

BOOTS AND HEARTS

BRAND
GUIDE



SECTION // 01

DESIGN BRIEF

Review

Boots and Hearts Music Festival, Canada's largest country music event, aims to create a design that truly resonates with the country music community. The design should incorporate rustic features, like wood grain, to give it a warm, authentic feel. By using negative space wisely, the design can highlight important details while maintaining a clean and approachable look. It's important to emphasize elements like the hashtag #bootsbound, using contrast to make them stand out and encourage engagement.

Color Palette

online. The festival's branding and strong community are its ke

Planning and Ideation

The festival's branding must maintain a consistent look with logos, colors, and fonts that capture the spirit of the music and the outdoor experience. Messaging should be crafted to build community and excitement.

Target Audience

The primary audience consists of country music fans who are passionate about the genre. This demographic is highly active on social media, making it a valuable target for digital marketers. Fans often share and drive organic promotion by sharing their festival experiences online. The festival's strong brand recognition and strong sense of community are its key strengths.



SECTION // 02 ARTICLE

GUIDE FOR #BOOTSBOUND COUNTRY FANS HEADING TO BOOTS AND HEARTS '24



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**Take the most of the music with
our handy guide for the festival**

BY ALEX HUDSON
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ably goes without saying, and Hearts features the best and brightest talent, including huge headliners like Rhianna, Matchbox Twenty, Hanson and Jason Aldean, kick-off party headlined by country nationalists Midland. In addition to names like Carly Pearce and Shania Twain, don't miss the amazing smaller acts announced down the festival poster. Be sure to check out Exclaim's list of must-see artists who will be performing at the festival, by Bryan Martin

Travel
About an hour outside of the greater Toronto Area, Burl's Creek is located just north of Barrie,

lasses
ow that you know all about the music and the travel, it's time to get that festival pass! A standard festival pass for the full weekend costs \$412.20, including taxes. Children under 12 will be admitted

for free when accomodating an adult with a weekend verification will be required.

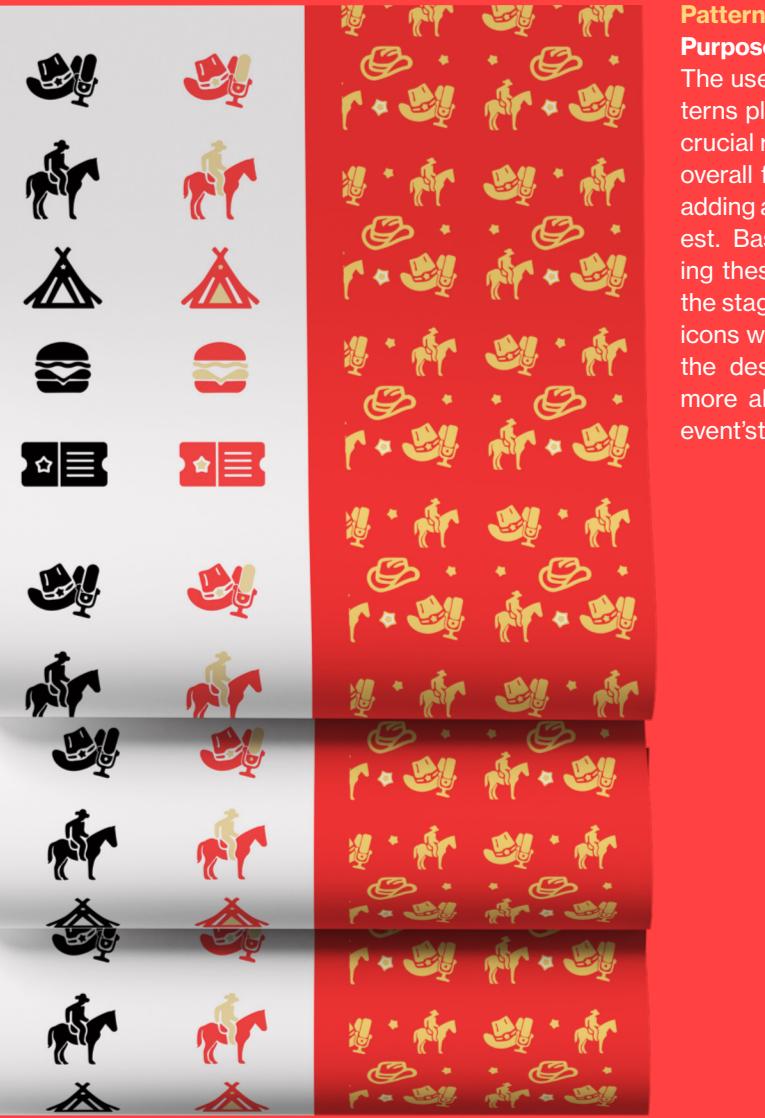
VIP Passes
Those looking to experience #BootsLife with a purpose can get a pass. This includes viewing at the main and easy entrance, washrooms, exclusive bar options, and more. **cost \$806.54, plus taxes are limited.**



