Tallaght Fest
Town and Country Fair

Website Re-design, Branding and App Design

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Introduction

Tallaght Fest is an annual town and country community event.

Initiated as a celebration of the Gathering 2013.

A one-day event that celebrates its communities and surrounding areas.

Community

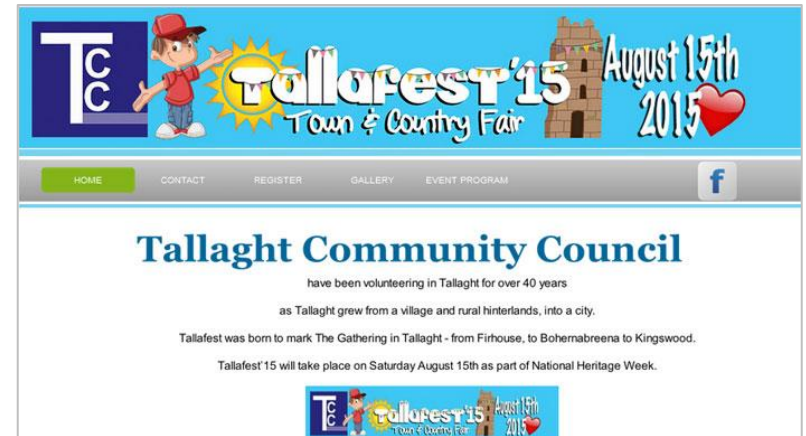
Heritage

Entertainment

Current Site

The current site lacks event information and has no clear branding to make the festival stand out.

The festival's current name TallaFest doesn't reflect it's history or proud communities and it's beautiful surroundings.

Re-naming the festival to it's rightful name Tallaght Fest gives this festival a name to be proud of.

http://tallafest.ie/

Tallaght – be proud of your history, your communities and surrounding beauty.

Aim

Provide Tallaght Fest with a brand it deserves, a brand which displays credible communities, an emblem to be proud of that will reach out to all age groups and communities.

Festival re-branding, website redesign and introduction of an App that will help plan and keep track of favoured events for the day.

Fun

Farming

History

Usage

The site will be responsive making it easily accessible across mobile and desktop with the addition of a downloadable App.

Stage One

Typography , Color, Imagery

Logo Design

Typography

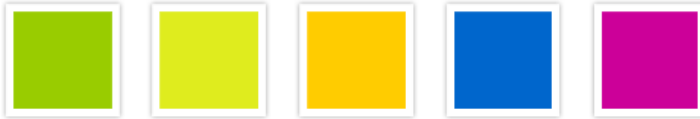# Impact

Oswald Book

A strong font such as Impact for the logos' main lettering and complementing this with Oswald Book minimising any competition.

TallaghtFest

Color Pallette

Accents

Main Colors

Navigation   Labels & Buttons

Typography

Tallaght Fest Logo Text
Font: Impact Regular #cc0099

Town and Country Fair
Font: Oswald Book ffcc00

This is an Example of a Header
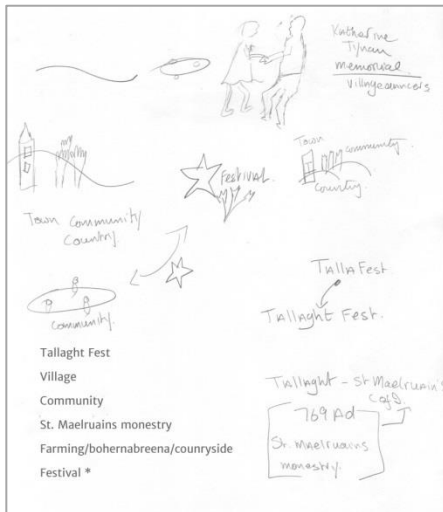Font: Oswald Book #cc0099

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam,.

Font: Verdana regular #333333

This is an example of a Text link »

The color red-purple, the main color chosen – a color of Royalty and warmth brings richness to the brand. With contrasts of blues, yellows and greens adding strong colors to complement.

Logo Design

Initial sketches

Logo development

Better use of proximity.
Making it more inclusive

Revisited color pallette. Adding more yellow to the green.
Use of yellows for communities (stars)
Re-adjusted edge of tower to smoother edge

reversed

The logo brings together its old monastic tower still standing today in the village. Stars, a representation of festivities also represent it's communities that have grown from a small village to a large satellite town. The beauty of it's surrounding green hills and the local working farms.

