

AthFest Brand Guidelines

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1. Background

1.1 Festival Overview

AthFest is a three-day art festival produced by AthFestEducates, a local 501c3 nonprofit, that has happened in late June since 1997. Taking place on a Friday through the adjacent Sunday in Historic downtown Athens, AthFest promotes the arts and raises money for kids k-12 in the arts in the Athens community. While primarily a music festival that highlights local musicians of all ages, AthFest also has an art market with local crafters and a KidsFest for children to have some summer fun.

"WE'RE A GRASSROOTS ART FESTIVAL FOCUSED ON HIGHLIGHTING THE INCREDIBLE TALENTS OF ATHENS LOCALS"

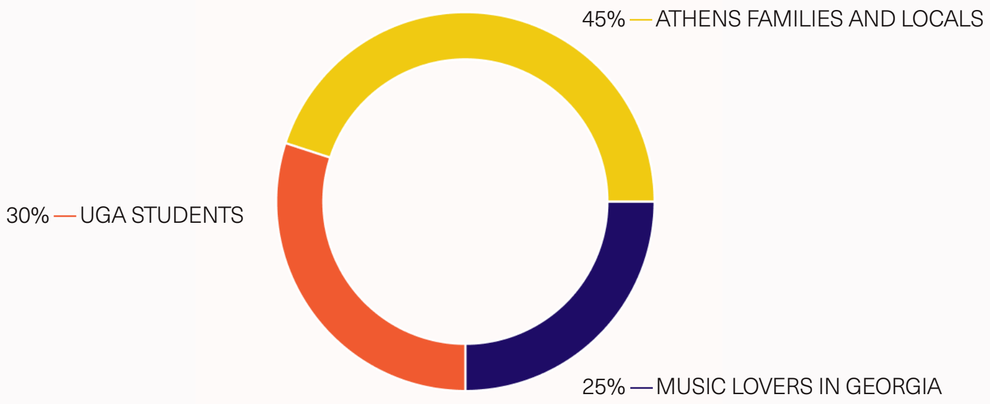


MIKE WHITE (DEADLY DESIGNS)

1.2 Target Audience

After conducting a survey of previous AthFest goers, researching the festival, and reading reviews and past experiences of attendees, I have concluded three main audiences for AthFest: Athens Families and Locals, UGA Students, and Music Lovers in Georgia.

While these group sizes are relatively similar, the main target audience are Athens Families and Locals as they will (hopefully) be repeat attendees for years to come.



ATHENS FAMILIES AND LOCALS

These are longtime residents and families that are interested in events in their city that celebrate their culture and arts. These people want to showcase their community pride and see what other people in the Athens' area are creating.



MIKE WHITE (DEADLY DESIGNS)

UGA STUDENTS

These students want to experience the "college experience" and one of the ways of doing that is going to their local music festival. These students want to soak up everything Athens related, down to the local music and nightlife.



MIKE WHITE (DEADLY DESIGNS)

MUSIC LOVERS IN GEORGIA

Athens has a reputation as a music town, so these attendees (either local or out of town) want to see if that reputation has held up over the years. This particular audience wants to experience both the vintage and modern Athens.



MIKE WHITE (DEADLY DESIGNS)

2. Concept

2.1 Athens' Music Box

In order to play a music box, you must first wind it up. Only then can it play music. Athens, like a music box, is wound up with creativity all year until it is released through AthFest. The community acts as the hand turning the key, and the figurines are the musicians and creatives at AthFest. Without the support of the community, the artists would stand still, unable to make music or dance.

Every song on a music box is unique, even if it plays the same tune over and over again. The music never stops at exactly the same point, never plays with the same quality, and never starts in the same place. When it is repaired, the gears change and shift, and it becomes a completely different box than it was before. Athens, similarly, changes with its people. With each addition and loss of community members and artists, Athens becomes a brand new city, never repeating a day.

WHAT IT ENTAILS

The music box offers a way for Athens locals to connect and lift each other up. By turning the key on the box (attending AthFest), they give musicians a platform and help support art programs in local K–12 schools. A music box only works when all its parts are in harmony, just like a community. If a gear is missing, the box won't play. Similarly, without the full support of a community, artists cannot thrive or reach their full potential.

Likewise, music serves as a bridge between the past and the present. The songs we hear can transport us to different eras, from the 1970s to as far back as the 1600s. Through these simple notes, Athens stays connected to its history, carrying the past forward into the present.

2.2 Tagline and Manifesto

"BE A PART OF THE SPARK"

The accompanying tagline to AthFest is "Be a Part of the Spark". This tagline aims to get everyone involved with AthFest and the Athens community by promting them to be a part of the community or "spark".

