athfest

Process Documentation

Research

When starting to redesign AthFest, I researched the festival online and found basic information about what it is, who it is for, and what it’s purpose is.

When researching, I turned to various platforms such as Reddit and FaceBook to read past review about experiences attendees have had at AthFest.

Research

On top of researching, I conducted a survey from past AthFest attendees about their own experience going there. From the survey and internet, I learned that most, if not all, people who attend primarily go for the music. The music has and always will be the main draw of the festival.

I also learned that there was little to no signage at the festival grounds. It was extremely hard for out of towners and even Athens locals to find their way around. This was an extremely important detail as attendees should be able to go to a festival and have fun, not worry about how they are going to get around.

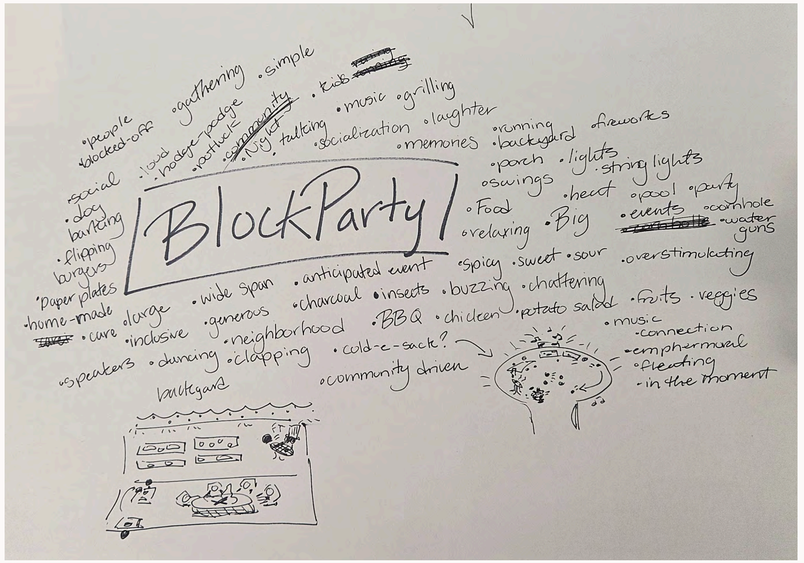
Overall, from my research I found that the community aspect of AthFest is what really brings the festival together. People attend for the music, but they stay for the community. This lead me to design my festival around that specific thought.

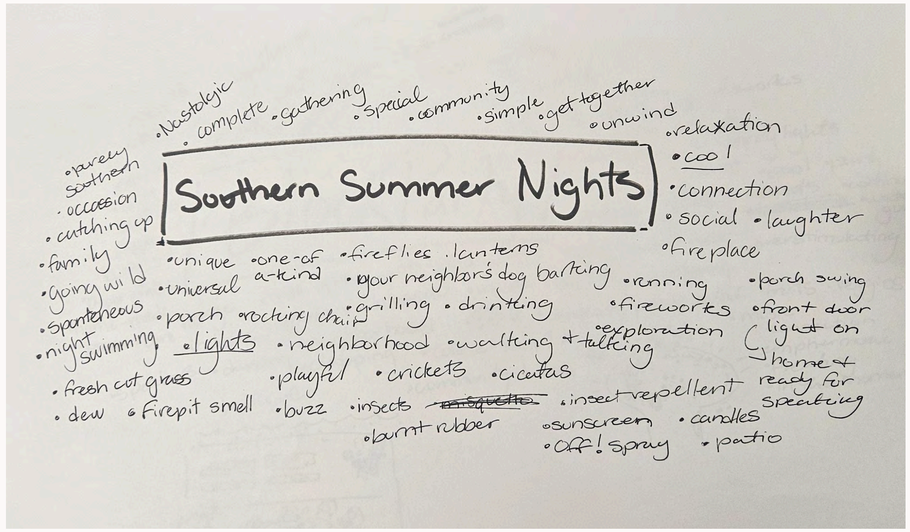
Concept Exploration

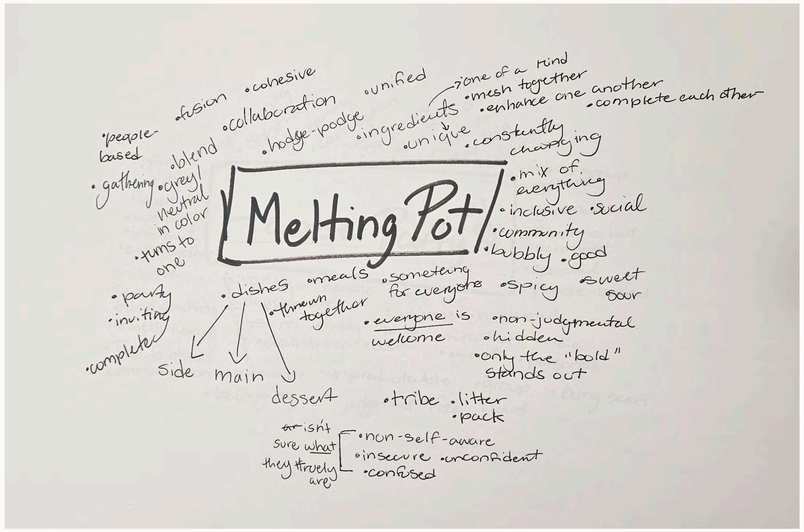
When redesigning AthFest, I first started with figuring out how community and interaction can be portrayed.

