



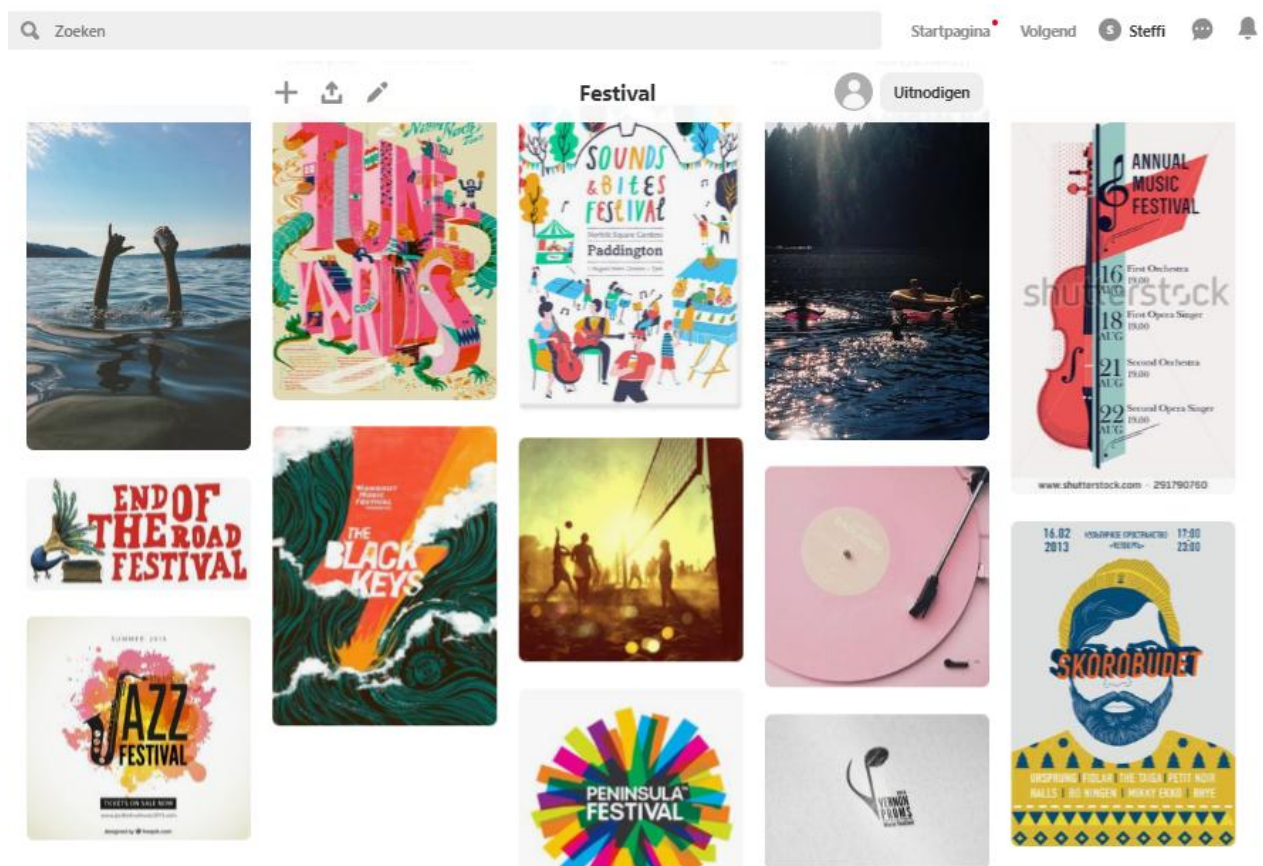
LAKEWAVE FESTIVAL

JULY 18th -19th 2020
END OF KETTON ROAD
HAMBLETON, ENGLAND

BRANDING

CREATION PROCESS

What makes Lakewave Festival unique or different from other festivals is the combination of music, nature and water sports, along with some late-night comedy. This festival is a platform to promote our own UK artists and to put them in the spotlights (we will only include UK artists during the first year of Lakewave Festival in 2020). We want people to enjoy various styles of (good) music and to clear their heads from their working/studying life by going for a kayak or paddle surf ride, forgetting about their phones and connecting with the people and nature around them. Lakewave is a festival for people over the age of 18, at least during the first year, with the possibility to accept and include younger audiences in the future (once the festival grows and gets more recognition).



In order to get inspiration for Lakewave's branding, Pinterest was used to create a moodboard. Since the festival is near a lake and water sports (such as paddle surf and kayaking) are involved, we as a team wanted to incorporate that aspect into the branding somehow, as well as the nature element. Blue and green tones kept coming back in different pictures that were used for inspiration. Bright colours appear in relation to summer, and the general happy and easy-going vibe that the festival is going for.

From this initial moodboard, the website “Canva” was used to come up with a more tangible idea for the festival’s promotional artwork, including a poster, tickets and logo for the Lakewave Festival. We wanted to keep a similar style and feel for the different promotional elements, bringing back the same colour palette and fonts to be consistent across each item.

The design that we chose portrays the general feel of the festival, taking the visitor back to nature with the lake and water sports, linking it to the countryside in Hambleton (Oakham, England), where the festival is based. The idea of Lakewave Festival is to escape from the everyday routine, taking a step back and enjoying a few days of listening to a variety of great music from UK artists, having a laugh during different comedy acts and connecting with nature, maybe even venturing out onto the lake with a kayak or SUP board, with music playing in the background directly from our small and intimate acoustic stages.

The actual name of the festival was chosen because of its connection with the water and water sports initially, adding an extra layer with the “wave” part, representing also the music waves from the festival along with the actual water waves that would represent the kind of summery and surf-like feel that Lakewave is trying to represent (even though it is a lake and not the sea).



