

SEMESTER PROJECT:

3RD SEMESTER

INTRODUCTION

In this assignment I have developed the visual identity for Levanger Urbane Hage- og Blomsterfestival (LUHB-Festivalen). In doing this, I have had to do thorough strategic analysis and research, and then come up with a visual design to create the festival's visual identity. All touchpoints created stay true to this identity, and should be appealing to the target group as well as communicating the festival's essence.

Interpretation of Task

I understood this assignment as having to develop a logo and visual identity for an urban flower and garden festival in my hometown Levanger. The target group was up to me. By constructing a visual identity through strategic analysis and research, I had to make the festival interesting for my chosen audience. I chose to target elementary schools, and therefore had to develop an identity that would appeal to children. In doing this I had to create a minimum of touchpoints (poster, programme, t-shirt and bracelet), as well as a brand manual.

Concept and Target Group

LUHB-Festivalen is a garden and flower festival that runs over three days and invites all elementary schools in Levanger. The purpose of the festival is to teach children about urban gardening and flowers, and make them think this is fun. LUHB-Festivalen's visual identity should reflect this.

LUHB-Festivalen's target group are the nine elementary schools in Levanger and all their students. These children are between 6 and 12 years of age, are both boys and girls, and come from any cultural, political and educational backgrounds.

Message/Achieved Action

By setting up specific ideas and guidelines early on in the process, I have developed a visual identity which should communicate the festival's essence, and which works for several products.

Layout/Design - The layout and design of all products are consistent in the use of elements, fonts and colours. The elements designed follow a comic, happy style. They are visually interesting and appealing, and express the festival's identity.

Colour - The colour scheme I have created consists of nine colours. These complement each other well, makes it possible to create a fun and happy design, and ensures variety.

Typography - I have used two fonts; the comic font Jingleberry for the logo and headings, and the sans serif font Candela for longer texts and some of the logo.

Elements - I have focused on only a few elements/characters, and these are the focal point of all designs. The backgrounds are simple in terms of details. Together the little characters express happiness.

Brand Manual - The brand manual developed for LUHB-Festivalen explores the guidelines of the logo, and design in general.



RESEARCH AND WORK PROCESS

Before designing anything I did a pretty thorough research. This has been focused mostly on my hometown, its schools and flower related options in the area. I have looked at other events in town, and flower festivals both near and far, as well as defining the target group, problem, and drivers and barriers.

Research and Analysis

Client - This assignment doesn't define a client in particular, other than it having to be a festival set in our hometown, or nearest town. I live in a town called Levanger, which is the administrative centre of the municipality also called Levanger. This is a quite small city with almost 10 000 inhabitants, and it has been part of the Cittaslow initiative since 2003. According to *IMDi*, the average salary of Levanger's population is 346 500 NOK/year. The current Mayor represents the Labour Party.

Levanger is a "student town" and has been for decades. All stages from preschool and up to university are offered, making it highly attractive for students and families. It is also one of the best farming districts of the county and has a comprehensive and vast industry, including pulp and paper, rubber, and plastic. In addition to these, both the hospital and the shopping centre are worth mentioning.

Since there are many kids and students here, I decided to let this festival be for kids in elementary school. So the client is Levanger; and as an initiative to make people interested in flowers and urban gardening, they have come up with the idea of a festival for kids. At Levanger Videregående Skole (Secondary School), LVGS, one of the educational directions is within flower decorations, so this is also a plan to teach kids about this option and maybe getting more applicants.

Concept - Located in Norway I'll call the festival "Levanger Urbane Hage- og Blomsterfestival" (Levanger Urban Garden and Flower Festival) or "LUHB-Festivalen".

The idea is that Levanger will start a three day festival dedicated to flowers and gardens for the city. This festival will e.g. teach kids about basic flower arrangement techniques (in a fun, engaging and exciting way leading up to a contest), simple garden ideas, and incorporation of plants and botanics into their daily lives. The kids will see how gardening can be fun, and how urban gardening enriches their town.

LVGS flower decoration students and their tutors will be the main acts; teaching and showing the kids all the techniques and ideas. In addition to this, there will be entertainment to keep the kids interested, and to make the festival as engaging and full of energy as possible.

LUHB-Festivalen will be an annual festival Monday-Wednesday in the middle of September, which in 2017 is September 11-13.

Competitors - I have not had much luck finding festivals and events similar to this in Levanger. Since not that much happens around here, I usually know when something is on, but searching hasn't helped much either. The three events that I do wish to mention, though, are Barnas Drømmedag (Kids' Dream Day), HalloVenn (Hello Friend) and LVGS' flower show. The latter was held in 2013, and was then *described by LVGS* as the first in the area in many, many years.



Barnas Drømmedag and HalloVenn don't have anything to do with gardening or flowers, and I simply mention these because they are (or in the case of Barnas Drømmedag was, in 2011) for kids. HalloVenn is a play on the word "Halloween" and is thus an event in October.



HalloVenn
Et alternativ til Halloween-feiring - Tema: Gode venner
Motto: "Det du vil at andre skal gjøre mot deg, det skal du gjøre mot dem!"

31. oktober kl. 18:00-20.00
Vi åpner dørene 17.45. Kl. 20.00 Gratis kino (11 år)
Påmelding til åpen scene: SMS til 950 68 142

Gullbring Kulturanlegg
For barn i alle aldre -Husk innesko!
(førskolebarn i følge med voksne)

* Pris: kr. 50,- pr. pers, foreldre gratis
* Kafé Olsen holder åpent

Jubileum, 5. gang i Bøl!
Med tryllekunstner
Hans Henrik Verpe
og
UNIK4!

Kjempeparty
med karneval.
Masse aktiviteter
og godteri!

Arrangører:
FAU Vågå & Folkestad skole
IL Skarphedin barnedrett
FamilieKRIK
Barneklubben
Korskulen
Spelder'n
Soknsløst
Barnesjulebenedene
Barnas lørdagstreff
Fredagstreff

Hovedsponsorer: Sparebanken DIN - Sognstebløtunet



BARNAS DRØMMEDAG
www.barnasdrømmedag.no

Bjørn Johan Muri
Atle Pettersen

Madcon

Trønderhallen, Levanger.
Søndag 4 september, dørene åpner 14.00.

Billetter 180,- avgift, (familierabatt 4 stk 800,- avgift, Barn under 3 år gratis)
www.billettenservice.no / tlf 815 33 133 / Posten /
Narvesen / 7oleven og der billetter selges

SAMSUNG, Levanger, Diatom's, fanta, billettenservice.no

The closest event I found is a *garden competition* in Trondheim, which was free and ran from March through August. The purpose was to create green and environmental friendly gardens and balconies which would contribute to a better biological diversity in the city. Anyone could participate; be it alone or in teams (schools, kindergartens, clubs, offices etc.). Talks, workshops and other tips and tricks were offered for the participants.

Outside of Norway the geographically closest flower festivals I have found are both in Denmark; Odense and *Bangsbo Blomsterfestival*. The latter runs over two days and the idea is to make people interested in plants and untraditional gardens, and to raise money. For 40 DKK the festival is for everyone; the amateur gardener, flower schools, organisations and clubs – and offers exhibitions, small shops with different plants and flowers, as well as live music, dances, and foods and beverages. A 4 day festival, the *Odense Blomsterfestival* is free and normally gets around 200 000 guests. The purpose of the festival is for people to get inspiration, surprises, and knowledge about plants.

Out of the flower festivals and events I have researched here, I have found that most are free, or cheap to enter. It seems the main reason the festivals and events are held is to create interest in plants and gardening, and a focus is often found on environmental and eco friendly societies. The programmes mainly include talks, live music and other entertainment, exhibitions, shops, workshops, and foods and beverages.

Drivers and Barriers - So far I have not found many flower/garden festivals in the area, or Norway in general. This means it is a fairly new concept which might create some interest. This is definitely one driver. Another is that LVGS wants to get more applicants on flower decoration, since there usually aren't that many students in each class. Furthermore, urban gardening may help improve Levanger's look and appearance, and is thus yet another driver.



One barrier is that kids might think it will be a little boring to work with plants and gardens for three whole days. To avoid this, it is important to make the festival “kid friendly” with many different activities. Another factor to consider is that when young, kids often tend to see flowers and gardens as a girl activity. In order to include boys, the design should not be too “girly” or “flowery”. The wide target group also requires a design that will engage many.