Concept Exploration





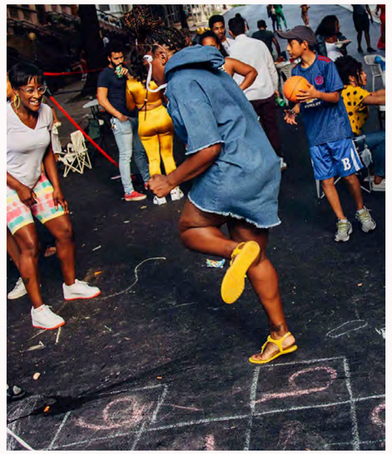




Concept Exploration

When exploring, I came up with three concepts that I thought revolved around AthFest: A blockparty, gathering, and a dream. All focused on different areas of AthFest such as the party, the reason for it, and the history of the town.

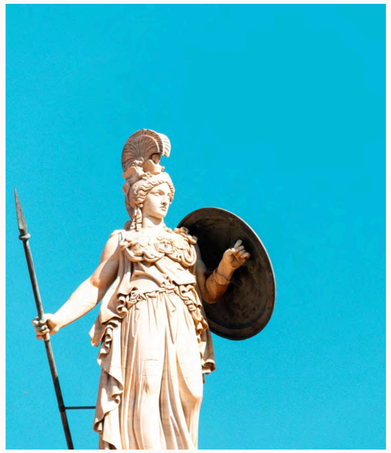
After review, I decided that a combination of all three was what was best for AthFest. These concepts expanded AthFest too wide, and the concept needed to be narrowed down.



Till the Cows Come Home



Be The Dream

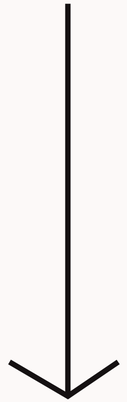


Agora

Concept Exploration

When coming up with the title for my concept, I initially focused more on the music side of AthFest. However, I realized that music is not all what AthFest is about. Music is just a small part of it. That is why I changed the title to be more community driven, urging people to get involved with the non-profit side of the festival.

A Crescendo of Creative Energy



Be a Part of the Spark

Concept Exploration

The concept for AthFest builds upon everyone working together as a community. This was extremely important to get through the design and the written parts of AthFest.

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.

Manifesto

When coming up with my manifesto, I struggled with verbage and figuring out what exactly needed to be conveyed.

Manifesto

First Draft

We believe dreams that create and form history are only achievable through the support of their community. The late nights and early mornings don’t happen alone; they happen together. Support the dream and watch history unfold.

Second Draft

We believe innovative dreamers and artists shape history the best with the support of their community. The late nights creating new tunes and the early mornings designing first drafts aren’t spent alone; they happen together. Be a part of the community by supporting the lone artists and watch history transpire.

Manifesto

Final Manifesto

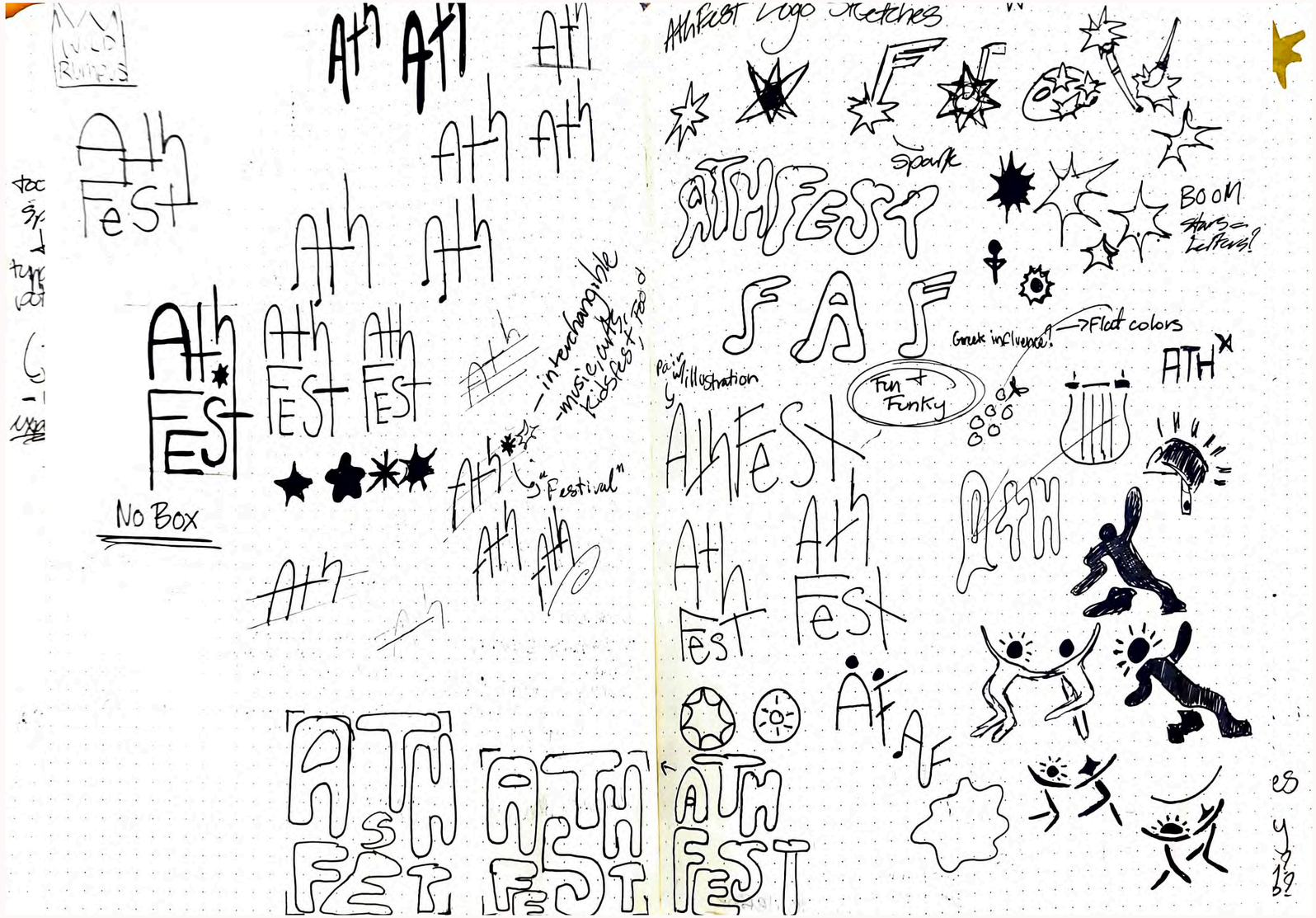
In the end, I changed it to be more community focused so that the real message of AthFest shine through: to help the children in the arts.