MANIFESTO

WE BELIEVE ARTISTS WHO CREATE COLLABORATIVELY PRODUCE THE MOST POWERFUL PIECES OF ART. LIKE A SONG, EVERY VOICE AND MOVEMENT AMPLIFIES THEIR AMBITION UNTIL IT BOOMS AND CAN NO LONGER BE IGNORED. WHEN WORKING TOGETHER, OUR ACTIONS HAVE THE ABILITY TO SPARK AND FUEL THE CREATIVE IDEAS OF
OUR COMMUNITY. JOIN THE CHORUS AND UPLIFT THE VOICES OF ATHENS.

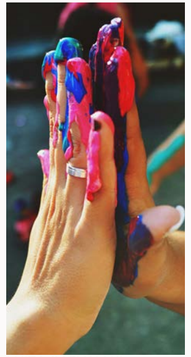
2.3 Moodboard and Brand Keywords

Because AthFest is a celebration of Athens' talents, it is extremely important that this is reflected in their branding. The branding needs to be fun, funky, and fresh while still conveying professionalism and reliability.

KEYWORDS

- Inclusive
- Grassroots
- Handmade
- Celebratory
- Community Focused

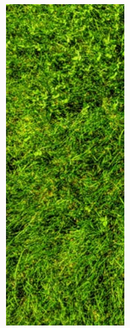

CINDY TRINH

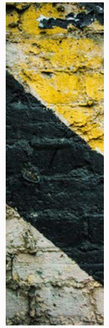

LUIZA CARVALHO


ROGER HARRIS


ASHTIN BARKER




BEDNARIK


ADAM BIRKETT


JEZ TIMMS


GABE PIERCE

2.4 Festival Promises

A PLACE FOR COMMUNITY

AthFest needs to cultivate a community by creating a safe space for all ages to enjoy.

UNFORGETTABLE MEMORIES

AthFest is going to create a party atmosphere that leaves people excited and wanting more.

SOMETHING FOR EVERYONE

AthFest will showcase various artists, musicians, and events so there is never a dull moment.


FOREST X. DYNES

3. Logo

3.1 Main Logo and Symbol

The main logo of AthFest is a handmade wordmark designed to encompass the community of Athens.

It's quirky and imperfect layout represents the individuals in the Athens community. While they are all unique, they share characteristics that bring them together. This is highlighted in the wordmark by each letter having a curved area somewhere on their form.

The community aspect is also highlighted through the interactions between letterforms, such as the end of the "s" tucking under the crossbar of the "e".

USAGE

This logo should be used and anything and everything AthFest related when possible. The usage of this wordmark and only this wordmark is extremely important in order to build trust and reliability within the community as AthFest run by a non-profit. The logo should remain primarily in black and white.

No alterations are allowed.



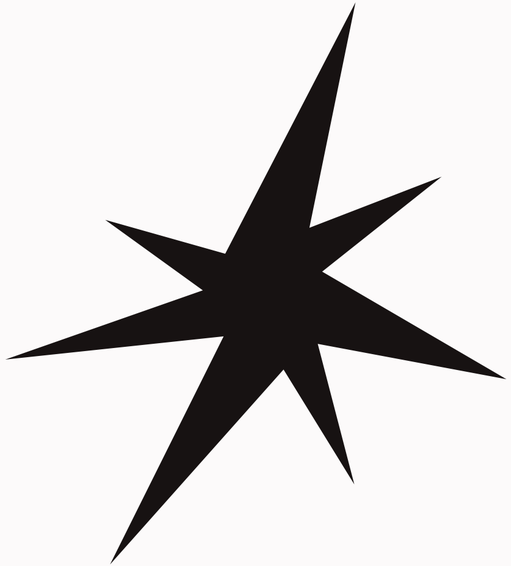
SYMBOL

The main symbol of AthFest is “The Spark”. The Spark represents the start of an explosion of creativity within the Athens Community. When so many sparks come together, a fire is created. As a community and festival, it is necessary that Athenians work together to create a fire of creativity.

USAGE

The Spark is the main graphical element of AthFest. It should be seen on anything and everything AthFest to create a continual brand identity.

While this is true, The Spark should never be used to represent AthFest alone. It should always be paired with a wordmark or with other graphical elements in a pattern.



3.2 Vertical Alternate

This vertical alternate of the wordmark provides another way for the AthFest brand to be used. It retains the same traits as the main mark while creating a more condensed and upright mark.

USAGE

This vertical alternate to the main wordmark will be used on AthFest signage and applications when the horizontal mark cannot be used such as vertical signage.

This alternate may also be used when creating a series of merchandise that uses the main logo to differentiate or provide a new design for consumers. The logo should remain primarily in black and white.

No alterations are allowed.