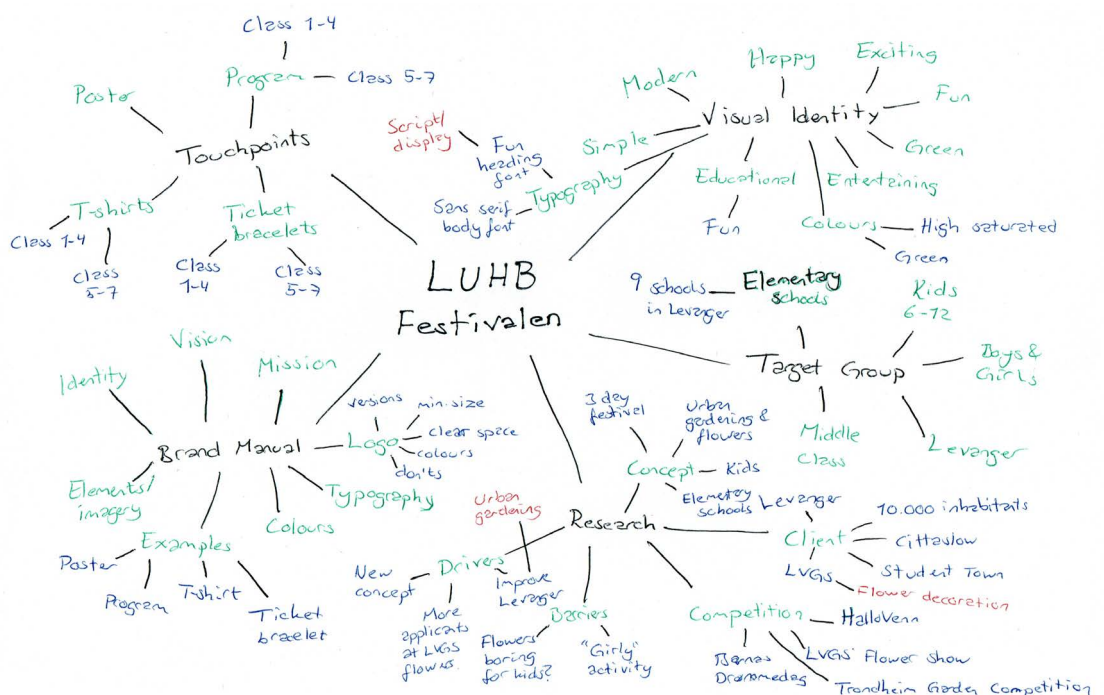
Defining Problem - Prior to this festival I will need to develop a logo and visual identity. These will set guidelines for the festival’s design and touchpoints. For touchpoints I will first of all need to design a poster, a programme, ticket bracelets, and t-shirts. I have the opportunity to create other touchpoints as well if I feel these will add to the quality of the project. Finally all guidelines and touchpoints will be presented in a brand manual.

Target Group - In the municipality of Levanger, there are nine elementary schools, of which two are private. All these schools will be invited to join the festival, which will be held at an area called Staup. This area has for a long time been associated with flowers and gardening because it’s a really nice and green area, there used to be a gardening school there, and they recently renovated the flower shop.

The nine elementary schools are the target group; from year 1 to year 7, when kids are in the age of 6-12. Since the elementary school system in Norway is divided in two; year 1-4 and year 5-7, the festival will be as well. Year 1-4 will have easier activities, and year 5-7 more advanced ones and less free time. All activities will thus be set to engage the kids in the best possible way. This should also be reflected in the design and touchpoints.

The festival’s main purpose is to let kids – from different backgrounds, and of both genders – have fun together. It is a festival where all kids should somehow be integrated. All in all, the target group are kids between the age of 6 to 12, both boys and girls, and from any cultural, political and educational backgrounds. They will all live in the municipality of Levanger.

Mind Map - I made a generic mind map at first, quickly exploring the concept, the visual identity I wanted to aim for, the target group I looked at, competing festivals/events in the area and Norway, as well as ideas for what should be included in the brand manual I would need to design.



Moodboard - My moodboard explores things associated with kids, icons that may apply to children, gardening tools, and other garden/flower related topics.



Strategy and Briefs

Having done my research, I went on to clarifying the strategy, and setting up two briefs. In *Designing Brand Identity*, A. Wheeler argues the first brief, the brand brief, to be “most effective when it can be captured as a diagram on one 11” x 17” page.” (p.120).

LUHB-Festivalen: The big idea

Attributes

Wish to teach kids about gardening in a fun way
Care for kids' wellbeing and uniting schools
Support LVGS' flower decorators

Vision and Mission

Teach kids about gardening and flowers, and possibly get more applicants at LVGS' educational directon within flower decoration.

Value Proposition

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

Key Products and Services

3 day festival
Urban Gardening: Educational
Flower arrangement techniques
Fun activities for the kids
Bringing the schools together
Lots of entertainment

Target Market

All elementary schools in the municipality of Levanger

Competitive Advantage

Not many other festivals in the area - or the country
Cooperation with LVGS and young students

Key Competitors

HalloVenn
Trondheim Garden Competition
LVGS' flower show

Key Stakeholders

Internal
Levanger City Hall
Levanger Videregående Skole
Politicians

Connected
Elementary Schools
LVGS flower decoration students
Other participants

External
Government (and regulations)
General public/society/community
Media
Parents

Creative Brief - “The creative brief cannot be written until the audit readout is complete and the brand brief is approved” (*Designing Brand Identity*, p.143). The point of this brief is to synthesize what the creative team needs to know, and should interpret the findings from the research stage.

Contact Info

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+47 90 12 34 56
levanger@kommune.no



Background and overview of LUHB-Festivalen

LUHB-Festivalen will for the first time be held in Levanger September 11-13 2017. The municipality hopes to make this an annual festival in the middle of September, and wishes to invite all elementary schools in the area.

Vision: Teach kids about gardening and flowers, and possibly get more applicants at LVGS' educational direction within flower decoration.

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

Goals: Get all the elementary schools together for a few days to make new friends, have the kids spend time outdoors in an educational environment, and teach them about urban gardening and flowers.

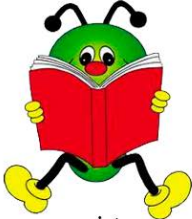
Values: Urban gardening, flowers, kids' health, solidarity, friendship.

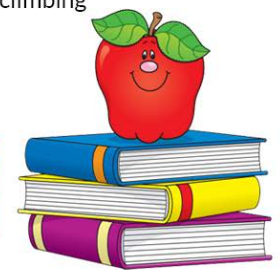
Consumer Profile

All elementary schools in the municipality of Levanger define the consumer profile. These kids are between the ages of 6 and 12, and live in Levanger. Based on the average salary, most of these kids come from middle class families. Both boys and girls are welcome.

As a general note, any kid currently in elementary school is invited to the festival, and whether or not it is mandatory will be up to the individual school. There will be different interests and hobbies, levels of activity, and flower and garden knowledge. However, a good rule to consider is that kids often want something fun to be happening most of the time.

Consumer Profile

Name	---	Example	
Age	6-12	Jenny	
Gender	Boy/girl	8	
Family	Parents and siblings	Girl	
	Middle Class	Mum, dad, older brother and younger sister	
	Middle Class	Middle Class	
Location	Levanger	Levanger	
Education	Elementary School	Levanger Elementary School	
Class	1-7	3rd	
Interests/hobbies	Playing outside/inside, cars, dolls, Barbie, soccer, climbing, swimming, fighting, bicycling, drawing	Playing outside, dolls, climbing	



LUHB-Festivalen's expression

LUHB-Festivalen should come across as modern, happy, exciting, fun, green, entertaining, and educational – in an inspiring way.

What needs to be done – what are we designing?

