

# Lake Harriet Winter Kite Festival Identity System



by Ngan Huynh  
December 15, 2022



# Goals and Objectives

- To learn about integrated design and systems thinking as it relates to a multi-faceted project.
- To design a kinetic yet cohesive identity with clear visual hierarchies.
- To emphasis and reinforce observational, analytical, and critical skills to support all conceptual and formal decisions.

## Current Branding

- colorful
- family-friendly
- don't have memorable effect
- don't have a solid identity

## Targeted Audience

- family and kids

## Attributes

- colorful shapes!
- all-ages
- public friendly
- welcoming
- simple, straight to the point
- cold tone with blast of colors

## Slogan

- Kite on Ice
- Fly by your Side
- Rise and Shine
- Fly on Ice



The poster features a green and blue background with stylized clouds and several colorful kites (red, blue, purple, yellow, green, and dark blue) flying. The text is bold and clear, with the event name in the largest font. A 'new!' badge is placed near the bottom left. The bottom section is a black bar with white text listing activities. Logos for sponsors are at the bottom.

Minneapolis Park & Recreation Board  
MPRB IS 100% TOBACCO FREE

20TH annual  
**LAKE HARRIET KITE FESTIVAL**  
SATURDAY JANUARY 22 // noon -4 PM

**new!** A shuttle will be provided to Lake Harriet from the Executive Building parking lot on the West side of Bde Maka Ska from 11 am to 5 pm: 3033 Excelsior Blvd, Minneapolis

**LARGE KITES // BRING OR BUY YOUR OWN KITE // BONFIRES // ICE FISHING S'MORES // LOCAL FOOD TRUCKS // HEATED TENT // FAT BIKE RIDING**

Visit [minneapolisparcs.org](http://minneapolisparcs.org) for more information





# Types

Lake Harriet's  
**FLY  
ON  
ICE**

Futura | **MANITO LP STD**

**20TH  
WINTER  
KITE  
FESTIVAL**

**MANITO LP STD**

Come to celebrate the 20th annual Kite Festival at Lake Harriet on Saturday, January 28, 2023 from 12 p.m. to 4 p.m.

A Shuttle will be provided to Lake Harriet from the Executive Building parking lot on the West side of Bde Maka Ska: 3033 Excelsior Blvd, Minneapolis, MN 55416.

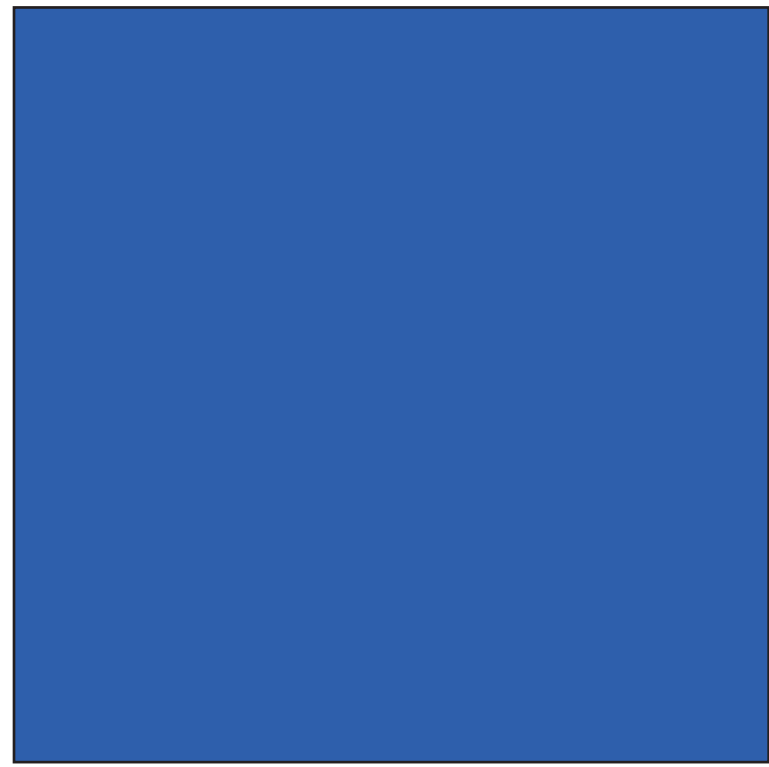
PLEASE NOTE: There will be no parking on either side of Linden Hills Blvd from W 43rd Street to W 40th Street on event day (January 28). Please plan accordingly and use the shuttle from the Calhoun Executive Center.

Bring or buy your own kites! There will be winter activities like bonfires, ice fishing, s'mores, local food trucks, heated tents, fat bike riding, and many more!

