

BRAND IDENTITY

CERAMIC FESTIVAL

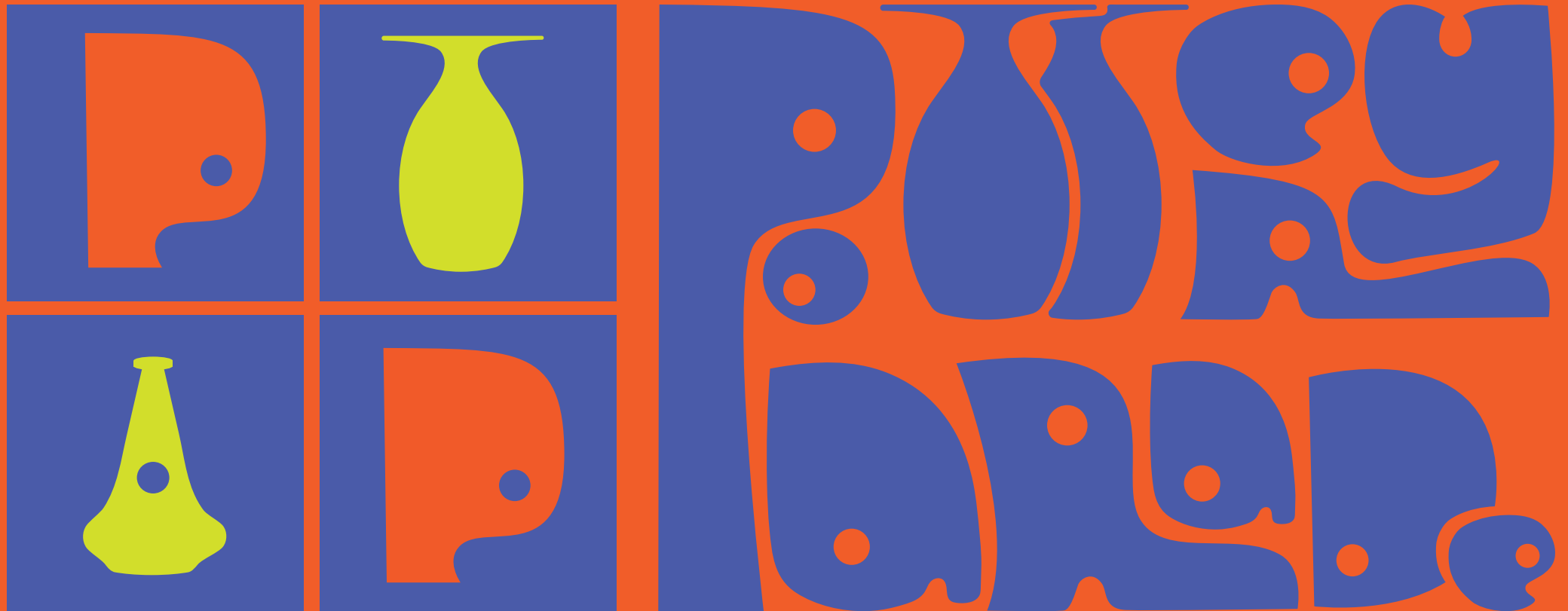


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01. Brand Introduction



INTRODUCTION

Pottery Parade Festival is more than just a celebration of clay — it's a vibrant gathering where tradition meets creativity, and community comes alive. Held annually at Spring Park, Ecopark, the festival brings together artisans, art lovers, and curious minds to explore the timeless beauty of ceramics. From hands-on pottery workshops to interactive installations and cultural showcases, Pottery Parade offers an immersive journey into the soul of craftsmanship. Here, every piece of clay tells a story — and every visitor becomes a part of that story.

02.

Design Strategies



BRAND POSITIONING

Pottery Parade Festival positions itself as Vietnam's leading cultural-artistic festival celebrating ceramic heritage through a contemporary lens. Rooted in tradition yet open to innovation, the festival serves as a dynamic platform where artisans, creatives, and the public converge to explore, create, and connect. Unlike typical craft fairs, Pottery Parade transforms ceramics into a living art form — immersive, interactive, and emotionally resonant — making it the go-to destination for those seeking both cultural depth and creative renewal.

BRAND VALUES



Sustainability

At Pottery Parade, we honor the earth that gives us clay — committing to mindful creation, responsible use of materials, and sustainable practices that preserve both nature and heritage.

Daring Spirit

Pottery Parade dares to challenge the ordinary. We embrace experimentation, bold ideas, and new ways of storytelling — reimagining the ceramic tradition through a modern lens.

Rightness

We believe in doing things with integrity. From the way we organize to how we interact with our community, Pottery Parade builds trust through care, responsibility, and consistency.

Diversity

Pottery Parade is a space for all. We welcome different voices, cultures, and perspectives — creating a festival where creativity, inclusivity, and self-expression flourish.

