



# DECADES OF SOUND

## Specification Guide

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## Narrative

Decades of Sound is a vibrant festival held at Dreamland, Margate, celebrating five decades of music from the 60's to the 2000's. It's the perfect way to introduce a younger audience to older music that they may not have been able to see live before. This immersive festival brings each era to life with dedicated spaces, using experimental patterns related to each decade. These designs are then applied across the festival's branding, from posters and merchandise to wayfinding and stage design, to create a cohesive brand and the full experience of music evolution through graphic design. A major part of this festival is being sustainable, whether this is through printing on recycled materials, having a ban on plastics or the waste reduction scheme, we pride ourselves on being as eco-friendly as possible, as well as offering an affordable price for a fully-immersive festival.





## 1. Immersive

Decades of Sound isn't just a festival showcasing music from each decade but a space that transports you back to that time with themed areas across the park that resemble each era. It creates a fully engaging atmosphere that brings each space to life, with patterns, colours and typography that link back to each decade.

## 2. Energetic

This festival is full of bright colours and playful branding that really grabs the attention of the audience in an exciting way. There are many activities you can take part in for each decade such as the main rollercoasters in the fairground, the rollerskating disco, BMXing or playing in the arcade, in order to keep energy levels high.

## 3. Reimagined

This festival aims to introduce older music to a younger audience that may not have been able to see it live before. Therefore, instead of being nostalgic, each decade will be reimagined in a new and exciting way, linking back to each era but with a modern and contemporary design shown through the branding and visual reinterpretations.

## Logo

The primary logo can be used across both physical and digital branding.

The secondary logo is only used when replacing the primary logo on a smaller scale.

If the background is black or patterned, the logo should have a white outline but the logo must be kept the same.



## Primary Logo



## Secondary Logo



## On Black or patterned backgrounds



## Logo

Neither the primary or secondary logo should be warped or stretched in any way.

The placement of the primary logo should not be moved in any way. The record should always be lined to the left hand side, not above, to the right or below.

The title 'Decades Of Sound' should not be placed inside the record.

The logo must never be just the record without the text, this is used as a supporting image.

When either the primary or secondary logo is on a black or patterned background, the colours should not be inverted.



# Typography

The only font used is Lorimer No 2.

This font can be used for titles, subtitles and small text, varying on weights.

## Small text:

Lowercase and uppercase can be used.

Weight- Light

Size- 14

Leading- 19

Tracking- 0

## Subtitles:

Lowercase and uppercase can be used.

Weight- Medium

Size- 20

Leading- 24

Tracking- 0

## Titles:

Only uppercase can be used.

Weight- Semi Bold

Size- 45

Leading- 54

Tracking- 0

## Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ



# Typography

The font should only be in black, pink, blue or white if there is a black background.

The font should never be in yellow, orange and green as it can be difficult to read.

Having the wrong colour font on the wrong colour background can become illegible, only use what is provided below.

White text can be used on black, pink, blue, orange and green backgrounds, black text can be used on white and yellow backgrounds.

You must never mix two colours (pink on yellow for example), or the opposites of above.

