

GLASTONBURY

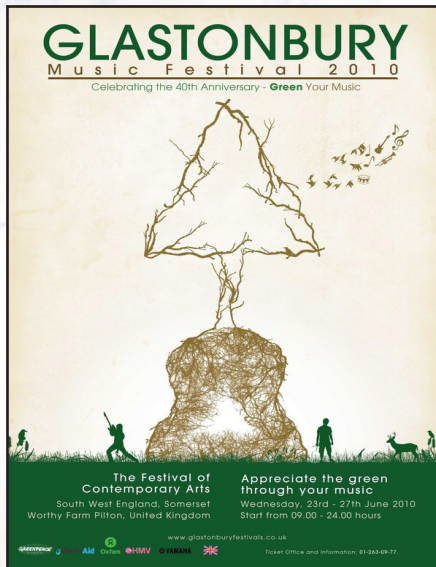
GOAL STATEMENT

This is a proposal for branding Glastonbury Festival that is always held on June 21-23 in Glastonbury, England. The music festival is an exciting atmosphere that includes amazing live music and entertainers.

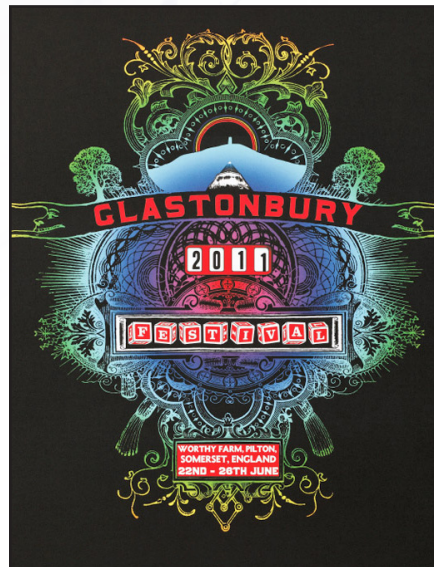
The goal of this project is to advertise the festival by creating an eclectic feeling to the brand and maintaining a professional-look. It is a celebration which its purpose is to not only entertain and celebrate but it is also to help people explore each other's cultures and traditions. By adding a strong, fresh inspiring look, it will gain popularity that will eventually make everybody come to this music festival. It will make the Glastonbury have its own remarkable statement that will define and differ it from the other music festivals. Indeed, make a mark in the history of music festivals.

POSTERS

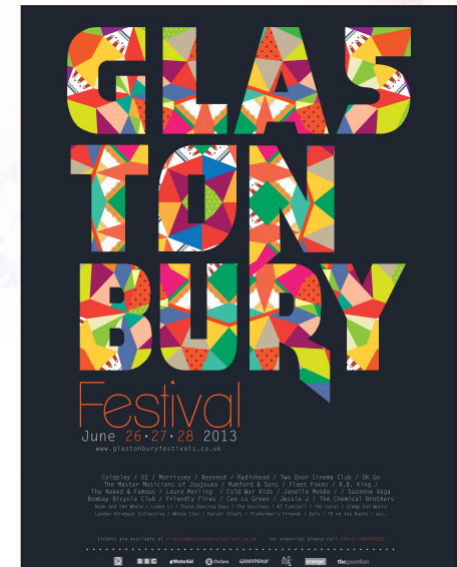
LINEAR RESEARCH



I love the concept of this poster. The combined image of the pyramid stage and the body of a guitar made a simple but fascinating image that is pleasing to the eye.



The colors of this poster appears cool. The poster has a strong hippie vibe on it which makes it more appealing.



I love how the "Glastonbury" becomes the focal point especially because of lots of vibrant colors used while other elements are minimalistic. This is a well-balanced poster.

POSTERS

NON-LINEAR RESEARCH



This is a vintage Glastonbury Festival poster. Even just a mixed of darker cyan and white instead of usual black and white is used, it still invites people.



This is a simple poster with straightforward or self-explanatory graphic elements.



