

LUHB
FESTIVALEN

LUHB-Festivalen's Brand Manual



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THE FESTIVAL

Levanger Urbane Hage- og Blomsterfestival (LUHB-Festivalen) is a festival for all elementary schools in Levanger. This three day festival focuses on urban gardens and flowers, and the municipality of Levanger wishes to make this an annual festival in the middle of September

During the event, the students will be encouraged to learn more about gardening and flowers, attending workshops and seminars, participating in contests, playing, and making new friends

LUHB-Festivalen is a cooperation between the municipality and council of Levanger, and the Upper Secondary School Levanger Videregående Skole (LVGS). It will be held at an area called Staup, which is the perfect area for such a festival, with beautiful gardens and an outstanding view of the town

VISION

By teaching children about gardening, the vision of the festival is to get them interested in gardening and flowers. Hopefully teaching children at a young age that this can be fun will keep them interested, or at least more aware of how it can make our surroundings more colourful and joyful

Because all elementary schools in the town are invited, LUHB-Festivalen should be an event where the children make new friends

A cooperation with LVGS, the festival is also hoping to attract more students to the educational direction within flower decoration

STRATEGIES

Make gardening fun and inspiring to make children enjoy spending time in the garden – and also outdoors

Ways to make the festival fun

Fun activities that take childrens' interests into account

Happy, friendly and visually appealing designs

Visual characters to engage interest

Variety between the activities and days

Bringing kids from different schools together

Projects and activities for everyone

T-shirts and bracelets for the kids to take home

GOALS AND VALUES

LUHB-Festivalen's ultimate goal is to teach children about gardening and flowers. This will be done by bringing all the elementary schools in Levanger together for a few days to make new friends, and have the kids spend time outdoors in an educational environment

Teaching children about gardening may enrich the city of Levanger, as more flower projects like this could be made possible in the future

LUHB-Festivalen values urban gardening, flowers, childrens' health, solidarity, friendship, school activities, and happy parents

LOGO

The logo identifies LUHB-Festivalen

It is the main element in LUHB-Festivalen's identity and is used to represent the festival in all communications

The logo has a playful, happy and comic style. This is the main logo that will be used across all festival touchpoints. It helps audiences easily identify LUHB-Festivalen, and enhances the personality of the festival

It is essential to the success of the festival and visual identity that the logo always be applied with care and respect in every application according to the following guidelines

LUHB-Festivalen's logo consists of two parts

The icon part - a bee holding a flower
The type part - LUHB FESTIVALEN



LOGO: Minimum Size

The logotype should never be too small to be read, or details in the bee so small that they disappear

A minimum width of 40 mm has been set for the logo

If the design does not allow for this minimum size, the design should either be changed or a variation of the logo should be used. The latter would include using the type part only and the bee elsewhere



LOGO: Clear Space

An exclusion zone is defined to prevent other graphic elements interfering with the logo or any of its elements. Items such as text, images or graphic elements should be kept away from the logo by a minimum distance of the length of the leg of the "L" in LUHB



LOGO: Colours

The logo is provided in two colour versions. Ideally the full colour version is always used to represent LUHB-Festivalen's friendly and happy nature



The black and white version is for one colour jobs only



LOGO: Variations

Ideally the type and icon part should be presented together, but some placement variations are accepted