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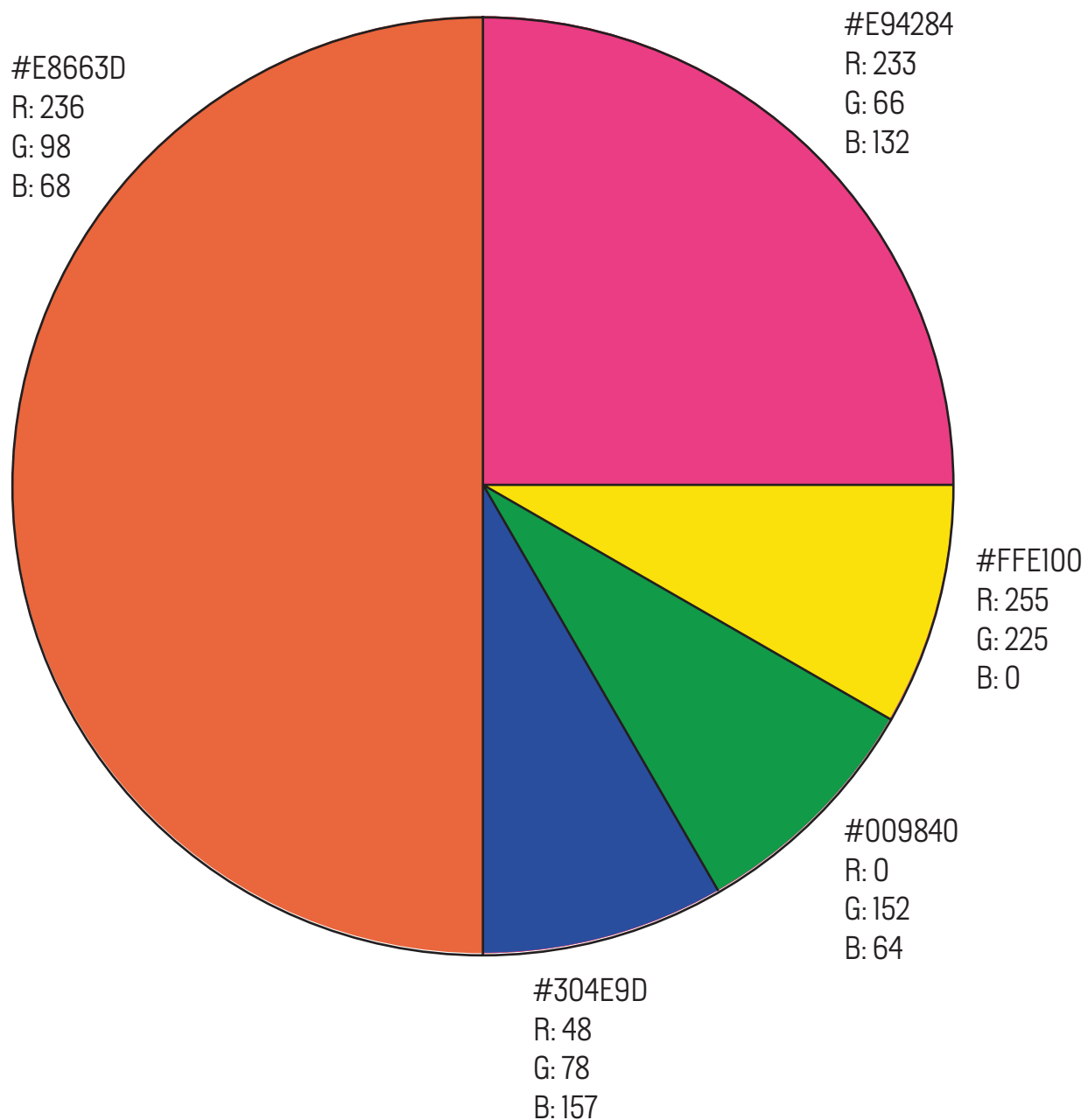
DECADES OF SOUND

## Colour Palette

The colour palette should stick to these five colours.

The primary colour is orange with pink as a secondary colour. Yellow, blue and green are tertiary colours.

Do not use any other colour apart from these five as the prominent colour on any design.



# Wayfinding

The signpost is used to guide people around the different areas. There will be multiple signposts with different directions considering which part of the festival they are in.

