A picture containing text

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The layout of the logos on the mood board all place a big emphasis on the names of the various festivals. This is most likely because the festival is trying to spread the word of the name of their festival, so when people see the logo, they will look it up and maybe buy tickets for the festival they saw the logo for. The positioning of the Title on the other elements is varied between the posters, with Rock Stock and Download having the other elements above the title, Monsters of Rock had the other elements below the title and Glastonbury, Ynot and Latitude all had their titles in the middle of the other elements. Having the title in the middle of the logo might make it easier to locate, but it means it covers up other elements, such as with the Ynot logo which covers up the background image.

the colours on the logos are designed to both grab the viewers attention but also to relate to the festival itself. A lot of white is used throughout the logos, both on the fonts and on the backgrounds. The Latitude, Ynot, Download and Glastonbury logos all have white fonts. White is very bright meaning it can be used to grab a viewer’s attention and draw them towards the festival. to the festival itself logos are generally quite dark, apart from latitude which is very bright and Rock Stock which has a white background, but uses a black font creating a lot of contrast making the logo eye catching and easy to read. Red is used for the heavier festivals, download and Monsters of rock, as it’s a dark and gloomy and often related to violence, which could be linked to the music which sometimes has violent undertones or sounds quite violent.

All the fonts are Sans-Serif, with the exception of Download which isn’t really Sans-Serif or Serif as it both has extra parts to the font and doesn’t, making it sort of a hybrid between the two. Sans-Serif font is often clear to read making it good for publicity graphics because people will need to read it quickly, and if its easier to read then it’s easier for it to be read quickly.

There is also imagery on every poster that relates to the festival the logo is for. For example, on the download festival logo there is a dog, which indicates the festival is going to be quite violent and dark, as the dog is quite clearly angry. On the Ynot festival, there is a picture of the main stage, indicating the scale of the festival to someone who may not have been or seen it before.

The differences between the logos are varied. They all have different backgrounds, with Ynot being the most unique in this regard by having an image, where all the others have flat fill backgrounds, apart from Monsters of Rock which also has a gradient background which is meant to look like a sky to the world in which the poster is set. All the fonts are different as well, with download, Latitude and Monsters of Rock having large bold text, with Monsters and rock and Download styled towards the heavy metal/ rock genre. Ynot and Rock Stock also have bold font but not to the same extreme, as the font is slightly less thick. Glastonbury has the thinnest font, and has one of the Characters, the ‘A’, stylised to represent the feel of the festival.

There are also a number of similarities. Download and Monsters of Rock share a lot of similarities with the colour scheme, by using red to indicate violence. However, Monsters of Rock has a lot more orange and yellow as well to give the appearance of fire. They both use Bold fonts, although MoR uses 3D Text. The colour of fonts is also shared between a lot of the logos, with Glastonbury, Latitude, Download and Ynot all having white fonts, and Rock Stock uses a white background which also relates to the others slightly. 3 out of the 6 logos included the year of the festival, with Latitude being the only one to actually say the specific dates.

A close up of text on a black background

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