

# THE GRIMSTAD URBAN garden and flower festival

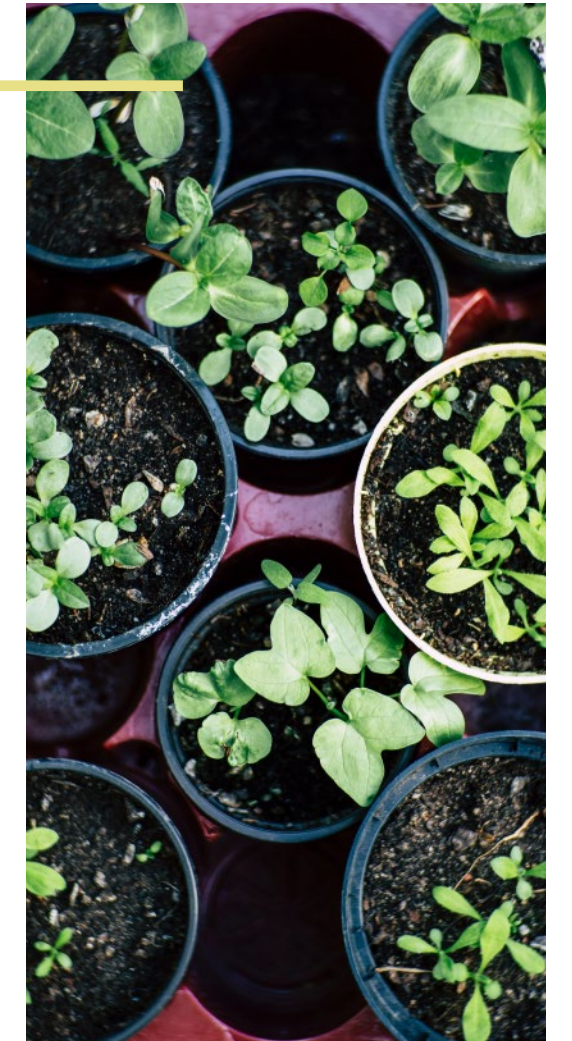
10 - 12 april

A BRAND MANUAL

## Content

---

2	What is "The Grimstad Urban garden and flower festival?"
3	Why are we having this festival?
4	Who is this festival for?
5	What is our style?
6-11	Logo
12-13	Colours
14-15	Typography
16	Graphic elements
17	Photographs
18-25	Touch points



## What is “The Grimstad Urban Garden and Flower Festival”?

“The Grimstad Urban Garden and flower festival” is a three days festival going from Friday 10 April till Sunday 12 April and will take place at Hageland Fevik. It is a festival arranged by Hageland Fevik, but is also sponsored by Mester Grønn.

During the festival there will be guided tours through the green house of Hageland Fevik and a jungle tour for the kids. There will also be different courses held by Hageland and Mester Grønn. See the program for more details. Saturday night there will be a large flower show which is a collaboration project between Mester Grønn and Hageland. The cafe and shop will be open during the whole festival. On Saturday and Sunday the cafe will serve high-tea.

### In short:

**WHEN** - 10-12 April

**WHERE** - Hageland Fevik

**WHAT** - Garden and Flower festival

**WHY** - To inspire people to get their balconies and gardens ready for spring

## Why are we having this festival?

Short answer:

# BECAUSE IT IS SPRING!

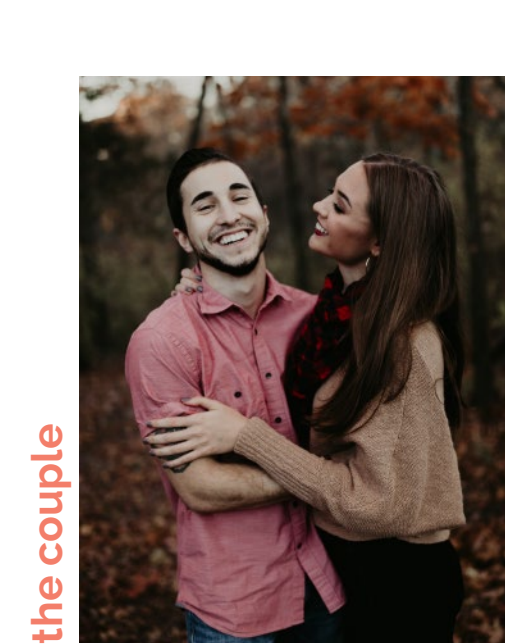
Long answer: After a long and wet winter it's time to get ready for the life outdoors again. We want to inspire the population of Grimstad to get their gardens and balconies ready for spring and summer by showing and educating in gardening and flowers. Whether or not you have green fingers we want to show that you can get and maintain a beautiful garden or flowers on a balcony. It is spring; a time for new, for green, for colour and life outdoors again!





