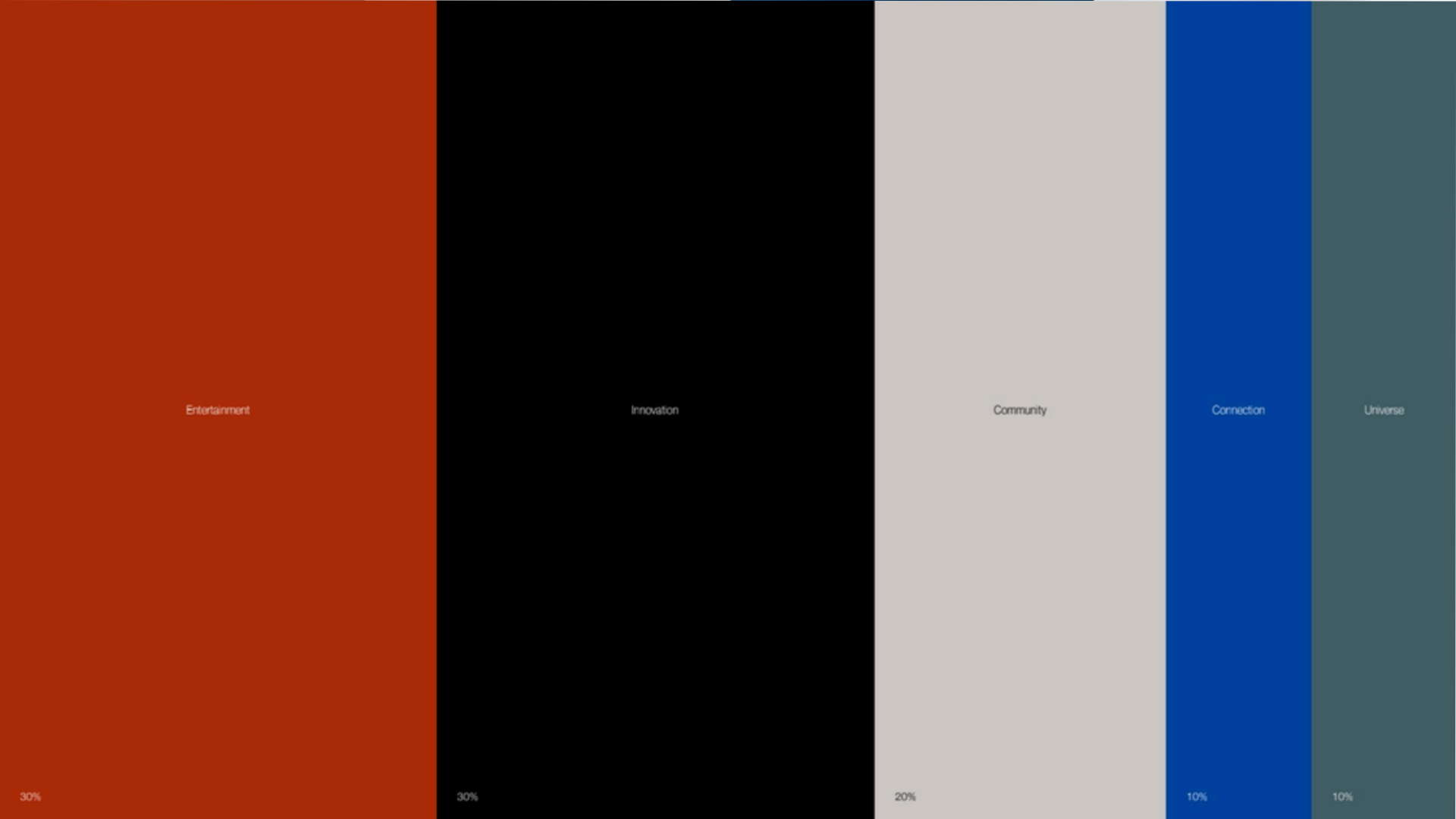
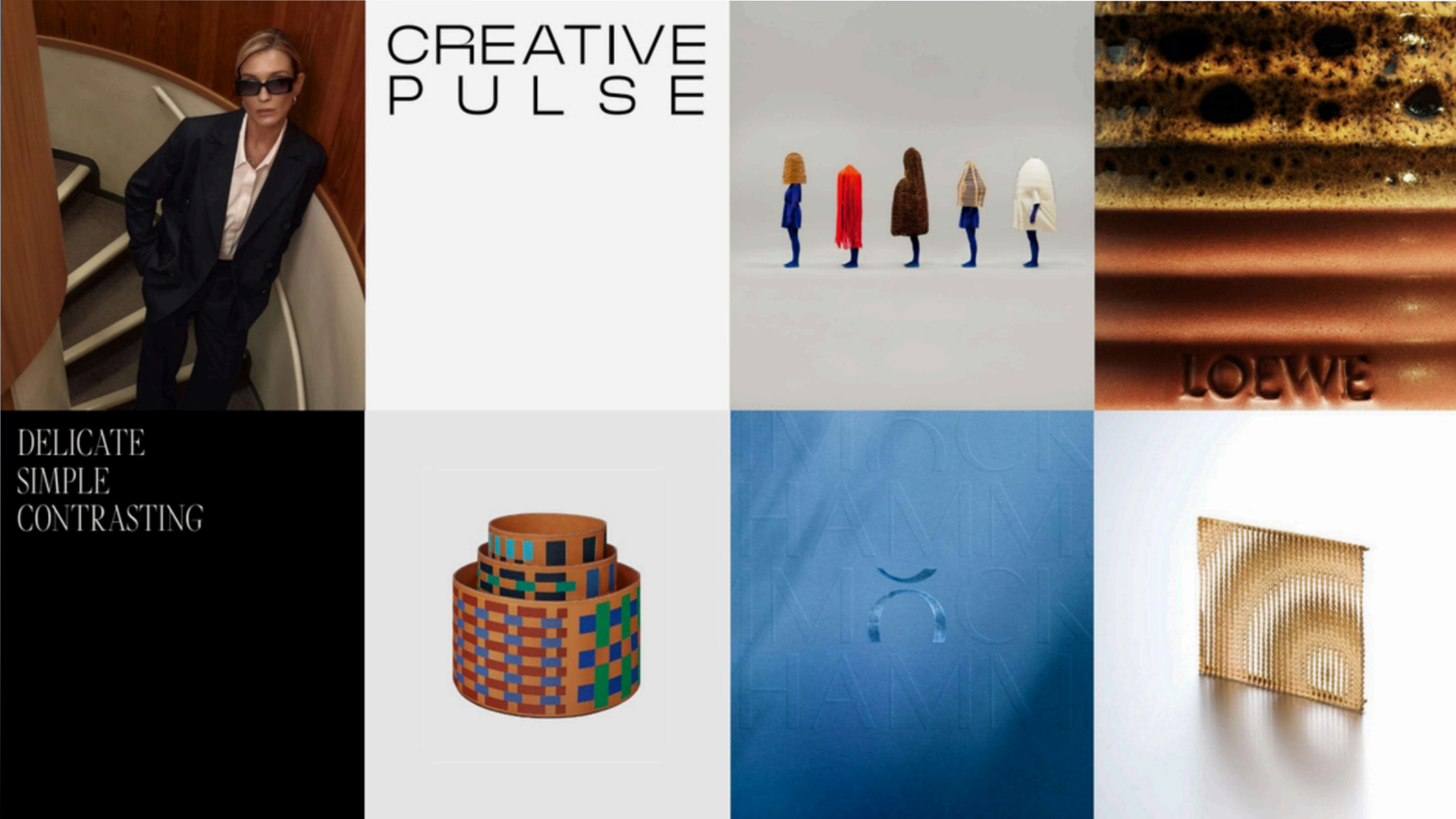


