

Brand Style

**GUIDELINES**



# WELCOME

Reggae music festival in Wales, Yes! Connecting Jamaica to Wales. Award-winning Youth Arts and Advocacy Charity Urban Circle Newport in partnership with the Rastafari Indigenous Village from Montego Bay brings you Reggae & Riddim Festival 2024. As a partnership, It aims to build a long-lasting international project that creates Europe's most authentic Reggae culture festival.

Communities of Jamaica based in Wales want to protect Reggae music and build authentic reciprocity with the motherland.

United Nations (UNESCO) has put the Reggae music of Jamaica on the List of Intangible Cultural Heritage and requires urgent Safeguarding.



# THE BRAND VOICE FOR A REGGAE FESTIVAL

## Inclusive and Welcoming

Reggae conveys a strong message of unity and peace. The festival's brand voice would most likely emphasise inclusivity, inviting people from various backgrounds to come together and celebrate.

## Community and Connection

Reggae festivals frequently promote a sense of community and connection among attendees. The brand voice emphasises the importance of collaborating and celebrating common interests.

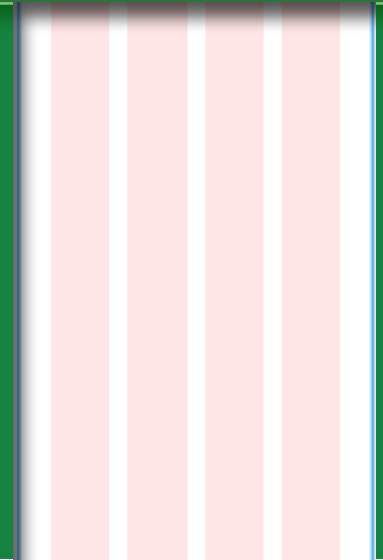
## Social Consciousness

Reggae songs contain messages of social justice and empowerment. The festival's concepts can be echoed to raise awareness and promote positive change.

