

NW

YRK,

MNHTTN

10003

CHINA TOWN

BRAND GUIDELINES

FALL

2022

ALLEN – BAXTER – BAYARD – BOWERY – BROOME – CANAL – CATHERINE – CENTRE MARKET PL – CHATHAM SQ – CHRYSSTIE – CROSBY – DELANCEY
DIVISION – DOYERS – E BROADWAY – ELDRIDGE – ELIZABETH – ESSEX – GRAND – HESTER – KENMARE – LAFAYETTE – LUDLOW – MADISON – MOSCO
MOTT – MULBERRY – ORCHARD – PELL – PRINCE – RIVINGTON – SPRING – STANTON



EXPERIENCE CHINATOWN BRAND GUIDELINES

1.0 BRAND STRATEGY

- 1.1 HISTORY
- 1.2 STATEMENT
- 1.3 DIMES SQUARE
- 1.4 MISSION
- 1.5 PRACTICES
- 1.6 VALUES

2.0 GRAPHIC ELEMENTS

- 2.1 MARK
- 2.2 LOGO
- 2.3 LOGO + COLOR
- 2.4 COLOR
- 2.5 COLOR INSPIRATION
- 2.6 TYPEFACE
- 2.7 TYPE STYLE + GRID
- 2.8A :)
- 2.8 ICONS
- 2.9 MASCOT

3.0 TOUCH POINTS

- 3.1 USER FLOW
- 3.2 NAVIGATION APP
- 3.3 STICKERS
- 3.4 POSTERS
- 3.5 ANIMATIONS
- 3.6 CONFETTI

1.0 BRAND STRATEGY

NW YRK, MANHATTN, 10013

- 1.1 HISTORY
- 1.2 STATEMENT
- 1.3 DIMES SQUARE
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- 1.6 VALUES



HISTORY OF CHINATOWN

THE CHINATOWN NEIGHBORHOOD WAS FORMED FROM THE MID-19TH TO THE EARLY 20TH CENTURY, A DYNAMIC PERIOD IN AMERICAN HISTORY WHEN WAVES OF IMMIGRANTS FROM ALL CORNERS OF THE WORLD CAME TO NEW YORK SEEKING OPPORTUNITY. IMMIGRATION TO NYC FAR OUTWEIGHED THAT IN ANY OTHER CITY IN THE UNITED STATES AND NEW YORK CITY'S CHINATOWN EVENTUALLY BECAME THE LARGEST CHINATOWN IN THE U.S.

NW BY-PRODUCT OF YRK, RACISM, SOURCE OF COMMUNITY, & MNHTTN PLACE TO 10003 PRESERVE.

EXPERIENCE CHINATOWN AUTHENTICALLY

ALLEN – BAXTER – BAYARD – BOWERY – BROOME – CANAL – CATHERINE – CENTRE MARKET PL – CHATHAM SQ – CHRYSTIE – CROSBY – DELANCEY – DIVISION – DOYERS
– E BROADWAY – ELDRIDGE – ELIZABETH – ESSEX – GRAND – HESTER – KENMARE – LAFAYETTE – LUDLOW – MADISON – MOSCO – MOTT – MULBERRY – ORCHARD
– PELL – PRINCE – RIVINGTON – SPRING – STANTON

DIMES SQUARE AS A DRIVING FORCE OF GENTRIFICATION

EXPERIENCE CHINATOWN AIMS TO PROVIDE AN ONLINE TO REAL LIFE EXPERIENCE FOR PEOPLE TO ENJOY CHINATOWN SUPPORT AND THE BUSINESSES WITHIN THE NEIGHBORHOOD.

ALL THE WHILE INFORMING PEOPLE ABOUT THE HISTORY OF EACH SHOP THEY VISIT, PROVIDING RECOMMENDATIONS, AND OTHER PLACES TO VISIT. CHINATOWN CURRENTLY FACES GENTRIFICATION WITH INCREASING RENT.

DIMES SQUARE IS A DRIVING FORCE OF GENTRIFICATION. WITHOUT THE CONSIDERATION OF LOCALS, DIME SQUARE CONTINUES TO EXPAND FOR A WEALTHIER, YOUNGER, AND OFTEN WHITE CROWD.

EXPERIENCE CHINATOWN HOPES TO INFORM DIME SQUARE GOERS TO BE MORE CRITICAL OF WHAT THEY CONSUME AND SUPPORT LOCAL SPOTS IN THE AREA.