3.3 Color Variations

HORIZONTAL



SYMBOL



VERTICAL









3.4 Text Clearspace

The clearspace for the logos uses The Spark counterform within the bowl of the “a”.

No text should ever come in contact within the clearspace. Because the logo is signifying mark of AthFest, it is extremely important that no text distract attendees or visually take away from its significance.





3.5 Do's and Don'ts

KEEP THE LOGO THE SAME



HAVE TEXT BELOW THE CLEARSPACE



PAIR THE SPARK WITH THE LOGO



TURN THE SPARK WHEN USED GRAPHICALLY



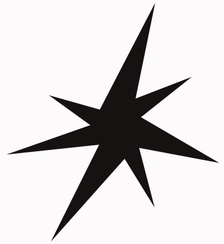
DO NOT REARRANGE THE LOGO



DO NOT HAVE TEXT IN THE CLEARSPACE



DO NOT HAVE THE SPARK ALONE



DO NOT STRETCH OR ALTER THE SPARK INSIDE THE LOGO OR WHEN IT IS STANDING ALONE



4. Color

4.1 Main Palette

The main palette of Athfest encompasses the energy created and expressed through AthFest. Each color was specifically chosen to represent AthFest and the Athens Community. Ignite and Orange Twin, as the main colors of AthFest, represent the creativity of Athens and the vibrant energy that summer brings. Athena acts as not only a counter to the bright colors on the palette, but also as an homage to Athena as her patron color is blue.

Spotlight and Pete were chosen to blend in with the natural colors of Downtown Athens. Wicked and Flamingo represents things within AthFest and reference their specific color tones, such as Wicked Weed Brewing, AthFest's main sponser.

MAIN

HEX: #F0CA13
RGB: 240, 202, 19
CMYK: 7, 17, 100, 0

Ignite

HEX: #F05A30
RGB: 240, 90, 48
CMYK: 0, 80, 91, 0

Orange Twin

HEX: #FDFAF9
RGB: 253, 250, 249
CMYK: 0, 1, 1, 0

Spotlight

HEX: #16112
RGB: 22, 17, 18
CMYK: 71, 69, 65, 82

Pete

HEX: #1E0C66
RGB: 30, 12, 102
CMYK: 100, 100, 23, 26

Athena

SECONDARY

HEX: #1DBDD42
RGB: 219, 221, 66
CMYK: 17, 2, 89, 0

Wicked

HEX: #E06B78
RGB: 224, 107, 120
CMYK: 8, 72, 40, 0

Flamingo

4.2 Expanded Palette

The expanded palette includes the tints and shades of the main color palette. These colors are available to be used if needed on merchandise or applications provided they follow the usage guides.

Colors on the expanded palette should NEVER be used as the main colors on graphics. They should only be used to extent the main color palette when necessary.

HEX: #16112 RGB: 22, 17, 18 CMYK: 71, 69, 65, 82	HEX: #9E7E00 RGB: 158, 126, 0 CMYK: 36, 44, 100, 12	HEX: #6A7934 RGB: 106,121, 52 CMYK: 59, 36, 99, 18	HEX: #722836 RGB: 114, 40, 54 CMYK: 37, 89, 64, 40	HEX: #581300 RGB: 88, 19, 0 CMYK: 37, 90, 95, 60	HEX: #1E0C66 RGB: 30, 12, 102 CMYK: 100, 100, 23, 26
HEX: #C9C7C8 RGB: 201, 199, 200 CMYK: 21, 17, 17, 0	HEX: #F0CA13 RGB: 240, 202, 19 CMYK: 7, 17, 100, 0	HEX: #1DBDD42 RGB: 219, 221, 66 CMYK: 17, 2, 89, 0	HEX: #E06B78 RGB: 224, 107, 120 CMYK: 8, 72, 40, 0	HEX: #F05A30 RGB: 240, 90, 48 CMYK: 0, 80, 91, 0	HEX: #98D3F4 RGB: 106, 121, 52 CMYK: 59, 36, 99, 18
HEX: #FDFAF9 RGB: 253, 250, 249 CMYK: 0, 1, 1, 0	HEX: #FFF1CA RGB: 255, 241, 202 CMYK: 0, 4, 23, 0	HEX: #F2F0BB RGB: 242, 240, 187 CMYK: 6, 1, 33, 0	HEX: #F4C9D1 RGB: 244, 201, 209 CMYK: 2, 24, 7, 0	HEX: #FCCFBA RGB: 252, 207, 186 CMYK: 0, 21, 23, 0	HEX: #D7E7F6 RGB: 215, 231, 246 CMYK: 14, 4, 0, 0

4.3 Color Usage

The main color palette will always be used in AthFest branding, with Ignite being the main signal color for all of AthFest. When creating signage or posters, Ignite will always be the main color unless stated otherwise.