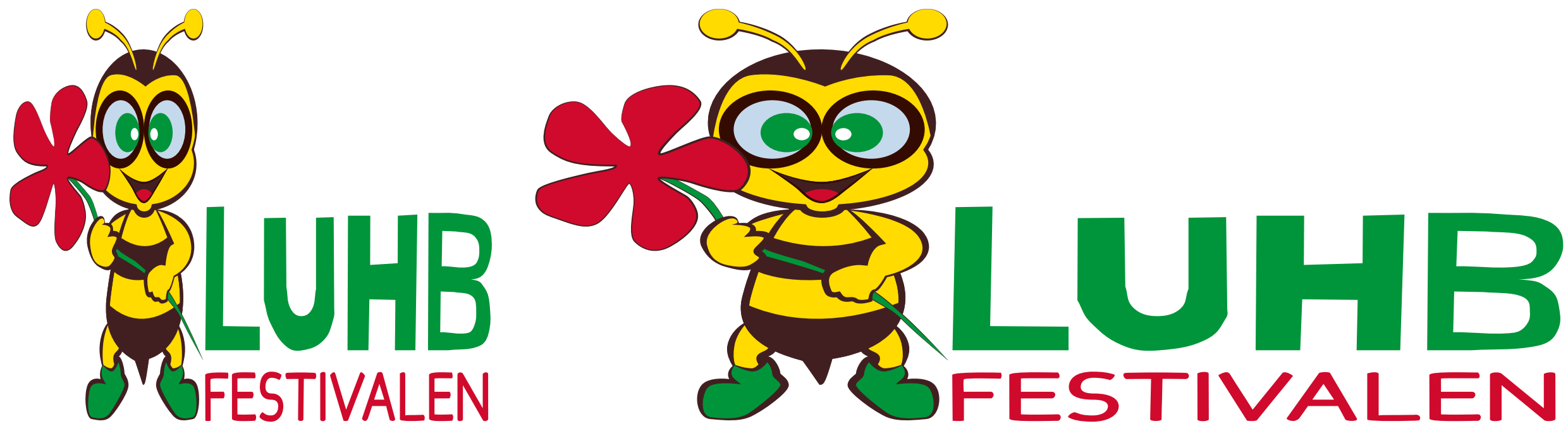
The bee may be used alone as long as the type part (either as LUHB FESTIVALEN og LEVANGER URBANE HAGE- OG BLOMSTERFESTIVAL) is presented somewhere on the artwork

The type, whether as "LUHB" or the full name, should when written across two lines be justified. This is achieved by having either "LUHB" or "LEVANGER URBANE" on top, and the type below sized thereafter without any manual tracking

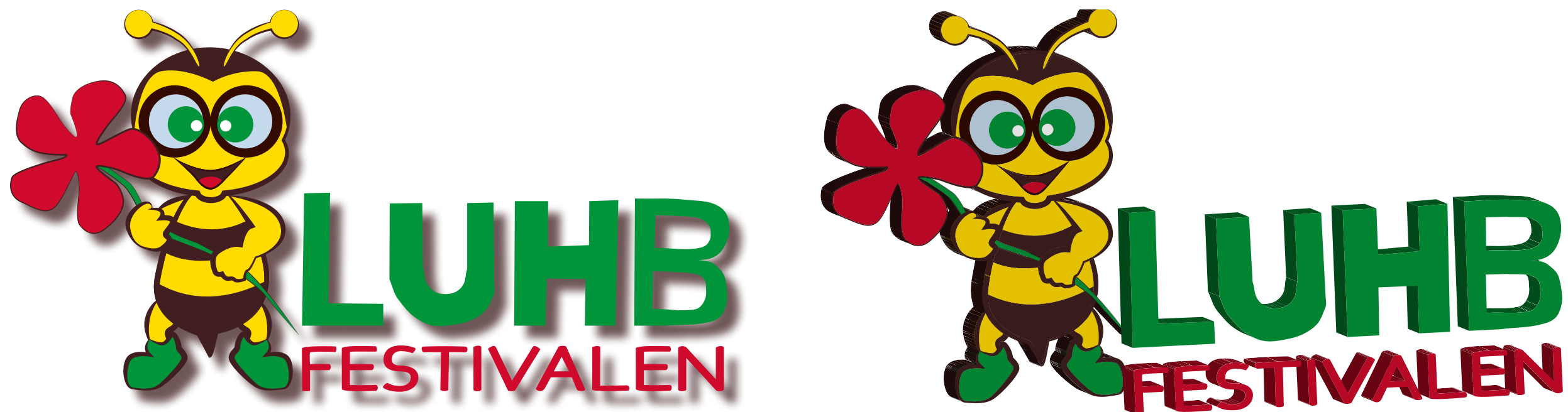


LOGO: Don'ts

Please do not...