EXPERIENCE CHINATOWN'S MISSION:

**TO PROVIDE A SET OF PRACTICES FOR
THE GENERAL PUBLIC TO FOLLOW.**

01. 02. 03. 04. 05.

- 01. BE OPEN-MINDED.**
- 02. BE CURIOUS.**
- 03. BE RESPECTFUL OF THE SPACE.**
- 04. ENGAGE WITH THE COMMUNITY.**
- 05. SUPPORT SMALL BUSINESSES.**

ENGAGE WITH CHINATOWN WITH RESPECT,
CURIOSITY, AND ABOVE ALL AN OPEN MIND.

BRAND VALUES

SUPPORT

SUPPORT IS WHAT EXPERIENCE CHINATOWN WANTS TO DO FOR THE COMMUNITY, THROUGH THIS AUGMENTED REALITY EXPERIENCE, WE AIM TO SUPPORT THE FINANCIAL ASPECTS OF CHINATOWN AS WELL AS CULTURAL ONES. BEHAVIOR IS AN IMPORTANT ASPECT OF SUPPORT, WE HOPE TO ENGAGE VIEWERS TO EMBRACE CHINATOWN FOR WHAT IT IS.

EQUITY

WITH PLACES LIKE DIMES SQUARE, CHINATOWN SHOPS AND RESTAURANTS ARE FALLING BEHIND FROM THE CURVE. THESE PLACES CATER TO A RICHER DEMOGRAPHIC WITHOUT CONSIDERATION FOR THE COMMUNITY. WE HOPE TO DIVERT THAT DEMOGRAPHIC TO CHINATOWN SHOPS INSTEAD.

EDUCATION

THE PEOPLE WHO DO NOT HAVE CLOSE RELATIONSHIPS OR KNOW THE CULTURE OF CHINATOWN, WE WILL PROVIDE AN INSIGHTFUL INTERACTION WITH THE COMMUNITY FOR THEM TO EXPERIENCE. CULTURE IS IMPORTANT TO LEARN BUT BEFORE THAT IT IS IMPORTANT TO LEARN HOW TO.

COMMUNITY

COMMUNITY IS THE PRIORITY FOR EXPERIENCE CHINATOWN. THIS BRAND AIMS TO SUPPORT THE COMMUNITY BY SPREADING AWARENESS OF THEIR BUSINESSES, PROVIDE AN ONLINE PRESENCE, AND GIVE A FUN EXPERIENCE FOR TOURISTS TO INTERACT AND LEARN ABOUT CHINATOWN'S SHOPS IN AN AUTHENTIC WAY.

- 1.
- 2.
- 3.
- 4.