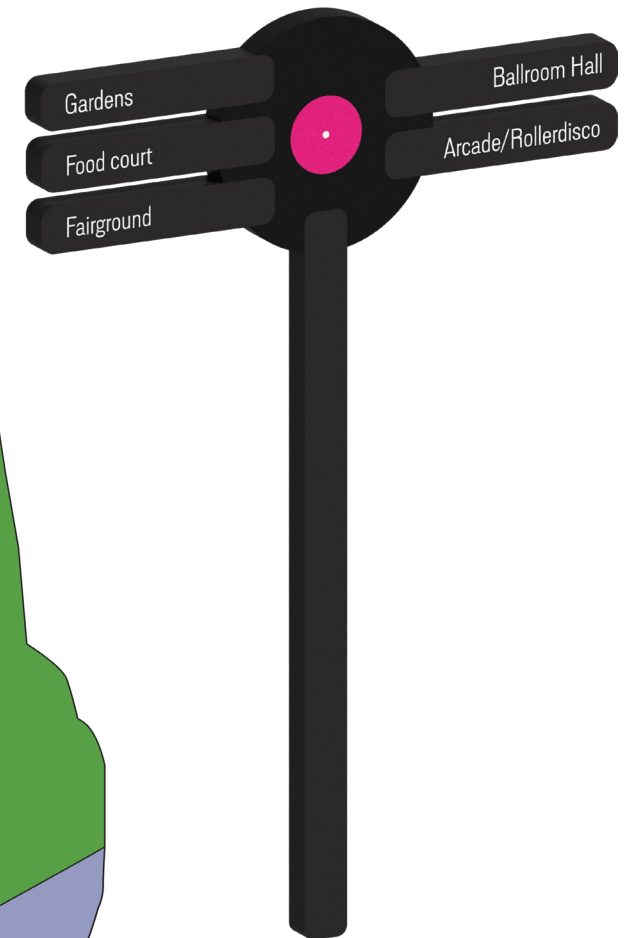
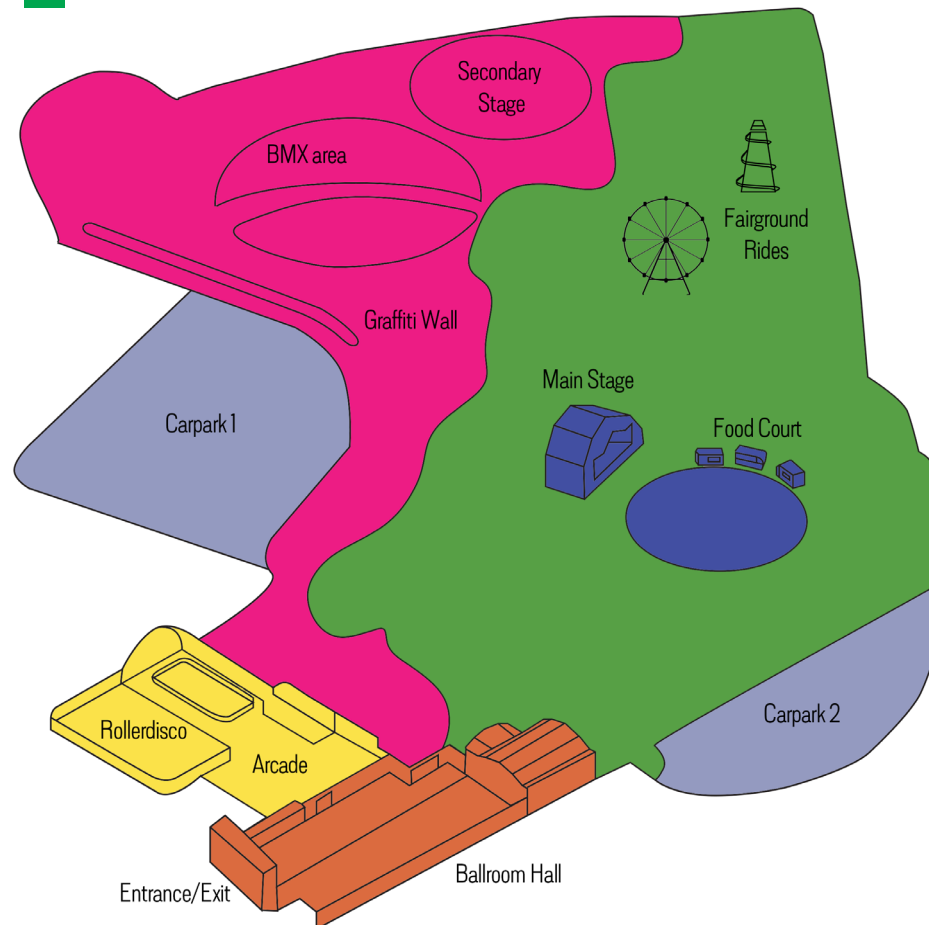
The signposts must always remain black with the pink middle, to resemble the logo.