...stretch the logo



...add any effects such as glows or drop shadows

...use 3D



...put the type part on top of the icon



...flip any of the elements



...place the logo on a high saturated background



...change the logo's colours

DESIGN AND LAYOUTS

All design and layouts should be as simple, yet engaging, as possible. No design should be too complicated, and the festival's vision should come across straight away

Don't add unnecessary elements that don't add anything to the appearance, but make sure to keep children's interest and grab attention

Be memorable and unique, stand out from the crowd, and be a festival all elementary schools wish to attend

COLOURS

LUHB-Festivalen uses nine colours, and these only

Pantone 657 C CMYK: 19, 10, 1, 0 RGB: 205, 214, 234 #CAD8EB	Pantone 2915 C CMYK: 57, 14, 0, 0 RGB: 127, 178, 226 #7EB2E1	Pantone 7690 C CMYK: 92, 47, 15, 1 RGB: 57, 116, 164 #3A74A5
Pantone 108 C CMYK: 1, 11, 100, 0 RGB: 247, 218, 11 #F7DA0A	Pantone 376 C CMYK: 55, 3, 100, 0 RGB: 148, 187, 30 #94BA1D	Pantone 355 C CMYK: 99, 12, 100, 2 RGB: 54, 148, 67 #369443
Pantone 186 C CMYK: 12, 100, 91, 3 RGB: 178, 21, 48 #B1122F	Pantone 7516 C CMYK: 29, 71, 95, 20 RGB: 138, 85, 48 #8B5530	Pantone 4975 C CMYK: 49, 77, 69, 67 RGB: 60, 37, 37 #3C2424

TYPORGRAPHY

The logo and heading font is “Jingleberry”

Example of Jingleberry:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !;@#%&*()_+[]":?

Used in the logo and for headings, always in uppercase

**LEVANGER URBANE
HAGE- OG BLOMSTERFESTIVAL**

The chosen body copy font is the font “Candela”

Example of Candela:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !;@#%&*()_+[]":?

Used for longer texts, when Swagger gets tiring for the eye.
Also used in the word “FESTIVALEN” in the logo type