Thai Festival

[Meeting]

1
1
1
1
1



[CI Colour]

Thai Festival

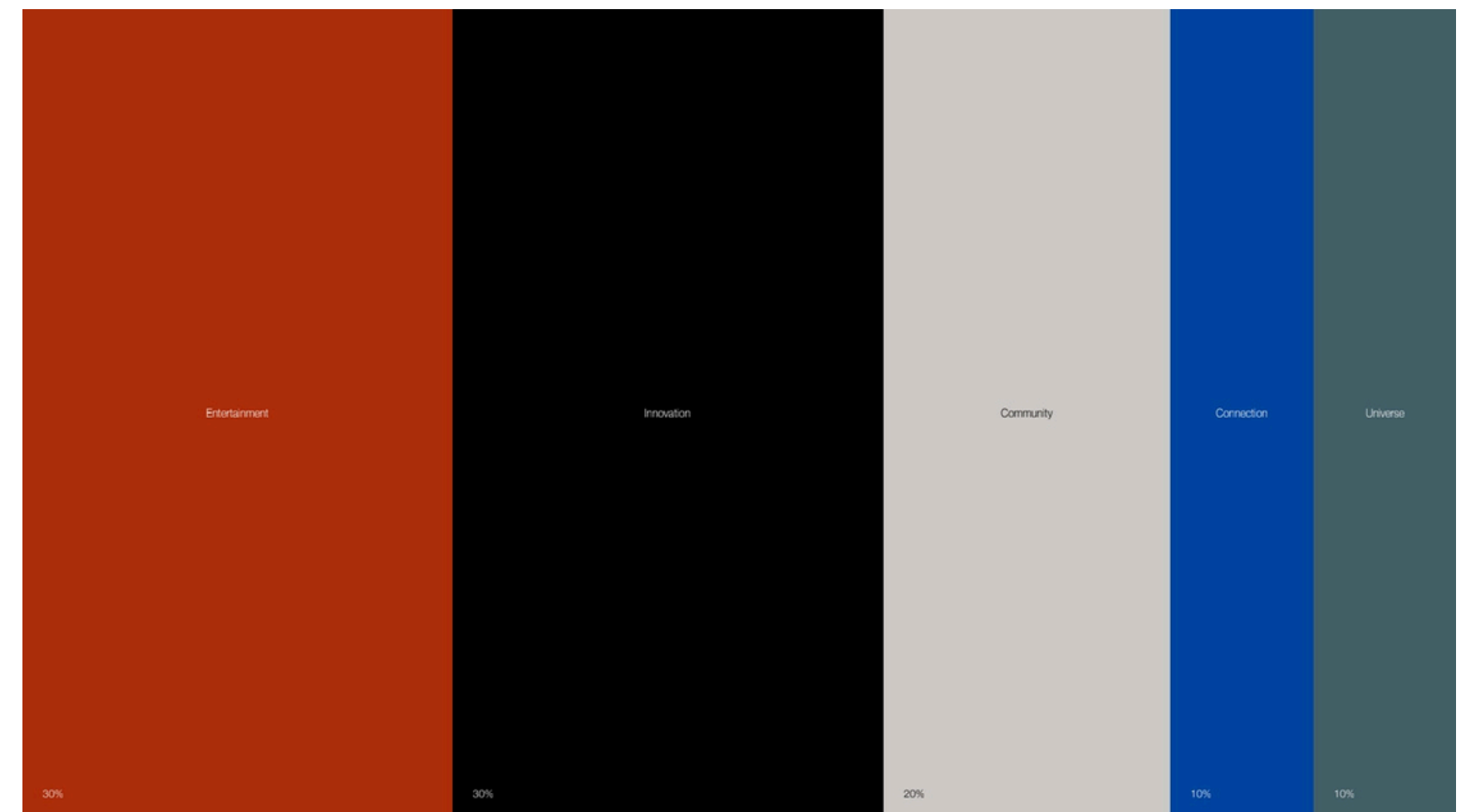
1. Entertainment

