

# BOOTS AND HEARTS

BRAND  
GUIDE



## 03 DESIGN BRIEF

## 04 ARTICLE #BOOTSBOUND

## 06 ICON & PATTERN

## 08 POSTER DESIGN

## 10 WEBSITE DESIGN

# SECTION // 01 DESIGN BRIEF

### Overview:

The 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 textures, like wood grain, to give a warm, authentic feel. By using negative space wisely, the design will highlight important details while staying clean and approachable. It's important to emphasize elements like the hashtag #bootsbound, using contrast to make them stand out and encourage engagement.

### Color Palette

Bittersweet  
Peach and Soft  
Yellow used  
as the event's  
colors.

### Branding and Identity:

The festival's branding should maintain a consistent visual identity, with logos, colors, and imagery that capture the spirit of country music and the outdoor festival experience. Messaging and tone should be crafted to build a sense of community and excitement.

### Target Audience:

The primary audience is young country music fans who are deeply passionate about the genre. This demographic is highly active on social media, making them ideal for digital marketing efforts and driving organic promotion by sharing their festival experiences online.

**The festival's consistent branding and strong sense of community are its key strengths.**





## SECTION // 02 ARTICLE

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



As fans flock once again to Burl's Creek, ON, Exclaim! has assembled this guide for #BootsBound country fans. Here's how to get the most out of the weekend, from the tunes to the many sights, sounds and experiences of this year's festival.

Boots and Hearts is not only Canada's largest music and camping festival, it's grown to become one of the country's biggest music events, period. Its profile has only risen as country has grown to become a dominant force in pop culture.

LE #BOOTSBOUND ★ ARTICLE #BOOTSBOUND ★ ARTICLE

**Music**  
This probably goes without saying, but Boots and Hearts features some of the best and brightest talent – including huge headliners like Thomas Rhett, Matchbox Twenty, Cody Johnson and Jason Aldean, plus a kickoff party headlined by neo-traditionalists Midland.

In addition to big names like Carly Pearce and Brothers Osbourne, don't miss out on the amazing smaller acts a little further down the festival poster.

Be sure to check out Exclaim!'s list of five must-see artists who will be performing at the festival, including Bryan Martin and Jess Moskaluke.

**Travel**  
About an hour outside of the Greater Toronto Area, Burl's Creek is located just north of Barrie, ON.

For those who are driving, the festival can be found between Line 7 South and Line 9 South off of Highway 11.

Drivers who exit Highway 11 at Line 7 or 9 can follow the signage to the festival gate; it's also possible to exit to Line 5 South, then take a left on Ridge Road, followed by another left on Line 8 South, where signage will lead to the festival. There is no access to Line 8 directly from Highway 11.

**Passes**  
Now 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 accompanied by an adult with a weekend pass. Age verification will be required.

Those looking to enhance their #BootsLife with a premium experience can get a VIP weekend pass. This includes front-of-stage viewing at the main stage, a quick and easy entrance, comfortable washrooms, exclusive food and bar options, and more. VIP passes cost \$806.54, plus fees. Quantities are limited.



Make the most of the music with our handy guide for the festival, running August 8 to 11 in Burl's Creek, ON

BY ALEX HUDSON  
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### Icons Purpose Of Icons

The icons 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 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 patterns plays a crucial role in supporting the festival's identity and adding visual interest. By incorporating a pattern featuring the stage and transportation icons with the star elements the design becomes more aligned with the event's theme. These symbols, repeated throughout, create a sense of continuity and familiarity.

ICON & PATTERN ★ ICON & PATTERN ★ ICON & PATTERN



## 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 Camping Icon (02)

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

### The Horse Icon (03)

Captures the iconic image of a cowboy on a horse, symbolizing the journey (transportation information) to the festival. It's a fitting metaphor for the adventure of getting to the event.

### 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 the diverse food options available.

### 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 without hassle.



## SECTION // 04 POSTER DESIGN

### 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.

### 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.

### 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.

### 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.





## 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. It's a smart way to turn interest into immediate action, minimizing the time visitors spend deliberating.

### 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 leading to more ticket sales.

### Website Design Purpose:

The website design for the Boots 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 that crucial decision.

### Landing Page Header

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

### CTA's

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

# SEE YOU THERE, FOLKS!

DOGA CIMEN

