

SUNDAZE

FESTIVAL DECK | DECEMBER 2022

CREATIVE BRIEF

NEED

- No variety in mainstream American music
- To provide an experience for those who love Neo soul r&b and french rap
- Advertise these genres
- Get new fans/listeners

OBJECTIVE

- A listening experience
- A space for people to listen to the music they love.
- Listen to good music
- Introduced to many artist and songs

STRATEGY

- Focus on unique genres
- Market these genres through posters and advertising
- Provide an all encompassing experience

BACKGROUND

- Neo soul r&b started in ...
- French rap started in...
- A festival centered around these 2 genres

AUDIENCE

- Young adults (20s - 30s)
- Americans
- Single

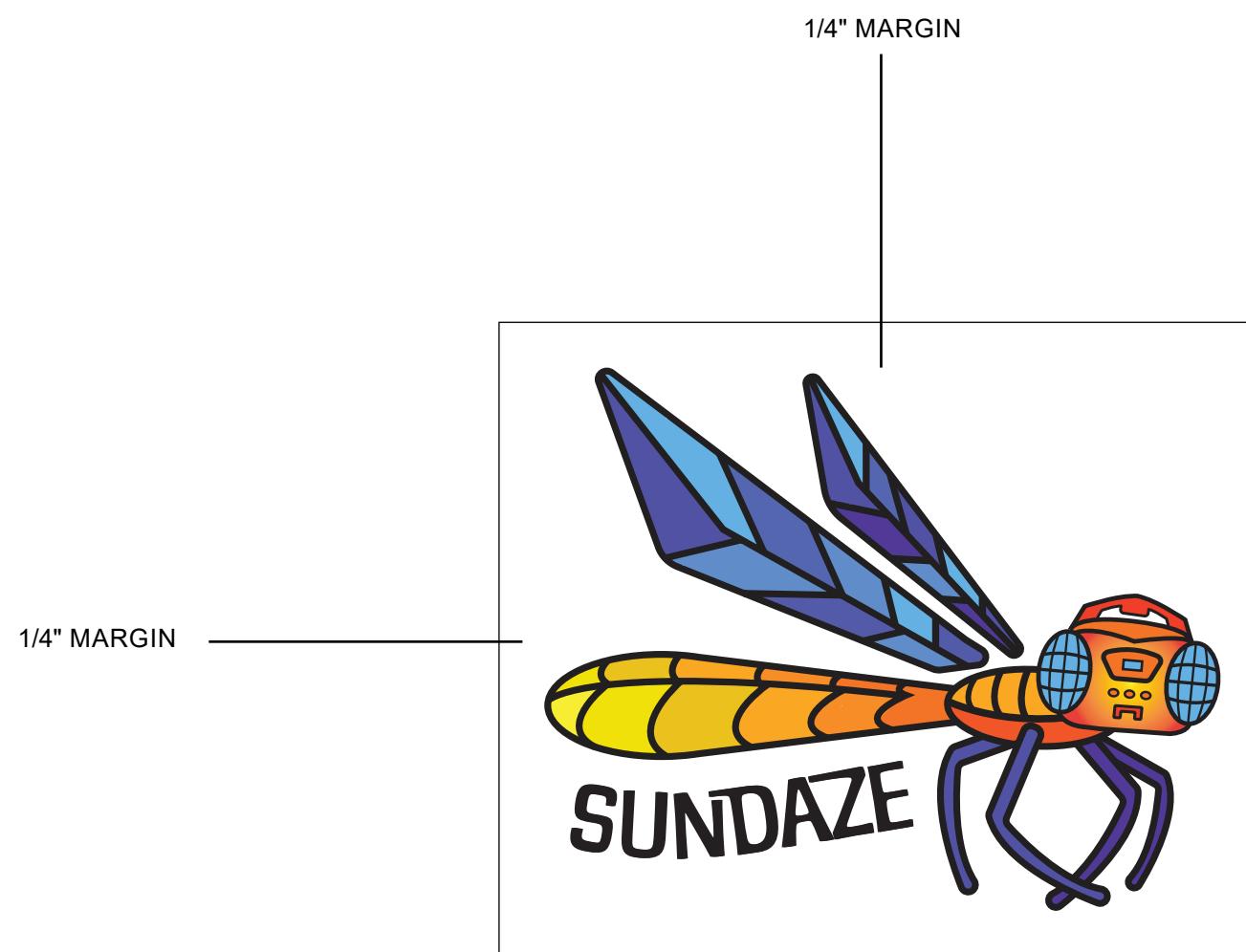
MISSION STATEMENT

The SunDaze festival is a music festival that centers around the genres Neo soul r&b and French Rap. SunDaze is targeted to those who love either genre and for new listeners. The purpose of SunDaze is to connect those who share the same love for music while also introducing listeners to music from different genres and regions. We strive to create a listening experience that the audience will enjoy.

