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Proposed Event Flyer



## A Cultural District with Sabor Latino West Washington Street— Much More than Just Latinos

# MAIN STREET OF THE AMERICAS DISTRICT WEST WASHINGTON STREET

MAIN STREET DEL  
DISTRITO  
AMERICAS  
WEST WASHINGTON STREET



**Main Street of the AMERICAS District, Main Street del Distrito AMERICAS. A bilingual answer to a challenging, multi-cultural identity issue affecting an evolving neighborhood and commercial area.**

In August 2004, the Westside Community Development Corporation set out to develop a corridor identity and recommendations for launching an effort to improve the quality of business and life along the West Washington Street corridor. West Washington Street was identified as one of five Urban commercial areas with strategic improvement potential. As part of a collaboration with A2SO4 and Adam Theis, our goals were to:

- Create a visual, graphic identity and name that can start to offer a sense of place and be a rallying point for unity and pride.
- Light the community's passion to improve itself and raise its quality of life and commerce.
- Demonstrate to others that the Corridor is taking steps to improve itself.



At several neighborhood association meetings, it was clear that there was a single common thread that all residents and businesses of the WWC could agree upon—**being American!** For US-born Americans, it's obvious, but to those born outside the US border, well, they're Americans, too! Central and South Americans, Mexicans and North Americans share the Western hemisphere. Utilizing the word, "Americas" helps bridge gaps and begins to help everyone recognize the strong, common bonds that we share: **strong family values, reliable work ethics, spirit and entrepreneurship and a belief that we can all be enriched by each other.** A bold, colorful logotype has been designed that can hopefully represent the entire corridor community and accomplish a sense of unity.

For some in the community, the logotype comes across too "Latino"; for some, it's not "Latino" enough; some didn't see anything "Latino" about it. The bilingual versions were an issue to some. **The goal was to get the corridor community to meet halfway**—cross the street if you will—and address the entire community's concerns, yet deliver a **positive identity** with which all can live and of which all can be proud.



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