We are designing a visual identity for LUHB-Festivalen. This includes developing a logo, poster, programme, t-shirt, and ticket bracelet. Optional are other touchpoints that may



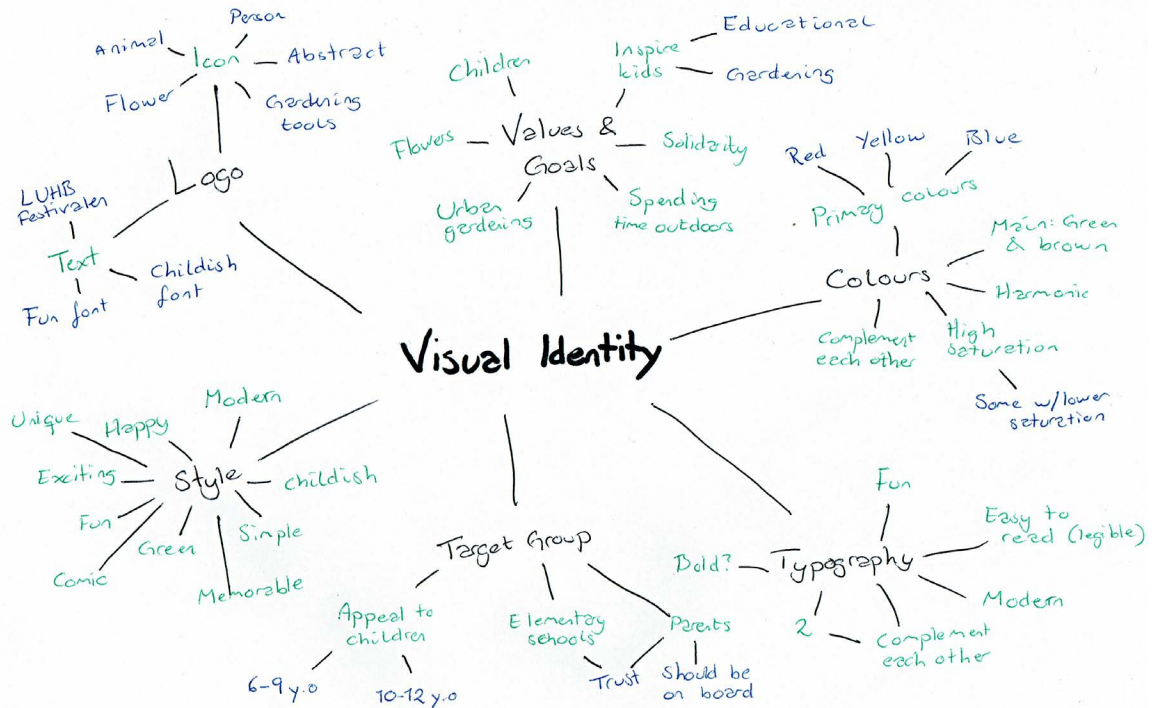
add to the quality of the project. In addition to this we need a brand manual to clearly set guidelines to ensure that we stay true to the identity developed, and keep the festival alive.

Where and how will it be used?

The logo will be used on both printed material (poster, programme, t-shirt, bracelet) and on screen (Levanger's website and Facebook pages). The touchpoints will be printed material.

Schedule

The full project needs to be done by the 8th of September 2017 (08.09.17).



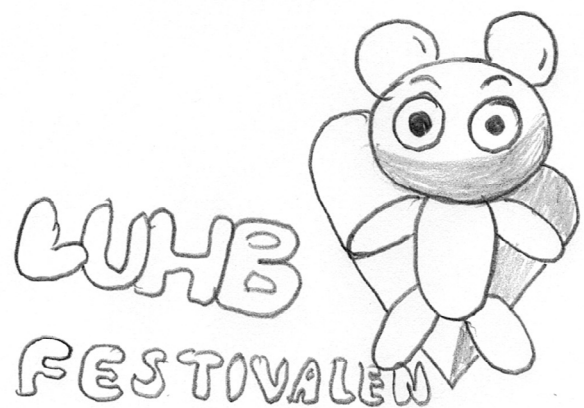
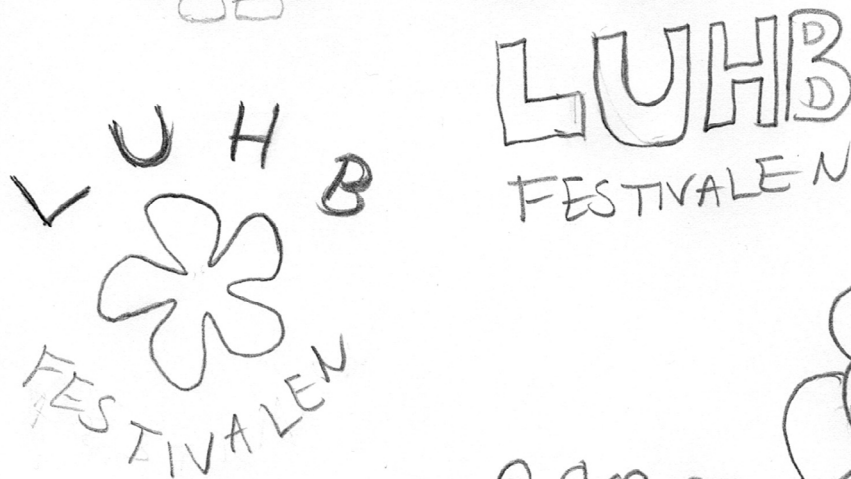
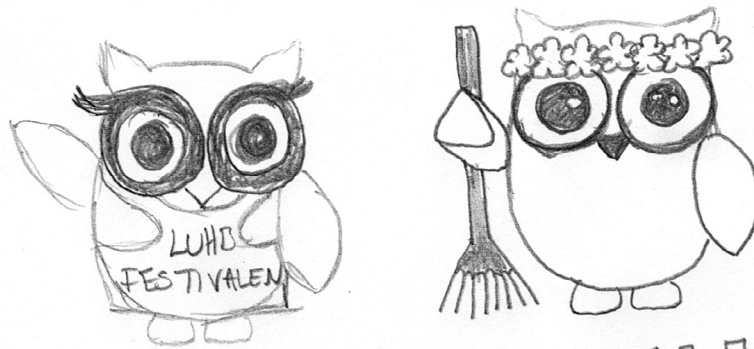
Coming Up With Ideas

Moving on to the design stage, I had to come up with ideas for the logo, the touchpoints, and finally the brand manual which would provide design guidelines for future designs.

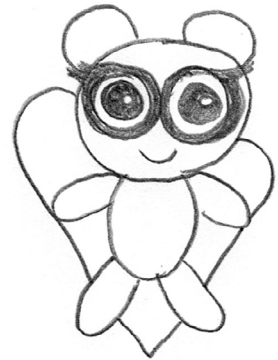
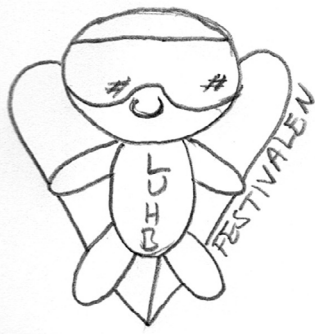
Logo - After my research I began working on what I reckon is one of the most important aspects of a brand identity; the logo. So first of all I had a look at other logos for children, and some that had something to do with flowers.



I then began drawing up some simple ideas. I mainly focused on a logo using a symbol, since I believe this will make the logo more memorable and unique - plus, I think children will be more engaged by this rather than text only. My idea from the beginning was to give my illustrations a bit of a comic feel, or at least simplified. This would help engage my target audience.



I liked my bottom right idea, this made up figure which I didn't even know what actually was. But I kept working on this one to see where I could go with the idea.



LUHB-festivalen

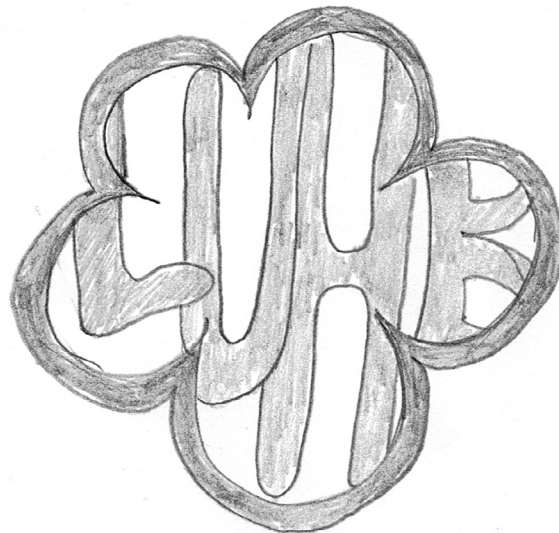
LUHB
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Out of these analogous sketches I found my favourites which I then tried drawing in Illustrator to re work and keep building on.



After doing this I still preferred the green guy, and also wanted to see how the owl might work. So I tried some ideas with these; colours, fonts, placements of icons and text in relation to each other, etc.





I liked the green guy with the blue flowery looking icon in the background, but something about it didn't feel right. So I looked back on my analogous sketches and tried reworking the bee idea instead before asking for some feedback.



The bee was people's favourite, but I still needed to simplify this a little, so I did: I changed the bright brown to the dark, removed the wings, and moved the text a little closer.