03. Brand Architecture



BRAND ATTRIBUTE

Pottery Parade is built on a Masterbrand model, where all activities, sub-programs, and communication efforts revolve around and reinforce the brand's core values. Pottery Parade is not just the name of a festival—it is a creative ecosystem where the spirit of traditional Vietnamese pottery is reimaged through a contemporary lens.

From art events, workshops, and exhibitions to merchandise and digital platforms, every touchpoint reflects Pottery Parade's unique personality: youthful, approachable, artistic, and inspiring. Thanks to the Masterbrand structure, the brand maintains a consistent voice, style, and experience, while allowing sub-initiatives to grow flexibly without diluting the core identity.

04.

Tone of Voice



TONE OF VOICE

Pottery Parade speaks in a tone that is youthful, warm, and inspiring, infused with a playful curiosity that invites everyone to explore. The brand communicates with clarity and friendliness—never overly formal, yet always respectful. It celebrates creativity and culture with a genuine, uplifting voice that sparks imagination and encourages self-expression. Whether on social media, workshop signage, or video scripts, the tone stays consistent: inviting, expressive, and full of wonder.

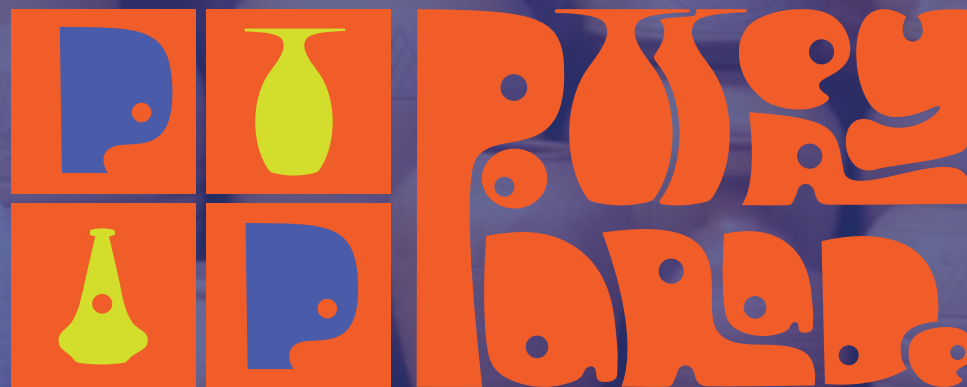
05.

Brand Logo



ABOUT LOGO

The logo of Pottery Parade carries a strong artistic impression and creativity in every line. Featuring stylized images of exquisite pottery, the logo not only reflects the traditional beauty of pottery-making but also embodies innovation and modernity. The soft curves and warm earthy tones create a perfect blend of the past and the future, highlighting the connection between generations of artisans. This logo conveys a message of resilience and elegance in every piece, affirming the uniqueness and value of pottery in today's world.



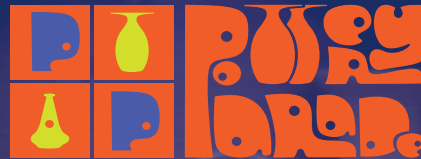
ABOUT LOGO

The Pottery Parade logo icon is a simple yet powerful symbol that represents the spirit of pottery art through the stylized image of a pottery jar. With its minimalist design and easy recognition, the logo icon can be seamlessly used across various platforms and products, from promotional materials to product packaging.

The second logo, with an expanded version, adds delicate details such as refined lines or stylish typography, offering a more complete and comprehensive image. This version is used in contexts that require more detail and showcase the unique beauty of the brand in more complex settings. Both versions maintain consistency, memorability, and recognizability, helping to build strong brand awareness.

The full logo of Pottery Parade combines both the icon and the extended elements, creating a complete and cohesive visual identity. The icon, representing a stylized pottery jar, serves as the focal point, while the accompanying text or design elements enhance the overall aesthetic. This full version of the logo is typically used in contexts where a more prominent display of the brand is needed, such as on official signage, marketing materials, or large-scale branding campaigns. It effectively conveys the artistry, craftsmanship, and modernity of the brand, offering a balanced and professional representation of Pottery Parade across various mediums.

