



Graphic Design Conventions



Music Festival



Brand Guide for

# ROCK'n *palm* Festival

Graphic conventions  
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# About the Festival

Rock'n Palm music festival is an **early 2000 and present-day Punk rock festival** and is all about having fun in the sun. Located in the scenic and lush Palm Canyon area of Palm Springs California, it's the perfect location to come relax, enjoy amazing concerts, play in the pool and much more. The festival's venue, **The Palm Canyon Resort**, offers the comfort and amenities of a high-end hotel and its location makes it easy to enjoy plenty of nearby activities. Being in the desert, its outskirts has the space needed to host large concerts as well. You prefer to spend the night stargazing in the desert? No problem, a campground is also available on the outskirt of the resort..

## A once in a lifetime lineup!

Our rock'n line up will, without a doubt, bring you right back to the good old days where people did not take themselves seriously and it was all about pool parties. You will have the opportunity to see live some of the most famous artists of the early 2000's like **Blink-182, Weezer, Sum-41** and **Paramore** as well as today's biggest artists such as **Twenty-One-Pilot, Machine Gun Kelly, Halsey** and much more! A huge stage will be set up right next to the resort so you can enjoy the music from the crowd or even the resort!

## Many fun activities

Put on your best pastel attire and come enjoy a 60's themed meal (yes, we mean jelly cakes!) with a modern twist at our festival's restaurant. A full menu is also available with Vegan and Gluten free options. You can also experience the famous retro feel of Palm Springs by visiting the TIKI bar, serving our famous mai-tais and many more creations. Rent kitsch inflatable pool toys, go down the water slides, plan a hike along the breathtaking trails of Palm Canyon, take the Palm Springs shuttles or buy a souvenir or merch from your favorite band at our merch shop.

# Our Values

## Carefree and family friendly

Rock'n Palm is not for your typical rave goer as it is very family friendly. Here, the vibe is relaxed, peaceful and carefree. Whether you want to spend your afternoon rocking to your favorite artists, tanning on an inflatable flamingo in the middle of the pool or sip a cocktail at the bar, it has something for everyone.

## Having fun responsibly

While we enjoy the nature surrounding the site and take in the beauty of California, we always put the environment first in order to preserve it. Therefore, only reusable water bottles will be allowed on site and our awesome inflatable pool toys are made of recycled plastic. All festival merch and bracelets are made with eco-friendly material.

## Retro vibe

The mid-century modern vibe of palm springs is well represented in the festival. From the pastel colors to our flamingos and clean lines, you will be immersed in the world of old Palm Springs including our food experience as well.



# Our logo concept

SUMMER  
+  
ROCK  
+  
PALM SPRINGS

## Flamingo

A staple of the 60's is the plastic flamingos that were present in a lot of front lawns all over Palm Springs. and beyond The joyful, humorous and somewhat kitsch was a big inspiration for the logo.

## Colors

Pastels are a staple of Palm Springs and marry really well with the carefree, summer vibe of the festival hence why this was the chosen palette for the logo. The light pink of the flamingo and the word Palm (of Palm Springs) being in a soft turquoise in a typical mid-century modern style provides a contrast to the jet black.



# Our logo (cont'd)

## Typography

The typography style chosen for the work “Rock’n” reminds us of Rock in its heaviness as it’s in a deep black color with bold lettering. The shape of the word “Palm” on the other hand was directly inspired by the mid-century modern typography that can be found throughout the area. Particularlry on the famous building “The Shops at Thirteen Forty Five” on Palm Canyon Drive, very close to our festival venue. The contrast in both style and colors mirrors the contrast between our pastel color scheme and punk rock music.

## A touch of Rock

Our line up is all Punk rock music from the last 20+ years. In addition to typography, we incorporated the spirit of rock in the logo by adding sunglasses and a mowhak to our flamingo, conveying also a sense of humour that we see a lot in this genre.



# Safety Zone and Sizes

## Safety zone

Respecting this safety zone will help ensure the readability of the logo, all while maintaining its impact. Use the height of the letter “O” in the word “Rock’n” as a unit of measurement for the safety zone, all around the logo. Please do not add any other written element in that zone.