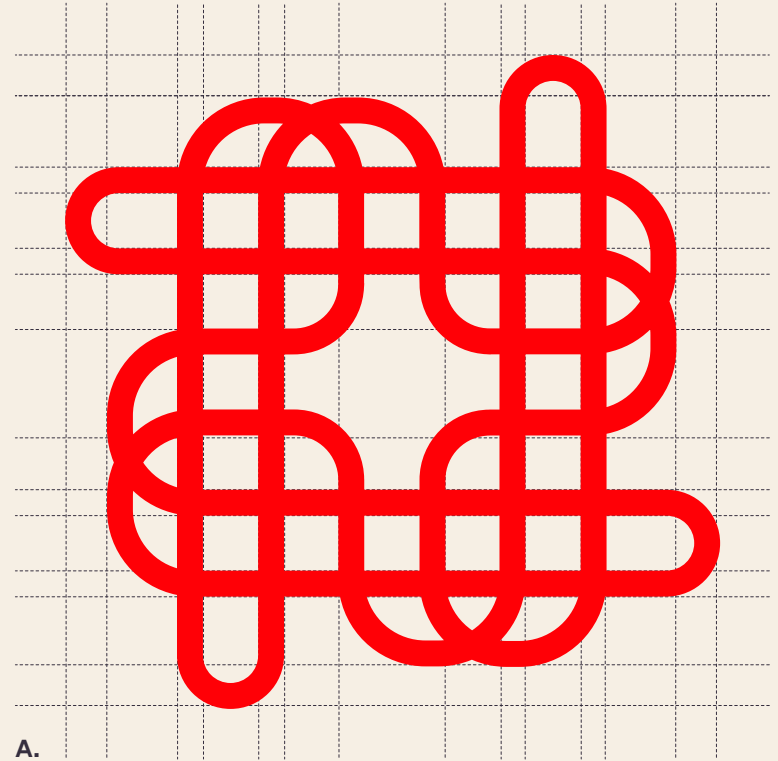
2.0 GRAPHIC ELEMENTS

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NEW YORK, MANHATTAN 10003

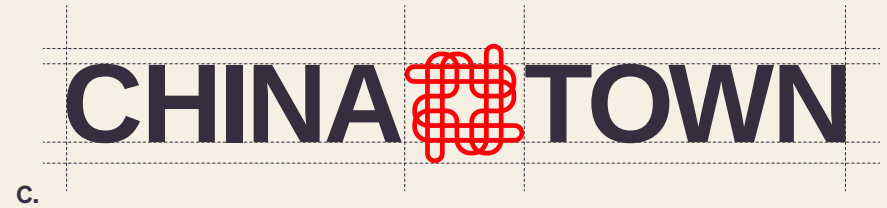


LUCKY KNOT



A. MARK

INSPIRED BY THE STEPS OF HOW TO MAKE A LUCKY KNOT, THIS LOGO CAME ABOUT. IT IS THE LAST STEP BEFORE TYING THE KNOT TOGETHER. SIGNIFYING UNITY THAT WILL COME.



B. VERTICAL LOGO

USE MARK FOR WIDER DESIGNS. LEAVE EQUAL SPACE BETWEEN MARK, TYPE, AND BETWEEN TYPE.

C. HORIZONTAL LOGO

USE MARK FOR SHORTER DESIGNS. LEAVE EQUAL SPACE BETWEEN MARK, TYPE, AND BETWEEN TYPE.

LOGO + COLORS



KEEP A SOLID BACKGROUND.

WHEN USING ALL THREE COLORS, MAKE SURE IT IS IN THIS ORDER.

BEIGE BACKGROUND, BLACK TEXT, RED MARK.

RED BACKGROUND, BEIGE TEXT, BLACK MARK.

WHEN USING TWO COLORS MAKE SURE TO USE CONTRASTING COLORS.



磨腸粉 手工河粉
NOODLE CORP. 粉粉面 Tel:646-233-6311

**STREET
BLACK**

332E3C

C 74 R 51
M 74 B 46
Y 50 G 60
K 52

**CHINTWN
RED**

ED1C24

C 0 R 237
M 100 B 28
Y 100 G 36
K 0

**STONE
BEIGE**

ECE2D0

C 6 R 236
M 10 B 224
Y 20 G 204
K 0

A SIMPLE THREE COLOR WAY FOR THE BRAND
IDENTITY FOR EXPERIENCE CHINATOWN. SUBTLE
BUT BRIGHT FOR THOSE WHO OBSERVE.

PRIMARY TYPEFACE

LIBERATION SANS REGULAR

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LIBERATION SANS BOLD

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LIBERATION SANS

LIBERATION IS THE COLLECTIVE NAME OF FOUR TRUETYPE FONT FAMILIES: LIBERATION SANS, LIBERATION SANS NARROW, LIBERATION SERIF, AND LIBERATION MONO. THESE FONTS ARE METRICALLY COMPATIBLE WITH THE MOST POPULAR FONTS ON THE MICROSOFT WINDOWS OPERATING SYSTEM.

STRETCHED TYPE + ALL CAPS + GRID

NORTH'S DUMPLING
CHINESE NEW YEAR

EXAMPLES:

HELLO CHINATOWN
BUY YOUR FOOD AT:

MADE TO MIMIC SIGNAGE'S IN CHINATOWN.
STRETCH THE TYPE TO FIT WITHIN THE
PROVIDED GRID. ONLY DO WITH TITLES.

USE ALL CAPS WHEN
DESIGNING.

THE GRID IS SQUARE-LIKE.
THE NUMBER OF ROWS WILL
EQUAL THE NUMBER OF
INCHES THE WIDTH OF THE
MEDIA IS.

THE NUMBER OF COLUMNS
WILL EQUAL THE NUMBER OF
INCHES THE LENGTH OF THE
MEDIA IS.

ALL GUTTERS AND MARGINS
WILL BE 15PX.



ICONS



DUMPLINGS



GROCERY (PEPPER)



FRUIT CART



BAKERY (BAO)



PLANT SHOP



TAILOR (NEEDLE + THREAD)



HERBAL SHOP (TEA)



RESTAURANTS

ICONS MADE FROM PARTS OF LOGO. EACH ICON REPRESENTS A DIFFERENT ASPECT OF THE SHOPS IN CHINATOWN.