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.

Logo



Logo


AthFest Logo Sketches
Spark
ATHFEST
Boom
stars + letters?
Greek influence? → Flat colors
Fun + Funky
No Box
"Festival"
- interchangable
- music outfits
- kiosks
AthFest

Logo


too random?
spiky
typography attack
not professional
made for the people + everyday people!
handwritten
Friendly
Nostalgic
Northstar
For Creatives!
cut out?
-create something that is true
-intell informs idea
AND? what?
-straightedges?
softness
need to define
wide. switching to "music, art, crafts"
flashing blog w/ video or photos w/ overlay on text
Punk!?
What does softness actually mean?
-intensify?
-lightness?
-delicate

Logo


athfest
blend new + old w/ city of Athens references
-music, art, academics, architecture, culture, people, history
MillerText – most pop. font in '97
industry – rep. new modern ath infrastructure
rep. the city!
Prassia Nouvantique Serif
diff. letterforms = community
mimic music note?
Eighth rest
Tom SEGNO
natural
-nonsensical?
-flowy -script
"Where creativity blossoms"
"Fuel Your Creative Fire"
"a place for everyone"
thin
athfest
more sophisticated?
"academic"
"music"
made in Afte
Kepler STD
resembles buildings?
spark/icon as counter form
"where every genre of creativity can shine"
rep. older ath + academic
blend together rep. the heavy history of ath
-mix of archit. people, + culture
new, modern take on creativity/art in Ath
reminiscent of old board flyers!
40 WATT CLUB
define star/symbol
-move letters up down so they're not in a straight line
athfest
block
Serif?
athfest athfest athfest athfest athfest
-Flyer mock up
w/ concept in mind
-round corners mixed w/ sharp edges
athfest
athfest
soft cut out? -PUNK
let creative energy flow w/o bounds or judgem
Creativity is PUNK
PUNK!
all diff. letter forms
how to translate into signs!
fi-tr.com → go for free icons

Logo

When designing the logo, I wanted the design to express the handmade and imperfect side of the Athens community. It is easy to forget that AthFest is all volunteer run and made by everyday people, so I wanted to express this through the design.

After weeks of sketching and countless iterations, I finalized a design that encompasses all of AthFest and the Athens community. From it's imperfect letterforms and letter interactions, this is what AthFest is about.

Vector Iterations



Finalized Logo



Logo

While designing, I kept having this idea of a “spark” in my mind. All it takes it for one spark to start a fire - a movement. This concept was something I needed to capture within AthFest, so I created the main element of AthFest - The Spark.



Typography



Typography

When selecting typography, it was extremely important that the type be as clean and legible as possible. Because the logo is handwritten, the typefaces chosen for headers and body text needed to balance it out.

Typography Iterations

HEADLINE

This is a second headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

TITLE

THIS IS A SUBTITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Title

THIS IS A SECOND HEADLINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Title

THIS IS A Subtitle

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Typography

The final typography chosen reflects the cleanliness and high readability as discussed before.

NEUE HAAS GROTESK DISPLAY PRO BLACK

Headlines

NEUE HAAS UNICA BOLD ITALIC

Subheading

NEUE HAAS GROTESK DISPLAY PRO BLACK

ALTERNATE SUBHEADING

NEUE HAAS GROTESK TEXT PRO

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.

Color



Color

I knew immediately that AthFest needed a bright color palette. In order to portray the festival as it is, the colors needed to be bright, vivid and electrifying.

