

AIGA Los Angeles

Event Branding & Materials

Crafting an identity for a Los Angeles independent marketplace event and a new generation of designers.

About AIGA Los Angeles

The local chapter of the graphic design association, AIGA, needed a brand identity and promotional campaign for their one-day, handmade marketplace that funds design scholarships, called Craftivism. Understanding the artistic nature of the vendors and designer attendees alike, we took influences from the local, energetic markets of downtown LA and utilized creative freedom. The resulting look was applied to printed collateral, event signage and tote bags. The proceeds from tickets and branded items were donated to the AIGA Los Angeles Scholarship Fund.



SANTEE VILLAGE:

Block-long landscaped courtyard surrounded by restored buildings is the ideal setting for Craftivism. Nestled in the heart of downtown LA's vibrant fashion Santee Village offers live/work loft homes for those who live on high-energy urban lifestyles. With dramatic vista views of downtown LA, Santee Village is a perfect setting for a one-day marketplace.