ICONS ARE MADE FROM PARTS OF EXPERIENCE CHINATOWN'S MARK TO KEEP A COHESIVE DESIGN LANGUAGE.

MASCOT



THE NEW YORK ATTITUDE:
A SILLY LITTLE GUY
WITH STAR-LIKE QUALITIES

MOTTY THE MONKEY

TONE: FIRM BUT FRIENDLY IS MOTTY'S TONE. NO ONE LIKES BEING TOLD WHAT TO DO, BUT SOMETHINGS HAVE TO BE SAID TO INFORM.

MOTTY THE MONKEY IS EXPERIENCE CHINATOWN'S MASCOT. HE IS USED A DEVICE TO ENLIST INSTRUCTIONS.

ILLUSTRATIONS

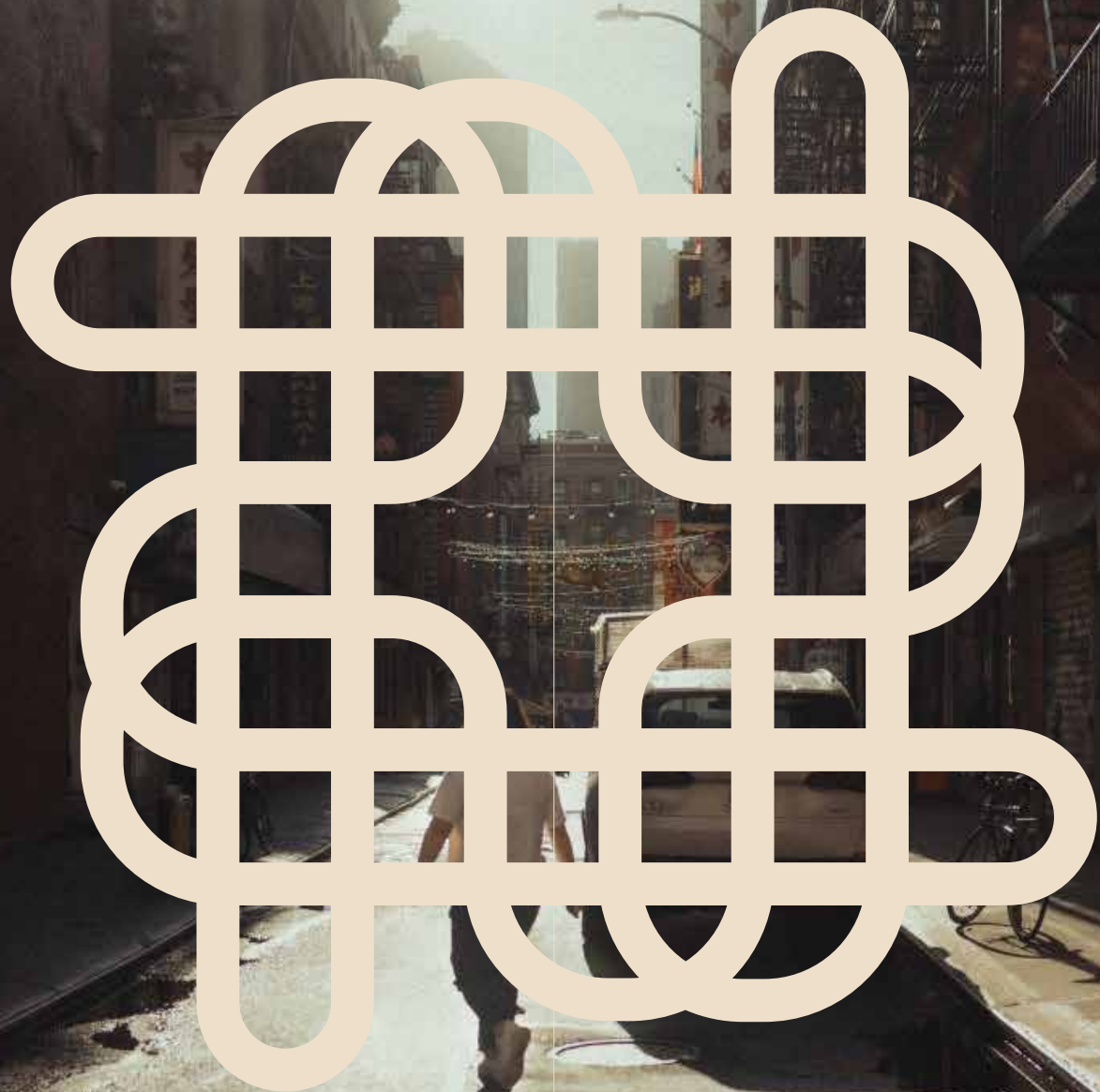
MOTTY CAN DO IT ALL! WHEN USING HIM, HAVE HIM INTERACT WITH THE OBJECTS AROUND HIM TO HAVE FUN.

