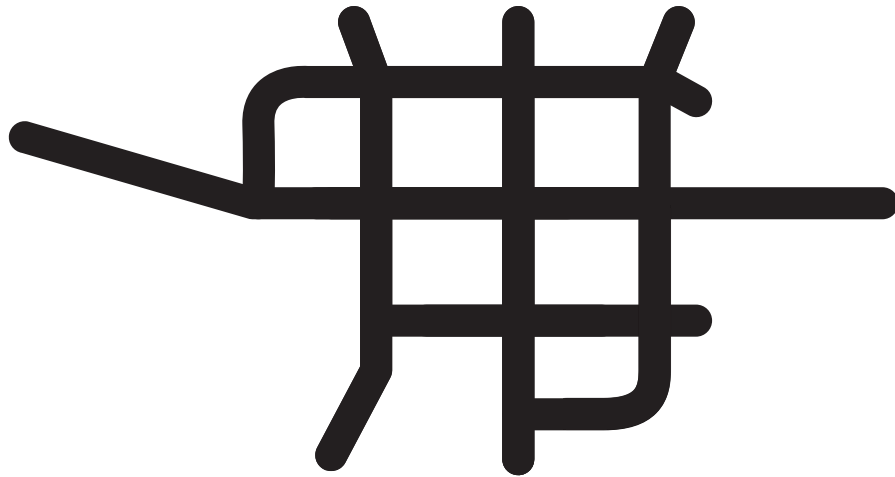


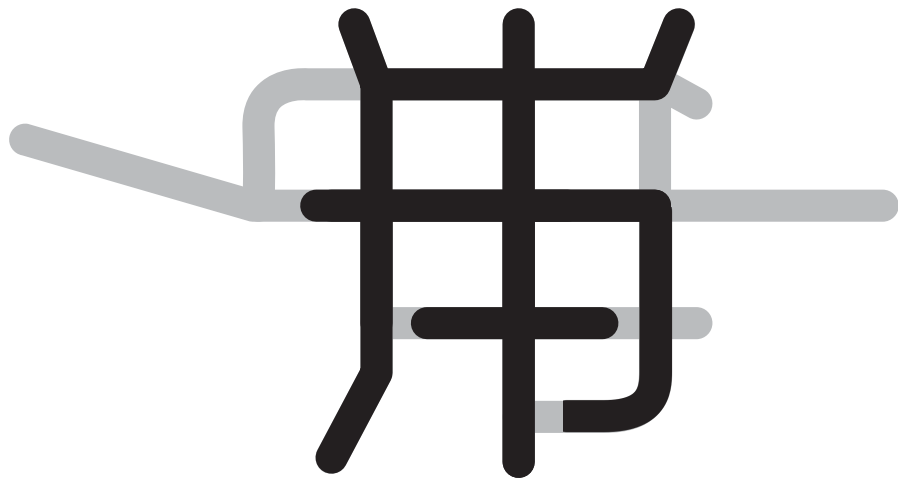
“So like- what’s the meaning behind your logo?”



OLD TOWN FAIRFAX

A STORY ABOUT A LOGO

Not long ago, the people of Old Town Fairfax wanted to organize an event in celebration of Asian Culture, which would promote local businesses, advocate diversity, and support the AAPI movement.



In order to promote this event, the people needed a brand voice, a mark that would not only resonate with the Asian community, but also carry meaning for the people of Old Town Fairfax.



Though it didn't take long before they realized they needn't
look far for inspiration...



As serendipity would have it- a symbol had been there all along.
Embedded in their very streets, hidden in plain site, right in the
heart of their own town.



Now the people of Old Town Fairfax had a mark for the Asian Festival that was uniquely their own, rich with meaning, and forged from the very place they call home.



**asian
festival**

on **main**



DRESIE

**AFM
LOGO – SELECT**

CLIENT: OLD TOWN FAIRFAX

AFM CHARACTERS
FORMED FROM FAIRFAX MAP