# Who is this festival for?

The festival is for the population of Grimstad. It is meant for everyone with either a balcony or garden, independent of financial income or time for gardening. There will be something for everyone in Grimstad.



the couple



the family with kids



the retired couple



the single mum



the student

# What is our style?

- . MODERN
- . PLAYFUL
- . COLOURFUL
- . COUNTRY STYLE
- . MINIMALISTIC

The use of modern typography and graphic elements such as the yellow line, is combined with a more playful made flower icon. The colours are both spring colours and sets a country feel to the festival - which fits the small town of Grimstad. All of this is put together with a minimalistic touch combining white space, large images and text.



## Logo



The logo is the main identification of the festival "The Grimstad Urban Garden and Flower Festival". It should be used on all communication, online and on various touch-points such as t-shirts and wristband.

The icon represent a flower, together with the name of the festival. The flower is in spring colours, with hand drawn details to the pattles. This gives it a natural and playful feel. The typefaces and placement of text are chosen as a contrast to give the logo a modern look.

The icon can be used separated, but colours or angle of the icon should not be changed.

---



LOGO COLOURS

The logo should whenever possible be used in colour. Both on light and dark background. Only when colour is not possible can one of these versions be used.



LOGO MINIMUM-SIZE

Minimum width of the logo is 35 mm.



LOGO USAGE

The following are examples of what you should **never do** with the logo.



Do not place any elements closer to the logo than what this dotted line implements.



Do not stretch or distort in any way.



Do not change the colours. Also not to different tints of pink, green or yellow.

# LOGO USAGE

The following are examples of what you should **do** with the logo. Use the logo in original colours and shape at all times. Icon can be separated from text, but not altered in any way. The logo can also be comined with a yellow line, but the line should never cross over text or icon in any way.



# EXAMPLES OF USE:



Logo with yellow line.



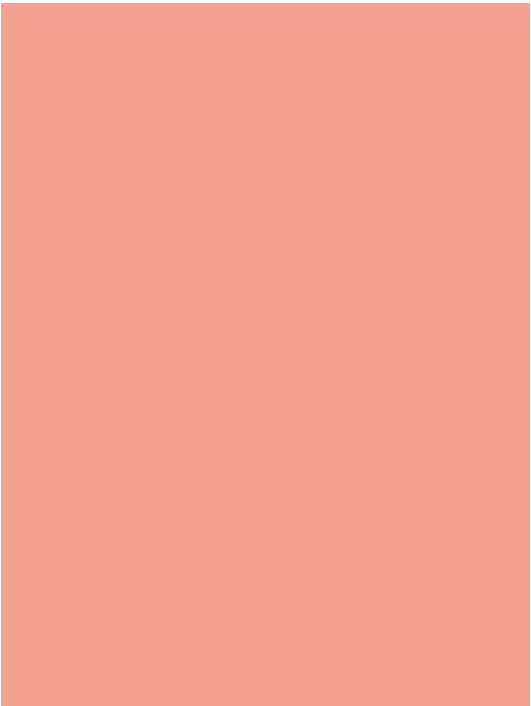
Logo icon used separately.

# Colours

These are the brands colours. No additional colours should be used on graphics. For print use Pantone colours found below. Notice that the logo text, the text on the poster and in the prorgram is not black, but a dark shade of grey seen all the way to the right.



#EF7C64  
Pantone 170 C  
CMYK 0, 63,54,0  
RGB 239, 124, 106



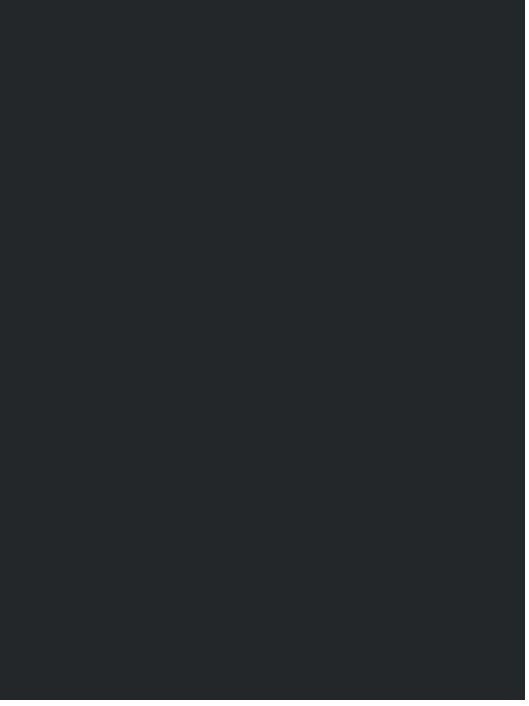
#F3A898  
Pantone 487 C  
CMYK 1, 43, 36, 0  
RGB 243, 168, 152