Logo Design

Tallaght Fest ★

Nav Fest ★

Variations of the logo designed for use across Social Media and the Nav Fest App.

Layout and Imagery

Layout will be bold and colorful with strong use of imagery.

Existing images will be used along with images from flicker's photopin.

Stage Two
Site re-Design

Site Hierarchy and Layout

Site Hierarchy and Layout
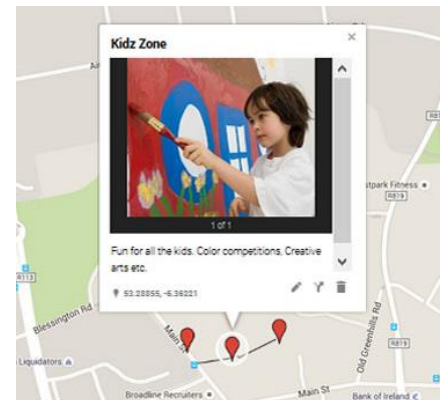
Two main areas to the site

Events and Festivities

All events will form the **Events and Festivities** area.

Locate an Event

Locate an Event will display a pre-populated google map marking all events.
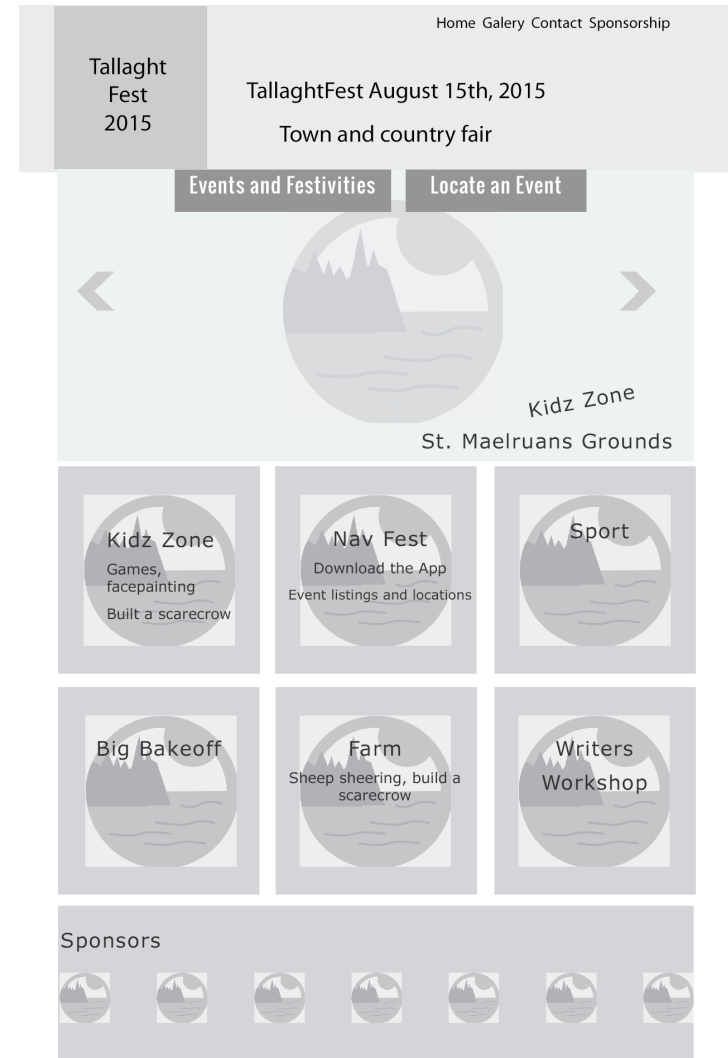
The markers when pressed will show an image and short description and timing for that event.

Site Hierarchy and Layout

The wireframe shows the main features of the home page:

