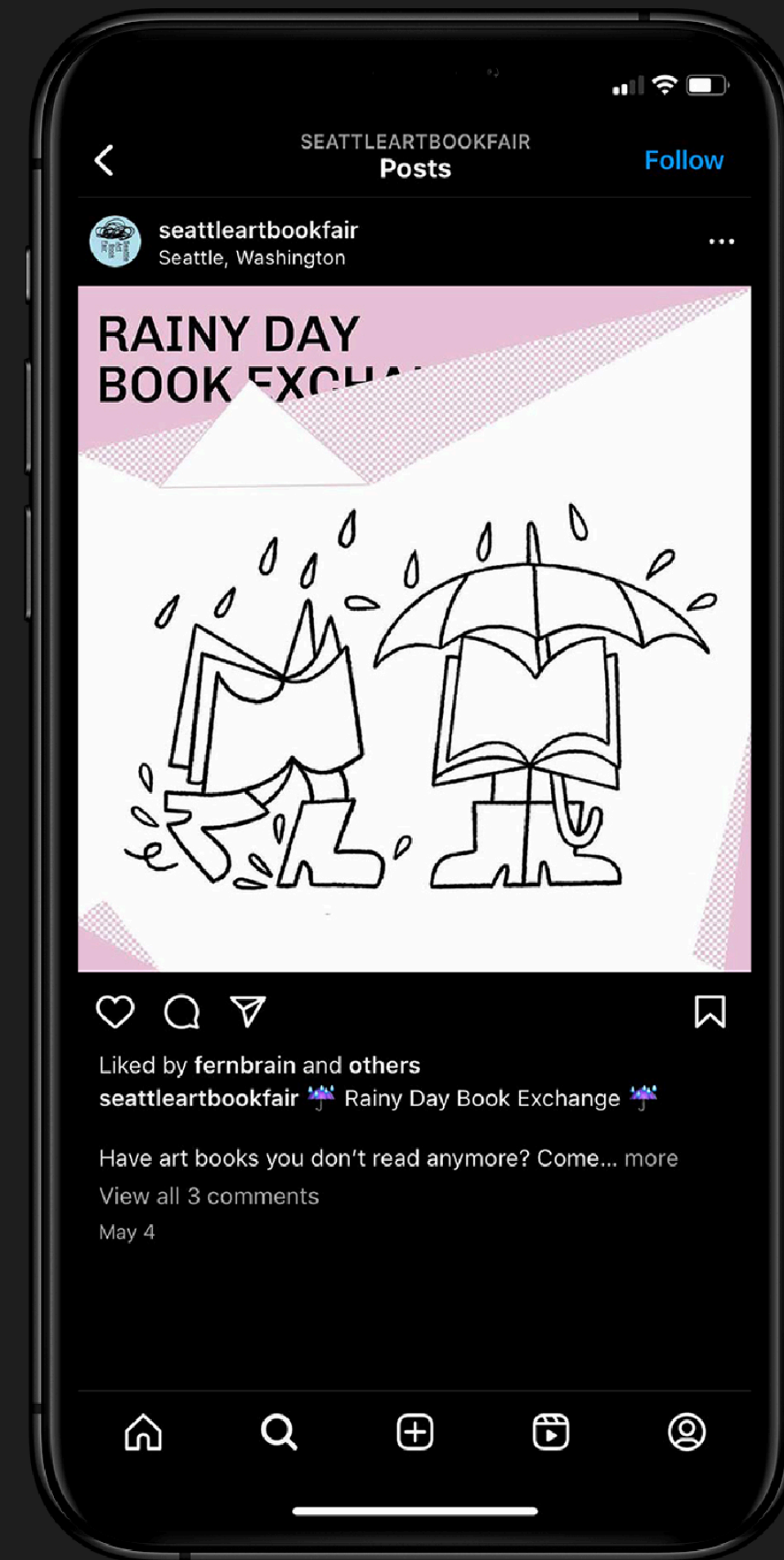
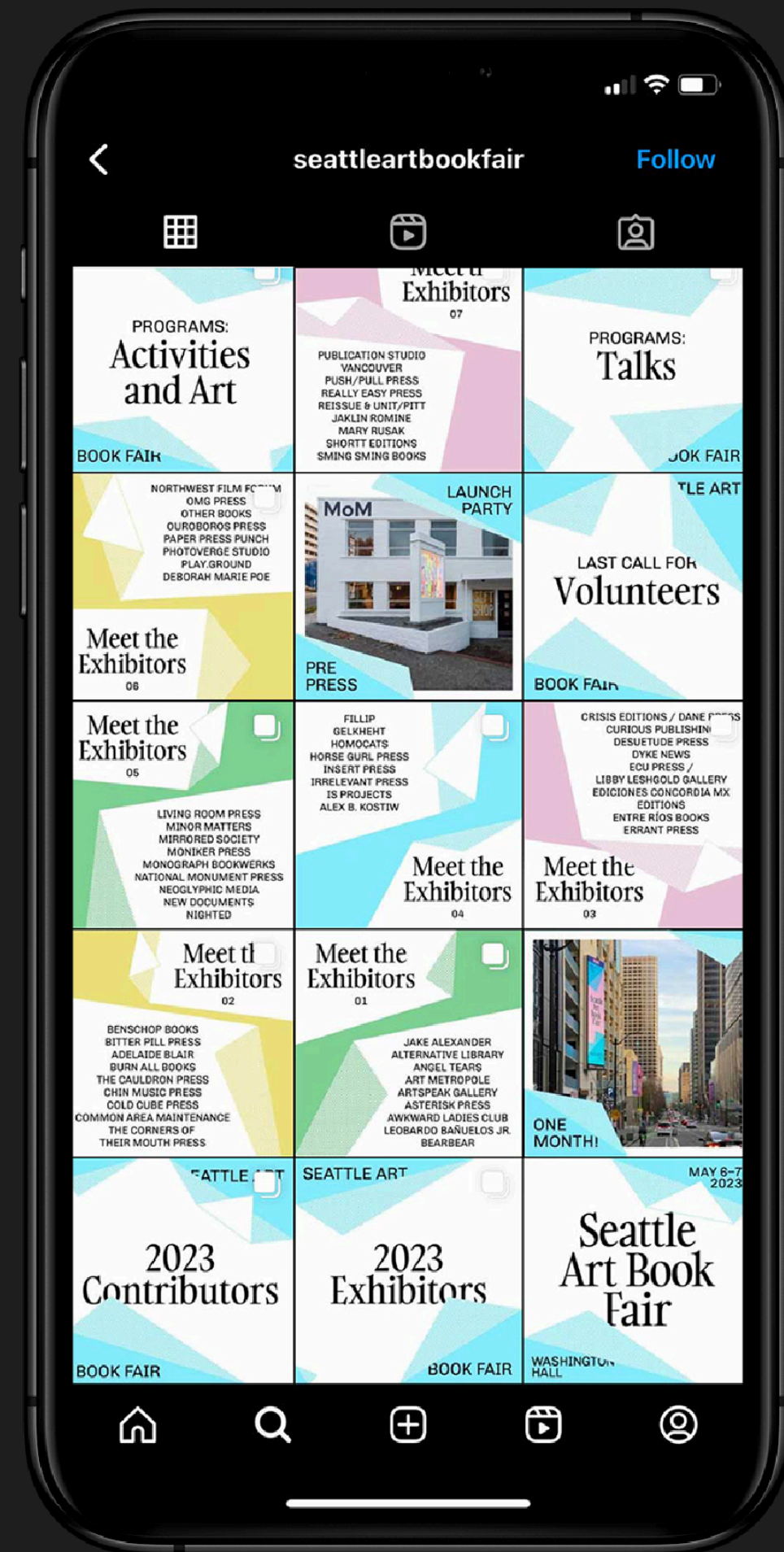
In collaboration with designer Taylor Miles-Hopkins, we intentionally designed a new visual identity that would remark on where SABF started as an organization, and serve reference to the delicate practice and materialities of book-making.