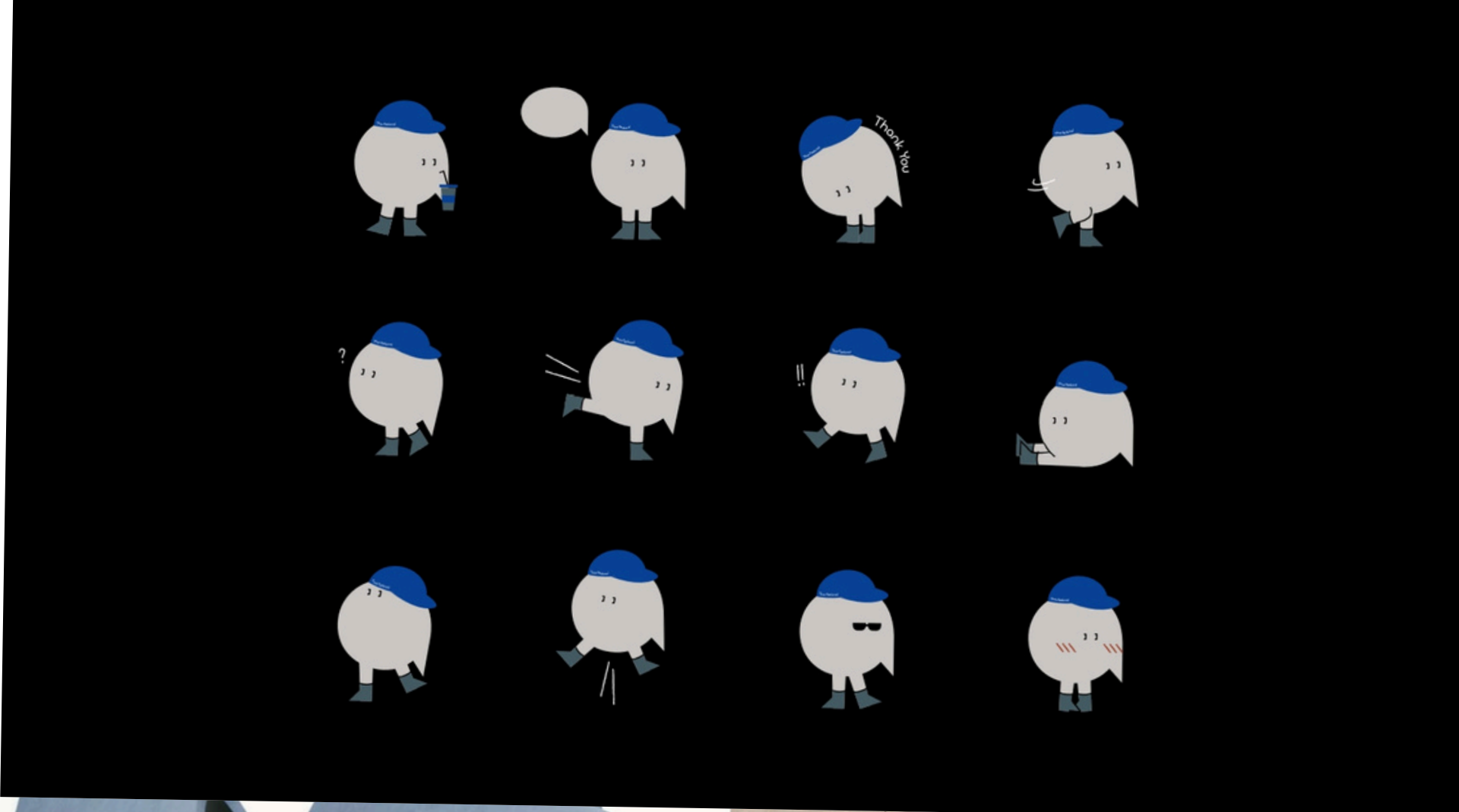
2. Innovation

3. Community

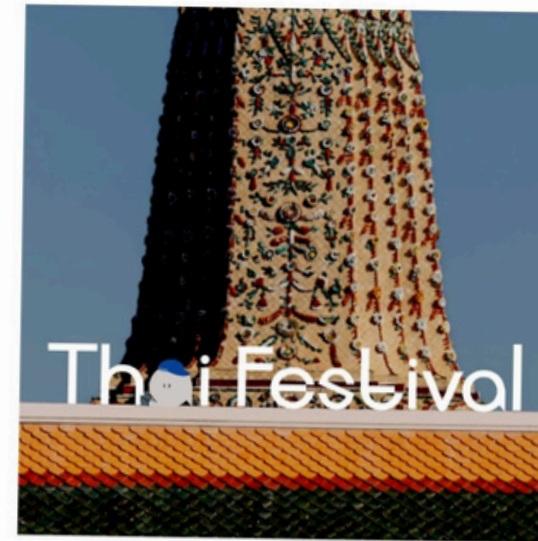
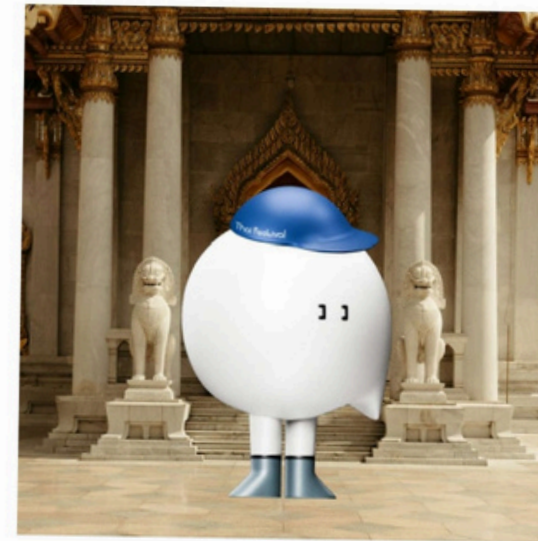
4. Connection