MAIN POSTER

This image on the left is the festival’s main poster, the one that will be used on our social media channels, website, flyers and billboards. When the line-up is ready to be announced, a slight variation of this poster will also be used, using the same design and fonts but adding the names of the different acts that will be performing on these days (maybe even creating different posters for day one and day two, depending on how many artists appear on the posters)

TICKETS

We attempted to use the same style for the tickets, using the same identifiable colour scheme and letter type. Only 2 day passes will be sold for this festival, there will not be a possibility to buy a ticket for only one of the days, this festival is sold as a complete experience, and we do not want our visitors to miss out on that.

All of the terms and conditions are briefly stated on the back of each ticket to avoid any confusion. These terms are standard ones stating things such as that the festival is not responsible for any loss or damage to visitors and/or their property on their premises and that the festival is entitled to alter the programme if deemed necessary. Along with the barcode on the back of each ticket, a hologram has been added to every ticket to increase the security and prevent copying. If any visitor or potential client wants to know more about our terms and conditions or has any doubts, there is more information on our website, along with contact details if necessary.



LOGO

As for the logo, we wanted to create something simple but still recognisable and true to our style. The same colours were used as in the previous artwork and "LW" was used for Lakewave, as it is easy to recognise with the font and quickly translates into the full name without really thinking too much about it. When you see the logo it can be easily identified as the logo for Lakewave Festival because of its colours and unique font. This is the only logo that will be used in our website, social media channels, e-mails, official documents and more.



As soon as the website is up and running and social media channels have been created, those too will be using the same colour palette and fonts, possibly incorporating some more elements from the initial moodboard to keep the sites interesting. The objective is to keep a

consistent image that can be easily recognised by people, we want our audience to make the immediate link to Lakewave Festival once they see the logo and/or colour scheme. A promotional video will be made later on to give the visitors and potential visitors an idea of what they can expect, and to show them the feeling and atmosphere that Lakewave Festival is going for.

Since there are still some acts for main stage and stage 1 that need to be announced for the line-up, these will be announced on social media throughout the year to keep our audience intrigued and engaged, choosing the right moments to drop the names.

STAGES

As can be seen in the stage moodboard document (written by Catarina Pereira), the festival takes sustainability very seriously, aware of the waste that can be produced at festivals, Lakewave has opted for recycled materials for the creation of decoration on the stages. Without losing the aesthetic that we have opted for, materials such as recycled plastic cups and wooden pallets will be used in the process of stage build-up. The cups will be used to create lights and lanterns, pallets and old reused fabrics for the more cosy feel that is required at our smaller acoustic stages. Things such as eco-friendly light bulbs will also be incorporated into the decor. The main stages will be very colourful in order to evoke a summery and happy feeling, and the acoustic stages will have more of a warm and intimate look with a more homely feeling.

SPONSORSHIPS

The option of looking for sponsors for Lakewave festival was discussed in relation to financing the 2-day event. Sponsors are always looking for ways to promote themselves in a different, and festivals are the perfect platform for a brand's exposure, people will be seeing your brand and your products for two full days, and will remember it (even if it is only subconsciously). Sponsorships are beneficial to festival organisers because bigger brands usually have the financial resources that are needed to keep a festival alive. Since it is Lakewave's first year and the financial resources are limited, we decided to collaborate with a few different sponsors that will be discussed in the next part:

-H.P. Bulmer, the UK cider brand, will be a good choice for the festival bar sponsor because they offer a product that is very popular amongst festival goers and young adults (affordable, not as expensive as the stronger liquors). H.P. Bulmer's Strongbow brand has sponsored other festivals in the past such as the "Isle of Wight Festival", and will therefore be more open to collaborating with other music festivals, such as Lakewave Festival. It is a brand people can relate to, everybody knows it and as festivals usually include a fair amount of alcohol, it is a more responsible choice than a strong liquor brand.

-The UK outdoor clothing and equipment brand, Berghaus, was selected as our camping sponsor because of the camping and nature element that has been incorporated into the festival. This is a great way for Berghaus to connect with a festival audience, making them aware of the outdoor camping equipment they have, possibly even organising some sort of

tent and camping utensils give away with Lakewave before the festival starts, to promote a new or existing camping products line. Berghaus is also providing the tents and camping equipment for our special VIP ticket packages.

-The Californian surf wear and surfboard brand O'Neill is our water sports sponsor for 2020, providing us with the water sports equipment such as the paddle boards and life vests that will be used during the festival. We are collaborating with this company because we wanted to incorporate the water element into the festival, and they are a well known brand that goes with the easy going but still adventurous feeling we are going for.

-Stage 1 will be sponsored by the whiskey brand Jack Daniels. This particular brand is known for supporting many different live music events, which is why we think this will be a good fit for our countryside festival. It is a safe choice and a well-known brand, which again would be a good boost for Lakewave's reputation, and our festival will be a good place for the brand's exposure to younger adults.

-Our main stage will be sponsored by BBC 6Music, who would air our artists' performance live along with some possible interviews with the acts and the festival organisers to promote our UK talent and festivals. This sponsor is really beneficial for the festival since it gives us a large platform to promote our vision and festival in general to people who might not have heard about it. BBC 6Music also supports alternative music, which fits perfectly with some of the acts that we have in our line-up.

-The general festival sponsor is still to be confirmed, but meetings are being planned, e-mails are being sent and the deal will be formalised within the next few months.

-In order to connect more with the community, we reached out to a local business to be able to promote themselves and sponsor our acoustic stages. This particular business will be later announced and will only have to pay a very small fee (more as a small gesture). This has been done to make the community feel more included, and for them to see that we appreciate that they are willing to put up with the festival in their town, and give them an opportunity to reach a few thousand people in a fairly easy and cheap way.