Full Logo



Icon Logo



Secondary Logo



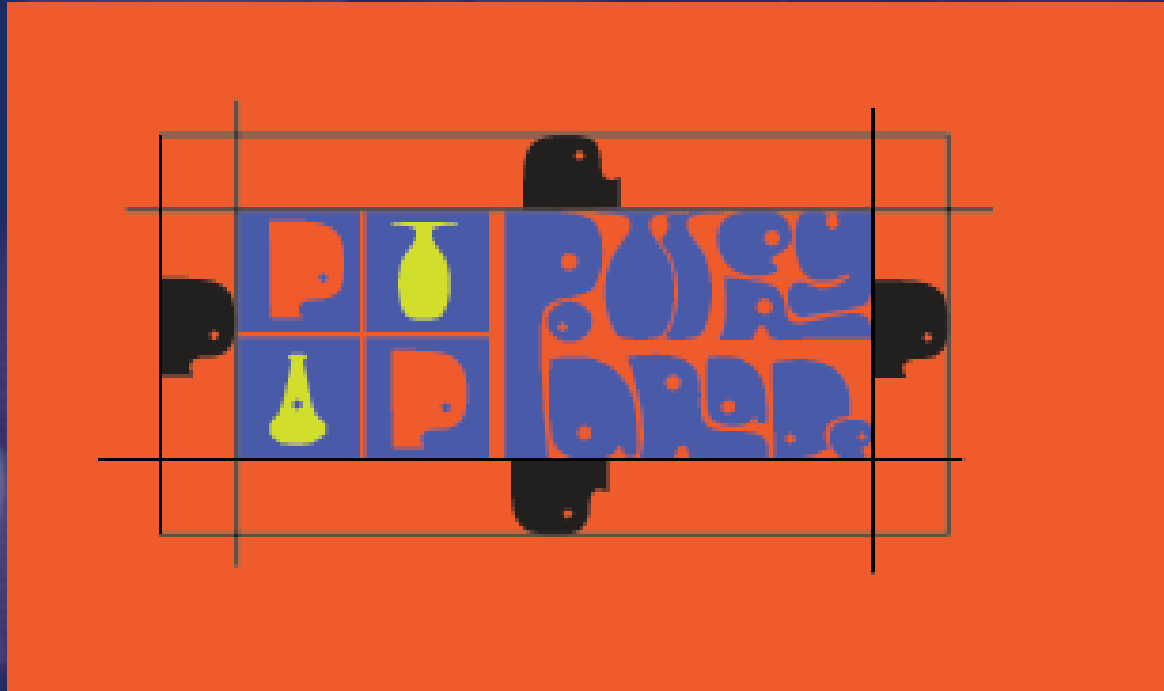
LOGO COLOR

The Pottery Parade logo uses a vibrant and contrasting color palette, combining green and orange. The green on the orange background evokes a fresh, bold feeling, symbolizing the brand's creativity and innovation. On the other hand, the orange on the green background stands out, conveying warmth and approachability, reflecting the traditional beauty of pottery-making. The neon green icon adds a modern, eye-catching touch, making the logo more prominent and recognizable. This combination not only creates a powerful and striking image but also reflects a harmonious blend of modern and traditional elements, making it suitable for a brand that has both historical depth and a forward-looking approach.

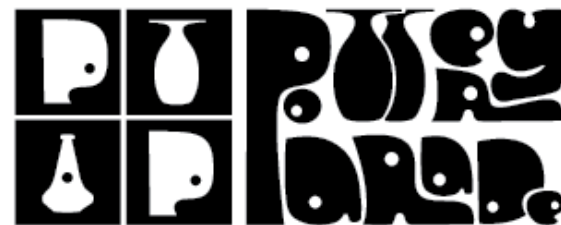


CLEAR SPACE

Clear space around the Pottery Parade logo is essential to maintain its visibility and impact. To ensure the logo stands out and is easily recognizable, a defined area of space must surround it, free from any other graphic elements or text. This clear space should be at least equal to the height of the "P" in the logo, measured from all sides. By maintaining this buffer zone, the logo retains its integrity and is presented in the most legible and professional manner, regardless of the medium or context in which it is used.

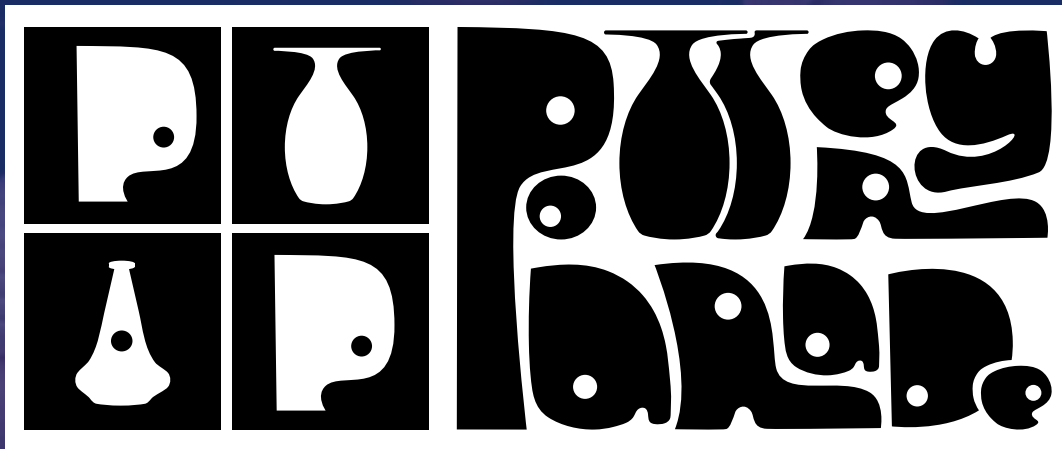


The positioning of the Pottery Parade logo should be carefully considered to ensure its prominence and recognizability without disrupting the overall design harmony. The logo should be placed in easily visible areas, such as the top-left corner or center of printed materials, documents, and media platforms. Placing the logo in these positions helps create strong brand recognition and maintains clarity in all usage contexts. Additionally, the logo should not be placed too close to important graphic elements or text to avoid diminishing its visual impact and attention-grabbing effect.