No more than three points on either side.

The map is split into the five sections, each area representing a different decade. These colours must stay the same as they have been used to resemble these decades throughout. The key must be shown next to the map.

## Key:

- 60's - Ballroom Hall
- 70's - Rollerdisco
- 80's - Garden
- 90's - Food Court
- 2000's - Funfair



# Brand Patterns

This is the main pattern used across all physical and digital branding.

Do not warp this pattern in any way.

It is shown to mix all of the decades together, each pattern represents a different decade.





# Brand Patterns

These are the decade specific patterns used only to represent the decade they belong to.

For example, they can be used as wallpaper in the space that represents that decade but can not be used in any other areas representing other decades.

You can not mix any of these patterns together.

60's



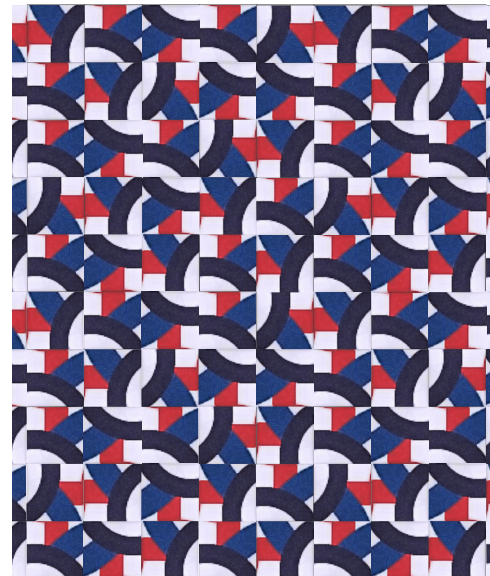
70's



80's



90's



2000's



# Posters

These are the posters used for the promotion of the festival, both physical and digital copies.

The main poster is the one on the right with the paper weaving.

The four posters on the left provide more information about the line up.

You must always stick to this layout.

You must stick to either these four colours as the background or one of the main patterns.





### Line Up



Friday 20th June  
ABBA Voyage

The Rolling Stones  
Roger Daltrey  
Bootleg Beatles  
Bootleg Beegees



Saturday 21st June  
Oasis

Eminem  
Run-D.M.C  
Blur  
The Verve



Sunday 22nd June  
Artic Monkeys

Green Day  
Franz Ferdinand  
The Killers  
The Hives



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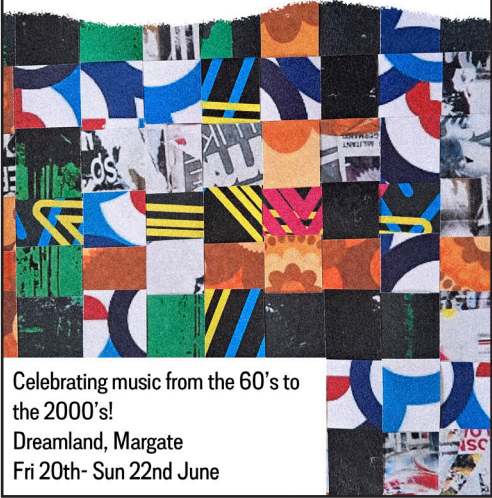

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Celebrating music from the 60's to the 2000's!  
Dreamland, Margate  
Fri 20th- Sun 22nd June