Standalone logo



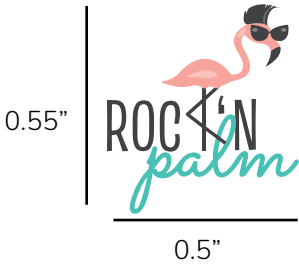
When placed next to another logo



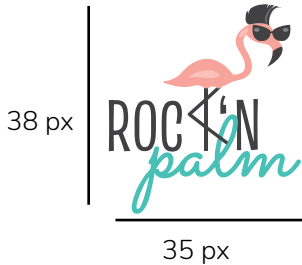
## Minimum Size

The Rock’n Palm logo size can vary and may be used proportionally. The minimum size for printing is 0.75” in width and 0.83” in height.

Print



Web



# Logo variations

Only these official logo variations should be used. The use of the color version should always be prioritized unless otherwise specified or due to limitations (black and white printing). The color variation should be selected also in function of the background color.



## Alternative version on white background

The color of the typography of the word “Palm” may be changed to this variation when the color contrast is not sufficient with the turquoise. Always prioritize the original version of the logo.



# Logo variation

Black and white variations of the logo should be used only when color printing is not available.



## Alternative versions on black background

The color of the typography of the word “Palm” may be changed to one of those two variations when color contrast is not sufficient with the turquoise. Always prioritize the original version of the logo.





## Incorrect uses of the logo



### Stretching

Stretching or distorting the logo is not permitted. Logo should be scaled up and down to retain the proportions.



### Opacity

Reducing the opacity of the logo is not permitted. Must remain at 100% opacity.



### Shadows

Adding drop shadows or radial shadow and blurs are not permitted with the logo.

## Incorrect uses of the logo (cont'd)

### Background image

When placing the logo on an image, ensure a proper contrast in colors and avoid objects behind or close to the logo.



# Logo colors

Only these official colors should be used in the logo. No variations of colors or opacity are to be used on official items for the festival other than the variations of colors proposed on the next page.



<b>CMYK</b> C: 0 M: 44 Y: 30 K: 0.1	<b>CMYK</b> C: 0 M: 23 Y: 14 K: 0	<b>CMYK</b> C: 65 M: 0 Y: 35 K: 0	<b>CMYK</b> C: 0 M: 0 Y: 0 K: 0	<b>CMYK</b> C: 0 M: 0 Y: 0 K: 90
<b>RGB</b> R: 247 G: 164 B: 156	<b>RGB</b> R: 251 G: 205 B: 200	<b>RGB</b> R: 72 G: 192 B: 182	<b>RGB</b> R: 255 G: 255 B: 255	<b>RGB</b> R: 65 G: 64 B: 66
<b>Web:</b> #F7A49C	<b>Web</b> #FBCDC8	<b>Web</b> #48C0B6	<b>Web</b> #FFFFFF	<b>Web</b> #414042
<b>Pantone:</b> 487 C	<b>Pantone</b> 422 C	<b>Pantone</b> 3258 C	<b>Pantone</b> N/A	<b>Pantone</b> 4287 C
	<b>Opacity:</b> 70%		<b>Opacity:</b> 40%	

# Color palette accepted

In addition to the logo colors, only these official colors should be used with the logo in alignment with the brand.



<b>CMYK</b> C: 7 M: 31 Y: 4 K: 0	<b>CMYK</b> C: 30 M: 1 Y: 9 K: 0	<b>CMYK</b> C: 33 M: 2 Y: 26 K: 0	<b>CMYK</b> C: 2 M: 4 Y: 56 K: 0	<b>CMYK</b> C: 1 M: 36 Y: 39 K: 0
<b>RGB</b> R: 230 G: 185 B: 206	<b>RGB</b> R: 175 G: 220 B: 228	<b>RGB</b> R: 172 G: 215 B: 198	<b>RGB</b> R: 252 G: 233 B: 138	<b>RGB</b> R: 246 G: 177 B: 148
<b>Web:</b> #E6B9CE	<b>Web</b> #AFDCE4	<b>Web</b> #ACD7C6	<b>Web</b> #FCE98A	<b>Web</b> #F6B194
<b>Pantone:</b> 7429 C	<b>Pantone</b> 317 C	<b>Pantone</b> 4162 C	<b>Pantone</b> 1205 C	<b>Pantone</b> 2022 C



# Typography

These choices of typography are reserved for Graphic Designers and/or the Communications department.