First Color Palette



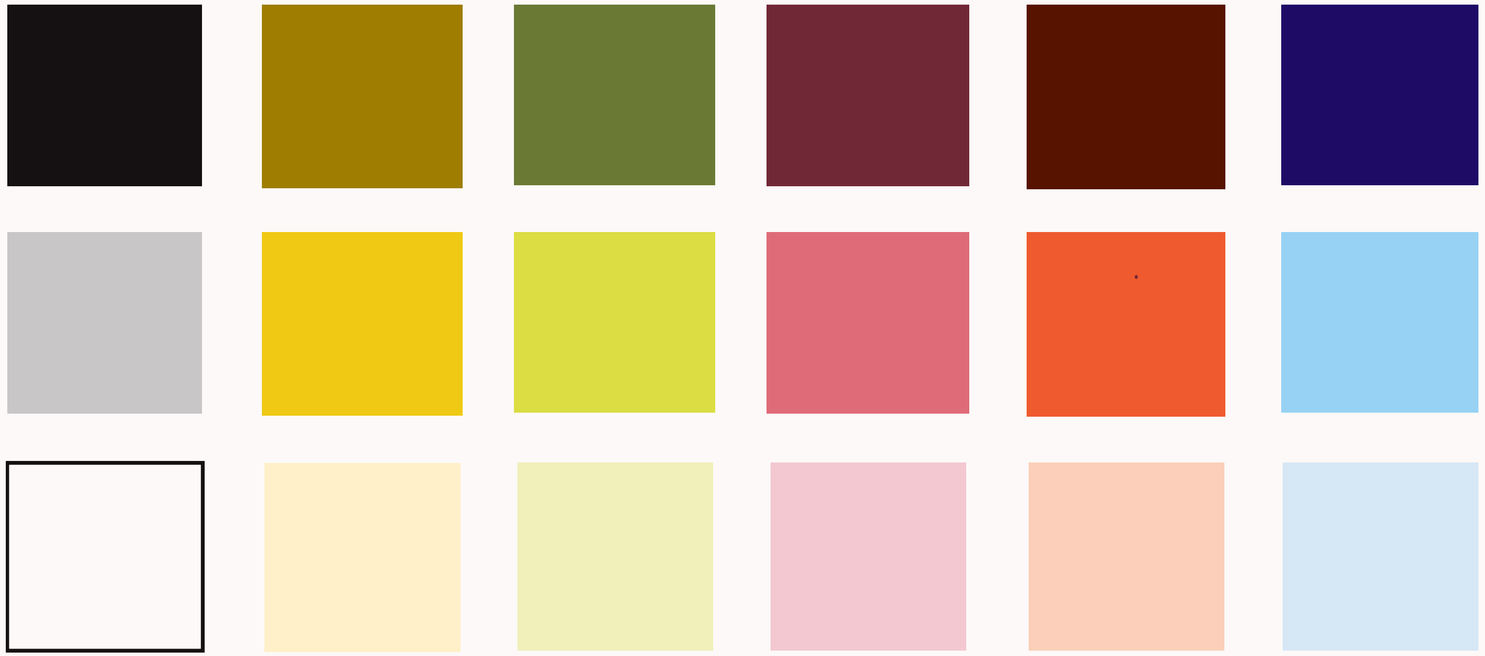
Second Color Palette



Color

In the end, I created a color palette that expresses this electricity that AthFest creates. After the main palette was created, I expanded the palette to have tints and shades of each color. This makes it easy to use colors when contrast may be an issue for specific color combinations.