LUHB
FESTIVALEN

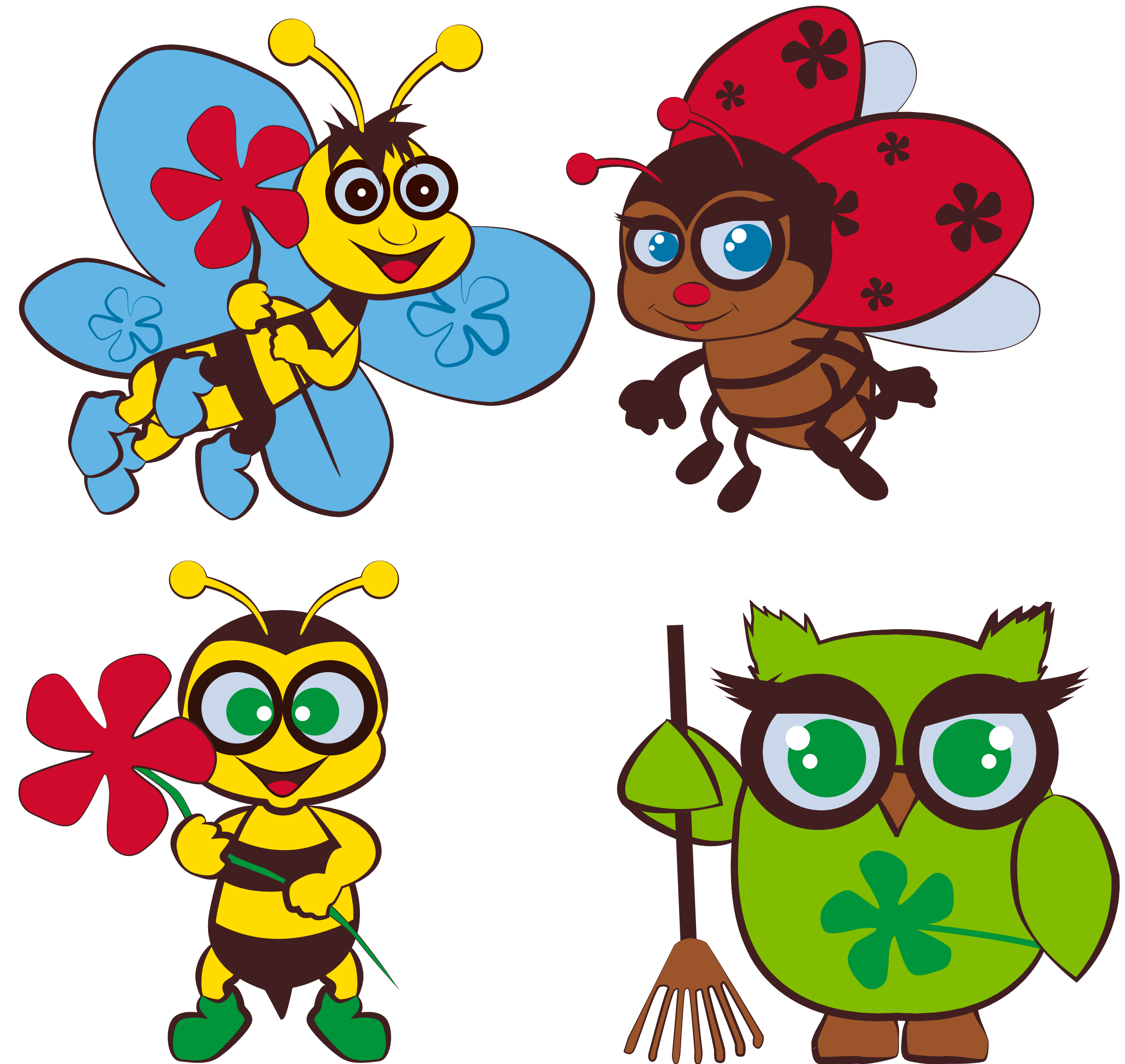
ILLUSTRATIONS

Any imagery associated with LUHB should follow the same style as the characters presented in this manual. LUHB-Festivalen's characters all have the same type of eyes, strokes, and use combinations of the festival's colour scheme

Any imagery needs to be fun, happy, colourful and energetic. Additionally, all elements should have a comic feel to them

The flower should be present on any character, whether the character is holding it, or it is somewhere else on its body

All illustrations should follow these guidelines. This will maintain a consistent look and style which will complement the festival's identity



POSTER

The Purpose of LUHB-Festivalen's Posters

Inform people about the festival

Where, when, what

Promote the festival

Communicate/express the festival's essence to the schools
(and parents)

Design and Format

A2 and A3 (same content and placements)

Visual elements (with logo elements)

Slogan (La fantasien blomstre)

Date

Place

Activities



PROGRAMME

The Purpose of LUHB-Festivalen's Programmes

Inform participants what is happening, and when

Promote the festival

Communicate/express the festival's essence to the schools
(and parents)

