

SITE PURPOSE

Purpose Statement: This website is for a three-day music festival happening Friday, Saturday, and Sunday. The goal of this site is to make it easy and exciting for people who are coming to the “Lunar Fest” to find all the info they need in one place. The website should help people look at the lineup, buy tickets, and figure out their weekend plans, while also showing off the vibe and branding of the festival.

AUDIENCE

Lunar Fest is designed for music lovers and festival-goers who crave a vibrant, immersive live experience.

Our primary audience includes young adults aged 18–30 who actively attend music festivals and enjoy discovering new artists alongside big headliners.

The secondary audience includes out-of-town visitors and casual attendees who may be new to festival culture. These users rely on clear information about tickets, travel, and accommodations to plan their experience easily.

LOGO VARIATIONS

LUNAR
FEST



LUNAR
FEST

FONTS

Headlines

H1: LEMON MILK, 58PT

H2: LEMON MILK, 30PT

H3: COPPERPLATE GOTHIC, 28PT

H3: Babel Sans, 25pt

H4: Gill Sans MT, 20pt

Body Text

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B2: Babel Sans, 22pt

B5: Babel Sans, 18.5pt

B4: Gill Sans MT, 18pt

B5: Gill Sans MT

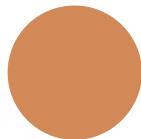
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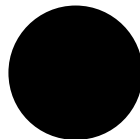
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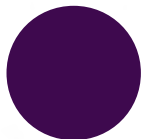
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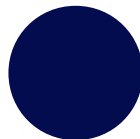
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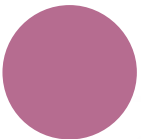
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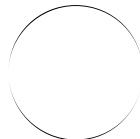
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BUTTONS

TICKETS

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Font: Gills Sans MT

LOG IN

Font: Copperplate Gothic

Select VIP

Font: Impact

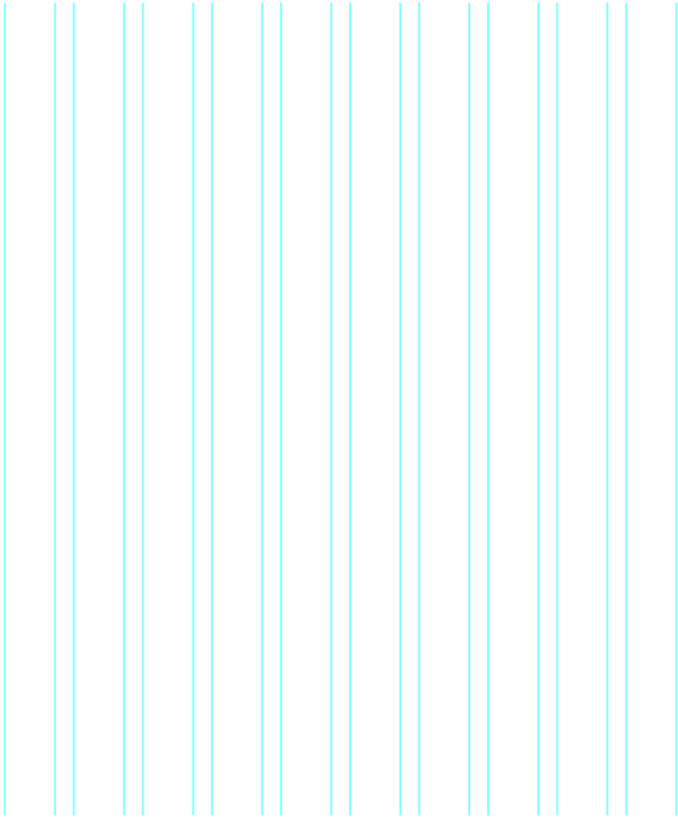
BUY

Font: Bahnschrift

EXPLORE OPTIONS

Font: LEMON MILK

GRID LAYOUT



GRID LAYOUT



80px 80px 80px 30px 30px

ABOUT LUNAR FEST

Festival Intro:

Lunar Fest is a three-day celebration of sound, light, and connection, bringing together music lovers from around the world to dance under the summer night sky. Set along the coast of Los Angeles, Lunar Fest 2026 features world-class artists, immersive art installations, and unforgettable energy from sunset 'til dawn.

Lineup & Experience:

From global superstars like The Weeknd, Doja Cat, and Zedd, to fan favorites like Twice, Chappell Roan, and Astiniko, the lineup spans genres and cultures for a one-of-a-kind music experience. Each night brings a new wave of sound: pop, EDM, indie, and beyond, all glowing beneath the moonlight.