# LAYOUT GRID

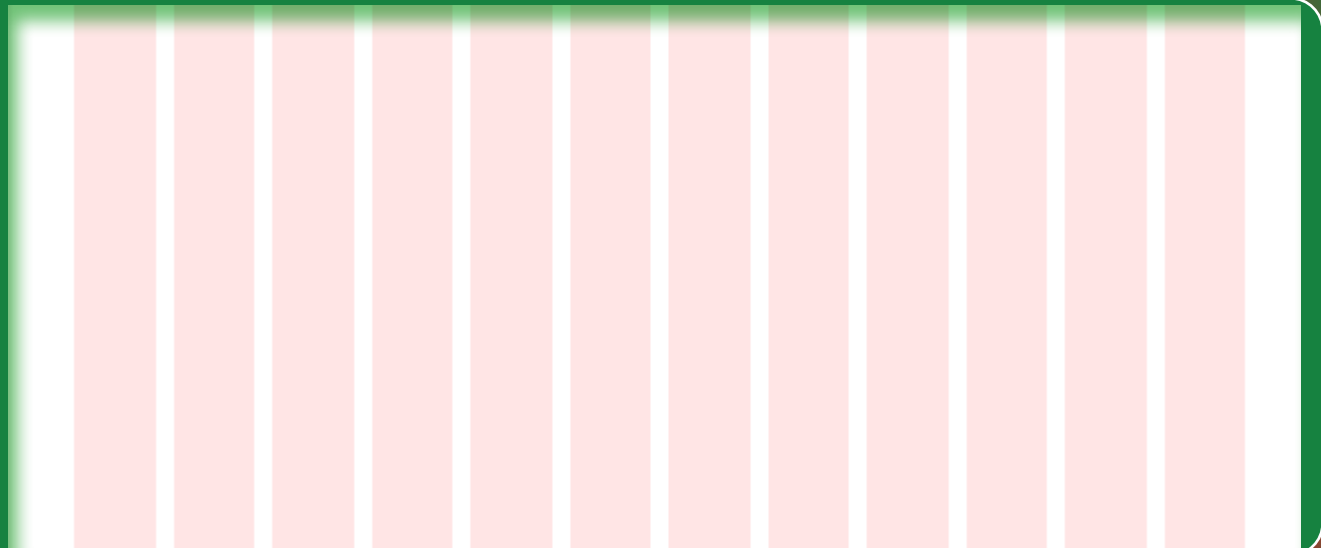
## Mobile

- Count : 04
- Type : Stretch
- Column Width : Auto
- Margin : 35
- Gutter : 20



## Desktop

- Count : 12
- Type : Stretch
- Column Width : Auto
- Margin : 70
- Gutter : 20





## Logo Meaning

Reggae Riddim Festival logo, the lion emerged as a powerful symbol deeply ingrained in Rastafarianism and reggae culture. Representing strength, African identity, and resistance, the lion, linked with Haile Selassie as the “Conquering Lion of the Tribe of Judah,” embodies divine presence and ancestral lineage. Within reggae music, it symbolizes empowerment, liberation, and social justice, evoking pride, resilience, and inspiration worldwide. By integrating this iconic symbol into the festival logo





## Logo On Backgrounds

The Reggae Riddim Festival logo is displayed on a background of a different colour, utilising a colour combination.

This will provide an example of how to use the "Reggae Riddim Festival logo" on a background of a different colour.





# Colour Palette

The branding for the Reggae Riddim Festival combines four key colors: green, red, yellow, and brown. Green

**Green** symbolises the lush vegetation of Jamaica and the earth itself, representing growth, nature, and life in Rastafarian beliefs.

**Yellow** represents the sun and all of its life-giving properties; it symbolises light, warmth, and energy in Rastafarian.

**Red** represents the blood of those who have suffered in the liberation, as well as the hardship and sacrifice endured by African descendants throughout history.

**Brown** emerges as a powerful addition, symbolising the rich earth heritage and diversity inherent in Africa, while also serving as a bridge connecting the festival to its afro-centric influences.

## Green

Hex Code  
#167d3e

R G B  
26,125,62

CYMK  
79,0,50,51

## Yellow

Hex Code  
#FED402

R G B  
255,212,3

CYMK  
0,17,99,0

## RED

Hex Code  
#BD2726

R G B  
189,40,38

CYMK  
0,7,80,26

## BROWN

Hex Code  
#3A2A2F

R G B  
59,42,48

CYMK  
0,28,19,77

# TYPOGRAPHY

I used two fonts, Teku and Poppins, for the Reggae Riddim Festival identity.

Teko font is an excellent choice for a music festival due to its bold and eye-catching appearance, making it ideal for headlines and promotional materials. Its modern and stylish design adds a contemporary touch to festival branding, while its versatility ensures legibility across various text sizes. Teko's distinctive character sets it apart, helping the festival's identity stand out in a crowded landscape.

Poppins font is an Poppins offers a cohesive and modern aesthetic that complements the vibrant visuals often associated with reggae music. Additionally, its clean and contemporary appearance ensures readability, particularly important for mobile apps where users may be viewing content on smaller screens.

## Teku

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**Aa** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Poppins

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**Aa** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz



# BUTTONS

When I Designing a call-to-action (CTA) button for a Rasta festival app and website I capture the event's lively spirit. Colours associated with Rasta culture include red, green, yellow, and brown. and i Make the button big enough to be easily clicked on both mobile and desktop screens and I ensure enough colour contrast between the button and its background to meet accessibility standards.

CHECK OUT

BUY TICKET

BOOK NOW

VIEW MORE

CHECK OUT

BUY TICKET

BOOK NOW

VIEW MORE

LOGIN

SIGN UP

CHECK OUT

LOGIN

SIGN UP

CHECK OUT

All the images I used on the app development and the website were downloaded from the official page of the Reggae riddem festival.

## Reference

reggaeriddimfestival.com. (2023). Gallery - Reggae Riddim Festival. [online] Available at: <https://reggaeriddimfestival.com/gallery/> [Accessed 3 May 2024].

# THANK YOU