5. Universe

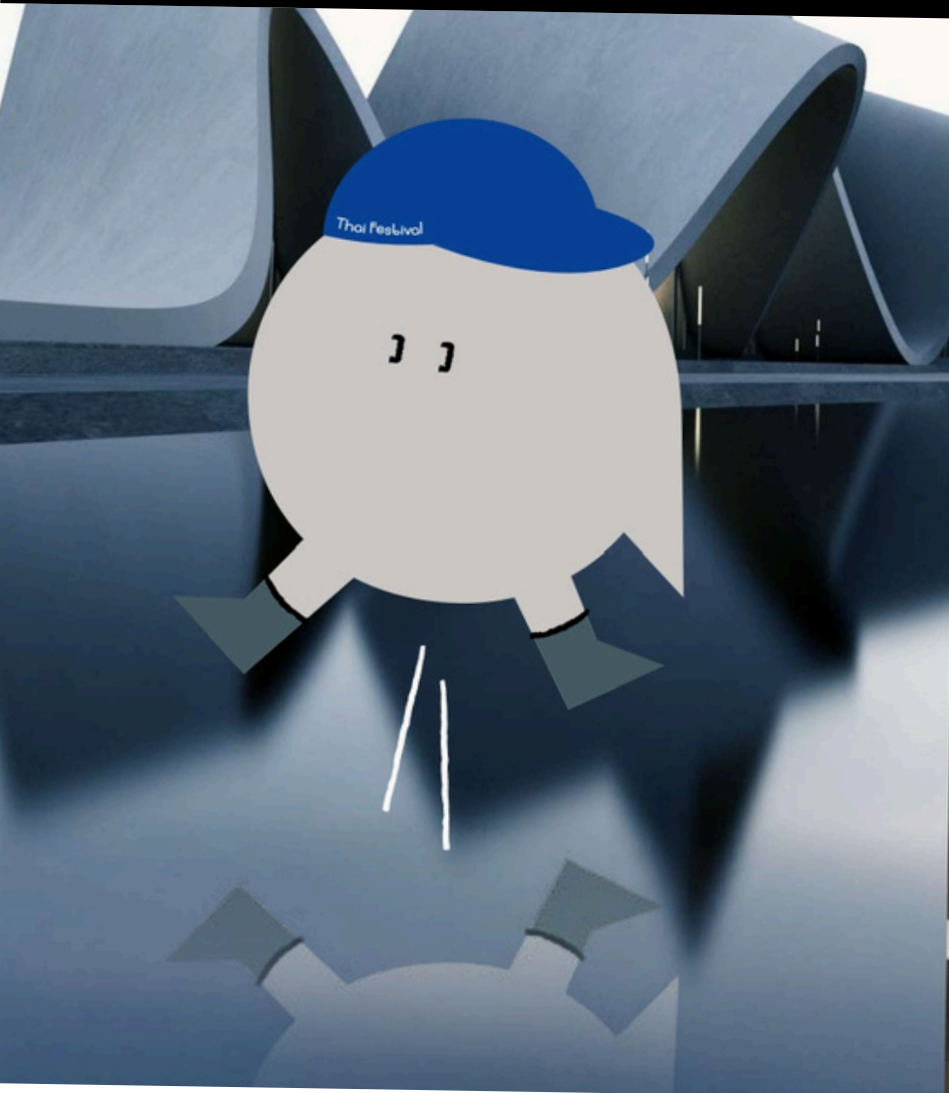




Instagram Template : Mascot Placement



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Thai Festival

[Ho Chi Minh]