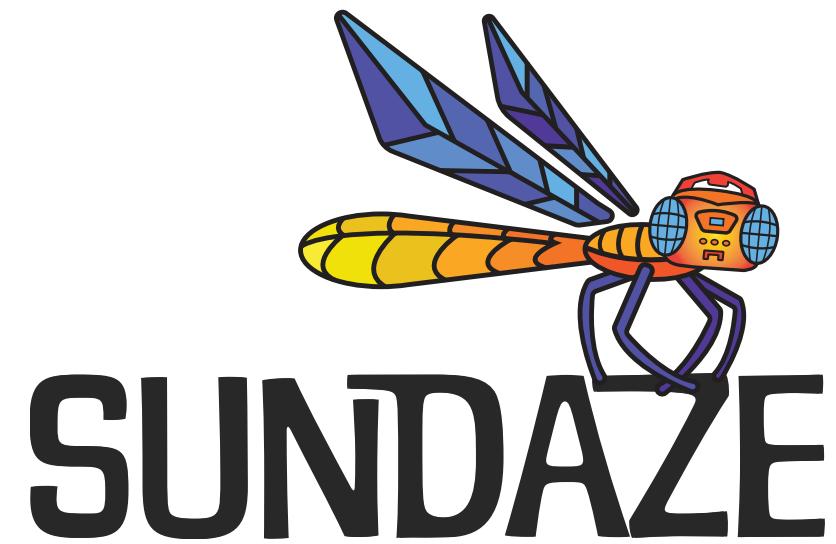
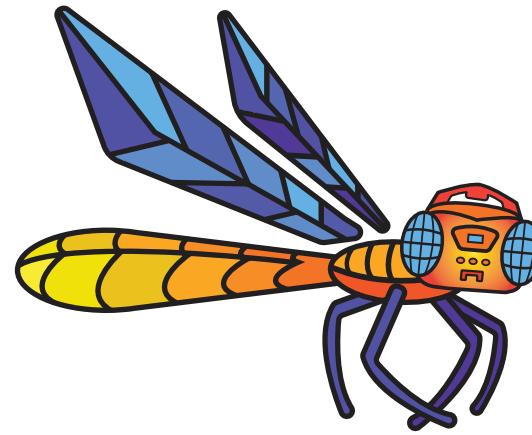
BRAND GUIDELINES

POSITIONING

For consistent spacing, there must be a 1/4" margin around the logo.



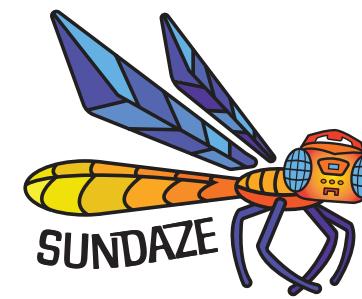
ALTERNATIVE LOCKUP



MINIMUM SIZING

To ensure legability, minimum size of logo must be no less than 1 inch.

1" MINIMUM HEIGHT



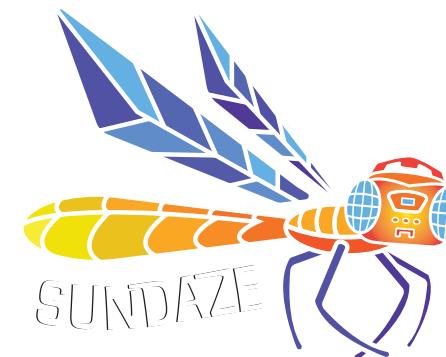
PROHIBITED DISPLAY

To ensure consistency, the logo should not be altered. This includes changing the color scheme, adding/subtracting elements of the logo, changing its typeface, etc.