#EFE385  
Pantone 608 C  
CMYK 10, 5, 58, 0  
RGB 239, 228, 134



#ADD8B9  
Pantone 358 C  
CMYK 40, 0, 55, 0  
RGB 170, 218, 145



#25282A  
Pantone 426 C  
CMYK 76, 64, 58, 72  
RGB 36, 39, 42  
(Text colour)



# Typhography

## LOGO

### Raleway - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

This is the only font used for the logo, but the first line of text is in capitals and the size varies for each line of text.



## POSTER/PROGRAM/T-SHIRT

### Raleway - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Raleway - Bold in the brand pink colour is to be used for headlines.

### OSWALD - REGULAR

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

Oswald - regular is to be used only in capital letters. It can be used to highlight a sentence or word, or as sub-headings.

### Raleway - Semi-bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

Raleway - Semi-bold is to be used headlines for larger parts of text or more informative text.

### Raleway - Regular

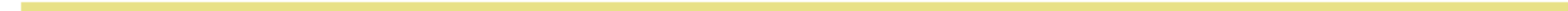
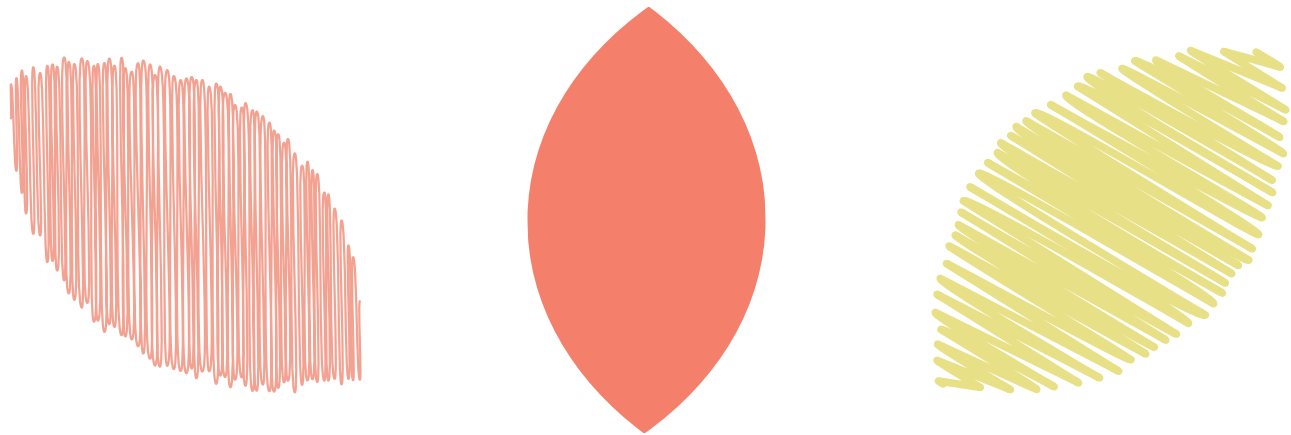
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

Raleway - Regular is to be used for larger parts of text or more informative text.



# Graphic elements

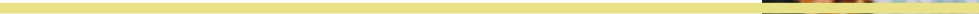
The graphical elements that can be used is the leafs from the icon and the yellow line. The leafs can be used individually or as a pattern shown below. The line should be used either to underline text, logo or separate elements as used on the poster. Line can be various thickness, but should not become a rectangle. The line should always be in the festival brand yellow. (See page about colours in this brand manual for correct yellow colour code.)



# Photographs

Only photographs in full colour should be used. So not faded images, or with various filters. The yellow line can be used to cross into images as shown below.

This type of image you can use. If combined with a yellow line do it as shown here.



Don't use these kind of photographs.