Finalized Color Palette

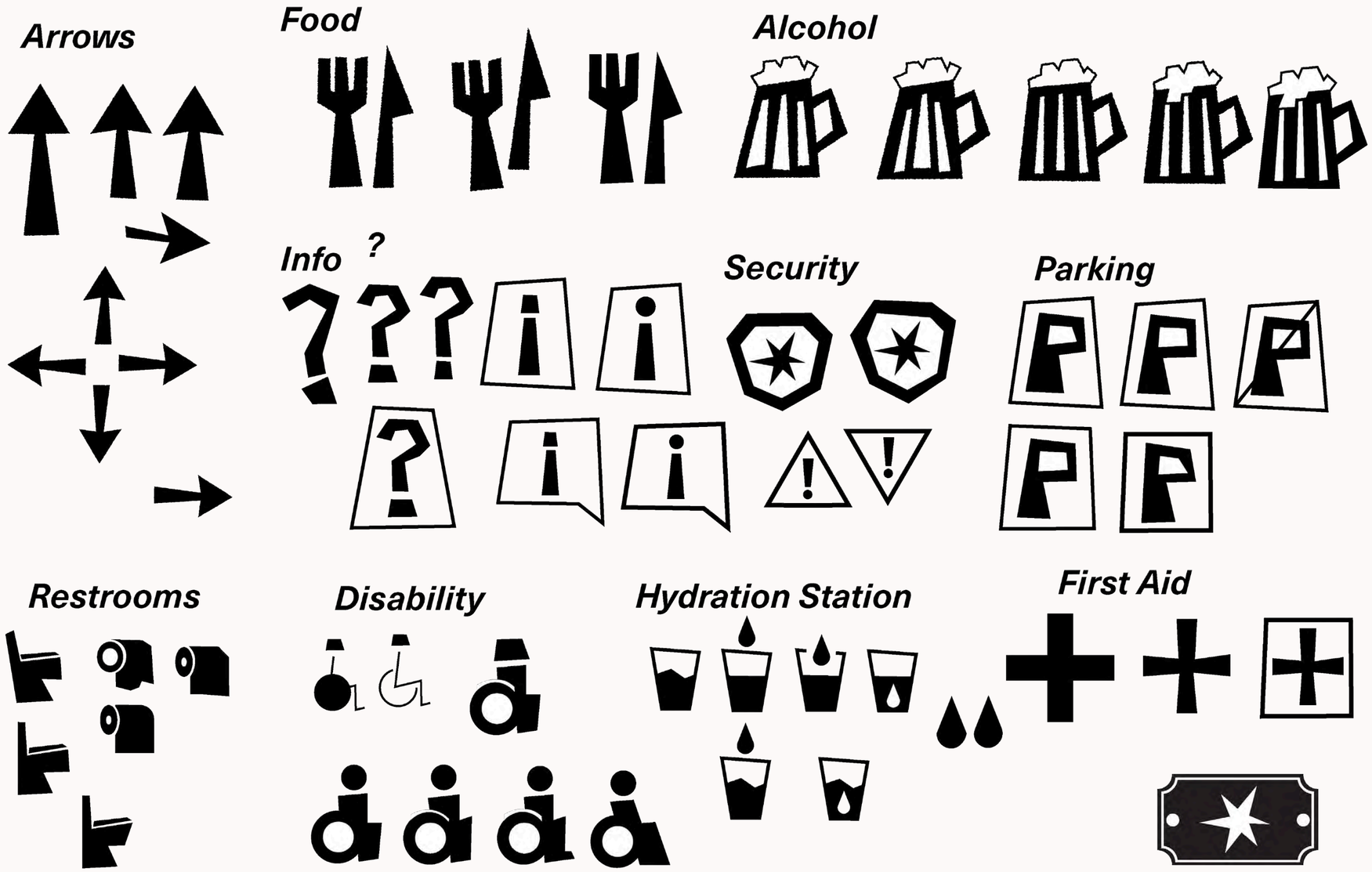


Signage

Signage

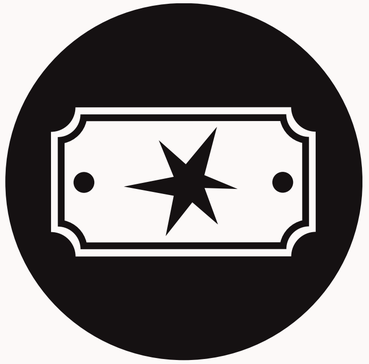
When creating icons, I wanted the structure to be rough and handmade. This was so that the icons would reflect the logo.

This proved to be slightly difficult as the icons needed to be legible from far away. In the end, I decided to have the generic icons structured similarly to the logo, while the more serious and structured icons be clean and sharp.



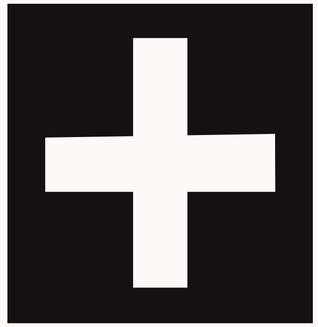
Finalized Icons












Signage

Initial Small Signage









Signage

Final Small Signage







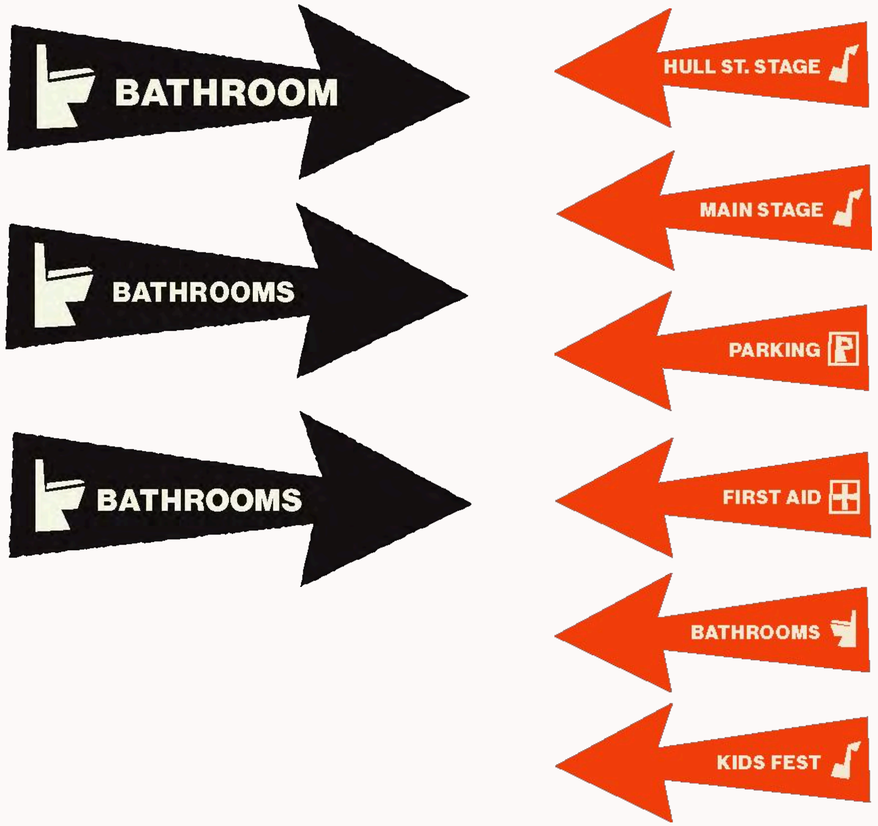


Signage

When creating large signs for wayfinding at the festival, I needed to figure out a way for everyone at the festival to see where they are going at any point. Initially, I played around with the bounding box being the arrow itself. I thought this would be an easy way to direct attendees around, but the form proved be hard to add different length words into.

Additionally, the form would make it hard to read the words from a distance.





Signage

In the end, I settled on created a hanging structure that mimics a road sign and hangs from the light poles. This proved to be successful as anyone would be able to look up and see where they are going, or where they are relative to a landmark.