WHILE INTERACTING, PLACE A ONOMATOPOEIA RIGHT NEXT TO HIS ACTIONS.

3.0 TOUCH POINTS

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- 3.3 STICKERS
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- 3.6 CONFETTI
- 3.7 THANK YOU



EXPERIENCE CHINATOWN THROUGH THE APP:

1. SCAN

2. INFORM

3. CHOOSE

4. EXPERIENCE





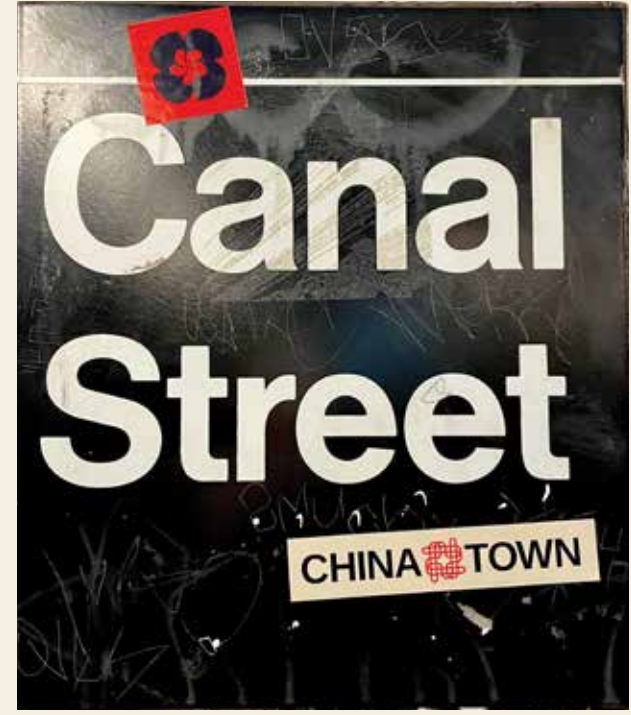
1. SCAN

2. INFORM

3. CHOOSE

4. EXPERIENCE

STICKERS



STICK STICKERS ALL OVER CHINATOWN AND BEYOND.

NEW YORK MINI

COME SUPPORT!

35TH ANNUAL

07.16 - 07.17

9MAN TOURNAMENT

NW YORK, CHINA TOWN, MNHTTN 10003

MAJORITY OF THE
SEWARD PARK
COMPUTER ART BY
LILIAN D. WALSH
COMPUTER ART BY
HENRY M. JACKSON

WOMEN'S TEAMS
MENS TEAMS
SCHEDULE
SPONSORS

SPONSORED BY: LUNAR DRINK - BRUCE CO. TT - YERBA MATTE - MUSHI - ALOE VINE CO. - SASS - AMOY

POSTERS



TYPE FOCUSED-POSTERS
WITH AN ILLUSTRATION WHERE
MOTTY THE MONKEY
DEMONSTRATS MOVEMENT
THROUGH OUT.

ALLEN - BAXTER - BAYARD - BOWERY - BROOME - CA
DORRISON - DOVARS - E BRIDGEWAY - E BRIDGE - ELDER
MOTT - MULBERRY - ORCHARD

MADISON - CENTRE MARKET PL. - CHATHAM SQ. - CHRYSLER - CROSBY - DELANCEY
SHEX - GRAND - HESTER - KENNAMORE - LAPAVETTE - LUDLOW - MADISON - MOSC
BELL - PRINCE - RIVINGTON - SPRING - STAMTON

YEAR OF THE RABBIT

RAT, OX, TIGER,

20
23

LAMB, SNAKE, HORSE, GOAT, MONK
ROOSTER, DOG & PIG

CHINESE NEW YEAR

LET'S CELEBRATE!

NYC

CHINA TOWN

MN, CTN

10003

EVENTS

BLVD. JAN 23TH

25TH NEW YEAR FIRECRACKER
CEREMONY & CULTURAL FESTIVAL
SARA D. ROOSEVELT PARK @ GRAND STREET

11:00AM - 3:00PM

ANNUAL PARADE ROUTE:

- A. BEGINS AT MOTT & CANAL TO CHATHAM SQUARE
- B. TO EAST BROADWAY TOWARDS THE MANHATTAN BRIDGE.
- C. COMPLETED ON ELDRIDGE AND FORSYTH STREETS TOWARDS GRAND STREET NEXT TO SARA D. ROOSEVELT.