Logo Position

MAIN LOGO



Logo Position

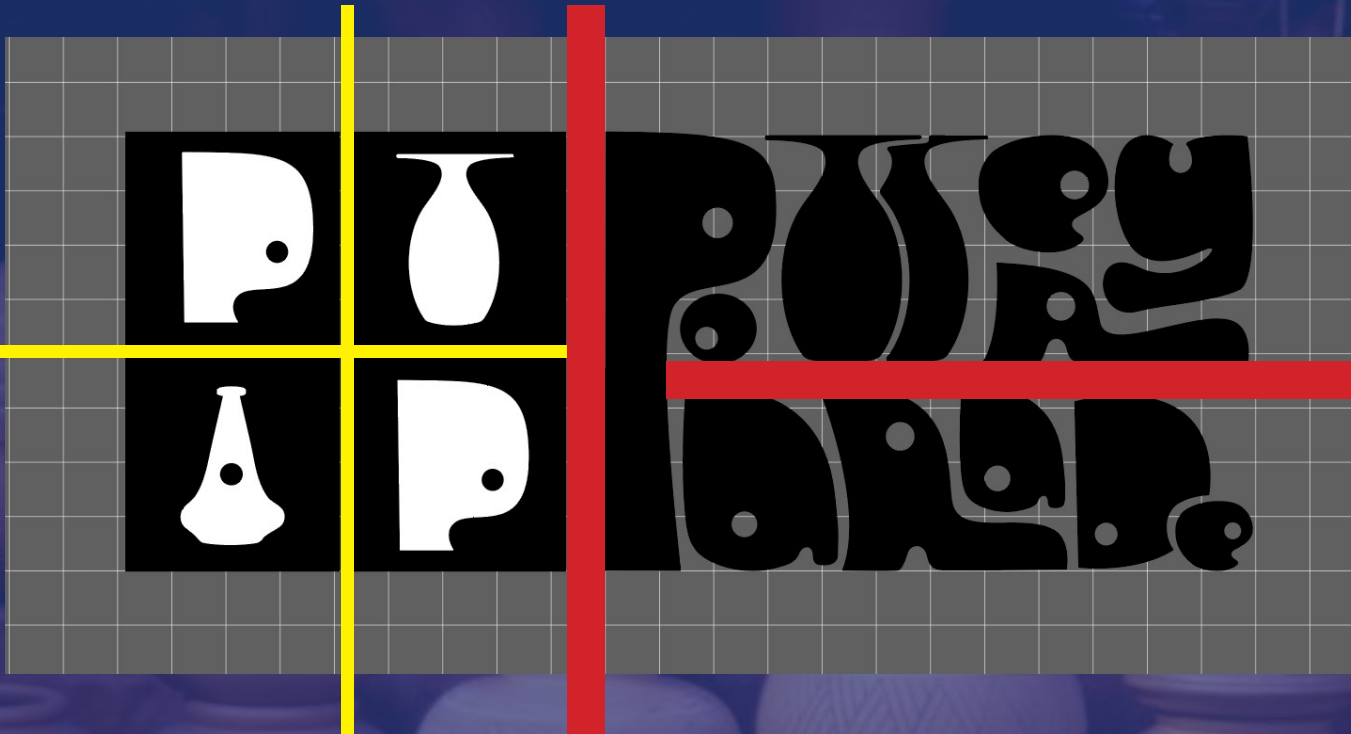
LOGO VARIATIONS

For Pottery Parade, there are three logo variations you can use when your artboard can't accommodate the main logo properly. These include a simplified version for smaller spaces, an icon-only option for tight areas, and a horizontal layout for banner-style formats. Each variation ensures brand consistency while fitting different design needs.



Logo Grid

FINAL LOGO CONSTRUCTION



The final logo for Pottery Parade is designed with clean lines and balanced proportions, representing the festival's artistic and cultural essence. It uses warm, creative colors and modern typography, ensuring clarity and versatility across different applications.

06.

Graphic Element



Element

The key element in the design of Pottery Parade is the pottery jar icon, a strong symbol that reflects the essence of the brand. This icon not only represents the product but also creates an impact effect, symbolizing the process of pottery shaping and development through each carving and collision. The pottery jars crashing in the design create a powerful interaction, evoking the image of resilience, endurance, and creativity in the art of pottery. These effects bring energy and drive, highlighting the spirit of exploration and innovation within the brand.



07.