Pantone
Black 6C

Pantone
108 C

Pantone
355 C

Pantone
186 C

Fonts: Jingleberry Black & Candela

I'm very happy with the way the logo finally turned out. I think it will easily engage the children, and it's just so adorable. It also communicates the festival's purpose and personality, and the icon may work as a mascot as well.

Visual Identity - After designing the logo I settled down on a colour scheme, and which fonts to use. I also went on to designing some visual elements to create the visual identity.

I found an image online with a look I figured would suit LUHB-Festivalen's visual identity (see below; source listed on the Pinterest board under Sources and References), and I selected some colours to create a colour scheme with nine colours. Since the image in my opinion is harmonic and appeals well to children I think this is a great match.



Poster - I then moved on to the first touchpoint; the poster.



The purpose of the poster

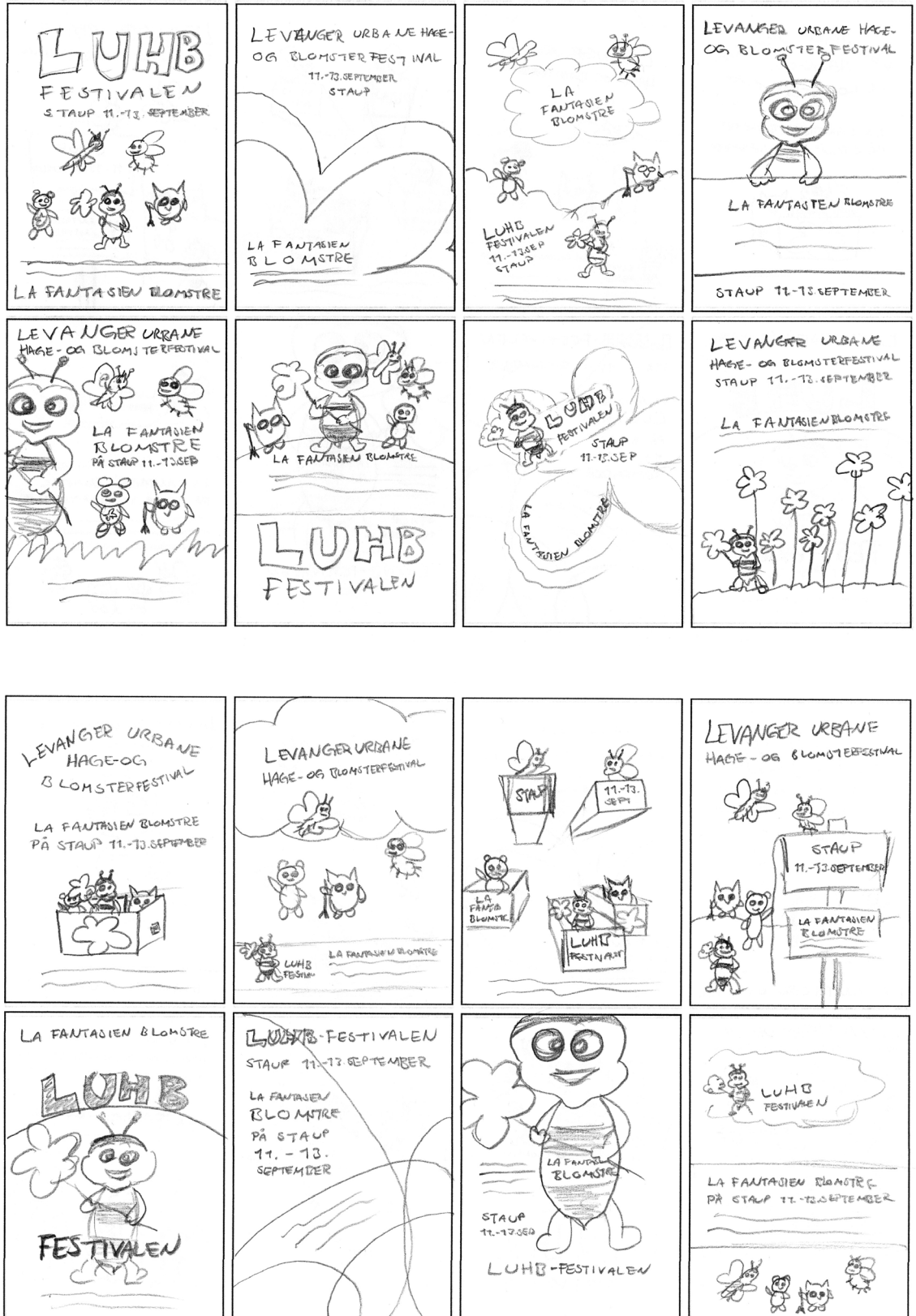
- Inform people about the festival (where, when, what)
- Promote the festival
- Communicate/express the festival's essence to the schools (and parents)

Design & Format

- A2 and A3 (same content and placements)
- Visual elements (with logo elements)
- Slogan (La fantasien blomstre)
- Date, place (11.-13.september, Staup)
- Activities



After this I went on to doing some rough sketches by hand, playing around with the characters I had designed, and placements of texts, thinking of different layouts, etc.



I found several of these sketches interesting, and figured there were quite a few that might have the potential to work as a poster, so I moved on to Illustrator to see if I could make any of these work with the identity I was aiming for.





After a while I realized that I didn't really want to use the "green guy" I had considered to use in my logo. The reason behind this was that this is the only character that wasn't a real animal/bug. So I figured it didn't really fit with the other characters, and it was easy to see that I had enough elements to work with anyway. So I landed on three designs that I wanted to work more on.

Using only these four characters I achieved more space around each character, and the challenge now was to place everything in an engaging, logical and informative way. I tried removing all elements that didn't serve the designs, and keeping the background as simple as possible by e.g. removing some grass.





The design to the right above is the one I finally landed on. I think this layout is well balanced, all the information is presented in a good way, and there is a lot of visual interest. The characters will draw children's attention, the background isn't too busy, and the colours still work together.

Programme - The second touchpoint to design was the programme. I quickly decided to make this quite simple, by having a simplified version of the poster design on one side, and then the full programme on the other. Since year 1-4 and year 5-7 would have different activities I also made two versions of this.

The first thing I did, though, was to actually set up a programme. The activities include an opening ceremony, workshops, talks, exhibitions, entertainment, a colour run, and other contests. This way the children will have a lot to do, and hopefully won't get bored. It's important that they find the festival fun and exciting to make them think flowers and gardening can be fun.