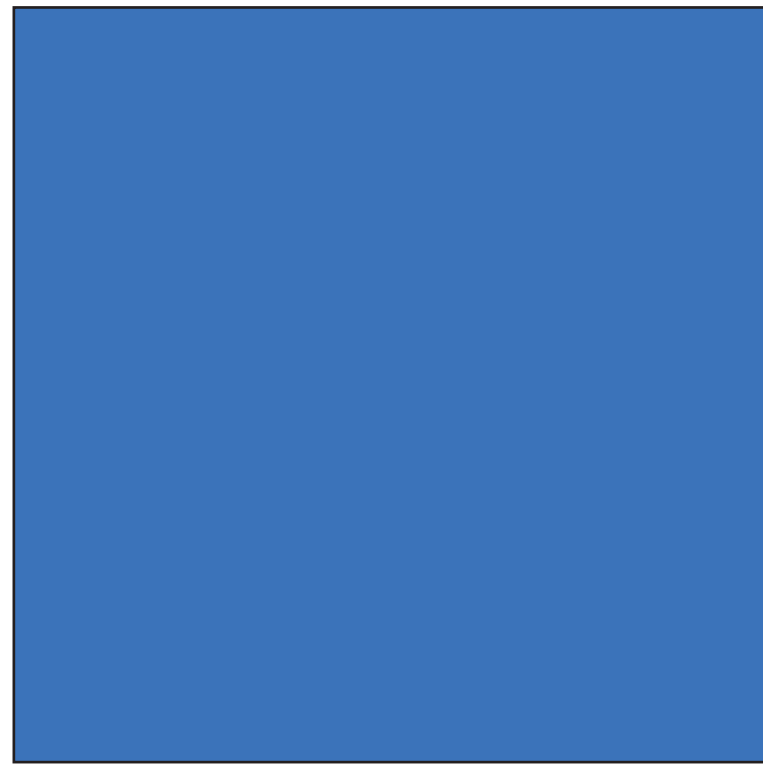
For more information, visit [minneapolisparcs.org](http://minneapolisparcs.org) or contact 612-230-6400 (Mon–Fri 8:00–4:30)

RooneySans

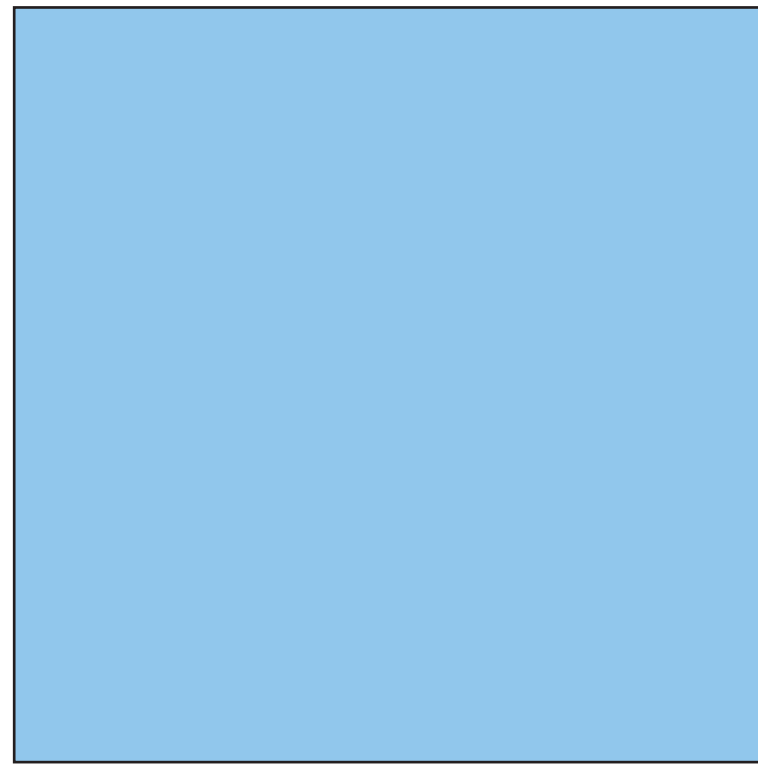
# Colors



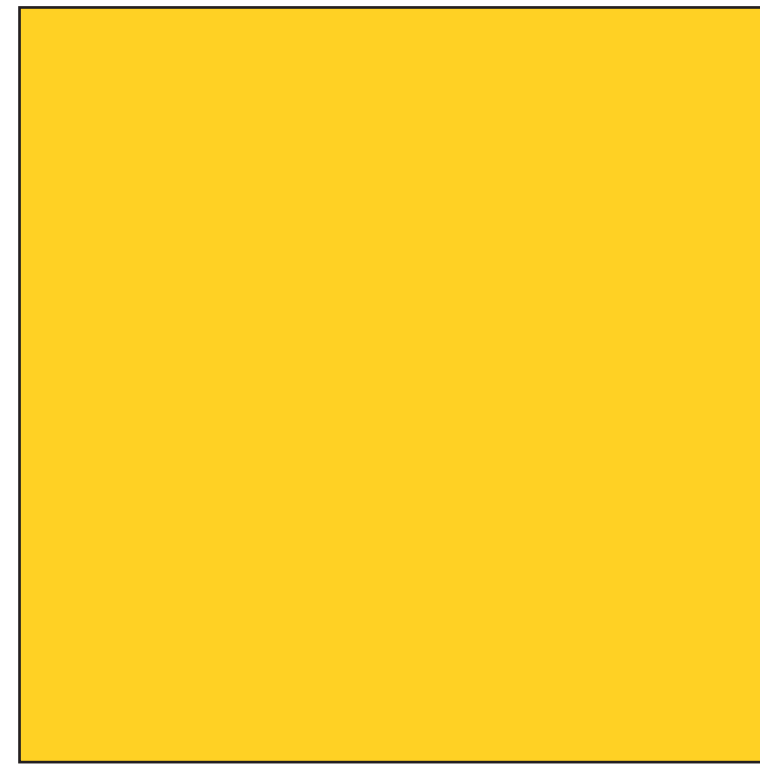
#1f5db7  
C=88 M=68 Y=0 K=0  
R=31 G=93 B=183