As I looked into this poster, I can sense that this is a hippie festival. The green color and the image of woman having fun while throwing stardust makes it more fun to come and see this festival.

WORD LISTS

Qualities

friendly
independent
diversity
hippie
lively
emotional
strong vibe
enthusiastic
drama
thrilling
inspiring
restless
energetic

Objects

guitars
hats
shirts
costumes
lights
fireworks
boots
mud
sunglasses
pyramid
drums

Mood

creative
cool
energetic
geeky
high
happy
impressed
peaceful
refreshed
free
surprised

3 WORDS

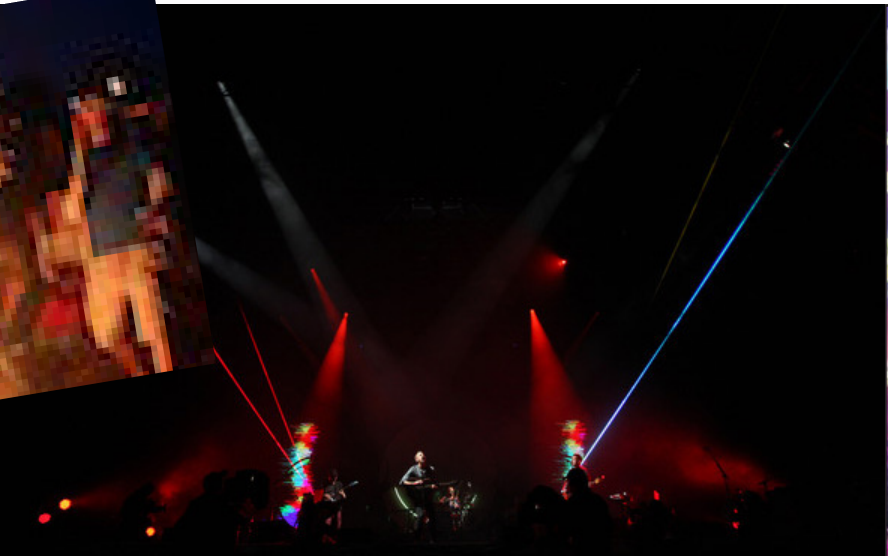
strong vibe

restless

free

MOODBOARD

Mood & Emotion



MOODBOARD

Texture/Pattern



MOODBOARD

Color



TARGET AUDIENCE

Most people who attend the Glastonbury Festival are adults and teenagers as well. This festival is known as Europe's largest music festival. Wide variety of performing arts is offered such as contemporary music, dance, comedy, circus, theatre, and other arts. The festival is a gathering of artists, singers, bands, volunteers, actors, performers and people between the age of 18 and early 50s. By around 175,000 lively and friendly people come together to celebrate this 3-day music festival.