The purpose of the programme

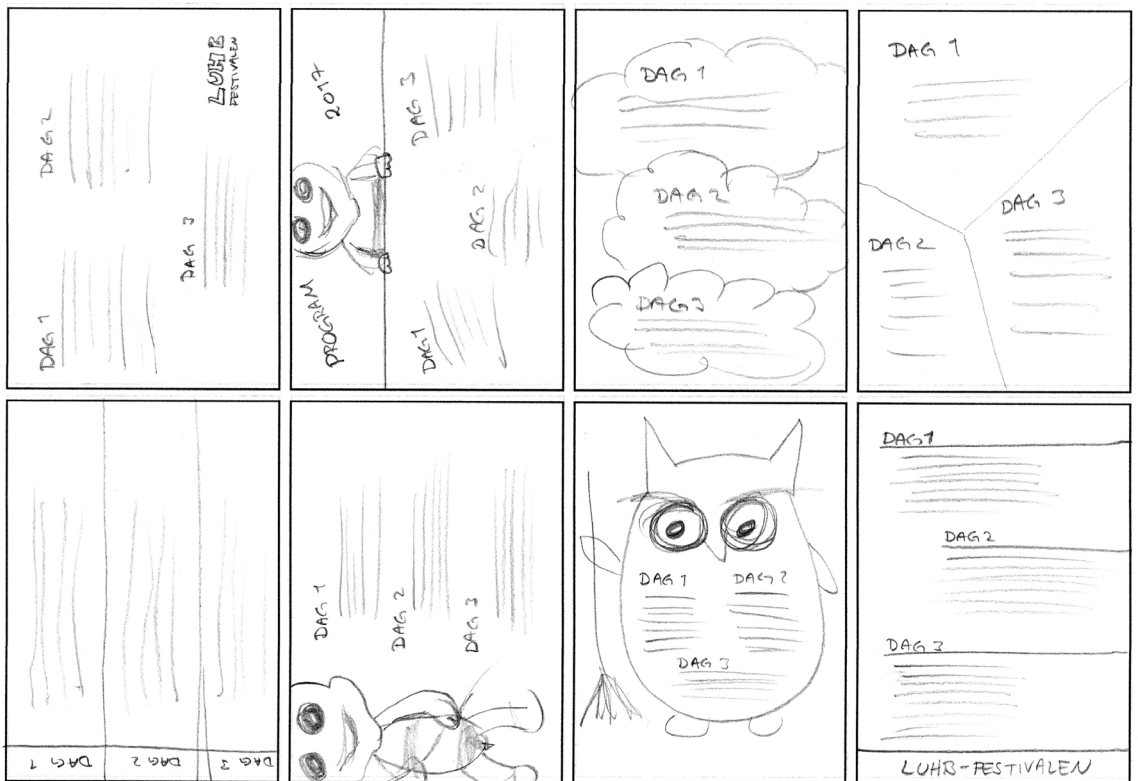
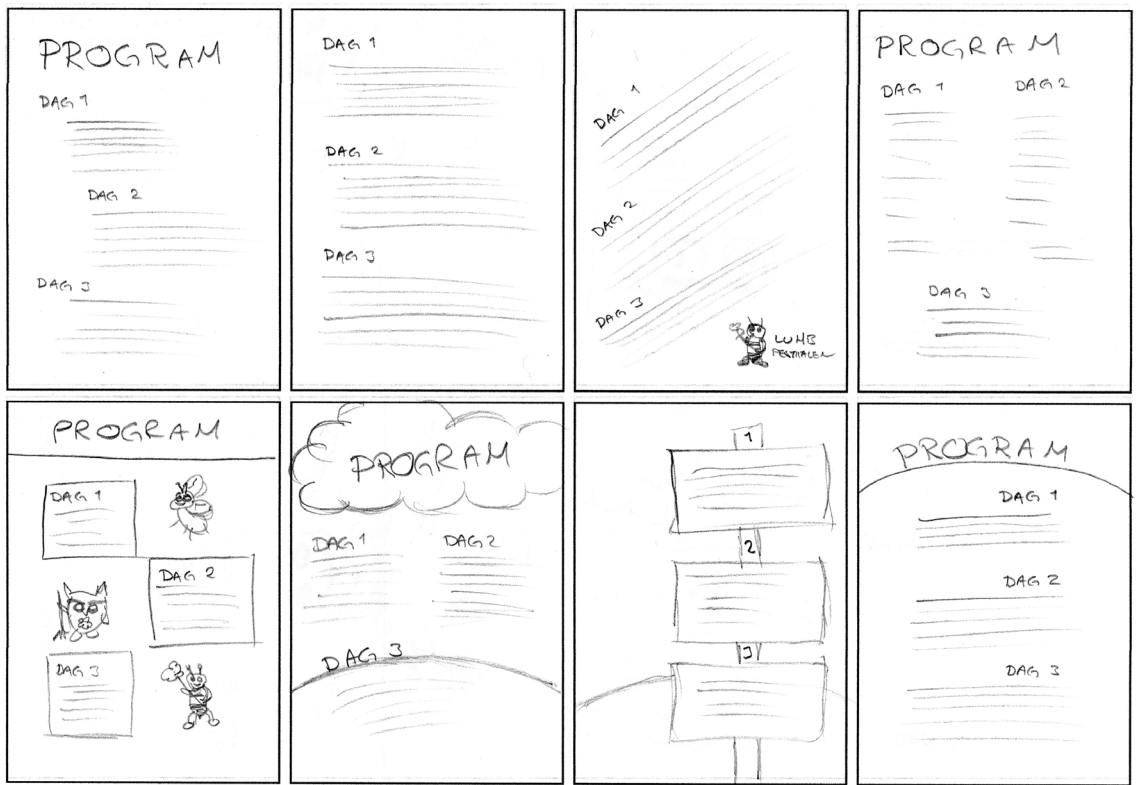
- Inform participants what is happening, and when
- Promote the festival
- Communicate/express the festival's essence to the schools (and parents)

Design & Format

- A5 Flyer, front and back
- Front as poster, back with the programme
- One flyer for year 1-4, and one for year 5-7



My handdrawn sketches mostly explore different ways of presenting the texts, and some ideas in terms of placement of some characters and/or other elements.





I first used InDesign when trying to digitize some of my ideas.

09.00-10.00	ÅPNINGSEREMONI	
10.00-11.30	SEMINAR MED OPPGAVER La fantasien blomstre	
11.30-12.00	HISTORIEFOTELLING	
12.00-12.30	LUNSJ	
12.30-14.00	SKJORTELAGING Lag din egen skjorte	
		
09.00-10.00	SAMTALE 1.årets blomsterdekoratører: blomster og urbane hager	
10.00-11.30	VERKSTED MED OPPGAVER Urbane hager	
11.30-12.00	YOGA	
12.00-12.30	LUNSJ	
12.30-13.30	UNDERHOLDNING Magi, ansiktsmaling, utstillinger, lek	
13.30	FARGELØP	
09.00-10.30	UNDERHOLDNING Blomsterdekoratørene byr på overraskelser	
09.00-14.00	HAGEUTSTILLING Få morsomme hagetips	
10.30-12.00	SEMINAR MED OPPGAVER Urbane hager og blomster	
12.00-12.30	LUNSJ	
12.30-13.45	KONKURRANSE Dette baseres på hva vi har lært i seminarene, så følg godt med!	
13.55	VINNEREN AV LUHB-FESTIVALEN 2017 KÅRES	
		

09.00-10.00	ÅPNINGSEREMONI Med underholdningsbidrag av elever	
09.00-14.00	BLOMSTERUTSTILLING Få morsomme blomstertips	
10.00-11.30	SEMINAR MED OPPGAVER La fantasien blomstre	
11.30-12.00	HISTORIEFOTELLING	
12.00-12.30	LUNSJ	
12.30-14.00	SKJORTELAGING Lag din egen skjorte for fargeløpet i morgen	
09.00-10.00	FOREDRAG 1.årets blomsterdekoratører: blomster og urbane hager	
09.00-14.00	HAGE- OG BLOMSTERUTSTILLING Få morsomme hage- og blomstertips	
10.00-11.30	SEMINAR MED OPPGAVER Urbane hager	
11.30-12.00	YOGA	
12.00-12.30	LUNSJ	
12.30-13.30	UNDERHOLDNING Magi, ansiktsmaling, utstillinger, lek	
13.30	FARGELØP	
09.00-10.30	UNDERHOLDNING Blomsterdekoratørene byr på overraskelser	
09.00-14.00	HAGEUTSTILLING Få morsomme hagetips	
10.30-12.00	SEMINAR MED OPPGAVER Urbane hager og blomster	
12.00-12.30	LUNSJ	
12.30-13.45	KONKURRANSE Dette baseres på hva vi har lært i seminarene, så følg godt med!	
13.55	VINNEREN AV LUHB-FESTIVALEN 2017 KÅRES	
		