The logo should always be in AthFest black and white unless the logo is the main icon on the graphic as pictured in the poster here.



POSTER EXAMPLE

SIGNAL COLORS

Each stage and area has a specific color that is used when being referenced. Whether that is in signage, social media, or physical applications, they must use that color as their main signal color.

Main Stage

Supporting Color

Supporting Color

Hull St. Stage

Supporting Color

Supporting Color

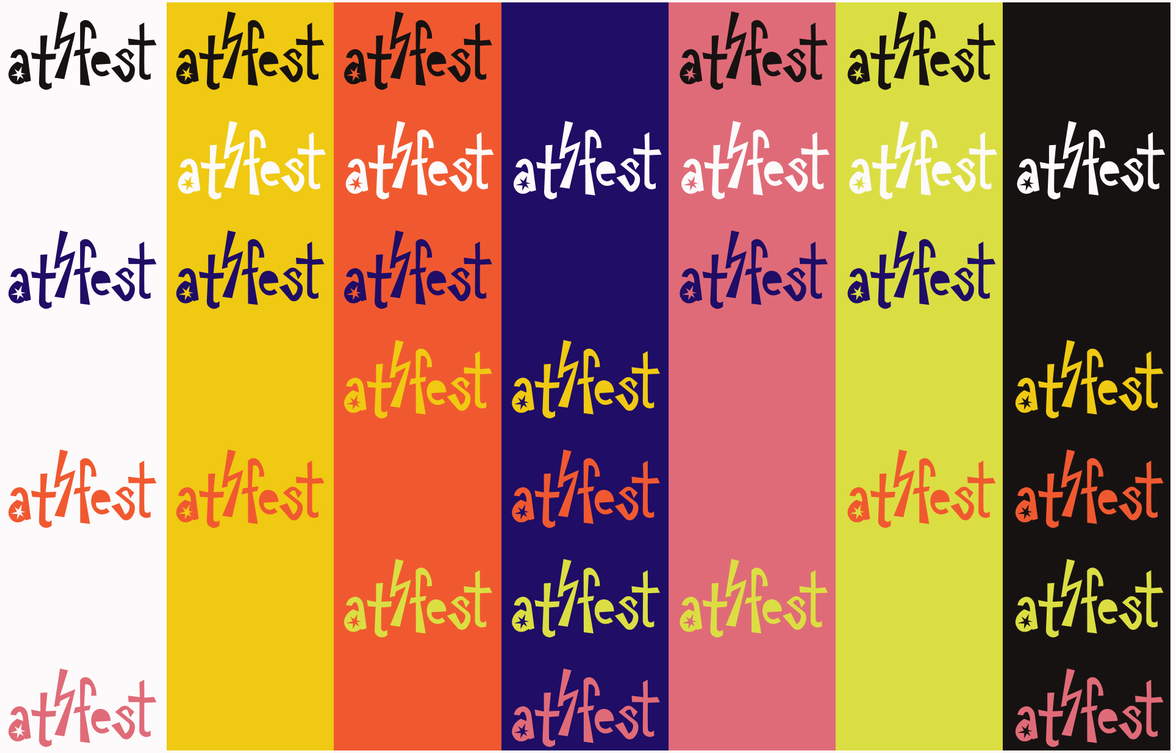
KidsFest

Supporting Color

Club Crawl

As secondary events to the Main Stage and Hull St. Stage, KidsFest and Club Crawl branding must ALWAYS have the Athena blue with their signal colors. This links these secondary colors back to the main color palette and main colors of AthFest branding.

ACCEPTABLE COLOR COMBINATIONS



ACCEPTABLE SECONDARY COLOR COMBINATIONS

Secondary colors may be used in combination with their own main color and should never be used as a replacement for them.

While these colors may be used for smaller headlines, they should be used sparingly. Always opt to use AthFest black or white for all text unless stated otherwise.

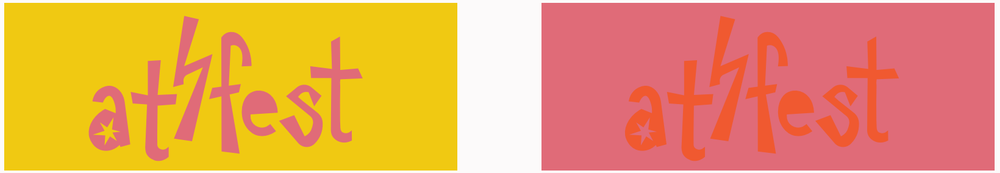


4.4 Do's and Don'ts

USE CORRECT COLOR COMBINATIONS



DO NOT USE WRONG COLOR COMBINATIONS



DO NOT MIX SECONDARY COLORS



5. Typography

5.1 Type Styles

Simple san-serif typefaces were chosen to balance out the handmade wordmark. It is important that these typefaces be simple and legible at large and small sizes.