Concept

2025

Creative Pulse

2026

Creative Life

Desion
▼
Direection

3

options

1. Cool

2. balance

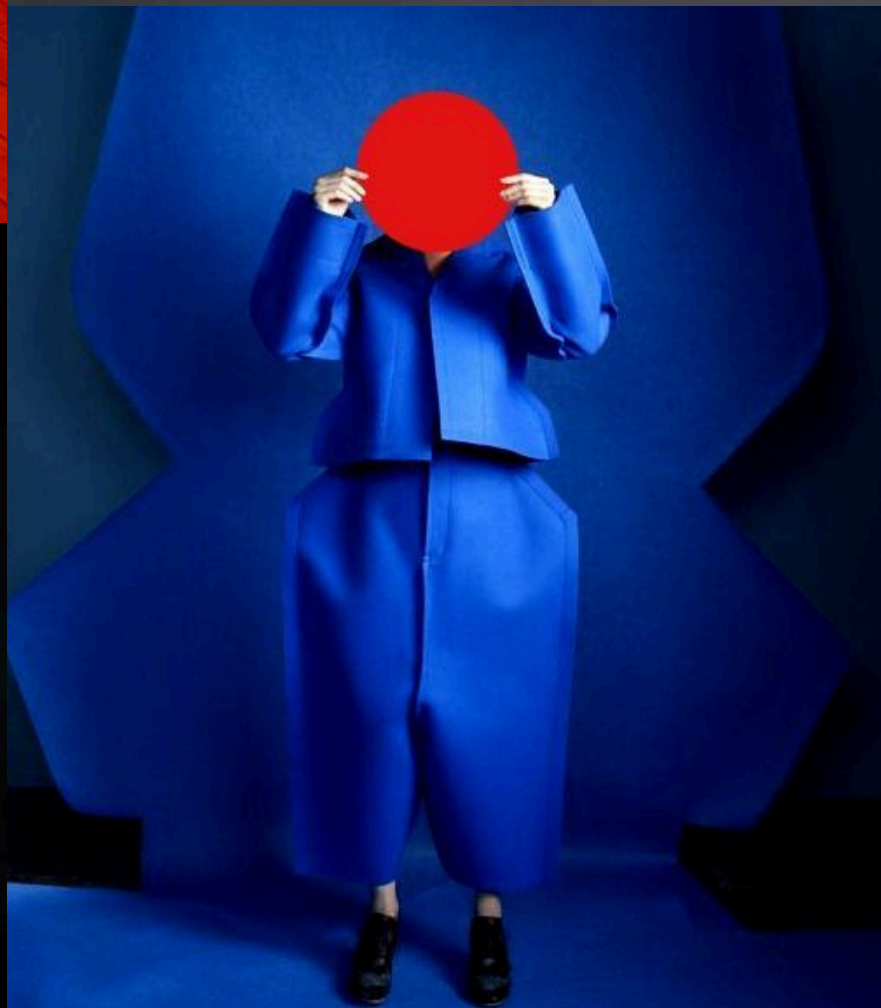
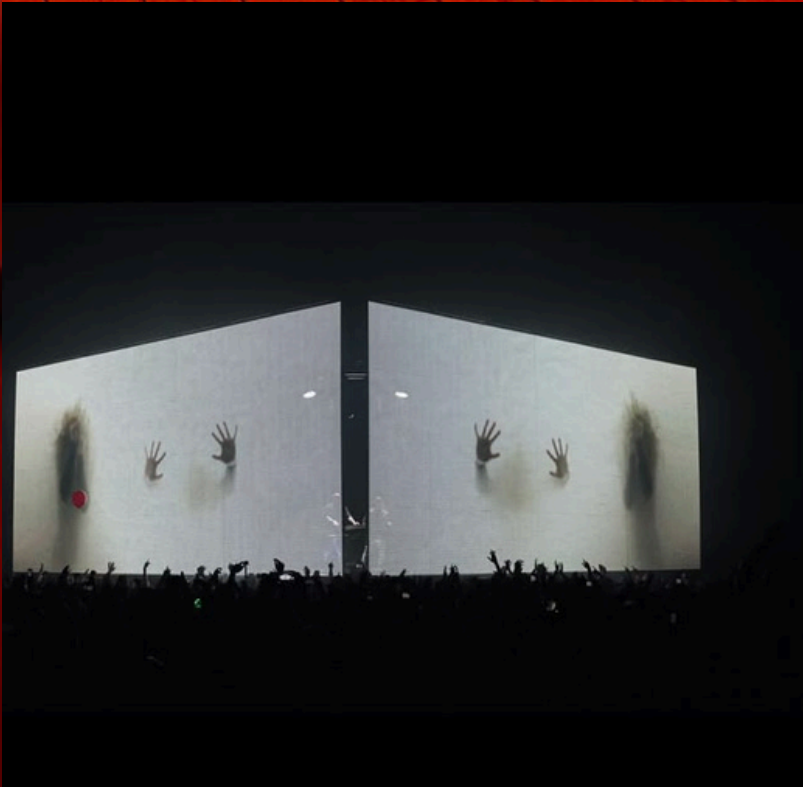
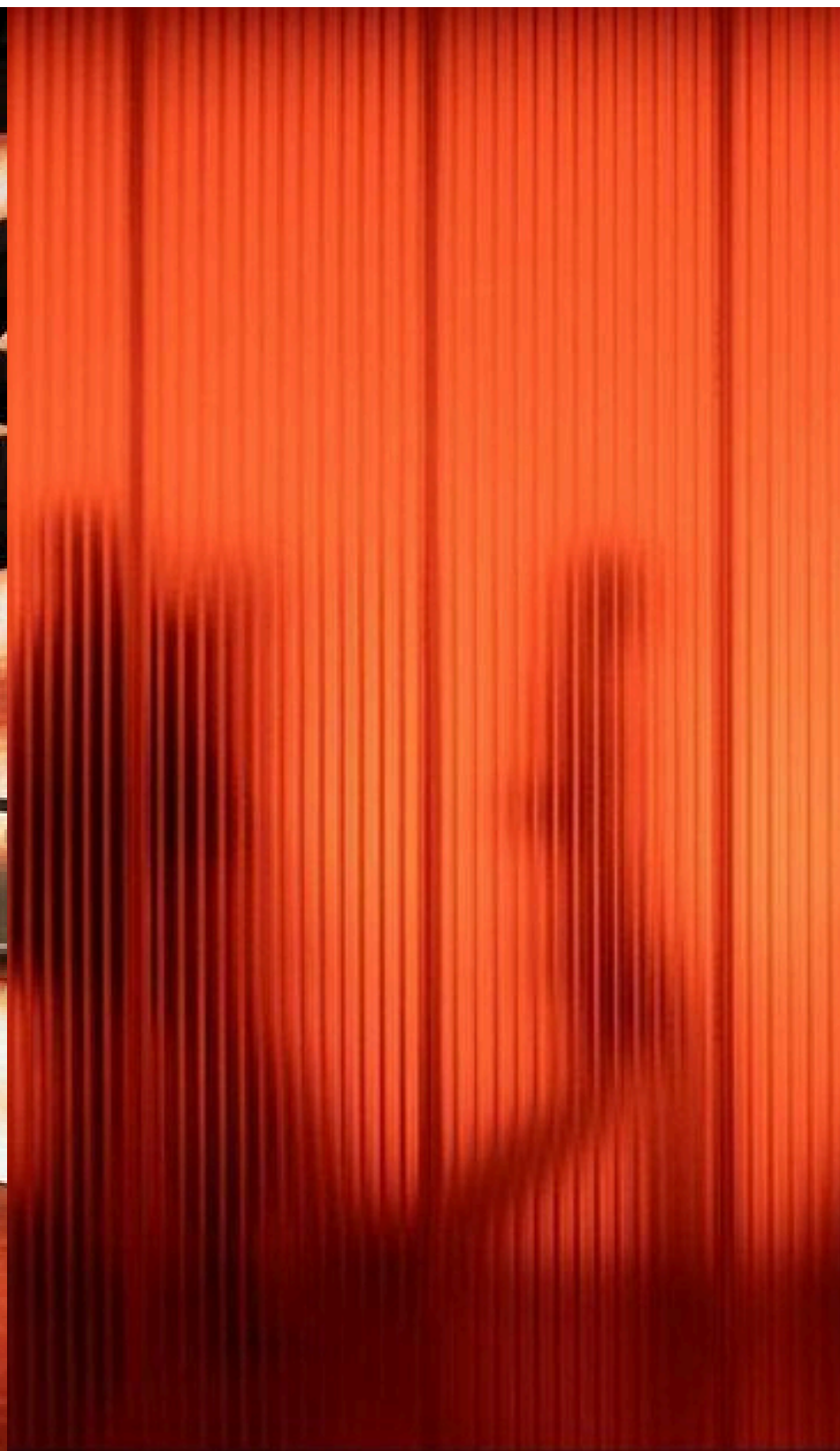
3. fun