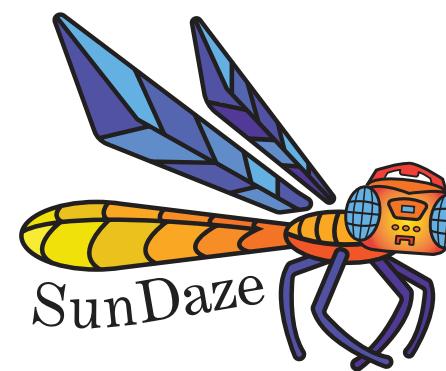
Do not warp the logo



Do not change the color of the outline

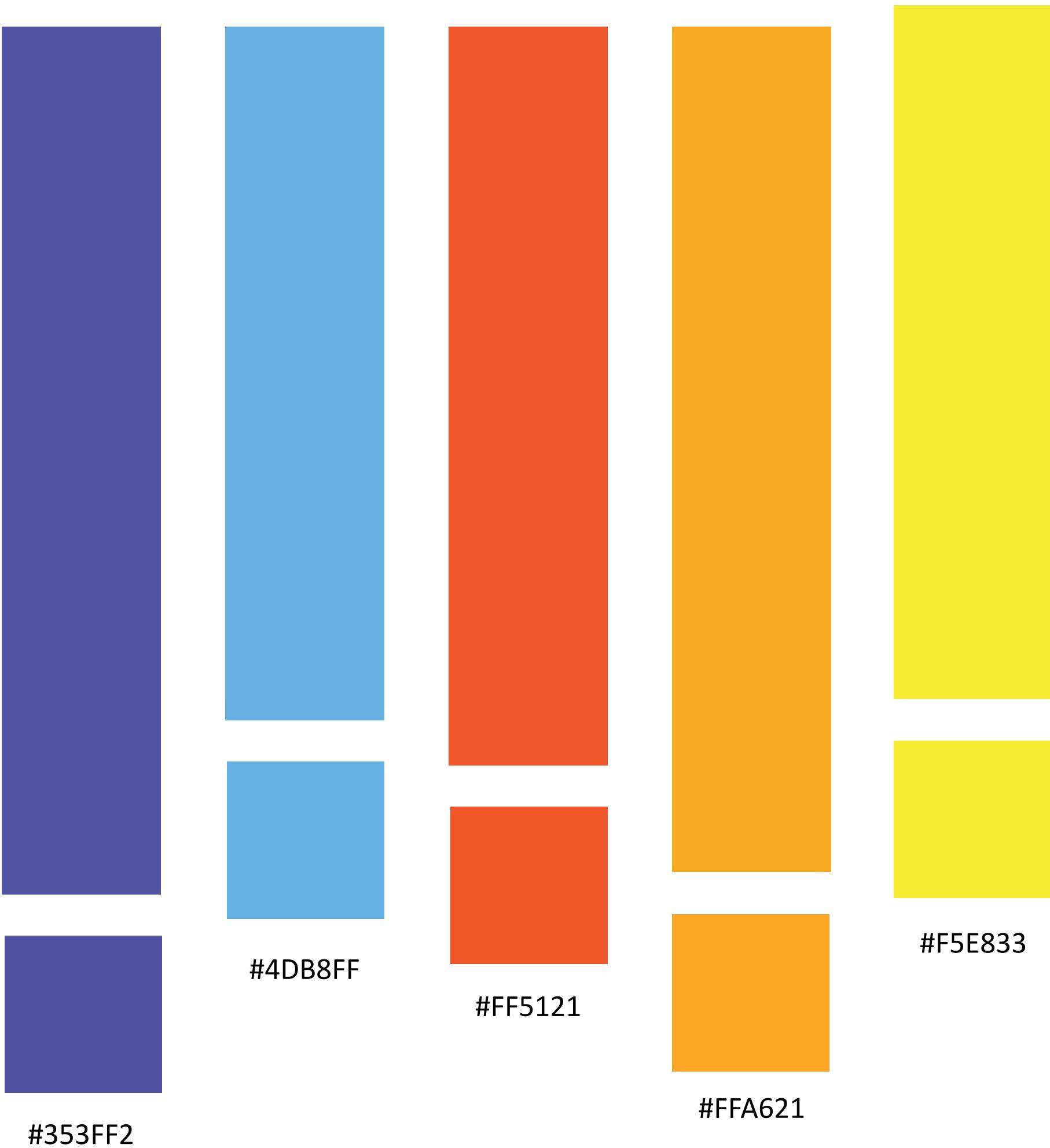


Do not replace letters of the logo



COLOR PALETTE

The logo makes use of both cool and warm hues to encompass both genres (Neo Soul R&B and French Rap). The complementary elements of blue, orange, and yellow create a nice contrast. This color scheme serves to represent the blend of both sounds.