## Posters

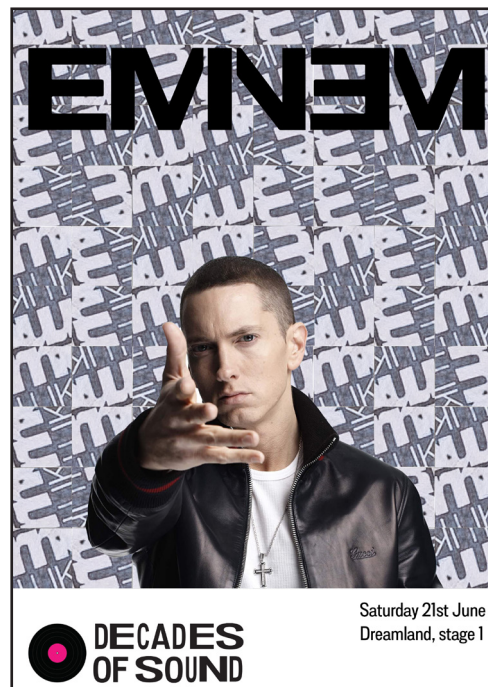
These posters release more information about each decade.

These are to be hung up around the venue as well as online.

Each one represents each decade, highlighting the headliner act.

The background must be of the decade specific pattern that the artist is from.

There must be a white box at the bottom for the logo and text, as it is difficult to read this over the top of the pattern.