2D
Element

Dynamic
Diversity

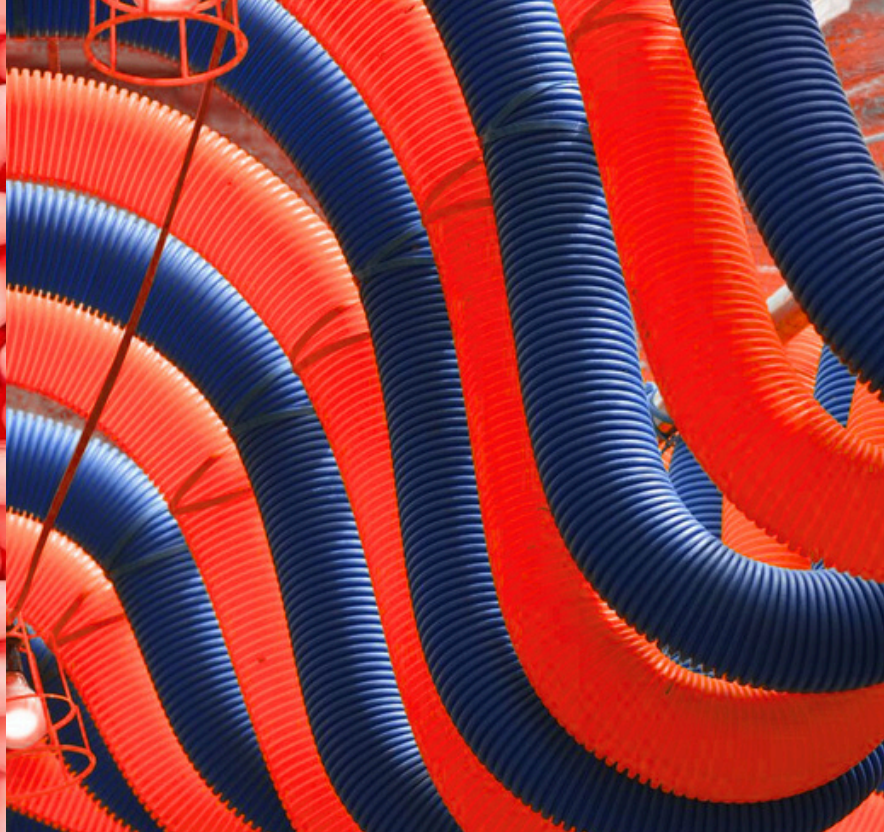
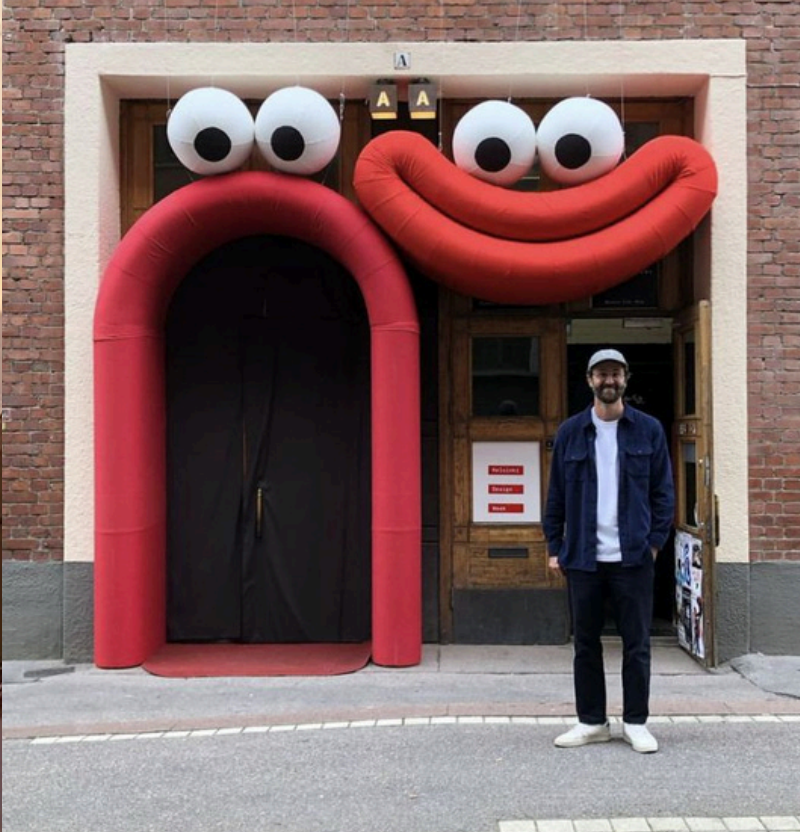
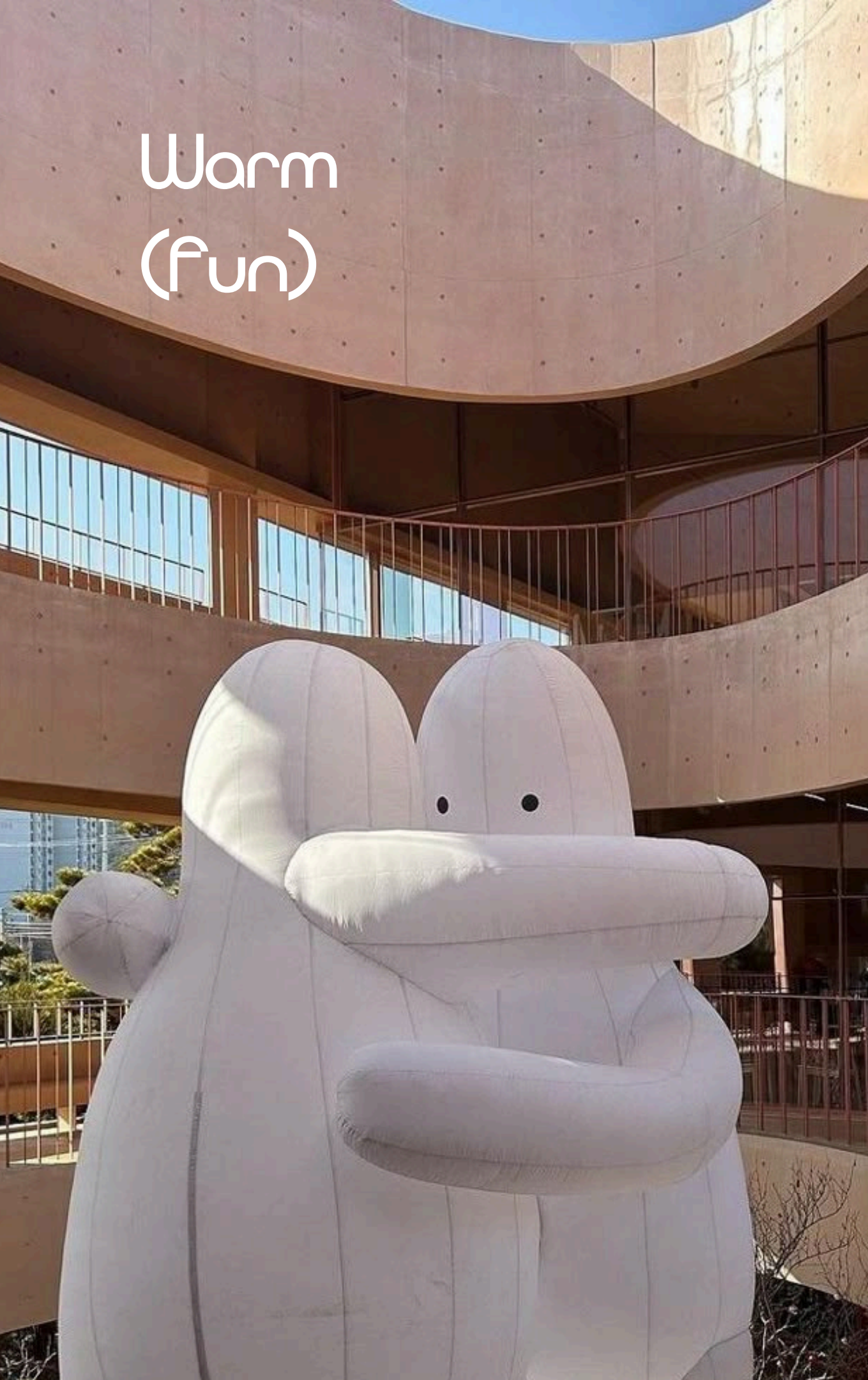