N Hull St
ONE WAY
MAIN STAGE
HULL ST. STAGE
PASS PICK-UP
MERCH
FIRST AID
BATHROOMS

Maps

Maps

Map iterations





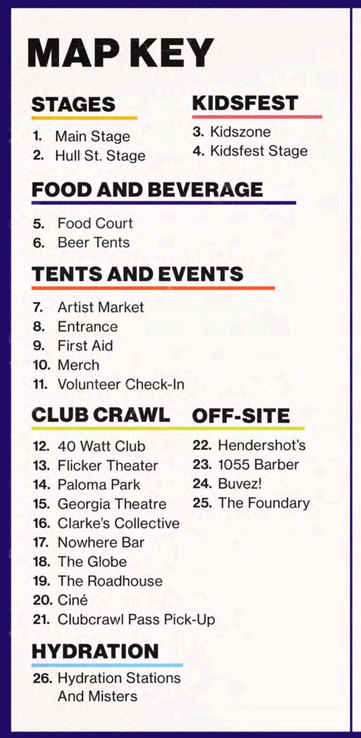


Maps

Finalized Map

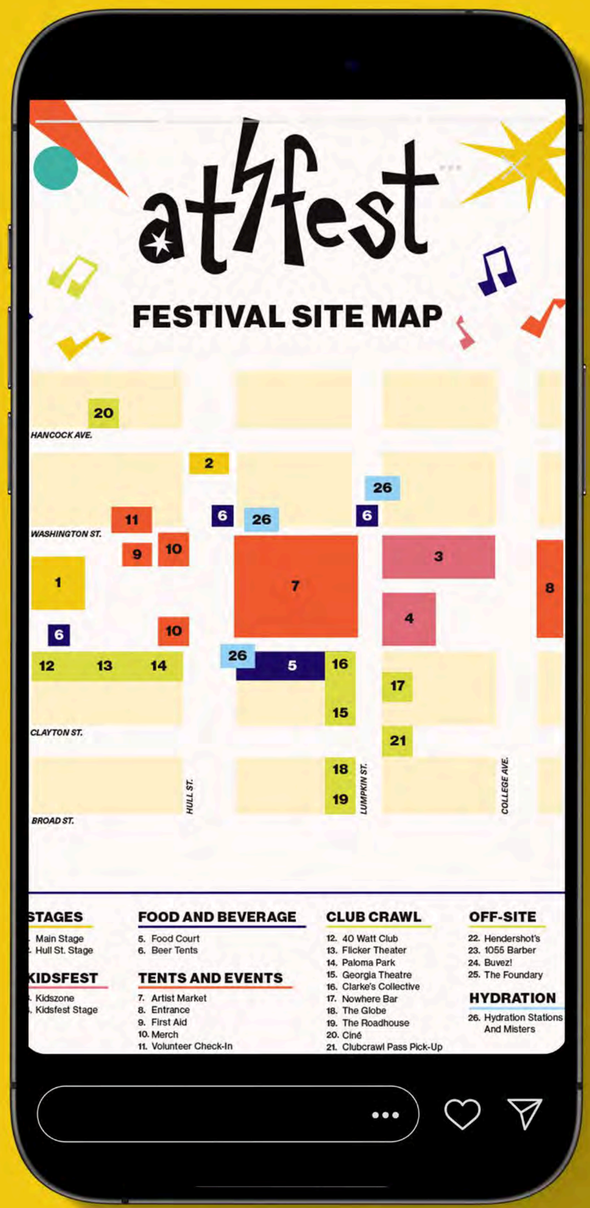
To create my maping system, I used the same color coding system as my branding. To keep the key as legible as possible, I reduced the color code section to a small bar underlining the headers. This minimized distractions on the map while still showing the viewer why the different colors matter.








9:41
Instagram
Your story
Beaporges
florence.cardigan
easy.honey
Athfestmusic
athfest FESTIVAL SITE MAP
HANCOCK AVE.
WASHINGTON ST.
CLAYTON ST.
HULL ST.
LUMPKIN ST.
COLLEGE AVE.
BROAD ST.
STAGES
1. Main Stage
2. Hull St. Stage
KIDSFEST
3. Kidszone
4. Kidsfest Stage
FOOD AND BEVERAGE
5. Food Court
6. Beer Tents
TENTS AND EVENTS
7. Artist Market
8. Entrance
9. First Aid
10. Merch
11. Volunteer Check-In
CLUB CRAWL
12. 40 Watt Club
13. Flicker Theater
14. Paloma Park
15. Georgia Theatre
16. Clarke's Collective
17. Nowhere Bar
18. The Globe
19. The Roadhouse
20. Ciné
21. Clubcrawl Pass Pick-Up
OFF-SITE
22. Hendershot's
23. 1055 Barber
24. Buvez!
25. The Foundary
HYDRATION
26. Hydration Stations And Misters
Liked by Grace and others
Athfestmusic


athfest
FESTIVAL SITE MAP
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MAP KEY
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atlfest
FESTIVAL SITE MAP
HANCOCK AVE.
WASHINGTON ST.
CLAYTON ST.
HULL ST.
LUMPKIN ST.
COLLEGE AVE.
atlfest
FESTIVAL SITE MAP

Graphics



Graphics

Initial Poster Iterations















Graphics

Final Poster Iterations



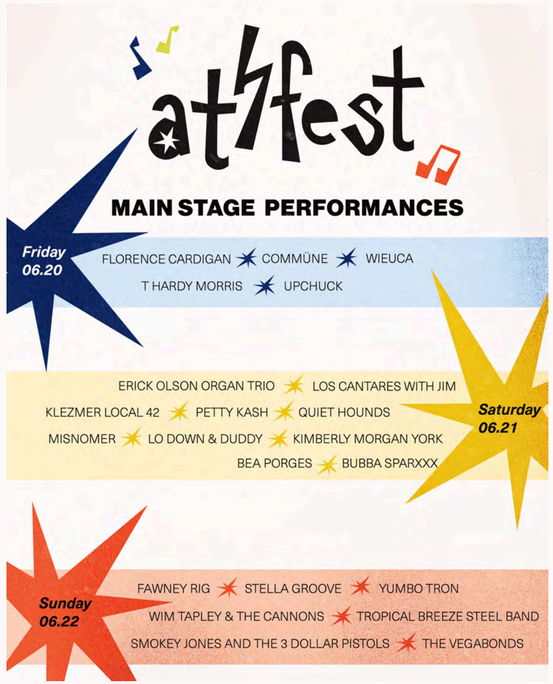





BE A PART OF THE SPARK
at/fest
at/fest
JUNE 20-22
BE A PART OF THE SPARK
at/fest
FIRE

Graphics

Stage Schedule Iterations









Graphics

Final Stage Schedule Designs

To finalize these schedules, I streamlined the design to maximize legibility. Previously, the artists names were unreadable from a distance and from up close. The band names blended together and the hierarchy was a mess.