# Touch-points

## POSTER

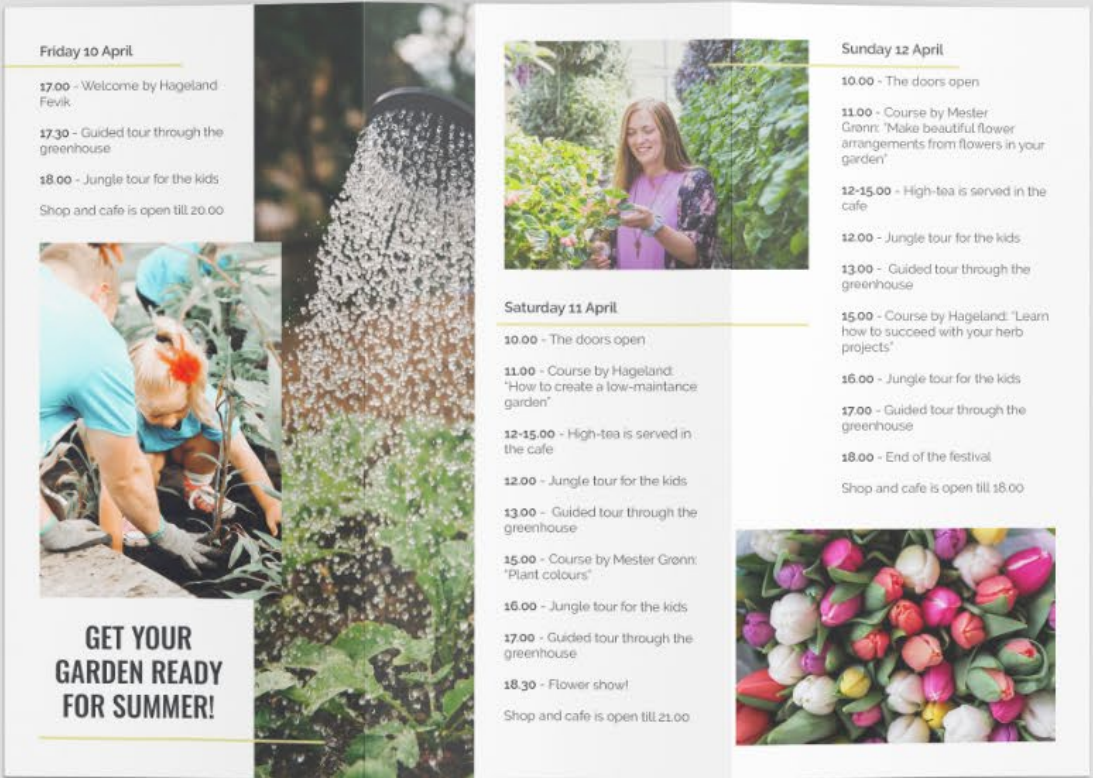
Poster is in A3 format and it should always be printed in this format. Logo, text and yellow line is in panton colours. Resolution of the poster is 300dpi.





PROGRAM

Program is a tri-fold brochure, and panton colours are used for logo, text, and yellow lines. Resolution is 300dpi.





WHERE TO FIND US:

Hageland Fevik  
Kleppekjærveien 4,  
4885 Grimstad

Hageland Fevik lays on Moy Moner in  
Grimstad and are known by locales as  
Skogheim Gartneri.

Take of E18 towards Fjæreveien/Fv420.  
Follow the road for about 3min till you  
see Hageland on your left hand side.



Every day you can buy coffee, tea, and  
cake in our kafe. You find it inside the  
greenhouse.

The store is also open as normal during  
the event with possibility to buy plants,  
flowers and gardening equipment.

HOPE TO SEE YOU THERE!

tickets & more info  
GRIMSTAD.GARDENFLOWERFESTIVAL.NO



Friday 10 April

- 17.00 - Welcome by Hageland Fevik
- 17.30 - Guided tour through the greenhouse
- 18.00 - Jungle tour for the kids
- Shop and cafe is open till 20.00



GET YOUR  
GARDEN READY  
FOR SUMMER!



Sunday 12 April

- 10.00 - The doors open
- 11.00 - Course by Mester Grønn: "Make beautiful flower arrangements from flowers in your garden"
- 12-15.00 - High-tea is served in the cafe
- 12.00 - Jungle tour for the kids
- 13.00 - Guided tour through the greenhouse
- 15.00 - Course by Hageland: "Learn how to succeed with your herb projects"
- 16.00 - Jungle tour for the kids
- 17.00 - Guided tour through the greenhouse
- 18.00 - End of the festival
- Shop and cafe is open till 18.00

Saturday 11 April

- 10.00 - The doors open
- 11.00 - Course by Hageland: "How to create a low-maintenance garden"
- 12-15.00 - High-tea is served in the cafe
- 12.00 - Jungle tour for the kids
- 13.00 - Guided tour through the greenhouse
- 15.00 - Course by Mester Grønn: "Plant colours"
- 16.00 - Jungle tour for the kids
- 17.00 - Guided tour through the greenhouse
- 18.30 - Flower show!
- Shop and cafe is open till 21.00





TICKET BRACELET



T-SHIRT