Neue Haas families were chosen because they were created to clear, neutral, versitle, and highly readable for a wide variety of applications.

NEUE HAAS GROTESK DISPLAY PRO BLACK

Title

NEUE HAAS UNICA BOLD ITALIC

Header

NEUE HAAS UNICA BOLD ITALIC

Subheading

NEUE HAAS GROTESK DISPLAY PRO BLACK

ALTERNATE SUBHEADING

NEUE HAAS GROTESK TEXT PRO ROMAN

Body Text. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem.

5.2 Color

All main text should be in AthFest black and white. This is necessary in order to increase legibility in posters, signage, and social media.

When creating hierachy in small graphics such as social media posts, the secondary color palette may be used in small headers as pictured in the graphics below. The tints and shades of the signal color may be used to create highlight performers, stages, or locations when stated in small headers.



PERFORMER TEMPLATE



PERFORMER TEMPLATE

5.3 Type in Use

Social Media Example

45 PT **CLUB CRAWL**

67 PT ***40 Watt Club***

34 PT ***Friday 06.20***

9:00 PM	Echo Base DJs
10:00 PM	Well Kept
11:00 PM	Elijah Johnston
12:00 AM	hallpass
1:15 AM	Echo Base DJs

24 PT



SOCIAL MEDIA EXAMPLE

5.4 Do's and Don'ts

USE CORRECT TYPE STYLES

40 Watt Club

Friday 06.20

9:00 PM Echo Base DJs
10:00 PM Well Kept
11:00 PM Elijah Johnston
12:00 AM hallpass
1:15 AM Echo Base DJs

DO NOT USE HEADERS AS BODY TEXT

Quentin Love
Polar Waves
The Ladies Of
Beast Mode
Phantom Dan

DO NOT MIX SENTENCE TYPE

All main text should be in AthFest black and white. This ***is necessary in order to*** increase legibility in posters, signage, and social media.

DO NOT CHANGE HEADER CASES

CLUB Crawl

DO NOT GROSSLY CHANGE THE TRACKING OR LEADING

C L U B C R A W L

CLUB

CRAWL

6. Graphics

6.1 Main Elements

The Spark, Quarter Note, and Beamed Eighth Note are the main graphic elements used throughout AthFest designs. They reference the musical elements of AthFest, while The Spark references all other parts of creativity throughout the festival. Graphical elements were kept to a minimum as color is heavily used throughout all designs.



QUARTER NOTE



BEAMED EIGHTH NOTE



THE SPARK

6.2 "Rock" Elements

These graphics are hand-drawn sections or "rocks" that help divide information on graphics for posters or social media. They reference the handmade and imperfect part of the AthFest and the Athens community.

These are drawn for each poster and template, so unless they are being used in a series they are unique to the individual poster. These graphics should be spikey and be used as a format to create hierarchy in designs.

While they can be fun and funky, they should never take away from the information or image on the poster. A generous amount of space should be left between the text and the edge of the graphic. No text should touch or go outside of the graphic. Refer to the stage graphic here as an example.





STAGE GRAPHIC EXAMPLE

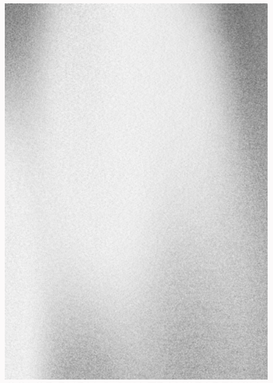
6.3 Texture Overlays

These textures were selected to elevate the homemade and imperfect design of AthFest. They should be used on all AthFest designs regardless of subject matter. It is important to keep consistency and maintain the overall feel of AthFest.

ALWAYS use the concrete overlay before adding the grain and use the settings labeled below. These textures should be the last thing added to the design and should always be on top of all other elements in the design.



SCREEN @ 42% TRANSPARENCY



COLOR BURN @ 35% TRANSPARENCY

6.4 Color Usage

When selecting colors for the graphic elements, refer back to the color usage guidelines in the color section. Always use main colors on the graphic elements when creating overall graphics for AthFest as pictured in Example Two below.

Outlines and tints/shades on elements are allowed to add depth designs. If it is necessary to put any graphic elements on a photo background and/or infographic, opt to use a white outline on the elements as seen in Example One. Always use white or light colored elements on a dark background.