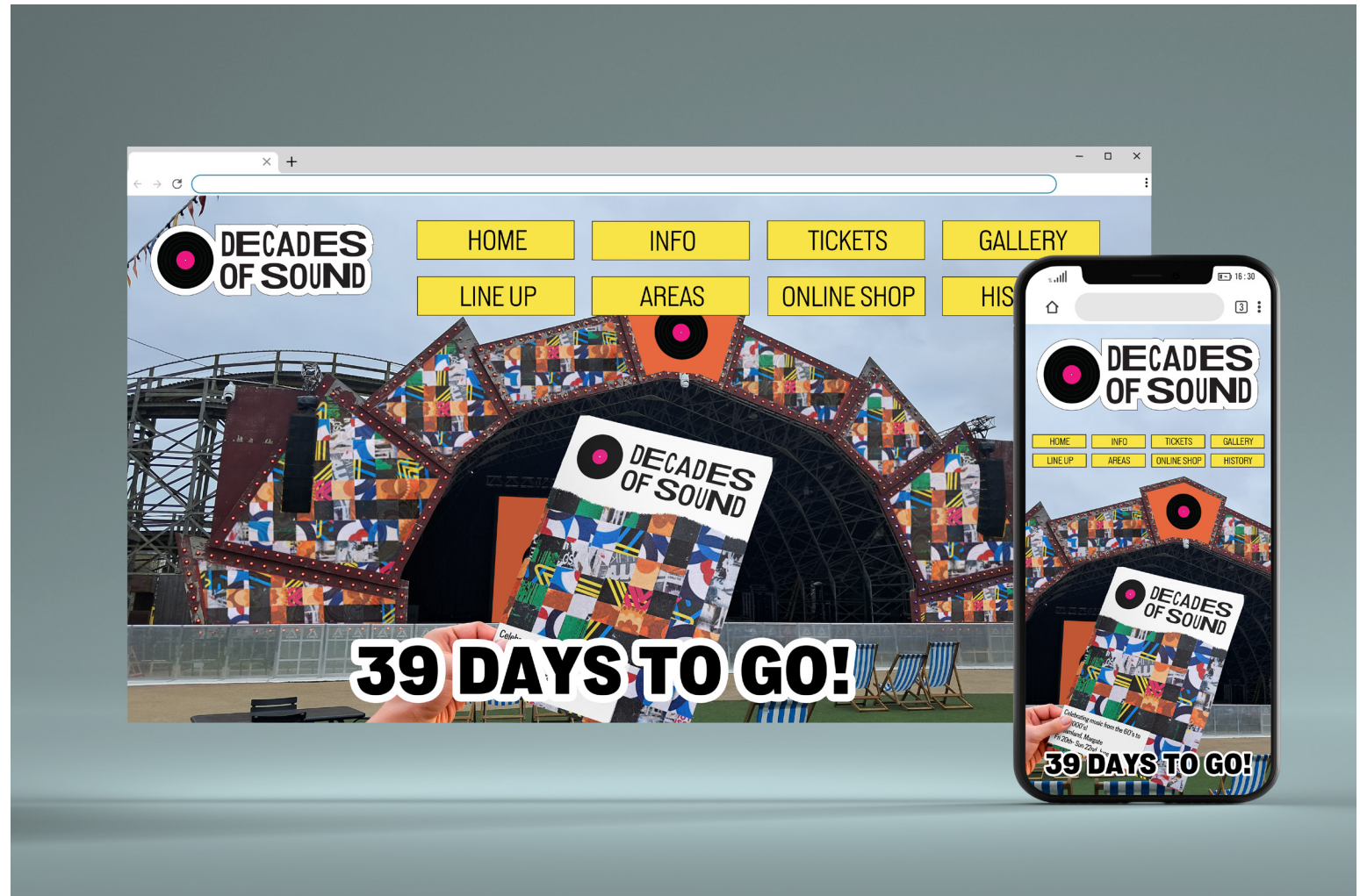
# Online Advertisement

To promote the festival online, there is a website which I have shown the laptop and phone screen versions for.

There are options at the top, in yellow boxes which can be clicked to show a new page of more information. These must stay yellow and can't be changed to any other colour or shape.

At the bottom is a countdown until the festival. This must be black with a white outline, similar to the logo.

The image of the stage and poster is the background.





# Visualisations

This is an example of the main stage.

The structure of the stage can differ depending on what the original stage design is. This is a replica of the Dreamland stage, but the design of the stage may change depending on the original design.

The paper weaving pattern must cover the front and sides of the stage, this can not be any of the other patterns or a plain colour.

The floor of the stage also has to be the same paper weaving pattern.

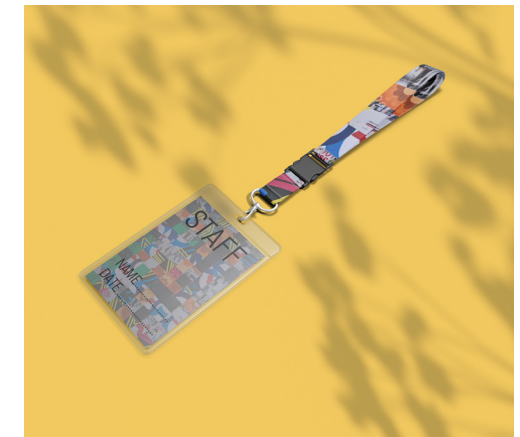


# Uniform

These are examples of the uniform for the people working at the festival. You have the staff card that goes with the lanyards.

For the lanyards, they must always have one line from the paper weaving pattern or the decade specific patterns. This depends on the area that the worker is in. If they move about the festival then the paper weaving pattern but if they stay in one decade then to wear the corresponding decade pattern.

For the t-shirts, this is the design that everyone must wear around the festival. The logo must always be in the bottom corner at the front and big on the back. No other images or patterns can be added to this. The paper weaving pattern must always be rectangular, the shape can not be warped at all and must have a white border around it on the front.





## Items

These wristbands must be given out to anyone that has bought a ticket to the festival, depending on what day that they are going. The five colours link back to each decade once again, with the square pattern either side to reinforce this.

The ticket design must have the logo on the front and the back, as well as the pattern laid out the same. The dates, time and entrance must also be displayed.

For the water bottles, we offer a sustainable, plastic free option which must be advertised.





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