Cool

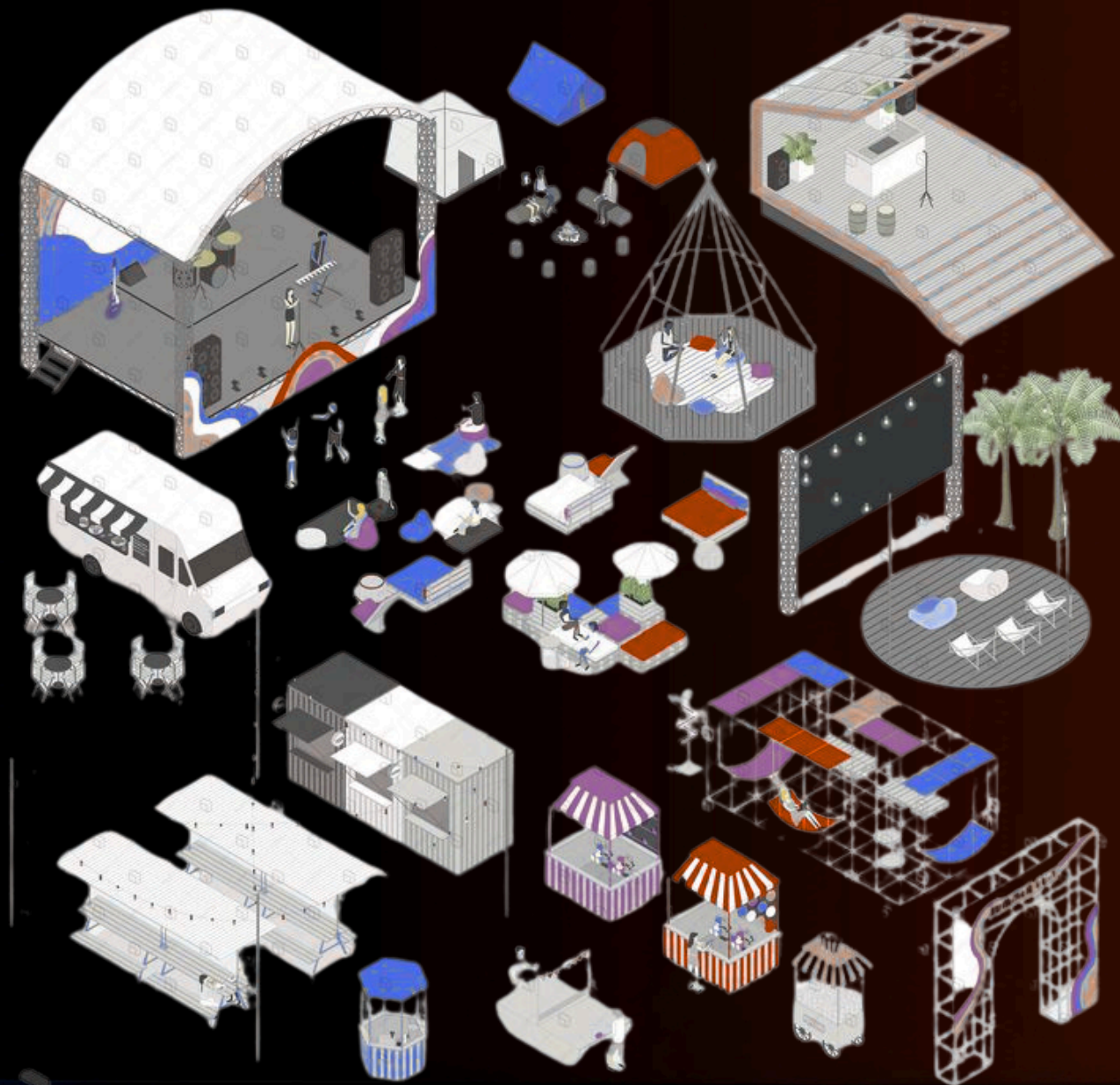




Warm
(fun)