"Three Nights of Music Under the Stars."

Lunar Fest was created to celebrate community and creativity. Our mission is to make live music accessible, sustainable, and memorable for everyone—whether you're here for the beats, the lights, or the late-night beach breeze. Join us in making this summer unforgettable.

80px 80px 80px 80px 80px 80px

GALLERY



ONE-DAY PASS

Experience one night of Lunar Fest magic. Choose your date below and secure your pass before they sell out.

CHOOSE YOUR DATE:

Each lineup features different headliners and exclusivities.

NUMBER OF TICKETS

1 2 3

FRIDAY, JUNE 5

Headline: The Weeknd, Doja Cat, Zedd

FROM \$120.00 + Fees

BUY

KICK OFF LUNAR FEST WITH AN ELECTRIC FIRST NIGHT FOR ALL, AND EDM COLLIDE UNDER THE MOONLIGHT WITH PERFORMANCES DESIGNED TO SET THE TONE FOR THE WEEKEND.

SATURDAY, JUNE 6

Headline: Chappell Roan, Astiniko, The Weeknd

FROM \$120.00 + Fees

BUY

THE BIGGEST NIGHT OF THE FESTIVAL — BACKED WITH GLOBAL HEADLINES, HIGH-ENERGY SETS, AND SURPRISE GUESTS. SATURDAY SELLS OUT FAST, SO GRAB YOUR PASS WHILE YOU CAN.

SUNDAY, JUNE 7

Headline: The Weeknd, Doja Cat, Zedd

FROM \$125.00 + Fees

BUY

CLOSE OUT THE WEEKEND WITH A MIX OF INDIE, ALT, AND HOUSE ARTISTS FOR A RHYTHMIC FINAL NIGHT. THE PERFECT SUNSET TO ENDRENGTH BEACH-GO TO LUNAR.

Looking for an upgraded experience?

Treat yourself to the full Lunar Fest experience with VIP or 3-Day Passes: premium viewing zones, exclusive lounges, and skip-the-line entry.

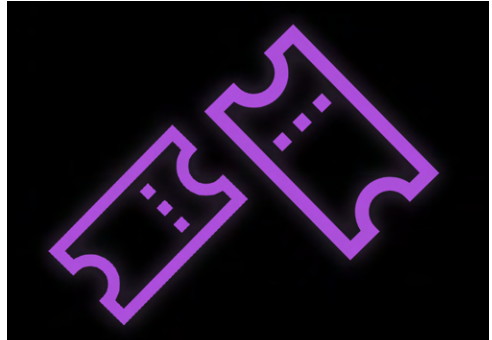
EXPLORE OPTIONS

80px 80px 80px 80px 80px 80px

IMAGES/ILLUSTRATIONS

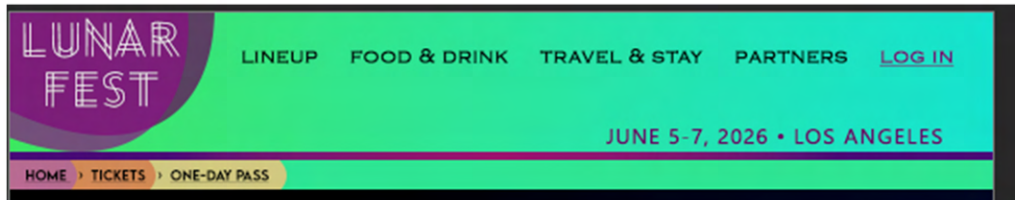


IMAGES/ILLUSTRATIONS



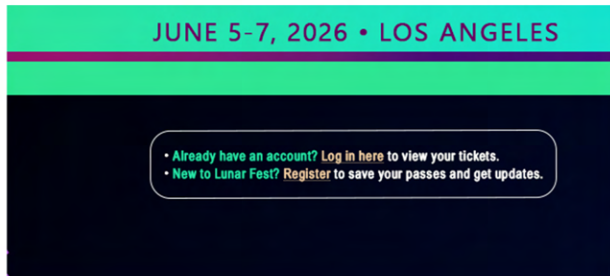
Site Elements and Asset Rules

Global Elements/Navigation Bar:



Appears consistently at the top of all pages. Includes logo (top-left) and navigation links (top-right) plus the dates and the city of the festival. It also includes the breadcrumbs section to retrace your steps on the website. Each section in the breadcrumb trail is clickable.

Login & Register



A small banner at the top of ticket-related pages, reminding users to sign up or log in to their accounts for easier access to their tickets