## TRUCULENTA

Can be used for titles and subtitles and on promotional items.

**Triculenta, semi bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
W XYZ  
abcdefghijklmnopqrstuvwxyz  
123456789\$&\*()!\\;

**Triculenta extra bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
W XYZ  
abcdefghijklmnopqrstuvwxyz  
123456789\$&\*()!\\;

## POIRET ONE

Can be used for quotes and short callouts.

Poiret One, regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
STUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
wxyz  
123456789\$&\*()!\\;

## NUNITO

Used for body text in communications and web.

Nunito, regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
QR STUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
wxyz  
123456789\$&\*()!\\;

Nunito, light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
RSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
wxyz  
123456789\$&\*()!\\;

**Nunito, bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
QRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
vwxyz  
123456789\$&\*()!\\;

# Typography (Cont’d)

In the event that the typography mentioned prior are not available, those three options can be used and are readily available on most computers.

## LETTER GOTHIC

Alternative to the font Triculenta. Not to be used on promotional items.

Letter Gothic, bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
STUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
stuvwxyz  
123456789\$&\*()!\\;

## MONTSERRAT

Used for body text as an alternativie to Nunito.

Montserrat, regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
PQR STUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
vwxyz  
123456789\$&\*()!\\;

Montserrat, light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
PQR STUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
vwxyz  
123456789\$&\*()!\\;

**Montserrat, bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
PQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
stuvwxyz  
123456789\$&\*()!\\;

## ARIAL

Used for body text as an alternative to Nunito.

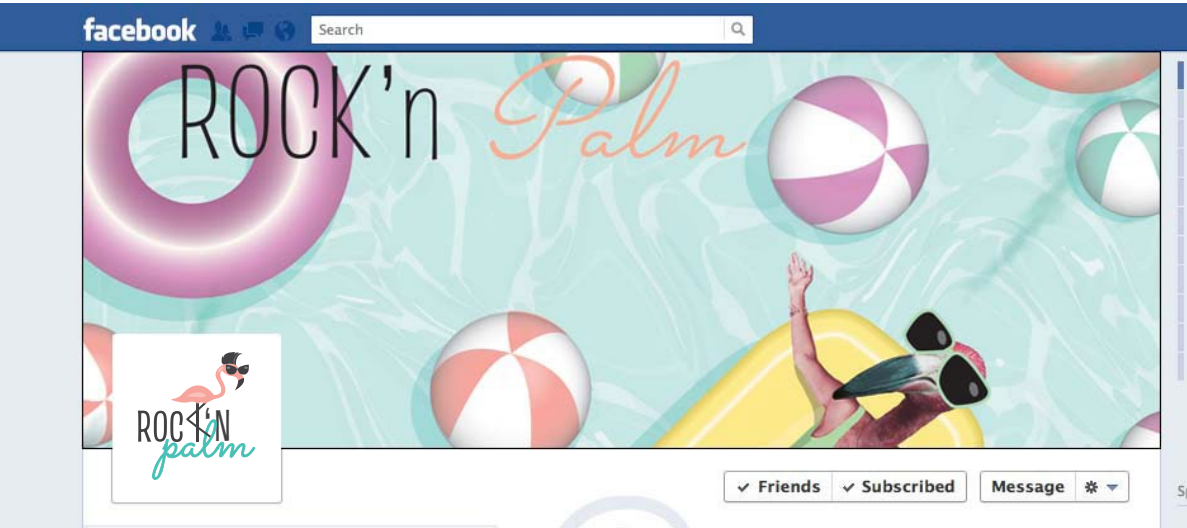
Arial, regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
QRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
vwxyz  
123456789\$&\*()!\\;

**Arial, bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
QR STUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
nopqrstu vwxyz  
123456789\$&\*()!\\;

# Official Facebook page

Official Social Media account must represent the festival brand. The main page banner should align with the promotional poster in terms of visual. The name of the festival should always be visible and with good contrast. The typogrpahy color for the word “Palm” may be changed for one of the two other approved variations for contrast as seen below.