EXAMPLE ONE



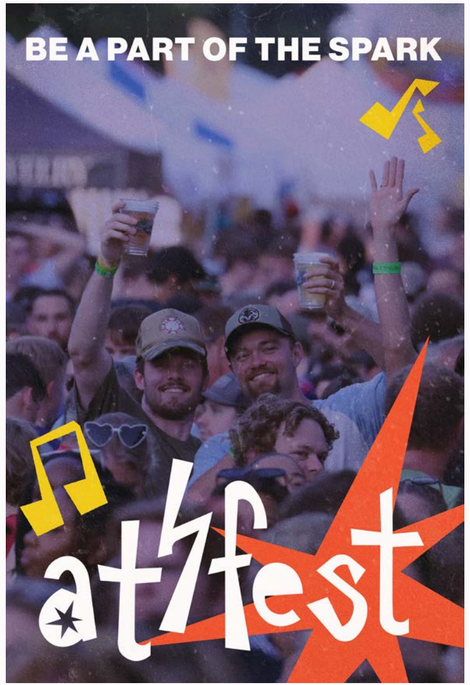
EXAMPLE TWO

6.5 Interactions with Logo

While there is no set clearspace for graphical elements with the logo, it is important that boundaries are set. No elements are allowed to touch the logo or take away from it's importance. Elements are allowed to be layered below the logo as long as they follow the color text usage and do not distract from any information on the graphic as seen in Example Three. Elements can be hooked under letters in elements as long as ample space is left between the element and letter as seen in Example Four.



EXAMPLE FOUR



EXAMPLE THREE

6.6 Do's and Don'ts

USE CORRECT COLOR PAIRINGS



DO NOT USE INCORRECT COLOR PAIRINGS



DO NOT OVERLAP GRAPHIC ELEMENTS



USE LIGHT COLORS ON DARK IMAGE BACKGROUNDS



DO NOT USE DARK COLORS ON DARK IMAGE BACKGROUNDS



DO NOT TOUCH THE LOGO



7. Signage

7.1 Icons

These icons are used as symbols for wayfinding around the festival. All icons were built through the same illustration system similar to that of the “rock” elements and wordmark by using imperfect structures and dynamic lines.

The icons in the circular holding cells represent general areas at the festival, while those in a square holding cell represent important services.

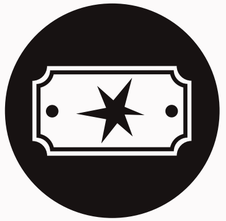
All icons should remain in their holding cells and remain un-editted except for the arrow. The arrow may be taken outside of it’s cell, rotated, or flipped in order to accurately direct attendees to their desired location.



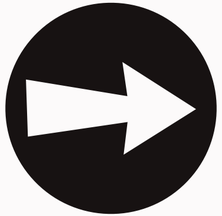
FOOD



BATHROOMS



TICKETS/PASSES



ARROW



HYDRATION STATION



ALCOHOL



PARKING



SECURITY



INFORMATION



FIRST-AID



WHEELCHAIR ACCESS

7.2 Small Signage

The small signage will be used to direct people around the festival to places that may be moved around such as bathrooms and rides. This signage provides a sublementary wayfinding system to the map and the large signs so that attendees never get lost.

The signs follow the color system laid out before for stages. Adding onto that system, the secondary events and extra areas not assigned a color will be signified by Orange Tree to keep in line with the main color palette.

Each sign will be 2 feet wide by 3.5 feet tall.







MATERIALS

The small signage will be held in a black steel frame to mimic the infrastructure of Downtown Athens. The sign will be printed on canvas and tied to the frame with heavy duty twine in case the sign needs to be changed out.

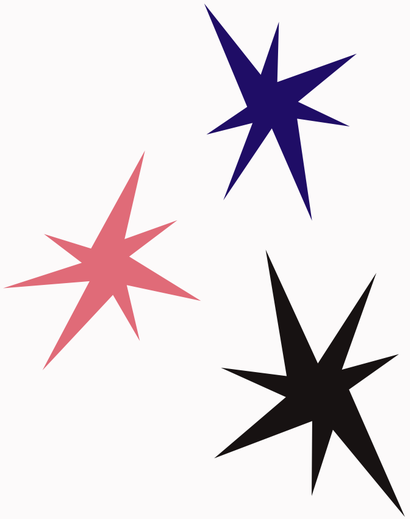


7.3 Vinyl Signage

Vinyl Spark symbols will be used within the streets to act as a sublementary wayfinding systems for those who may not be able to see other signage. The color of the vinyl will follow the color usage section they land in (ex. Flamingo = KidsFest).