11:00AM - 3:00PM

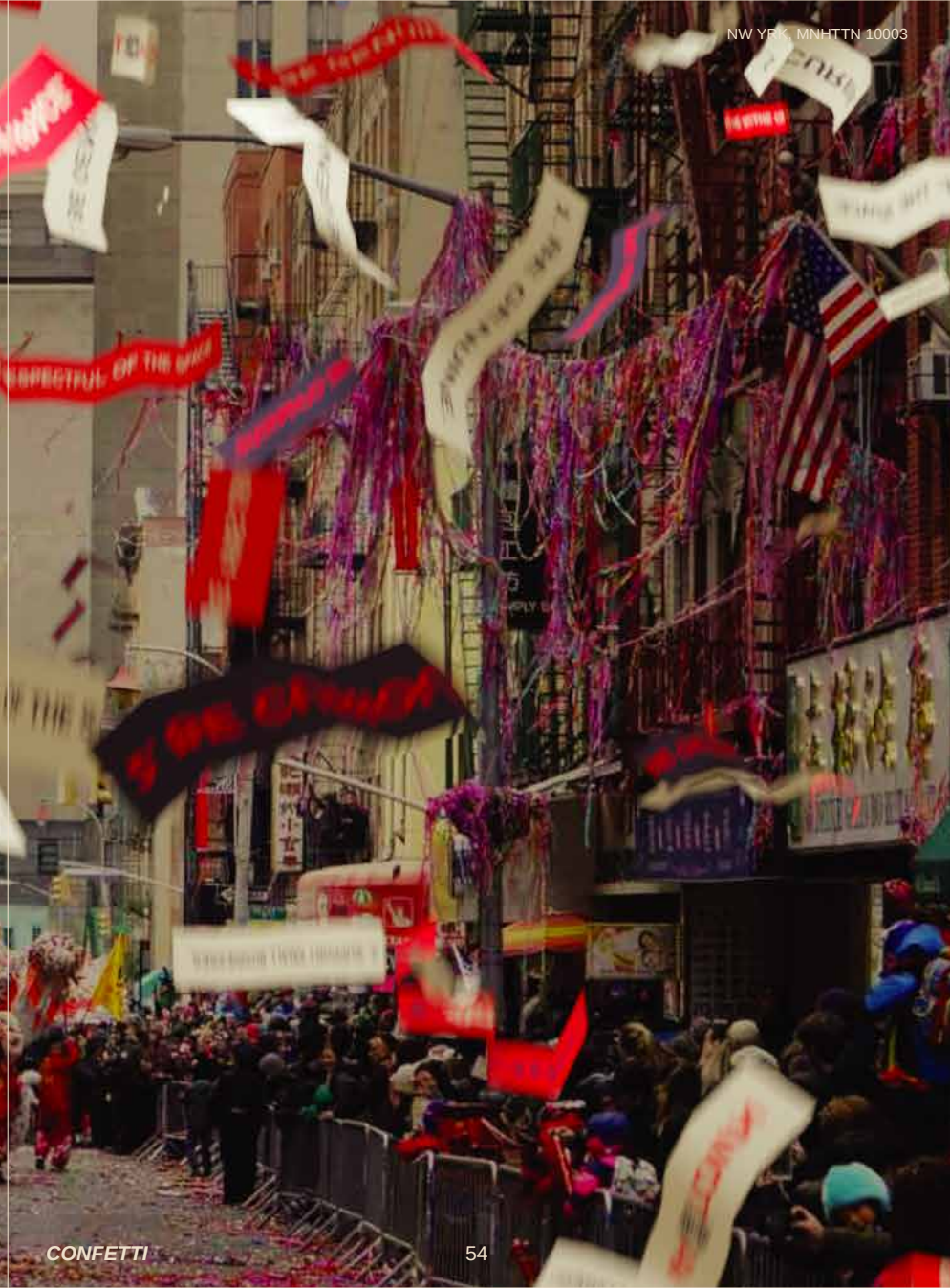


ANIMATIONS



ANIMATIONS SHOULD BE MADE FOR PROMOTING EVENTS AND PRACTICES FOR PEOPLE TO ENJOY AND EXPERIENCE.

HAVING TYPE OVERLAYED ON THE ANIMATION MAKES THE MESSAGE STRONGER.



CHINA TOWN