TYPOGRAPHY

HEADLINE

DOUBLEBASS

A A B B C C D D E E F F G G H H I I J J K K L L M M
N N O O P P Q Q R R S S T T U U V V W W X X Y Y Z Z

BODY

FILMOTYPE MAXWELL

A A B B C C D D E E F F G G H H I I J J K K L L M M
N N O O P P Q Q R R S S T T U U V V W W X X Y Y Z Z

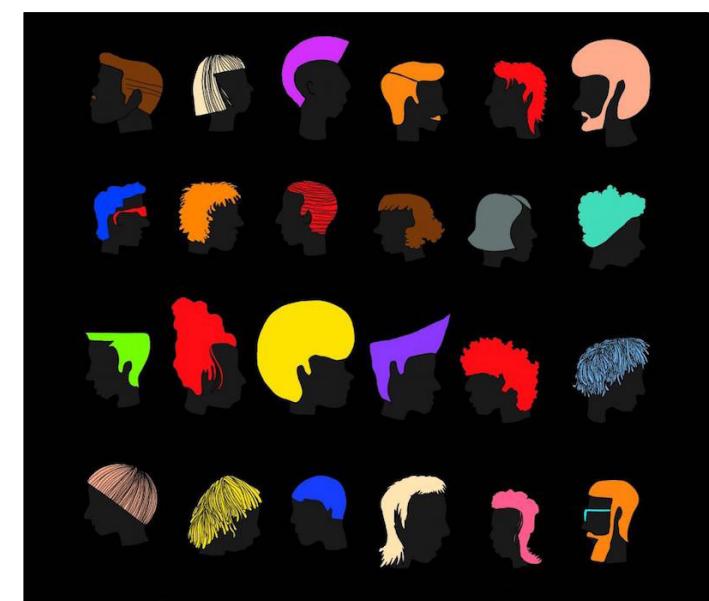
CAPTION

Arial Italic

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*

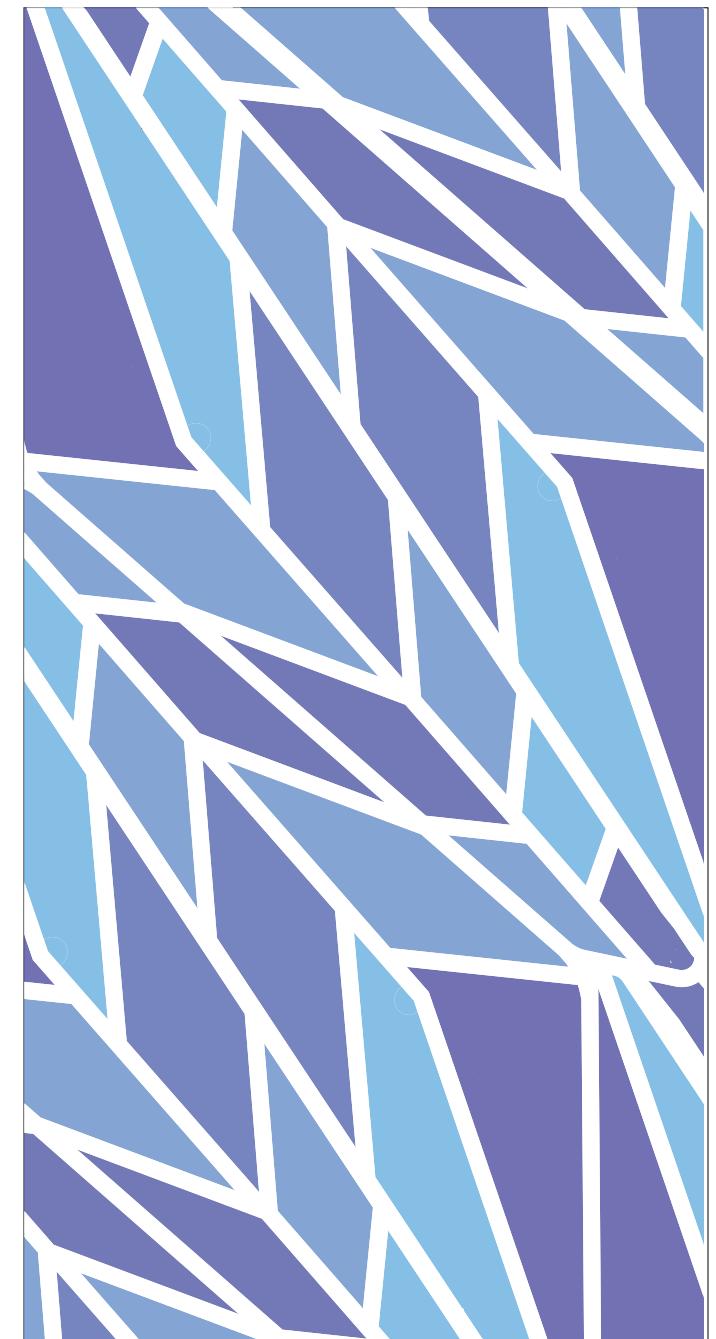
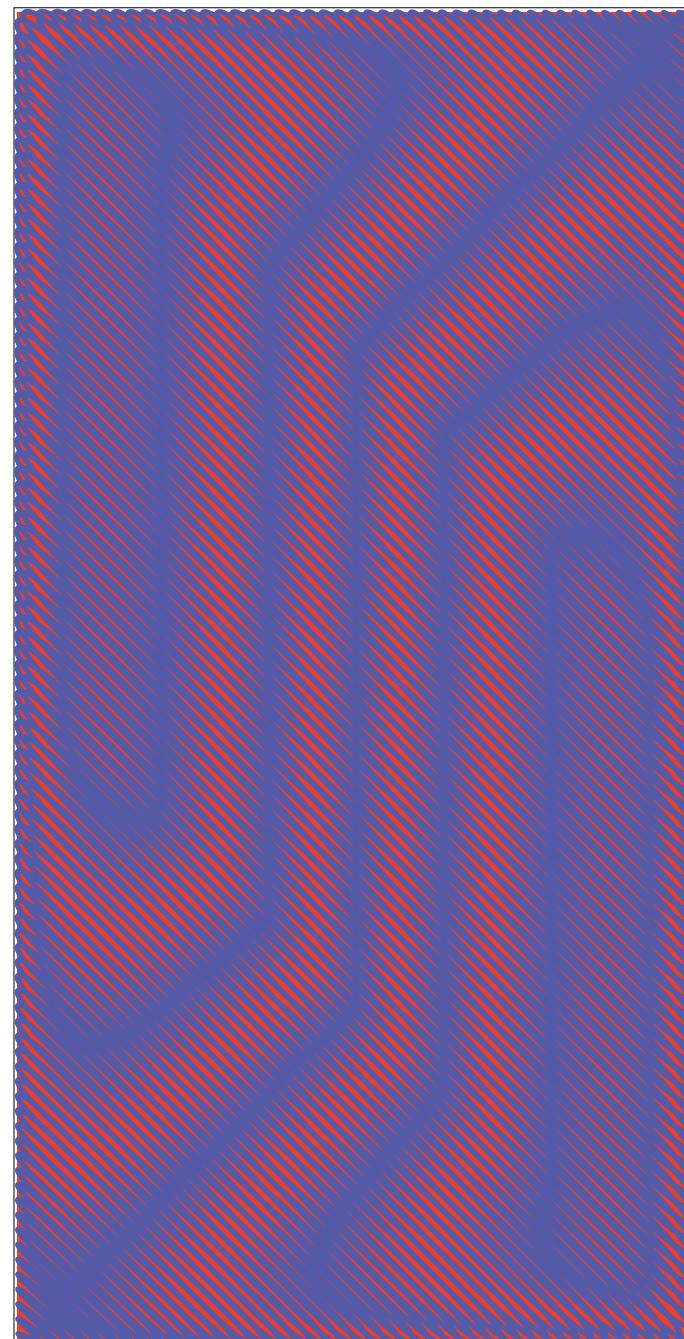
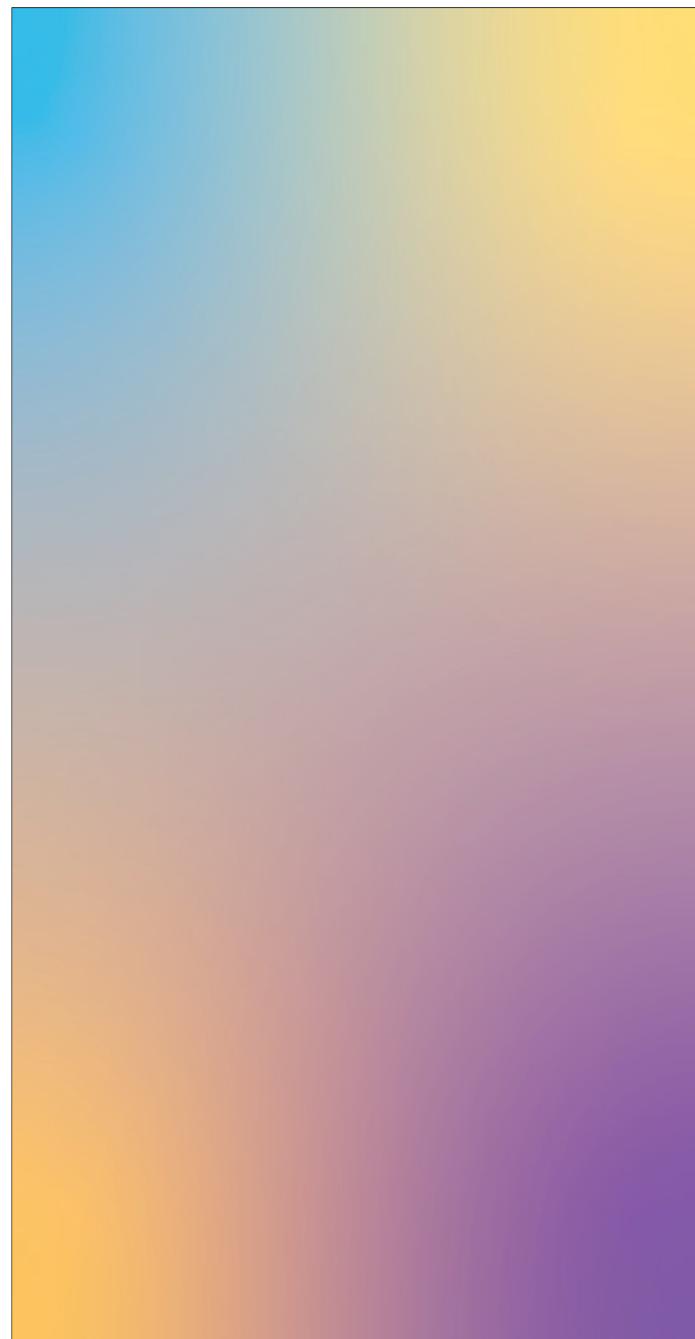
BRAND iMAGERY