Now, the band names are extremely legibile, even from a distance. This design also highlights performers, making it a more interesting graphic to look at.






at/fest
2026 OUTDOOR STAGE SCHEDULE
Main Stage
Friday 06.20
5:00 Florence Cardigan
5:50 Commüne
6:45 Wieuca
7:50 T Hardy Morris
9:00 Upchuck
Saturday 06.21
12:00 Erik Olson Organ Trio
1:05 Bea Porges
2:10 Los Cantares with Jim Wilson
3:15 Klezmer Local 42
4:15 Petty Kash
5:25 Quiet Hounds
6:45 Kimberly Morgan York
7:55 Misnomer
8:55 Lo Down & Duddy
9:15 Bubba Sparxxx
Sunday 06.22
12:30 Tropical Breeze Steel Band
1:25 Stella Groove
2:25 Fawney Rig
3:25 Yumbo Tron
4:30 Smokey Jones and the 3 Dollar Pistols
5:30 Wim Tapley & The Cannons
7:00 The Vegabonds
Hull St. Stage
12:35 Quentin Love
1:40 Polar Waves
2:40 Angie Aparo
3:45 Dropsonic
4:50 The Ladies Of
6:05 Beast Mode
7:15 Ashes To Omens
8:25 Phantom Dan
1:00 Dragana
2:00 Sutherland
2:55 Lanre
3:10 Eli Eternal
4:00 Me'An Mills
5:05 Ben Hackett
6:15 Grassland
5:25 Bugs Eat Books
6:15 Penny Loafer
7:15 Easy Honey
8:25 Johnny Falloon
9:00 Silent Disco with Banjo

at/fest
2026 CLUB CRAWL PERFORMERS
HALLPASS ✶ ELIJAH JOHNSTON ✶ THE BAD ENDS
THE PINK STONES ✶ MARCEL P. BLACK ✶ MODERN SKIRTS ✶ HEFFNER
FUNK YOU ✶ SLIGHTLY FAMOUS SOMEBODIES ✶ NAPPY ROOTS ✶ NIGHT PALACE
Echo Base Djs
Well Kept
Florry
Bayou Princess
Trvy & The Enemy
Dj Chiefrccka
Kid Arsenic
96vizion
Motorhead 2x
Ant Da Ripper
Michael Carnes
Dadgum
Matt Knox
Trepid
Ralph
Bone Bag
Coma Therapy
The Regulars
Rick Fowler Band
Scarlet Stitch
Flatline Drive
Jrg
The Naysayers
Jameson Tank
Sleeper Cell
Gaby Dellipointi
Kenosha Kid
Bichos Vivos
The Gawks
Grebe
La Sugera
Dj Harold
Racecar 44
Violent Violet
Jon Nolan
Freeman Leverett
Miley Roth
Mary Margeret Cozart
Mk Barnes
The Howdies
Your Ex's Pet
Nina Garbus
Cardynal And The Flock
Peach Ice Cream Bluegrass
Peter And The Skeeters
Mary & The Hot Hotty Hots
Nicholas Mallus & The Borealis
Zach Ritter And The Eternal Soup
Honeyknife Luxury Vehicle
Glance Of Dismissal
Nightshade Djs Zeerza
The Vassar Blondes
Viv And The Things
Will Slater & The 53
Crying Gosling
Atticus Roness
Kristina Murray
The Downstairs
Silent Euphone
Music Hates You
Victor Charlie
Beat Up
Workhorses Of The Entertainment/Recreation Industry
Karma Kat
Kuroma
Daydrnkz
The Rishis
Ozello
Kit
Pondgorl
Enox
Guillotin A.d.
David Barbe
Ellis G
Ausstie
Raven
Lvndnsev
Low Again
D:Rc Ellwin
Dog Person
Honeypuppy
Dj Play
Lane Marie

BILLINGSLEY
CINÉ ATHENS, GA OCTOBER 8
ATHENS PEOPLE'S RAFFLE
SEPT 20
SEPTEMBER 26
8 PM AT CINÉ
CINÉ
BAD MOVIE Night
CLASH OF THE NINJAS