The vinyl Sparks will be no smaller than two feet wide or tall and no larger than five feet wide or tall. Installation is quick to apply and easy to remove





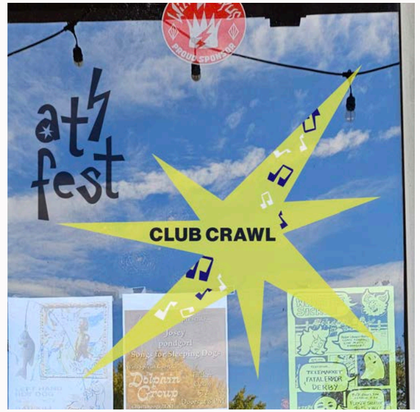
WINDOW VINYL

Window vinyl's will be given and applied to venues hosting the AthFest Club Crawl to signify to attendees this is an approved venue. Venues have an option between two different different designs.







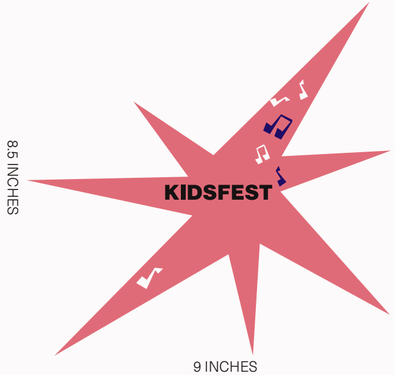


7.4 Large Signage

Large signage includes anything from banners to street signage. As a general rule, follow the color guidelines laid out for all signage.

SECTION SPARKS

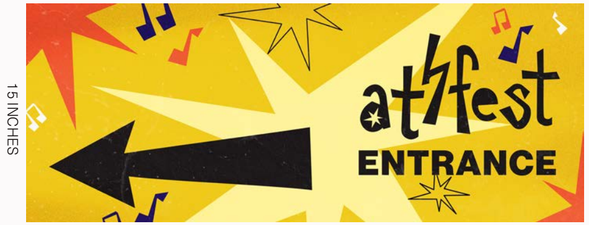
Section Sparks are sublementary signage wrapped onto light poles in the middle of the street to remind attendees where they are. These panels are made out of wood with vinyl for easy creation and set up. Signs are large enough for any attendee to see them.





STREET BANNERS

Street banners provide wayfinding for people father away or quickly glimpsing at it. These banners should be straight to the point to accurately provide directions. They should be used outside festival groups to direct attendees to parking or inside the area.









FLAGS

Flags in Downtown Athens are used as advertisements throughout the summer to stir-up excitement about AthFest. These flags last throughout the summer and should be generic enough to where they do not promise anything concrete about the festival.

These flags should follow the logo and color usage guidelines laid out previously. When setting up flags downtown, flags with the same signaling colors should NOT be placed directly together (ex. do not put two flags that use Ignite as their main color in close proximity to each other).



84 INCHES

30 INCHES



HANGING SIGNAGE

The hanging signage is the main wayfinding system for AthFest. With the streets being closed off and filled to the brim with attendees, it is extremely important that attendees know where they are at any given point. This is why signage will hang where the street names are.

This signage poles will be created from steel and will be screwed into the street pole as to ensure that the sign will not fall. This also provides an easy way to remove them after the festival is over. To minimize weight, the individual signs will be made out of aluminum sheet metal at its minimum thinness. A vinyl graphic will then be applied to metal. Each sign will be screwed into 3 inch poles to maintain stability.

This signage is reuseable and adaptable. If an area changes from festival year to year, the individual signs can be unscrewed and replaced.



0.5 FEET

3 FEET





COLLEGE AVE. INTERSECTION

7.5 Map

It is important that maps be legible and accessible for everyone entering the festival. All maps will follow the color coding system (similar to the one previously mentioned) laid out below. All sections in the map are square or rectangular.

- STAGES
- KIDSFEST
- FOOD AND BEVERAGE
- TENTS AND EVENTS
- CLUB CRAWL
- HYDRATION

GREEN BACKGROUND IS NOT A PART OF THE DESIGN; IT IS ONLY TO ENHANCE CONTRAST

DIGITAL MAP

The digital map should be readable in from any device (phone, tablet, computer, etc.) and should be formated to fit on any social media platform. When posting on social media, make sure no part of the map is cropped or cut off.



BROCHURE MAP

The brochure map acts as a way for attendees at the festival to physically hold a wayfinding system on them at all times. This map is primarily for attendees who have never visited AthFest before and know nothing about the layout of Downtown Athens, This is a horizontal version of the digital map that follows the same coding system.

On the back of the brochure is an overview of the main stage and side stage schedules. This is primarily due to the fact that cell service may be spotty due to the influx of people at the Festival and attendees may not be able to access a schedule with ease.