SUNDAZE aims to create a chill and lively atmosphere for young adults to enjoy.

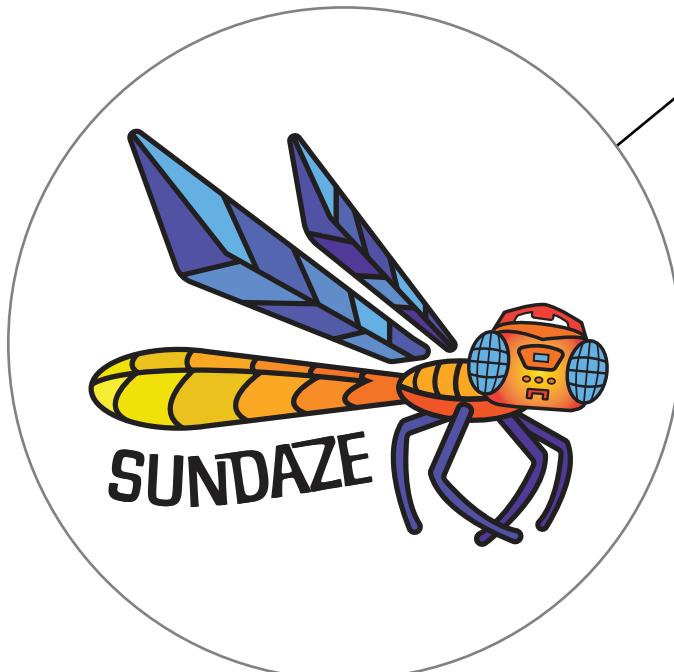


PATTERN EXPLORATION

The patterns incorporate elements of the logo. It also closely reflects the logo's color scheme.