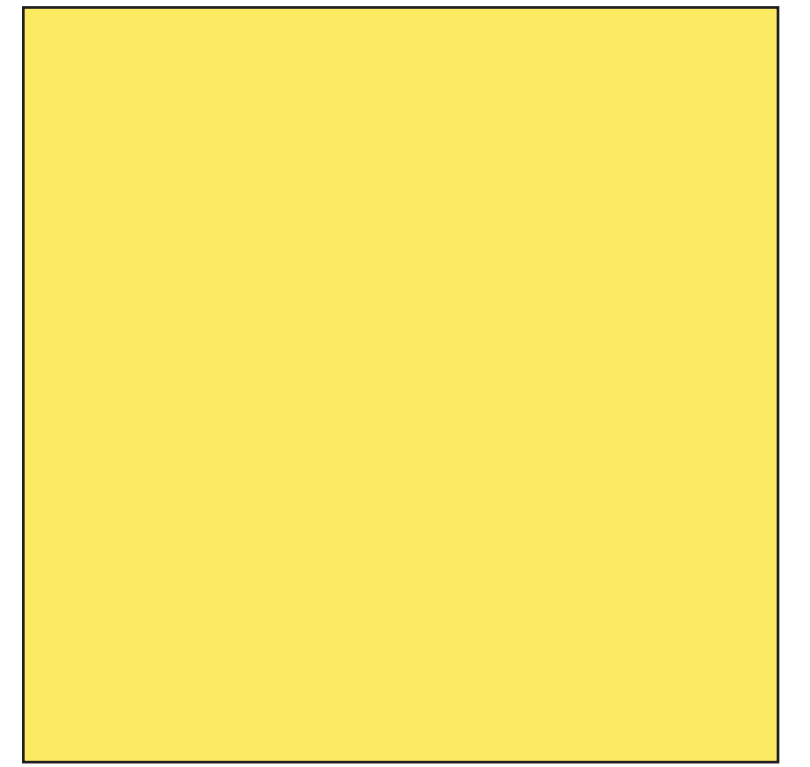
#1479f2  
C=79 M=55 Y=0 K=0  
R=40 G=116 B=225



#8fc9f4  
C=40 M=9 Y=0 K=0  
R=143 G=201 B=244



#ffc229  
C=0 M=17 Y=92 K=0  
R=255 G=207 B=41



#ffe964  
C=2 M=4 Y=74 K=0  
R=255 G=233 B=100

# Assets





# Banner





# Small Boutique Items





# Apparels









# Postcard







Come to celebrate the 20<sup>th</sup> annual Kite Festival at Lake Harriet on Saturday, January 28, 2023 from 12 p.m. to 4 p.m.

A Shuttle will be provided to Lake Harriet from the Executive Building parking lot on the West side of Bde Maka Ska: 3033 Excelsior Blvd, Minneapolis, MN 55416.

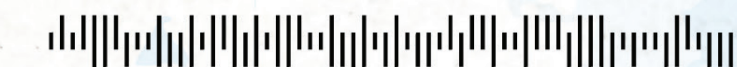
PLEASE NOTE: There will be no parking on either side of Linden Hills Blvd from W 43rd Street to W 40th Street on event day (January 28). Please plan accordingly and use the shuttle from the Calhoun Executive Center.

Bring or buy your own kites! There will be winter activities like bonfires, ice fishing, s'mores, local food trucks, heated tents, fat bike riding, and many more!

For more information, visit [minneapolisparcs.org](http://minneapolisparcs.org) or contact 612-230-6400 (Mon-Fri 8:00-4:30)

Minneapolis Park & Recreation Board  
2117 West River Road  
Minneapolis, MN 55411  
[minneapolisparcs.org](http://minneapolisparcs.org)

Nonprofit Organization  
U.S. Postage  
PAID  
Minneapolis, MN  
Permit Number 2023



Mr. Grinch  
Professional Christmas Theft  
Mount Crumpit  
Whoville, Utah 84095



# Poster