Sharing a deep love for design, the visual identity we created was built based off of a paper logomark I designed, uniquely blending the imperfect and refined qualities of book-making, through paper folds and half-tone print graphics.



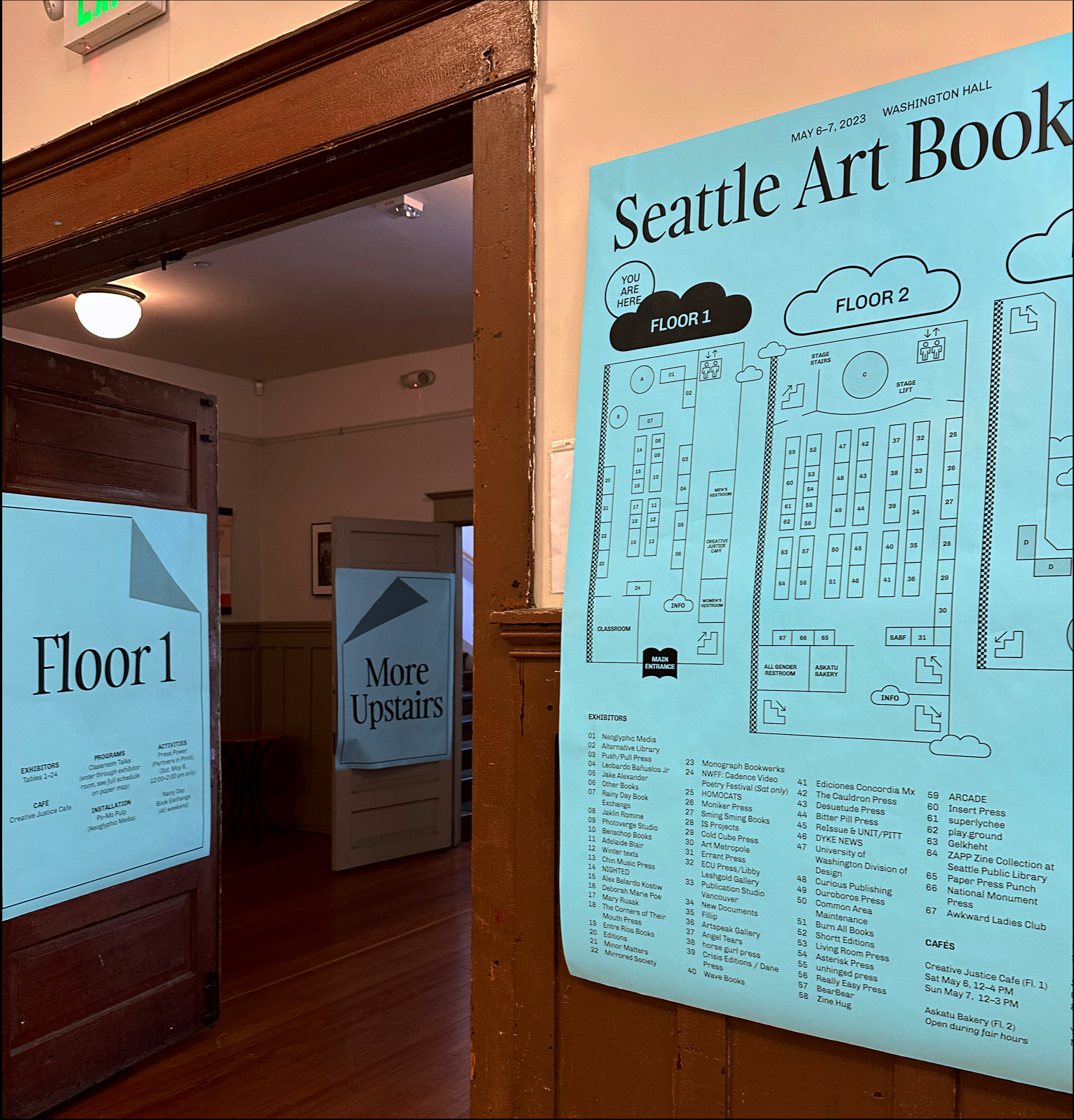


As volunteers leading this project, our efforts came together on our own time—after work at home, and in coffee shops on weekends—developing a suite of assets that translated into event signage, promotional materials, and graphics for social media.





I designed and formatted the event's program with an adaptive map illustrating the floors of the event space, highlighting exhibitor and vendor information, pop-ups, and installations encouraging visitor exploration throughout the weekend.





