

The Alhambra
MOSAIC
on Main

Vibrant Brand Identity Brings Downtown Alhambra to Life

Downtown Alhambra, CA is located in the San Gabriel Valley east of Los Angeles and wanted to develop a strong identity and attract more visitors, shoppers, and new businesses. Gregory Thomas was engaged to complete a brand strategy for the Alhambra Central Business District Association. One of first recommendations was to adopt the name The Alhambra Mosaic on Main.

Why Mosaic? The City of Alhambra was originally named after the luxurious palace in the book, *The Alhambra* by Washington Irving. The Alhambra conjured up mystical images of royalty, sumptuous feasts, markets with a vast array of goods, and exotic people from all over the world living harmoniously together.

Greg's visual identity was based on mosaics, style of artwork formed by uniting pieces of different colors composed of various materials or ingredients to form one beautiful image. It's fitting for the City's Downtown Business District, which has sprung to life once more with unique recreational diversions and the wide adoption of the brilliant, bold colors of the brand's mosaic designs.