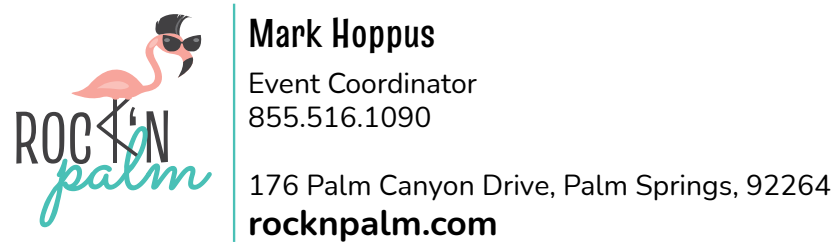
The logo must be the profile picture on white background, in the original colors.



# Email Signature and Web favicon

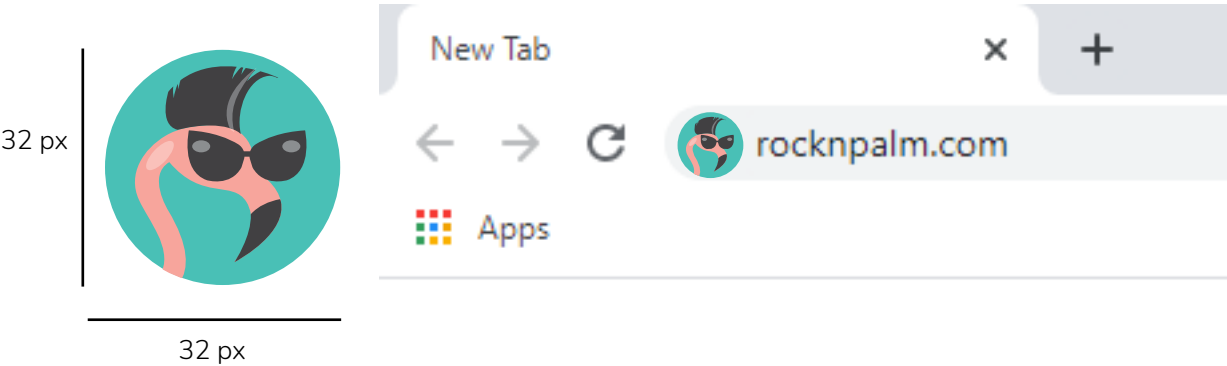
## Email Signature example

The email signature should always include the logo on the left (original logo), a divider of the same color as the “Palm” typography. The body of the signature should include: name, job title, direct phone number, address and our website



## Web favicon

The favicon designed for the festival is the flamingo without the typography. The size of the favicon is 32 x 32 px.



Stationary items (printed)

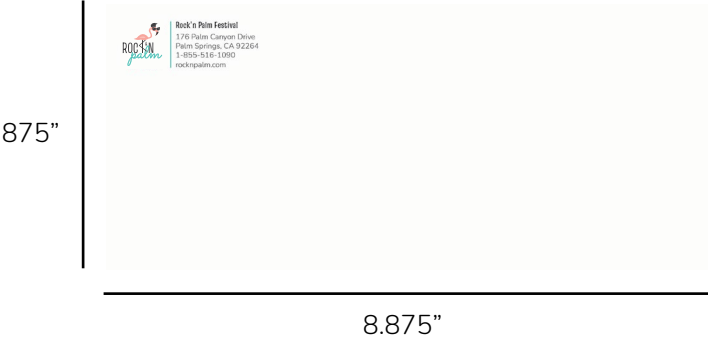
Business Card



Business Letterhead



Envelope



Event Poster

Adverstisement poster for the 2021 festival event featuring lineup teaser.

Size: 24"x36"



# Festival Compilation Vinyl

Vinyl cover for Festival compilation featuring our mascot, the flamingo. The vinyl is produced after each event and contains live performances of all healdiners.



# Promotional merchandise - hat



Official hat sold at the festival showcasing the logo and in harmony with the color theme. Additional choices of colors available. Logo must always be in color version on the merch.





## Promotional Merchandise - Phone Case



Phone case sold at the festival. Must include the name of the festival as well as the logo at the bottom left. Multiple models available to suit several types of devices.

## Promotional Merchandise - T-shirt



Official t-shirt with 2021 headliners. Sold in other colors (white, black and lilac in addition to the aqua blue.)

The front of the tshirt is the logo at pocket level.

Sizes: XS, S, M, L,XL, XXL

# Promotional Merchandise - Pin



Official Rock'n Palm festival pins. Provided for free at the entrance of the festival to everyone who purchased a weekend pass. White background with original logo on the front and embossed in the back.