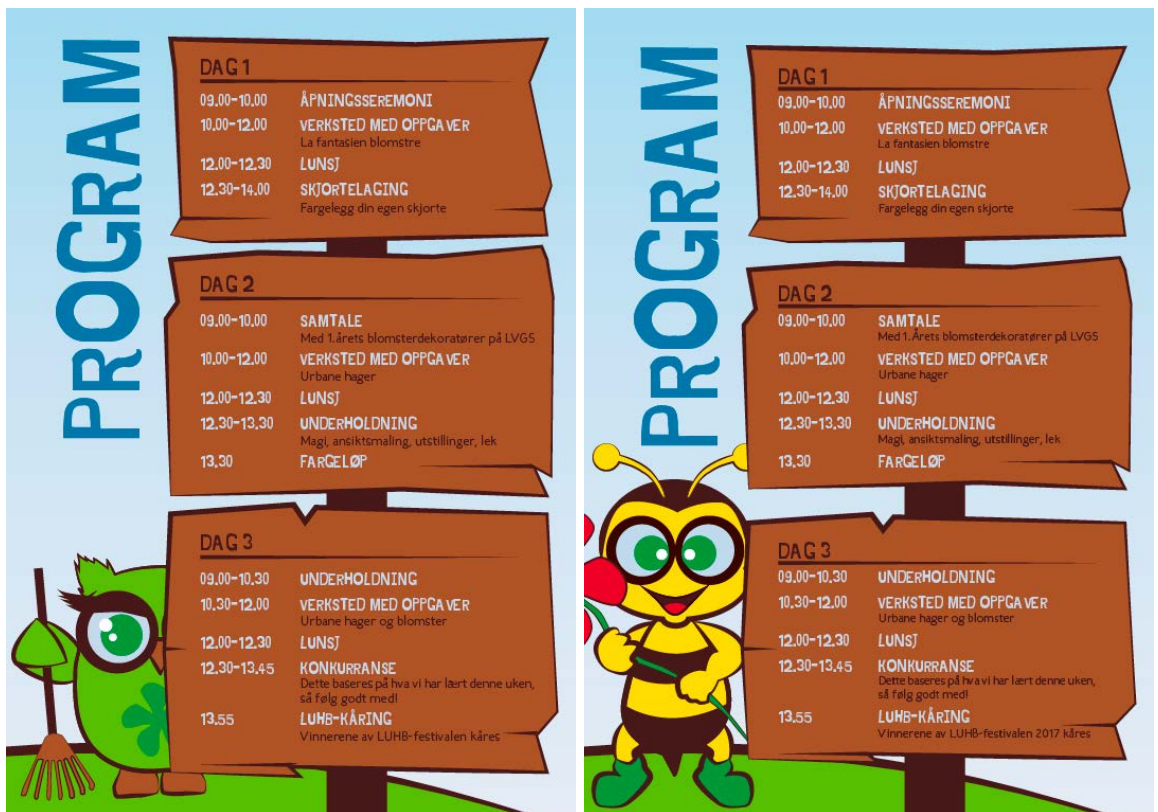
DAG 1	ÅPNINGSEREMONI Med underholdningsbidrag av elever	
09.00-10.00	BLOMSTERUTSTILLING Få morsomme blomstertips	
09.00-14.00	SEMINAR MED OPPGAVER La fantasien blomstre	
10.00-11.30	HISTORIEFOTELLING	
11.30-12.00	LUNSJ	
12.00-12.30	SKJORTELAGING Lag din egen skjorte for fargeløpet i morgen	
12.30-14.00		
DAG 2	FOREDRAG 1.årets blomsterdekoratører: blomster og urbane hager	
09.00-10.00	HAGE- OG BLOMSTERUTSTILLING Få morsomme hage- og blomstertips	
09.00-14.00	SEMINAR MED OPPGAVER Urbane hager	
10.00-11.30	YOGA	
11.30-12.00	LUNSJ	
12.00-12.30	UNDERHOLDNING Magi, ansiktsmaling, utstillinger, lek	
12.30-13.30	FARGELØP	
13.30		
DAG 3	UNDERHOLDNING Blomsterdekoratørene byr på overraskelser	
09.00-10.30	HAGEUTSTILLING Få morsomme hagetips	
09.00-14.00	SEMINAR MED OPPGAVER Urbane hager og blomster	
10.30-12.00	LUNSJ	
12.00-12.30	KONKURRANSE Dette baseres på hva vi har lært i seminarene, så følg godt med!	
12.30-13.45	VINNEREN AV LUHB-FESTIVALEN 2017 KÅRES	
13.55		
		

	PROGRAM Spennende hage- og blomsterutstillinger holdes hver dag hele dagen!
DAG 1	ÅPNINGSEREMONI 09.00-10.00 VERKSTED MED OPPGAVER La fantasien blomstre 10.00-12.00 LUNSJ 12.00-12.30 SKJORTELAGING Fargelegg din egen skjorte 12.30-14.00
DAG 2	SAMTALE Med 1.årets blomsterdekoratører på LVGS 09.00-10.00 VERKSTED MED OPPGAVER Urbane hager 10.00-12.00 LUNSJ 12.00-12.30 UNDERHOLDNING Magi, ansiktsmaling, utstillinger, lek 12.30-13.30 FARGELØP 13.30
DAG 3	UNDERHOLDNING 09.00-10.30 VERKSTED MED OPPGAVER Urbane hager og blomster 10.30-12.00 LUNSJ 12.00-12.30 KONKURRANSE Dette baseres på hva vi har lært på verkstedene, så følg godt med! 12.30-13.45 VINNERENE AV LUHB-FESTIVALEN 2017 KÅRES 13.55
	



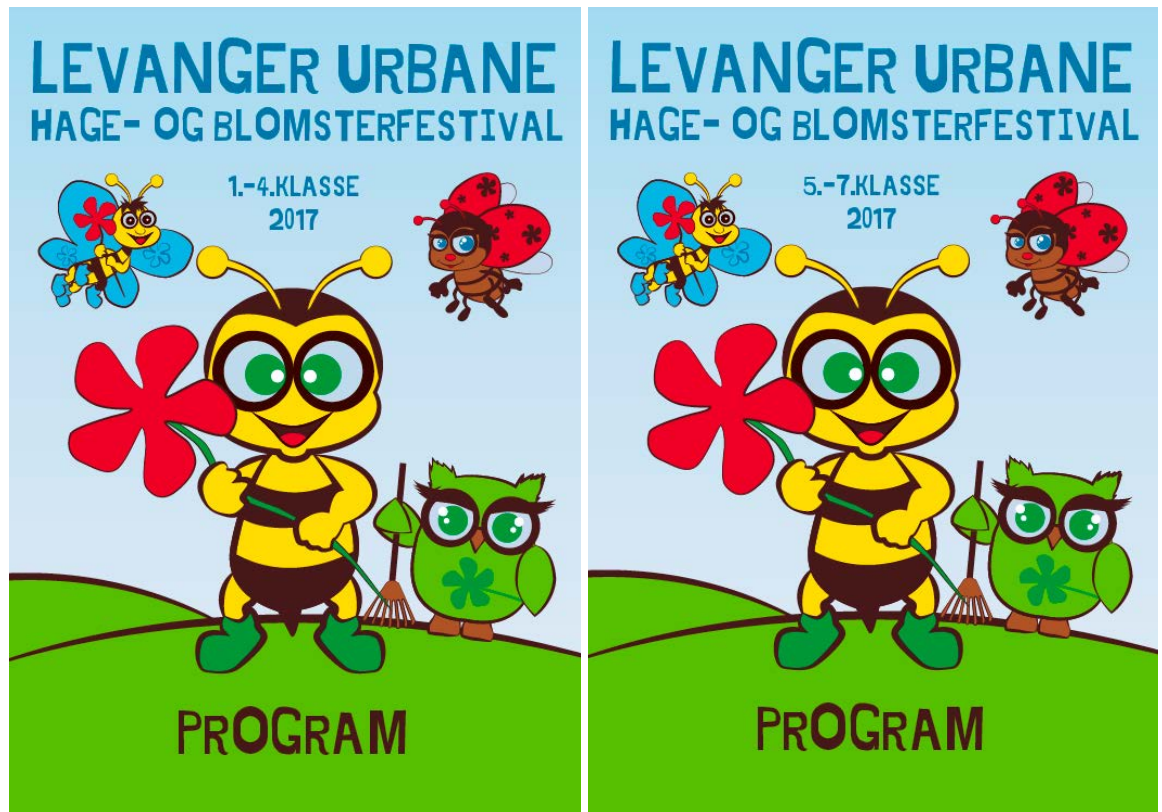
The problem with all of these however, was that I found them all too boring, and didn't feel that they communicated the festival the way I wanted. So I looked on my sketches again, and decided to try out one of the other ideas.

Drawing this up in InDesign, I found it a little boring at first; the lines were too straight and it just didn't feel alive enough. So I brought the idea over to Illustrator and made a few adjustments.



After this I also increased the size of the smallest text from 13 to 14 pt, and created some more space around the text. Above is the programme for year 1-4, year 5-7 has the same design, but with some minor adjustments to the text.

The other side of the flyer is the poster, also with a few minor changes to the text.



I think this programme turned out quite well, and a lot more visually engaging than I first thought it would. It ties well with the poster, and still gets all necessary information out there in a presentable manner.

T-shirt - The t-shirts were the third touchpoint I designed, and once again I wanted to make two designs to separate the two groups (year 1-4 and year 5-7). However, the first thing to do was to find some other children's t-shirts I found interesting.