- **Hero image gallery**
- **A display of categorised events for easy access.**
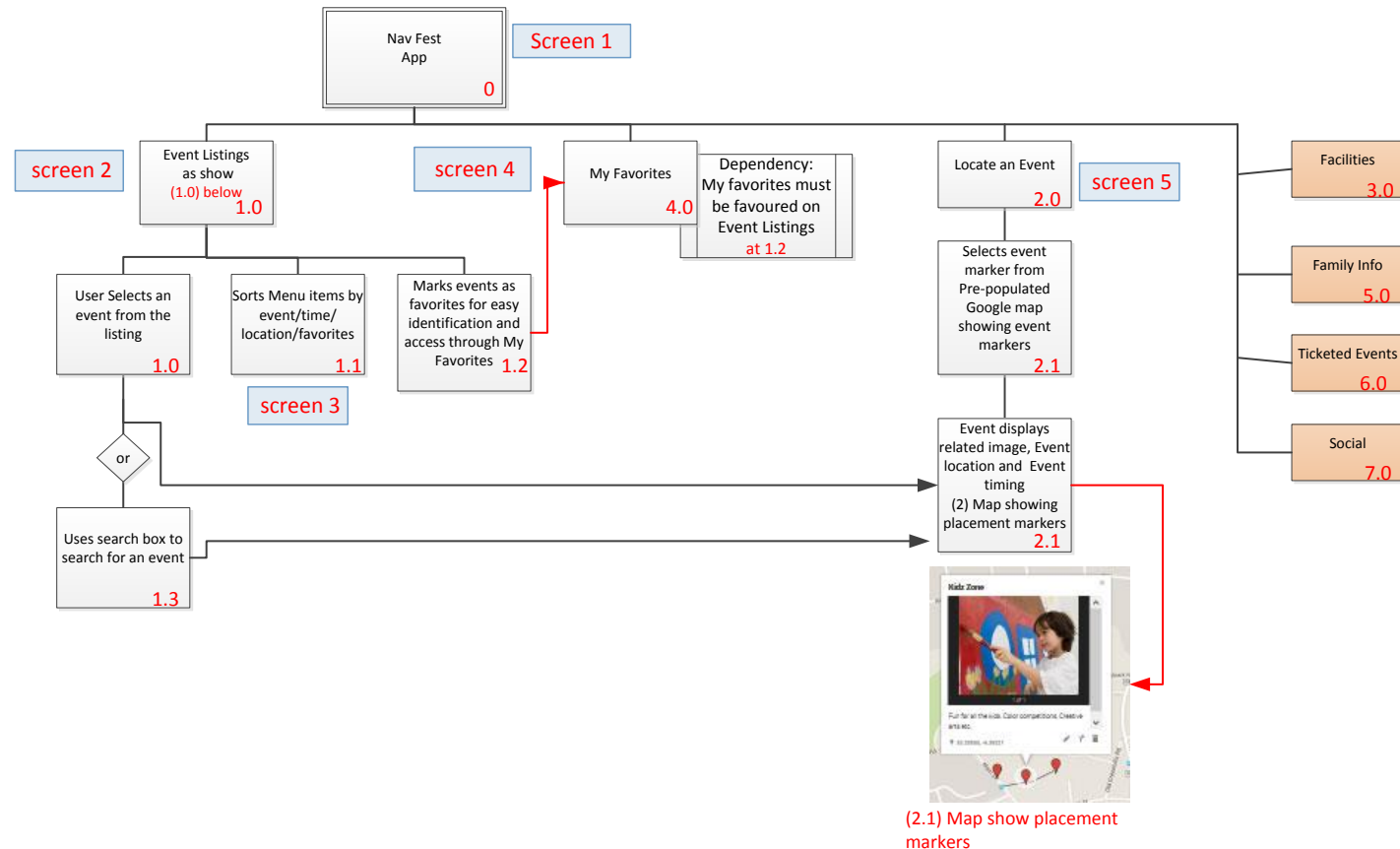- **Listing of festival sponsors**

Final mock-up shows sub and main navigation, header area with the new logo. A hero gallery with colorful bold images. Followed with a display of categorised events with links drilling down to more detailed information. Following are main festival sponsors.

Stage Three
App Design

Site Hierarchy and Layout

App Purpose and Flow

Nav Fest App
Screen 1
0

screen 2
Event Listings as show (1.0) below
1.0

screen 4
My Favorites
4.0

Dependency: My favorites must be favoured on Event Listings at 1.2

Locate an Event
2.0
screen 5

Facilities
3.0

User Selects an event from the listing
1.0

Sorts Menu items by event/time/location/favorites
1.1

Marks events as favorites for easy identification and access through My Favorites
1.2

Selects event marker from Pre-populated Google map showing event markers
2.1

Family Info
5.0

screen 3

or

Event displays related image, Event location and Event timing (2) Map showing placement markers
2.1

Ticketed Events
6.0

Social
7.0

Uses search box to search for an event
1.3

(2.1) Map show placement markers

The App will be used by festival goers on the day to help them plan and keep track of favoured events.

App Design

With background visuals used on the main site. The Nav Fest logo, a variation of the main logo. The main feature allows the user to save and sort favourite events and locate events.

Thank you for your interest ☺

www.siobhanbradford.com