Brand Icons & Patterns

Icons

Purpose Of Icons
The icons are designed for the Boots and Hearts Music Festival are not just visual elements; they are designed to communicate the essence of the festival experience in a simple & meaningful way. These symbols all tie entire design together, ensuring that every element of the icons feels intentionally designed to resemble the Boots And Hearts culture & community.



Pattern

Purpose Of Patterns

The use of these flashy patterns plays a very important crucial role in supporting the overall festival's identity and adding attractive visual interest. Basically by incorporating these patterns featuring the stage and transportation icons with the star elements the design becomes much more aligned with the B&H event's theme.



SECTION // 03

ICONS & PATTERNS

Explanation Of Each Brand Icon:

The Stage Icon (01)

Featuring a cowboy hat and microphone, is a reference to the country culture and is used when locating the performances and information about the Line-ups.

The Burger Icon (04)

Is all about satisfying cravings, directing attendees to food vendors. The straightforward burger icon makes it easy to find and enjoy food options available.

The Camping Icon (02)

The Camping icon is designed to make attendees lives easier. It highlights where attendees can set up camp and access camping-related information.

The Ticket Icon (05)

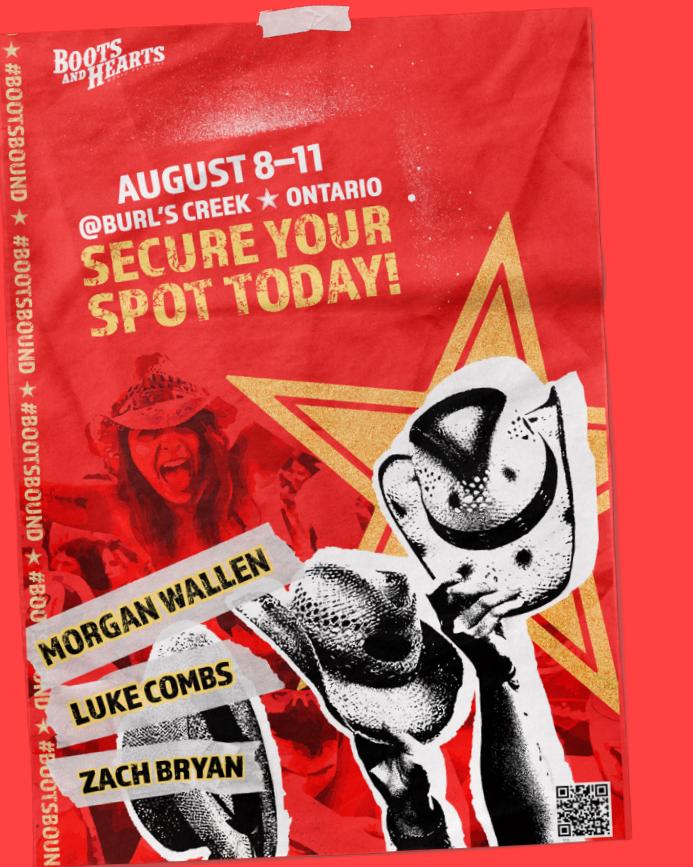
Simplifies the ticketing process with an instantly recognizable image. It's a clear and friendly way to access ticket prices and make purchases, keeping the focus on enjoying the festival easily.