The purpose of the T-shirt

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



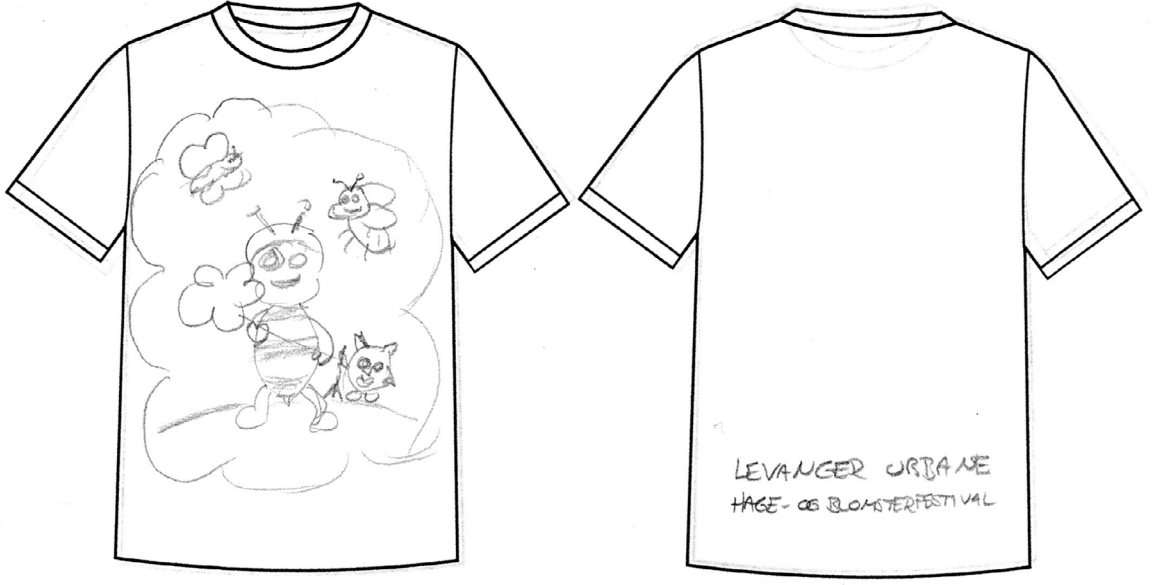
Design

- Logo (branding)
- Visual elements
- Year and group

My handdrawn sketches were as always quite rough, but explored different ways of presenting the content. Front to the left, and back to the right.







I then tried my favourite sketches in Illustrator to see what might work, not worrying too much about colours and differentiating the two groups yet - I had by then decided I would change the colour of the shirt to separate the two.





After doing this I saw that some ideas wouldn't work, and that some might, so I tried setting up my new favourites in Photoshop, integrating them better with an actual t-shirt to get a better idea of what it would look like in real life.





Neither of those above, turned out the way I wanted though, and so I decided to use the poster design on the shirts as well, to really tie in with the poster and programme. The only difference was some text removed, as well as the blue sky and the grass.



I'm quite happy with this design since it's simple, yet interesting and eye catching, and it definitely fits with the visual identity of LUHB-Festivalen.

Ticket Bracelets - Even though this will be a free festival for the kids to attend, ticket bracelets are fun to have, even if only as a sort of souvenir.



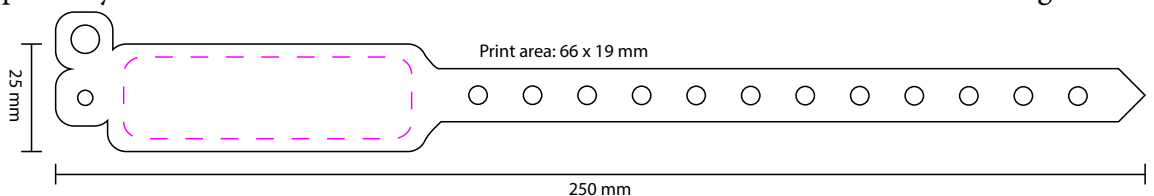
Material

I went online to find what types of bracelets might be possible to do in terms of material and costs. *MyZone Printing* has the following types, which I decided to consider:

- Tyvek
- Plastic
- Cloth
- Silicone



Thinking I'd stick to a low budget, I first thought of making Tyvek wristbands, but looking closer at the prices, I figured the city and schools would easily be able to pay 43 USD per box of 500 plastic wristbands. Described by *myZone* as "comfortable, stretch, resistant and use a non-time locking snap for security (...) Made from durable, water and stretch resistant plastic, these wristbands are great for extended wear..." Since Tyvek wristbands have a habit of breaking rather quickly, I decided to go with the plastic wristbands instead, and more precisely those called "Wide Plastic." This allows for some more room for the design.