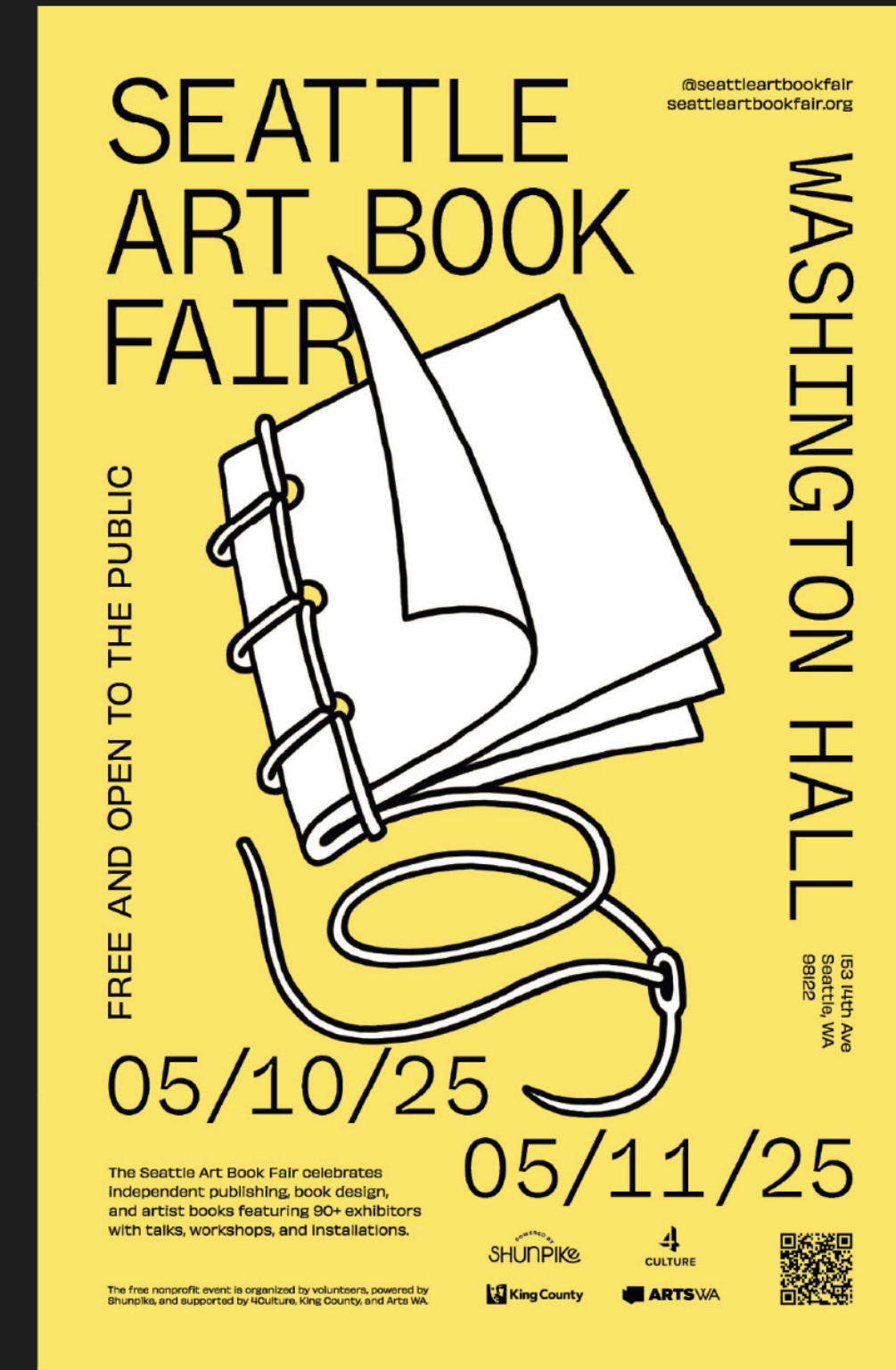
Unveiling
2023



Unfolding
2024



Making
2025



The launch event's identity established a foundation for SABF's visual brand systems for the future, grounding an identity based in book-making with a strong typographic interest corresponding a theme relating to paper as material.

In just 3 years, through volunteer efforts alone, the Seattle Art Book Fair has grown into a highly anticipated annual event, resulting in an increase of 128% attendance since 2023—meeting the attendee capacity of Washington Hall in 2025.





Bringing book lovers and makers together to foster the creative community in the Pacific Northwest.

Between volunteers, exhibitors, and attendees, the Seattle Art Book Fair has fortified a place of community for creatives across various disciplines, establishing itself as a festival among other book fairs nationwide.