Design and Format

A5 flyer, front and back

Front as poster design with some text changed

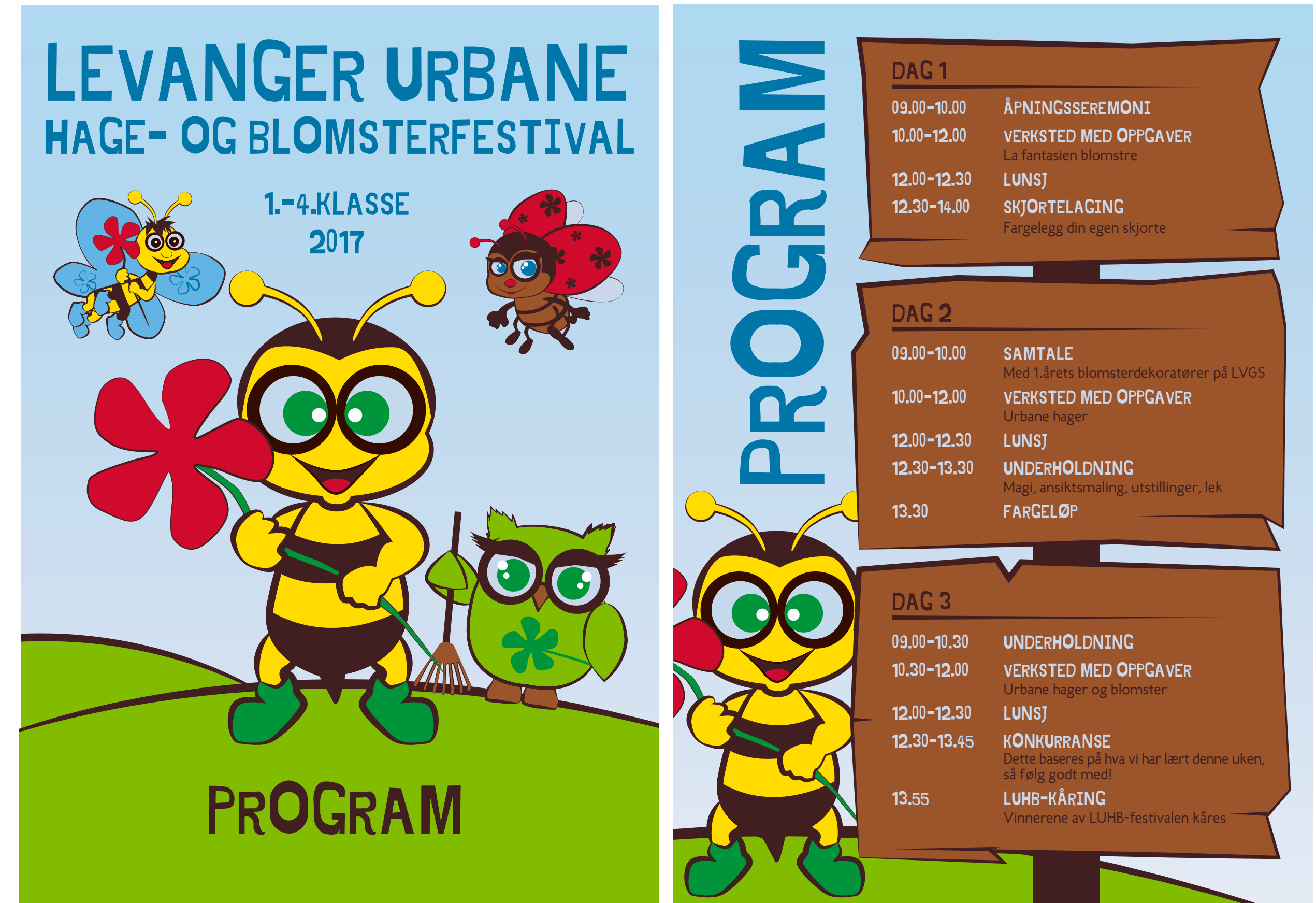
Back with the programme

One flyer for year 1-4, and one for year 5-7

The design stays the same, and only the text is changed

Front: 1.-4.KLASSE or 5.-7.KLASSE

Back: Content of the programme changes





T-SHIRT

The Purpose of LUHB-Festivalen's T-shirts

- Promote the festival
- Fun/souvenir for the kids
- Communicate/express the festival's essence to the schools (and parents)

Design

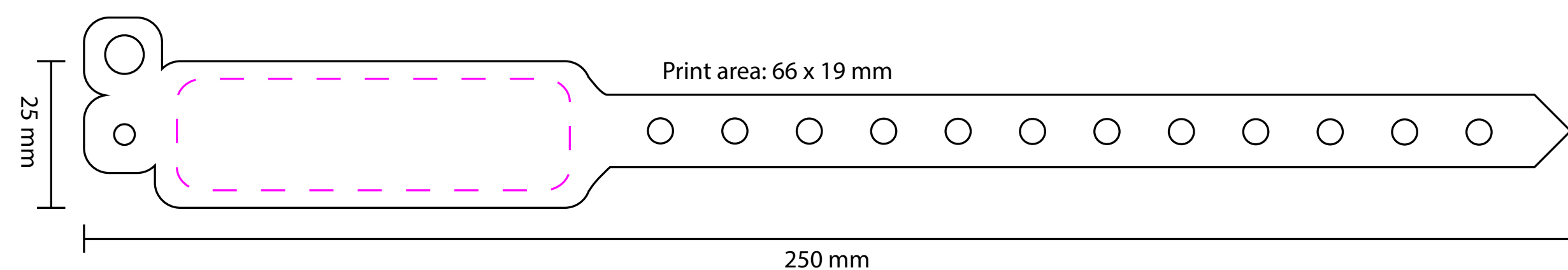
- Logo
- Visual elements
- Year and group
- One shirt for year 1-4, and one for year 5-7
 - The design stays the same, and only colours are changed
 - Year 1-4: Green shirt with yellow text
 - Year 5-7: Yellow shirt with green text



BRACELETS

Material and Size

Wide Plastic



Design

Logo

Name and bee

One bracelet for year 1-4, and one for year 5-7

The design stays the same, and only colours are changed

Year 1-4: Green bracelet with yellow text

Year 5-7: Yellow bracelet with green text







LUHB

FESTIVALEN

Branding and Design
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