Brand
Color



Brand color



F15B2A



4A5AA8



D2DE2B

At Pottery Parade Festival, I celebrate the rich traditions of Vietnamese pottery, renowned for its intricate craftsmanship and vibrant colors. My core colors Vibrant Orange, Cool Blue, and Lime Yellow create an energetic and harmonious visual experience. I offer hands-on workshops, cultural performances, and exhibitions to foster a deeper appreciation for pottery and craftsmanship.

My mission is to inspire creativity and ensure that the art of pottery continues to captivate audiences across generations. Join me in celebrating the timeless artistry and cultural significance of Vietnamese pottery.

08.

Typography



05. LOGO EVOLUTION

TYPE FACE

The chosen typefaces to represent Pottery Parade Festival are Montserrat and Ballad of Dwight Frye, as they align with the festival's modern yet traditional identity, offering a clear and inviting aesthetic suitable for a variety of purposes. The preferred weights of Montserrat are:

Light
Regular
Bold
Extra Bold

Ballad of Dwight Frye is employed for its artistic and expressive qualities, making it ideal for adding a unique and captivating touch to key visual elements. For most applications, Montserrat Regular is recommended for body content, while Montserrat Bold should be used for headings and important calls to action. Ballad of Dwight Frye can be used for accentuating creative highlights or event-specific promotional materials.

**POTTERY PARADE
FESTIVAL**

20.04.25

Spring Park

Van Giang District

Special highlights:

Illuminated Pottery Parade
Hands-on Clay & Glazing Workshops
Artisan Craft Market
Night Show: "When Clay Tells Stories"

05. LOGO EVOLUTION

TYPE HIRACHY

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Ballad of Dwight Frye Regular

Montserrat Medium

Montserrat Medium

Montserrat Regular

09.