Graphics

Social Media Graphics









Graphics

Social Media Band Templates









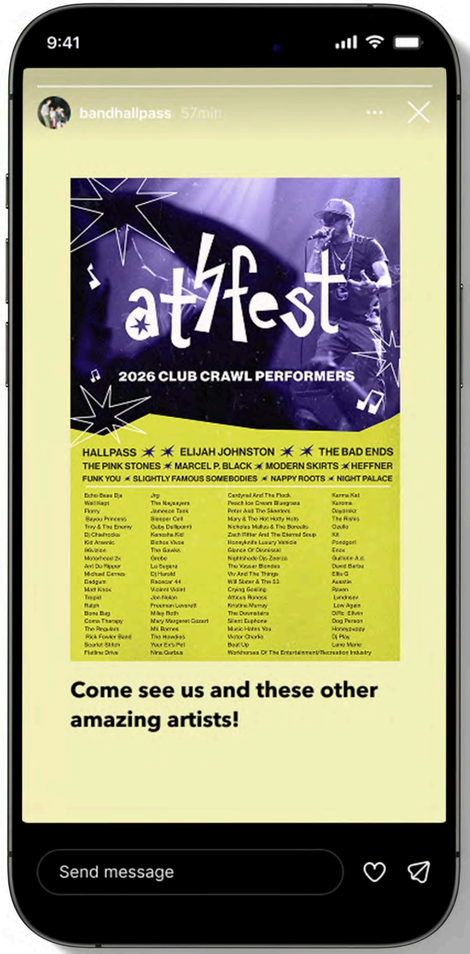

atlfest
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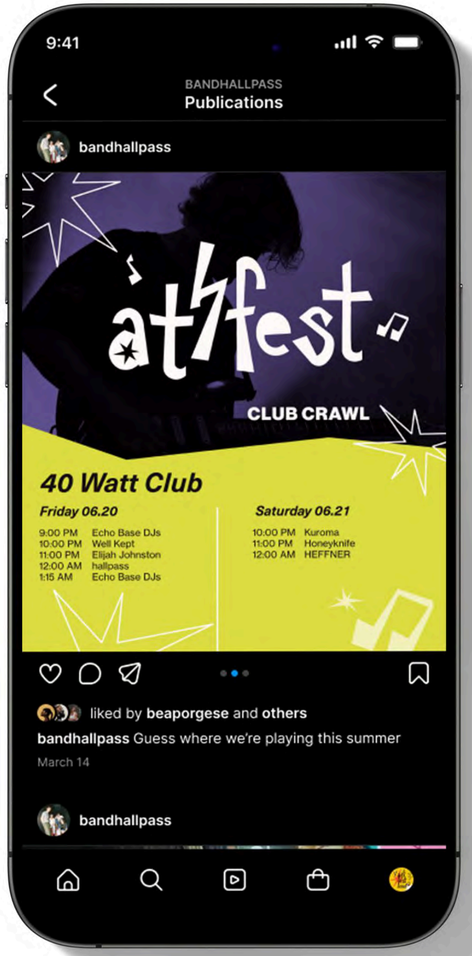

atlfest
026 OUTDOOR STAGE PERFORMERS
EGABONDS
UPCHUCK
BUBBA SPARXXX
DY MORRIS
WIM TAPLEY & THE CANNONS
The Ladies Of...
Ashes To Omens
Fawney Rigs
Petty Kash
Dropsonic
Phantom Dan
Sutherland
Lande
Eli Eternal
Stella Groove
Bea Porges
Commüne
Anna Kellam
Cardign
Smokey Jones & The 3 Dollar Pistols
Los Cantares W/Jim Wilson
Tropical Breeze Steel Band
Kimberly Morgan York
Silent Disco With Banjo
Erik Olson Organ Trio
Klezmer Local 42
The Quiet Hounds
Lo Down & Duddy
KIDSFEST PERFORMERS
Oconne Music
League Of Step
Nuci's Space Camp
Full Moon School Of Music
Rebecca Sunshine Band
Collective Artist Workshop
Amped
Allegro Music
The Pg Show
Dj Mahogany
Boys & Girls Club Music Makers
Merit Music Academy Students
Clarke Central Honors Chamber Strings
Joy Dance With Ecstatic Dance Athens


atlfest
KidsFest Stage
Friday 06.20
6:00 PM - 8:00 PM Full Moon School of Music
Saturday 06.21
10:30 AM Allegro Music
11:30 AM Rebecca Sunshine Band
12:30 PM Collective Artists Workshop
2:30 PM The PG Show
3:30 PM Boys & Girls Club Music Makers
4:30 PM Carbon Harry
5:30 PM League of Step
6:30 PM Nuci's Space Camp Amped
Sunday 06.22
12:30 PM Clarke Central Honors Chamber Strings
1:30 PM Joy Dance with Ecstatic Dance Athens
2:30 PM Oconee Music
3:30 PM Merit Music Academy Students


atlfest
Easy Honey
Hull St. Stage
Sunday 06.22 @ 7:15 PM


9:41
Instagram
My story
florence.cardigan
easyhoney
beaporges
bandhallpass
at/fest
CLUB CRAWL
hallpass
40 Watt Club
Friday 06.20 @ 12 AM
33 Likes


9:41
bandhallpass 57min
at/fest
2026 CLUB CRAWL PERFORMERS
HALLPASS ✶ ELIJAH JOHNSTON ✶ THE BAD ENDS
THE PINK STONES ✶ MARCEL P. BLACK ✶ MODERN SKIRTS ✶ HEFFNER
FUNK YOU ✶ SLIGHTLY FAMOUS SOMEBODIES ✶ NAPPY ROOTS ✶ NIGHT PALACE
Come see us and these other amazing artists!
Send message


9:41
BANDHALLPASS
Publications
bandhallpass
at/fest
CLUB CRAWL
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
Saturday 06.21
10:00 PM Kuroma
11:00 PM Honeyknife
12:00 AM HEFFNER
liked by beaporgese and others
bandhallpass Guess where we're playing this summer
March 14
bandhallpass

Entrance Monument

Entrance

Initial Designs

The entrance design is based around the aspects of community building on top of each other. Initially, I wanted the frame to be covered, but I found that letting the structure shine through communicates the handmade aspect of AthFest more.





Entrance

Final Design