Area requirements



Zone

1. Entrance & Information Zone
2. Main Activity Zone
3. Food & Beverage Zone
4. Market Zone
5. Chill Zone
6. Service Zone
7. Special Zone

Scope of work

1. Artwork

- 7 zone
- Online Pr

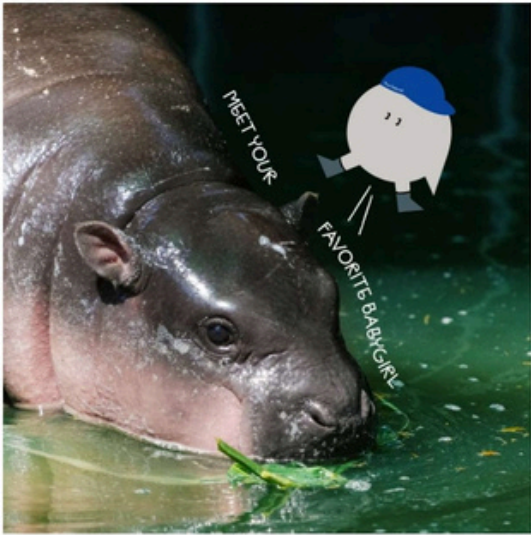
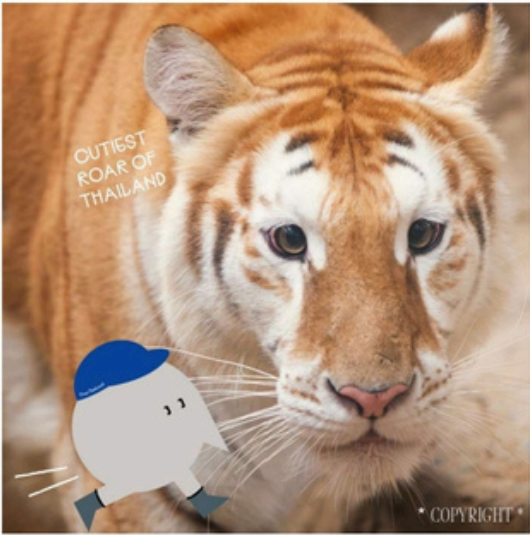
2. Pictogram

- Main Concept
- Concept Element
- Festival Element
- 14 Soft Power
- Flagship City
- Map

3. Mascot



INSTAGRAM TEMPLATE : MASCOT PLACEMENT

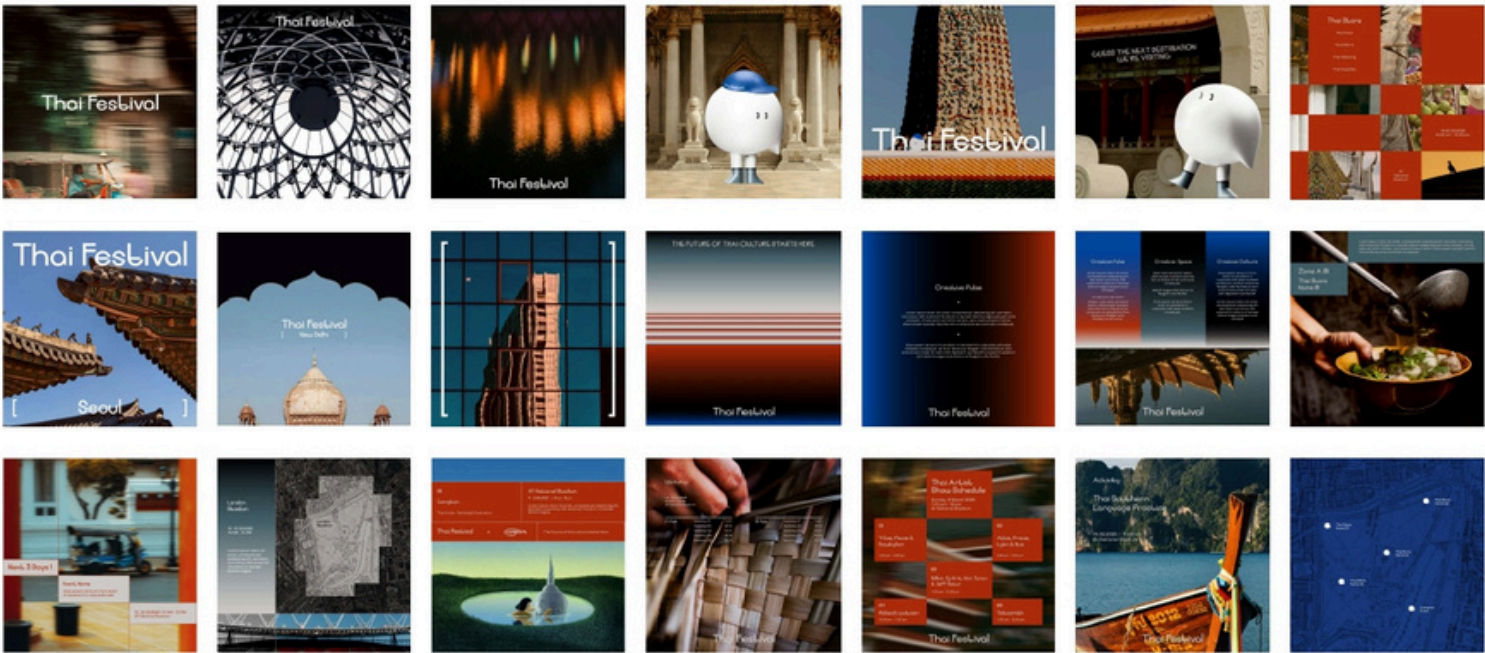


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INSTAGRAM TEMPLATE : OVERALL



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INSTAGRAM TEMPLATE : MASCOT PLACEMENT



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INSTAGRAM TEMPLATE : THAI FESTIVAL & COUNTRY



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