Example Item



STATIONARY

LETTERHEAD



Pottery Parade | Ceramic Festival

Spring Park, Ecopark Urban Area, Van Giang District, Hung Yen



+84 123 456 789

contact@potteryparade.com

STATIONARY

BRAND FOLDER



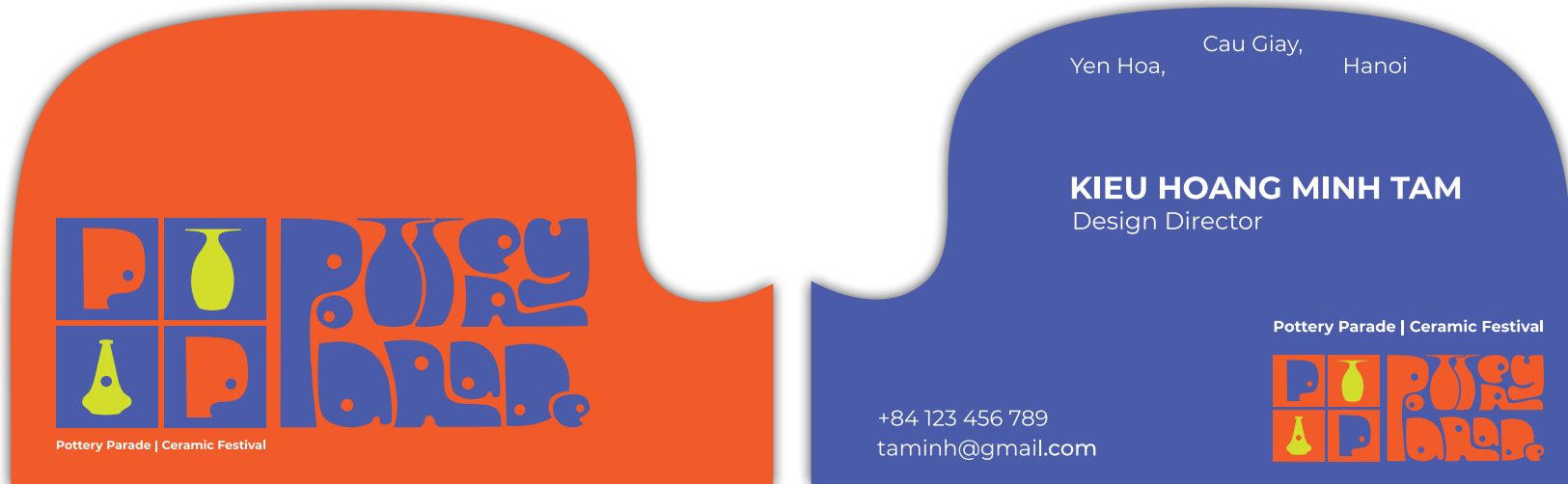
STATIONARY

Envelop



STATIONARY

Business card



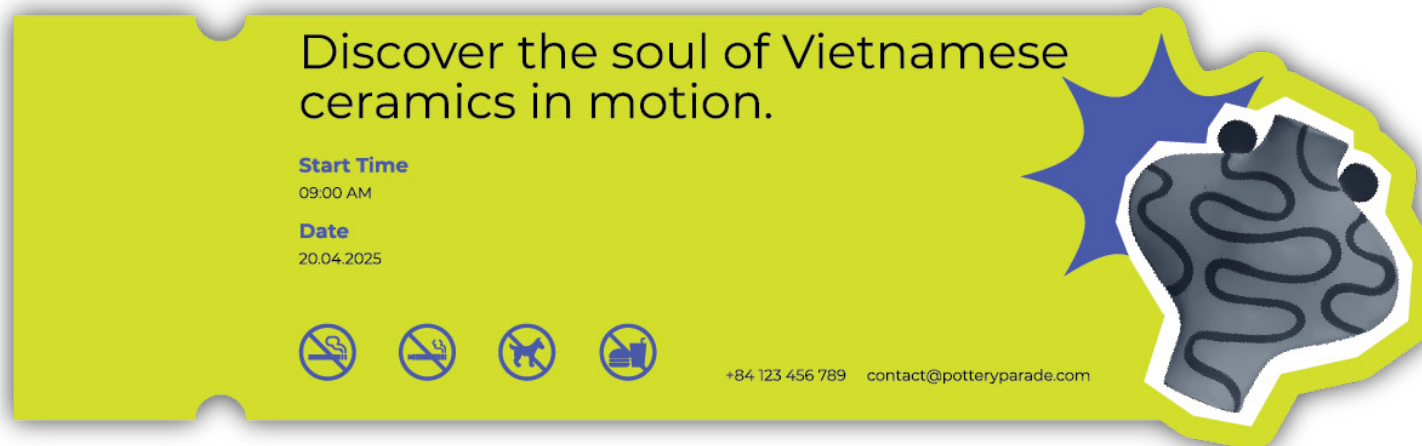
STATIONARY

Staff card



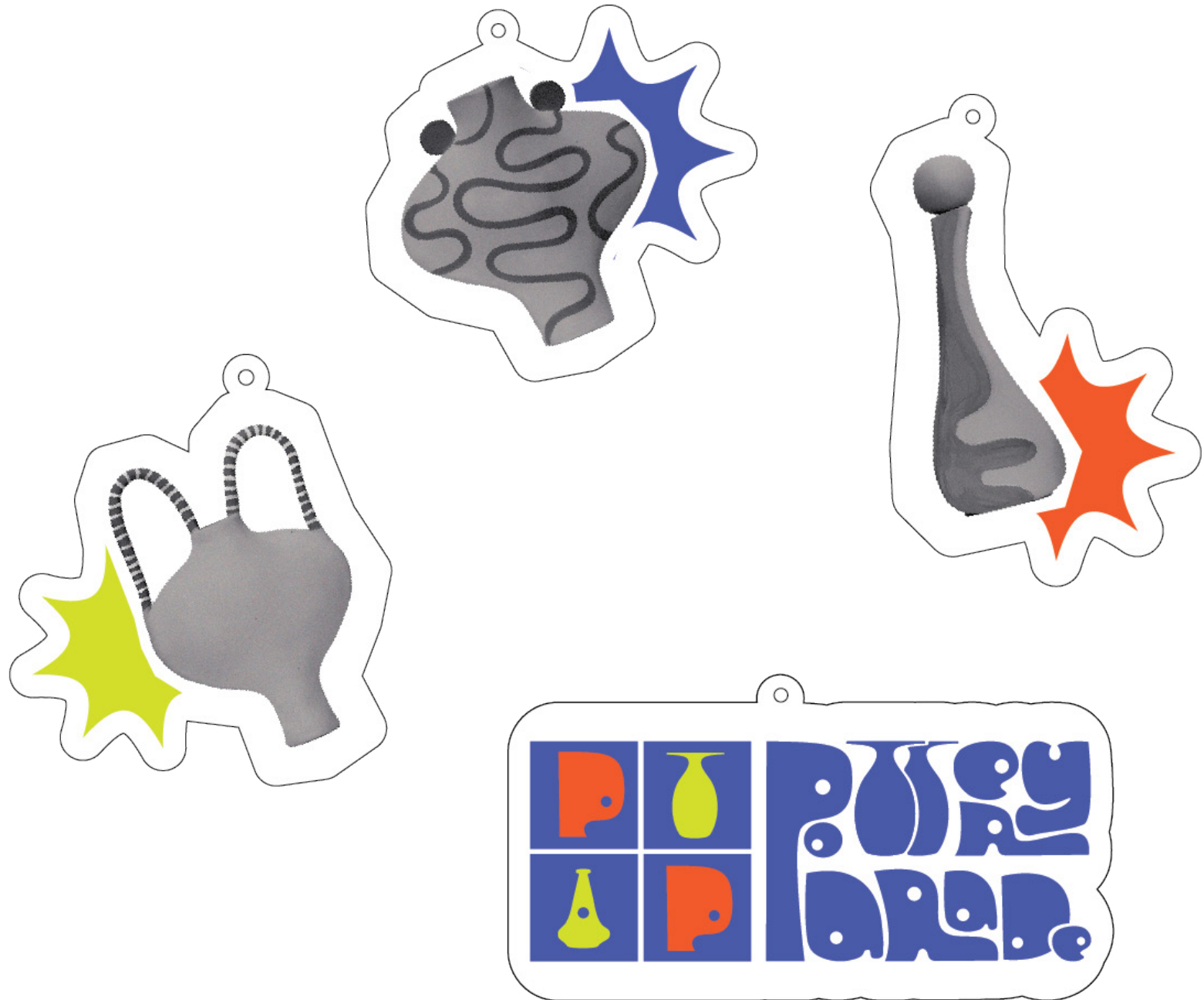
STATIONARY

Ticket



STATIONARY

Keychain



STATIONARY

T shirt



STATIONARY

Brochure



Interactive video:

https://drive.google.com/drive/folders/1qyUrO-vfKu21H7S2BGUqchZ9P-D3TcKd3?usp=share_link



STATIONARY

Thank you card



STATIONARY

Postcard



Tradition meets movement

+84 123 456 789

contact@potteryparade.com



STATIONARY

Postcard



Vietnamese ceramics in motion

+84 123 456 789

contact@potteryparade.com

STATIONARY

Postcard



The spirit of pottery moves

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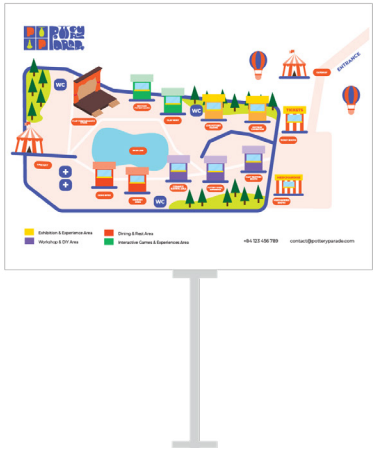
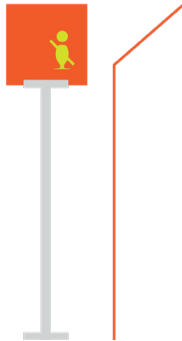
contact@potteryparade.com