The Cowboy Icon (03)

The iconic image of a cowboy on a horse, symbolizes the journey (transportation) to the festival and overall navigation. It's a metaphor for the adventure of getting to the event & navigating within it.



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SECTION // 04 POSTER DESIGN

Text & Call To Action:

The poster places the dates and location at the top, ensuring they are the first details viewers see. This is followed by the call to action: "Secure your spot today!" encouraging immediate action.

Image:

At the heart of the design is the cowboy hat, accentuated by a star to make it unmistakably clear that this is a niche country event. This visual cue speaks directly to the primary target audience.

Design:

The poster design for the Boots and Hearts Music Festival is crafted to immediately capture the essence of the event and draw in the country music community with both visual appeal and clear, actionable messaging.

Hashtag Banner(left):

A banner on the left side of the poster features the hashtag "#BOOTSBOUND", a clever touch designed to boost social media engagement. Promoting this aspect will result in more organic traffic to the website.

QR Code (Funnel):

Finally, the poster wraps up with a QR code in the bottom right corner, providing a seamless transition from interest to action. This link serves as a direct funnel to the event's website.

Colors:

The color scheme plays a big role in the design's effectiveness. The bittersweet peach background, complemented by soft yellow highlights and white text, are used in the poster.

A vibrant red-tinted photograph of a large crowd of people at a festival. In the top left corner, the "BOOTS & HEARTS" logo is visible. At the top, there are navigation links: HOME, EXPERIENCE, PLAN, and a yellow "BUY TICKETS" button. The main text area features the event details: "AUGUST 8-11 @BURL'S CREEK ★ ONTARIO SECURE YOUR SPOT TODAY!". Below this are two buttons: "BUY TICKETS" and "LEARN MORE". A large digital timer in the center says "09 : 14 : 05 : 14" with labels "DAYS", "HOURS", "MINUTES", and "SECONDS" underneath. To the right of the timer, the text "LEFT FOR #BOOTSLIFE 2024" is displayed. On the left side, there's a vertical column of repeating "#BOOTSBOUND" text. On the right, there are three sections: "GET FESTIVE!", "CRAFT YOUR EXPERIENCE", and "SLEEP UNDER THE STARS!". Each section includes a small photo and a descriptive paragraph. At the bottom left, the number "10" is partially visible.



SECTION // 05

WEBSITE DESIGN

Date Counter

To create an urgency, the website includes a counter, ticking down to the festival date. This visual cue subtly pressures visitors to act quickly, encouraging them to buy tickets before it's too late.

Imagery



The use of vibrant images showcasing the fun, social atmosphere of the festival serves a dual purpose. Not only do they capture the essence of what attendees can expect, but they also act as social proof showing potential ticket buyers that this is an event worth experiencing.

Hashtags

To extend the reach of the festival, the site incorporates multiple hashtags aimed at boosting social media engagement so the website drives more organic traffic

Website Design Pur

The website design for the Big Love and Hearts Music Festival is carefully crafted with a singular goal in mind: converting visitors into ticket-holding attendees. Every element on the site is strategically placed to guide users toward the crucial decision.

Handing Page Head

The site mirrors the call to action from the poster, "Secure your day!", maintaining consistency across all festival branding. This phrase not only reinforces the message but also establishes a seamless user experience for users as they navigate from one platform to another.

TA's

As soon as visitors land on the website, they are greeted with a “Get Tickets” button. These buttons appear repeatedly throughout the site in strategic locations, insuring maximum conversion.