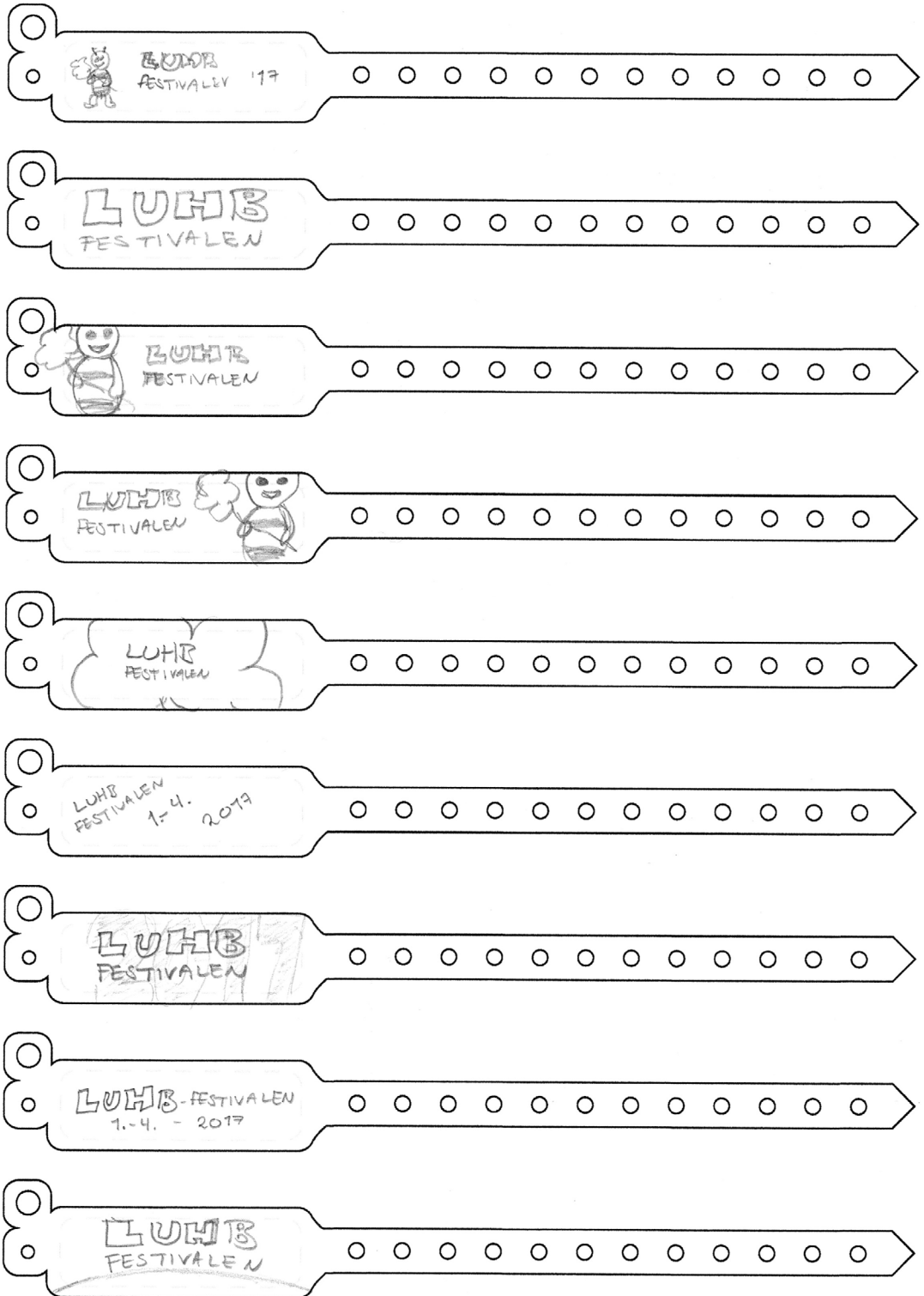


Design

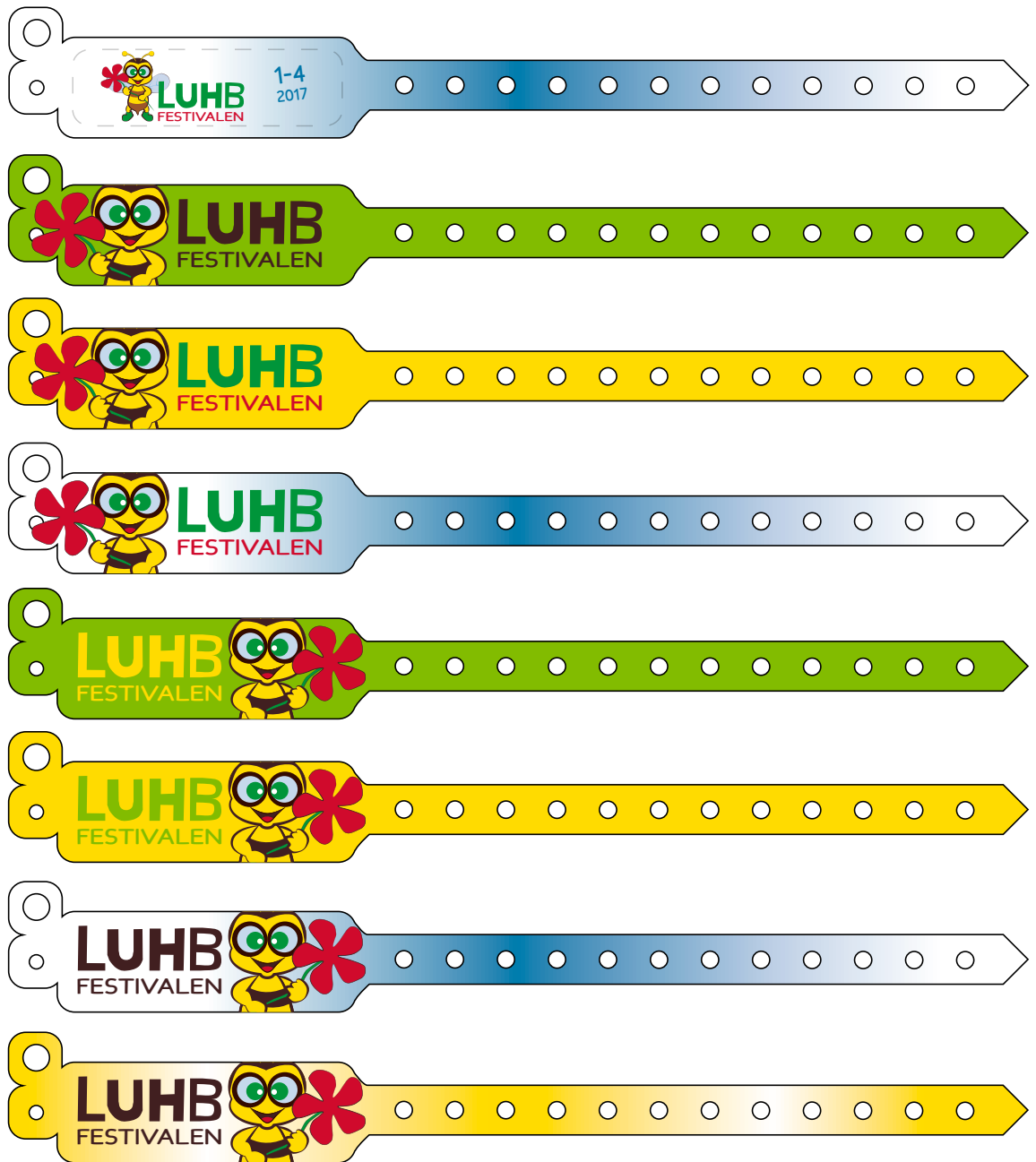
Considering the little space I had to work with even with the wide wristbands (66 x 19 mm for non-bleed) I could not add too much, and decided to only go with:

- Logo (branding)
- Year (2017)?
- Class Group (1-4 / 5-7)?

I quickly got down some ideas for these bracelets on paper.



I didn't try too many of my handdrawn sketches in Illustrator. I quickly saw that too many details would get lost if I presented it as the logo inside the safe area, and that's not what I wanted. So I also decided not to use neither the year or group for this.



As with the t-shirts I separated the two groups by using different colours. Since I already used a green shirt for year 1-4 I kept using this on the bracelets, and yellow for year 5-7.





Although simple, I find these bracelets fun and cheerful, and as a good addition to LUHB-Festivalen's touchpoints.

Brand Manual - A final step would be managing assets. This includes nurturing and growing the visual identity to keep the festival alive. The manual is important in this stage as it would provide guidelines to make sure the festival stays true to the identity developed.

I didn't do any sketches for this particular task, but did go through many manuals online, and found quite a few mentioned on *Issuu*. In particular I found inspiration in the *Animal Planet*, *Barre & Soul*, and *Wolf Circus* manuals. Since we didn't get any specific information as to what to put in this manual, I simply looked through the manuals and found what would relate to, and make sense to include in LUHB-Festivalen's guidelines.

The design is inspired by the visual identity developed in the logo and the touchpoints, and I quickly decided to go with a quite simple layout with the brand colours integrated.





DESIGN CHOICES

Style/Genre

LUHB-Festivalen's visual identity may be described as fun, happy, friendly, visually appealing, and kids friendly. The identity has an overall comic style which attracts children's attention, and should make children want to attend the festival with a big grin.

Layout/Design

All design and layouts should be as simple, yet engaging, as possible. I have tried avoiding to add unnecessary elements, and tried to grab children's attention and have them stay interested and excited. My goal has been to create a memorable and unique design, with simple and uncomplicated layouts. I have tried to make designs that will stand out from the crowd, and to develop a festival all elementary schools wish to attend.

Typography

The typefaces used are Jingleberry and Candela. Jingleberry is meant for headings, while Candela works better for longer paragraphs or when something isn't needed to be emphasized much.

Jingleberry is a comic font designed by Heaven Castron in 2017 (*Fonts2u*). Because of the uneven x-heights of the letters, this font has similar traits to a child's writing, which I found a good fit. The letters are also quite easy to read, and are bold which makes the font good for headings. It quickly draws attention. Jingleberry, 12 pt:

ABCDEFGHIJKLMNOPQRSTUVWXYZ - 1234567890 !"#\$%&/'()=?

Designed in 2009 by La Tipomatika, Candela is a font in the sans serif typeface family. *Font Squirrel* tags - and thus describes - this font as contemporary, oblique, and rounded. I use this font along with Jingleberry due to its bold nature, and because of its rounded letters. I figured this would make the font more "kid friendly" and also a bit of a contrast to Jingleberry's more harsh lines and edges. Candela Bold, 12 pt:

ABCDEFGHIJKLMNOPQRSTUVWXYZ - 1234567890 !"#\$%&/'()=?



Colours

The colour scheme consists of nine colours. These include three tones of blue, two tones of green, two of brown, and one of yellow and red. All colours have been selected from a children's themed image with the atmosphere I wished to achieve in LUHB-Festivalen's identity.

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

These high saturated colours create a happy, playful mood, and reflect colours we associate with gardens and flowers, and the outdoors in general. They communicate the festival, and I personally believe they harmonize well.

Elements/Imagery

All elements and characters created have the same type of eyes, strokes, and use combinations of the festival's colour scheme. The logo set some guidelines in regards to the look and feel, having a bit of a comic feel, which is something I think fits the concept and target group. All characters and other visual elements should come across as fun, happy, colourful and energetic. The flower also ties them together. In my opinion the visual elements all have a strong identity.



SELF EVALUATION

Reflection Around Finished Product

I am happy with how the finished products, from logo to touchpoints to brand manual, came out. Using my colour scheme and set fonts, I think I have managed to create an identity that successfully expresses and communicates what the festival is about.



The logo definitely gets my attention, and it seems to have engaged everyone I have shown it to thus far. Keeping things simple can be a bit challenging at times, but I think the strong colours and my illustrations work around this in a good way, and create enough interest to grab attention.

Development and Process

Working on this assignment has been time consuming, a little challenging, but most of all fun. I definitely think I in one way or another have seen all learning outcomes come to play a role in the process from start to finish. The thorough research I did beforehand truly helped me get a good start when putting pen to paper.

My target group has been on my mind through the whole process, since I know it is important to reach this group for a successful design. I have mostly focused on children, and I believe this shows. All in all the final products have developed the visual identity I had in mind early on, and the brand manual should reflect this.

Through this project exam I have learnt more about researching and analysing prior to a project, creative work and processes, design principles and layouts, creative solutions, and working in Illustrator. Most of all though, I have achieved a better understanding of the process of building a visual identity from scratch.

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