STATIONARY

Sticker



WAYFINDING



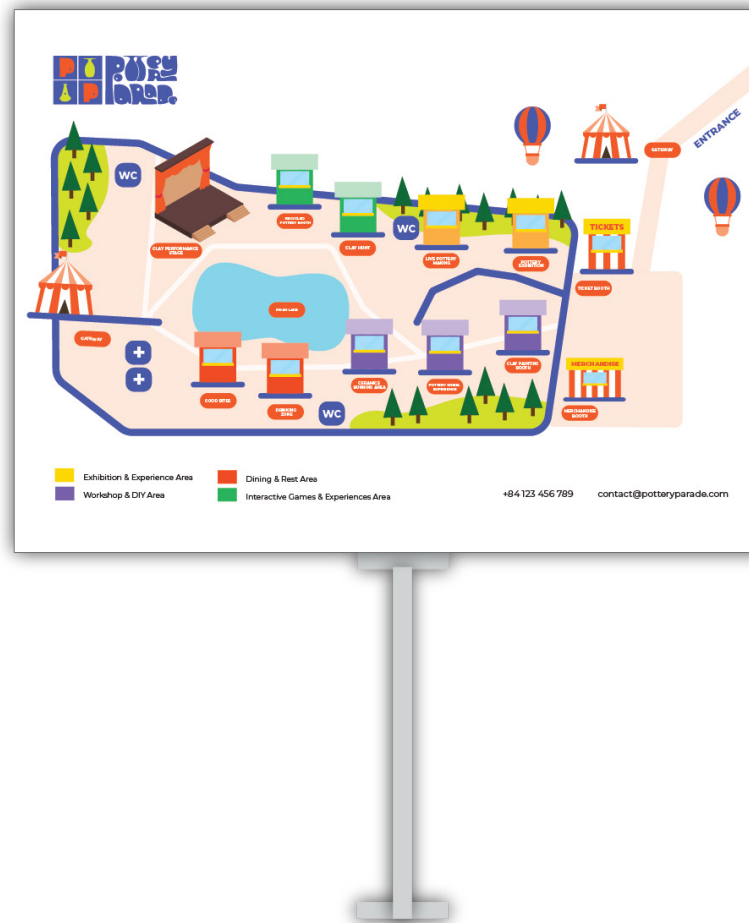
WAYFINDING

Totem



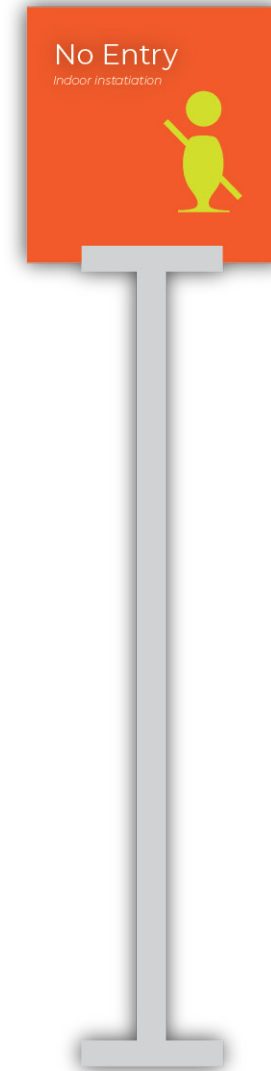
WAYFINDING

Information board



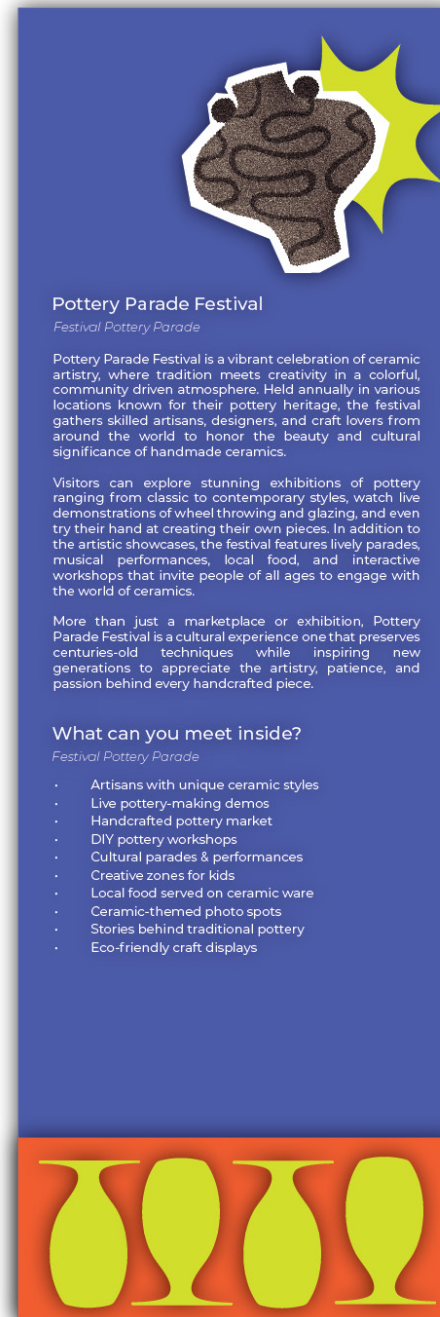
WAYFINDING

Parking Sign



WAYFINDING

Description



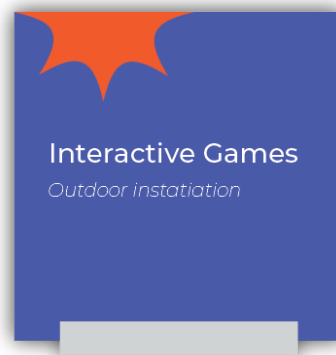
WAYFINDING

Wall sign



WAYFINDING

Wall sign




Poster

A CELEBRATION OF
CLAY & CREATIVITY

20.04.25
30.04.25


Spring ParkVan Giang DistrictHung Yen



CERAMICS
festival

Special highlights:
Illuminated Pottery Parade
Hands-on Clay & Glazing Workshops
Artisan Craft Market
Night Show: "When Clay Tells Stories"

Presented by:
Young Pottery Village
Artisan Garden



hello@potteryparade.vn potteryparade.vn

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CERAMICS
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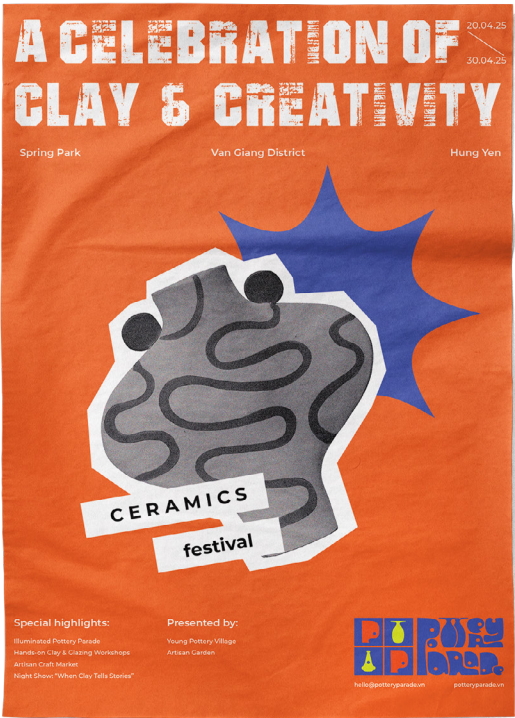
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Poster



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CERAMICS
festival

Spring Park Van Giang District Hung Yen

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CERAMICS
festival


Spring Park Van Giang District Hung Yen

**ACCELERATION OF
CLAY & CREATIVITY**

20.04.25

30.04.25

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**A CELEBRATION OF
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Spring Park Van Giang District Hung Yen



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Poster



Social post



Brand story



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Thanks for reading!