7.6 Do's and Don'ts

USE CORRECT COLOR COMBINATIONS





DO NOT CHANGE COLOR COMBINATIONS





USE THE ICON AS SHOWN



DO NOT FLIP OR ALTER THE ICONS



USE SQUARES FOR MAP SECTIONS



DO NOT USE DIFFERENT SHAPES



8. Photography

8.1 Photography Style

Photography should always be focused on the attendees and people. Because AthFest was created and is run by Athens locals, it is extremely important that the photography reflects this. Wether a performer, volunteer, or attendee, we want everyone to feel included and seen.

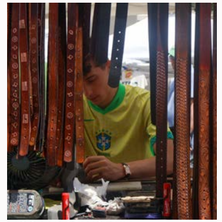
Concert photography should focus on the artists performing with a heavy emphasis on action shots. Supplementary photography includes establishing shots of the venue, crowds, close-ups of instruments, and crowd-artist interactions.

Photographs of crowds and the general public should focus on the people of AthFest and how they interact with each other. Supplementary photography includes the various events happening around the festival. Photographs should aim to capture the culture and vibe of Athens/AthFest.

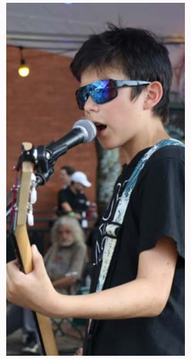


ASHTIN BARKER

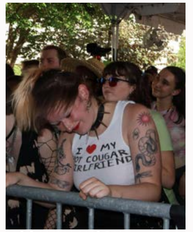

ASHTIN BARKER


HOSANNA WORKU


FOREST X. DYNES


ASHTIN BARKER


MERRIELLE GATLIN


HOSANNA WORKU


HOSANNA WORKU


FOREST X. DYNES


KALEB A. TATUMV


ASHTIN BARKER

8.2 Color Overlays

When using photography in graphics, photographs should have a color overlay. This is so they are connected to the AthFest color palette and fully aligned with the AthFest brand. All photos should have the texture overlays as well.

PHOTO-CENTRIC GRAPHICS

Posters that highlight the attendees of AthFest and have them centered should have a slight color overlay. This simple overlay allows for the colors of the attendees to shine through. Refer to the examples and instructions below.



DARKEN @ 45% TRANSPARENCY



MULTIPLY @ 70% TRANSPARENCY



EXAMPLE FIVE



EXAMPLE SIX

INFORMATION-HEAVY GRAPHICS

Graphics that are information heavy should be treated differently than photo-centric images. In order to cause less distractions for readers, it is important that these photographs be as monochromatic as possible. Therefor, each photo should be treated with a black color overlay before applying the colored layers.



COLOR @ 100% TRANSPARENCY



MULTIPLY @ 100% TRANSPARENCY



MULTIPLY @ 100% TRANSPARENCY



COLOR @ 78% TRANSPARENCY



MULTIPLY @ 100% TRANSPARENCY



EXAMPLE SEVEN



EXAMPLE EIGHT



EXAMPLE NINE

8.3 Do's and Don'ts

USE SET OVERLAY TRANSPARENCY





USE CORRECT OVERLAY MODE



DO NOT CHANGE THE TRANSPARENCY





DO NOT CHANGE OVERLAY MODE



APPLY OVERLAY TO ONLY PHOTO



DO NOT USE COLOR OVERLAY ON GRAPHICS



9. Applications

9.1 Entrance Design

The entrance for AthFest follows the handmade design system previously laid out. The entrance references and uses the graphical systems shown previously to complete the rough and handmade look of the festival. It is important that this comes through to the attendees as this is the first thing they will see when entering the festival.

The structure is made out of a steel frame with wooden panels covered in vinyl on top of it. The wooden panels will be tied to the frame with the same heavy-duty twine as the small signage.



9.2 Stage Design

The stage design follows the same system as the entrance monument. Using the Sparks as it's main symbol, the stage will be decorated with all over with sparks that hang down from the ceiling. As in previous years, the stage will have giant banners and flags that span across to bring attention to the musicians and re-enforce the message of AthFest.

All sparks will be made with thin wood with a vinyl overlay on top of them. The banner will be made out of heavy-duty canvas and hung with heavy-duty twine. The flags will be made out of thin material as to not tilt or effect the stage.



9.3 Apparel

Apparel for AthFest will include the spark and a logo. Always include a logo with any AthFest merch, whether on the apparel itself or within the packaging. Apparel should follow the color and text usage guidelines laid out previously.







9.4 Merch

Merch should always include the AthFest logo and main colors when possible. Always follow the color and text usage guidelines laid out previously.

When creating new merch items, always consider how the Athens community will interact with the object. For example, Athens is a city with a lot of coffee shops. Therefor, we have created limited AthFest coffee mugs to be sold in coffee shops in and around Downtown Athens.










atlfest