SOCIAL PRESENCE



sundaze_festival ...



134 Posts **4364** Followers **4823** Following

SunDaze
The SunDaze festival is a music festival that centers around the genres Neo soul r&b and French Rap.

[Follow](#)

 2019  2020  2021  2022 Info

ADVERTISING

PRINT ADVERTISING

The SunDaze poster displays the location, time, & date of the festival. It includes the festival's tagline "when the vibe is right", as well as its sponsors, Google & Spotify.



DIGITAL ADVERTISING

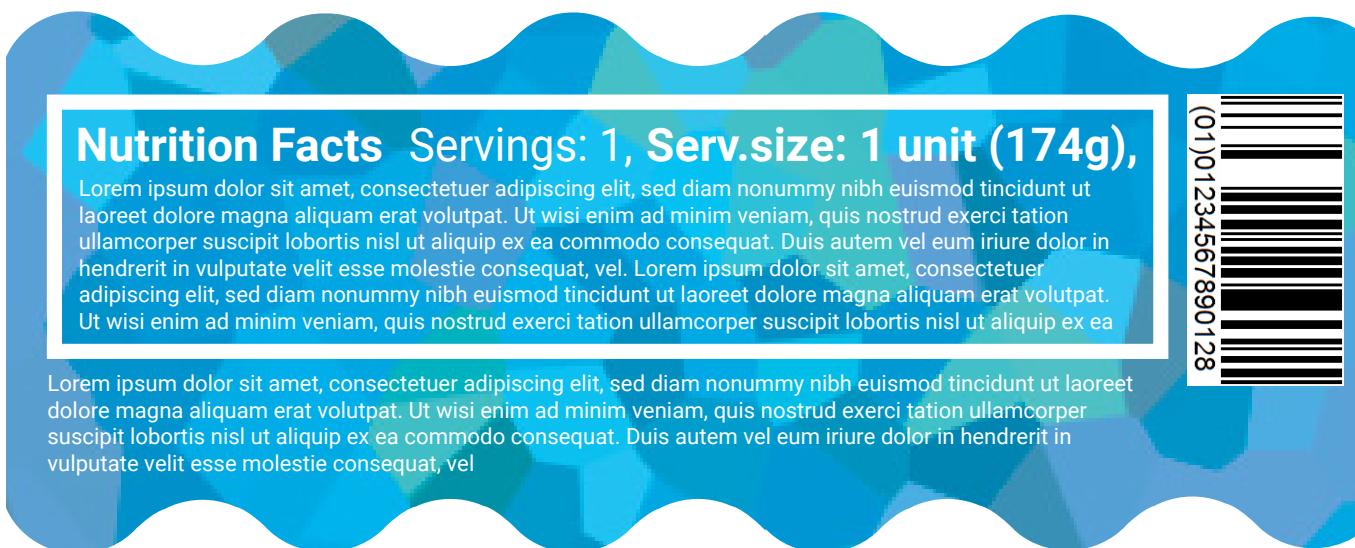
The SunDaze digital ads display the location, time, & date of the festival. It includes the festival's tagline "when the vibe is right", its sponsor Spotify, as well as a clickable link for more details.



CO-BRANDING + SWAG

CO-BRANDED ICE CREAM PRODUCT

This product is a collaboration between Blur Bunny's Loaded Sundaes product and the SunDaze festival.



CO-BRANDED RTD PRODUCT

This product is a collaboration between CapriSun juice and the SunDaze festival.



FESTIVAL WEARABLE

The product is sunglasses that have the logo's eyes displayed on the lenses.



FESTIVAL CONTAINER

This product is a tote bag that displays the festival's graphics & logo.