LOGO DEVELOPMENT

GLASTONBURY

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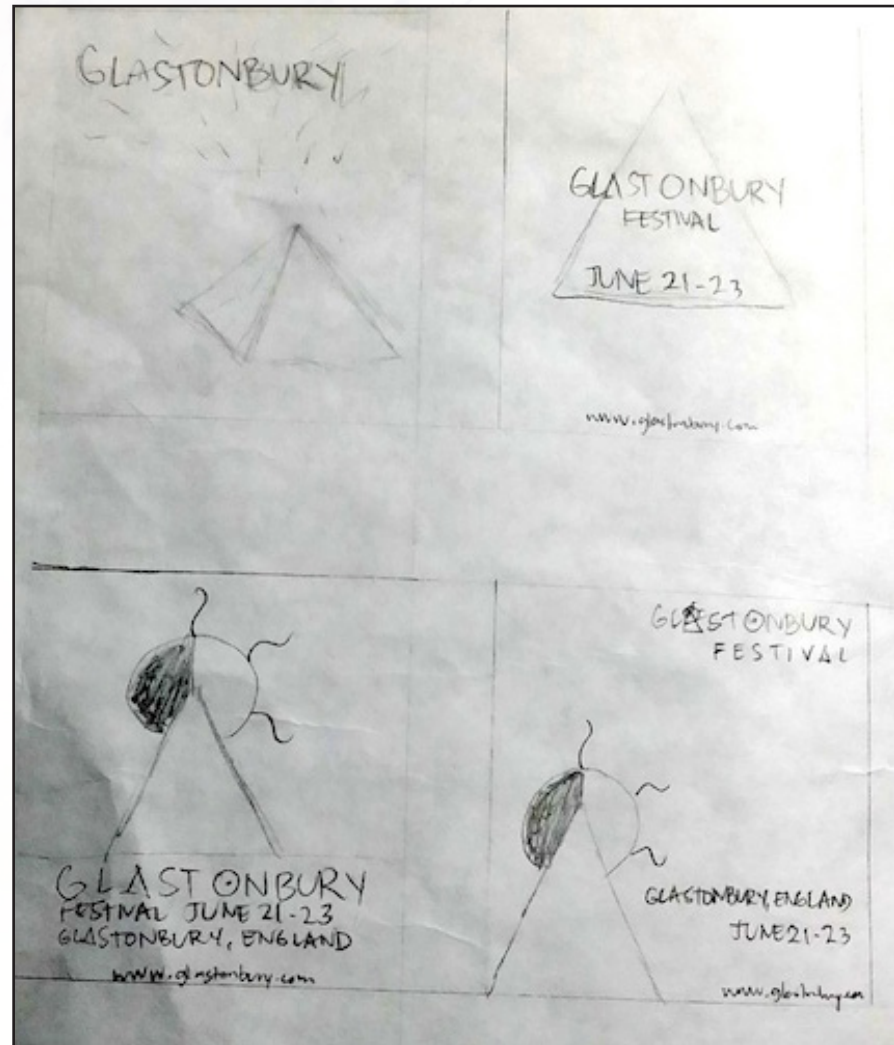
GLASTONBURY

FINAL LOGO

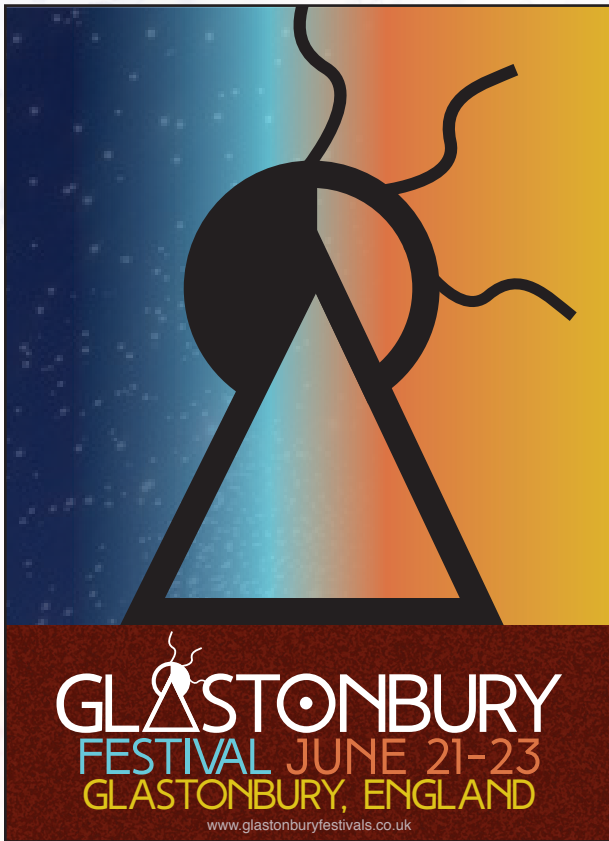
GLASTONBURY

The logo for Glastonbury is centered on the page. It consists of the word "GLASTONBURY" in a bold, black, sans-serif font. The letter "O" is replaced by a solid black circle. Below the circle is a solid black triangle. A thin, black, squiggly line extends upwards from the top of the circle, resembling a lightning bolt or a stylized flame.

POSTER SKETCHES



POSTER DEVELOPMENT



Poster 1

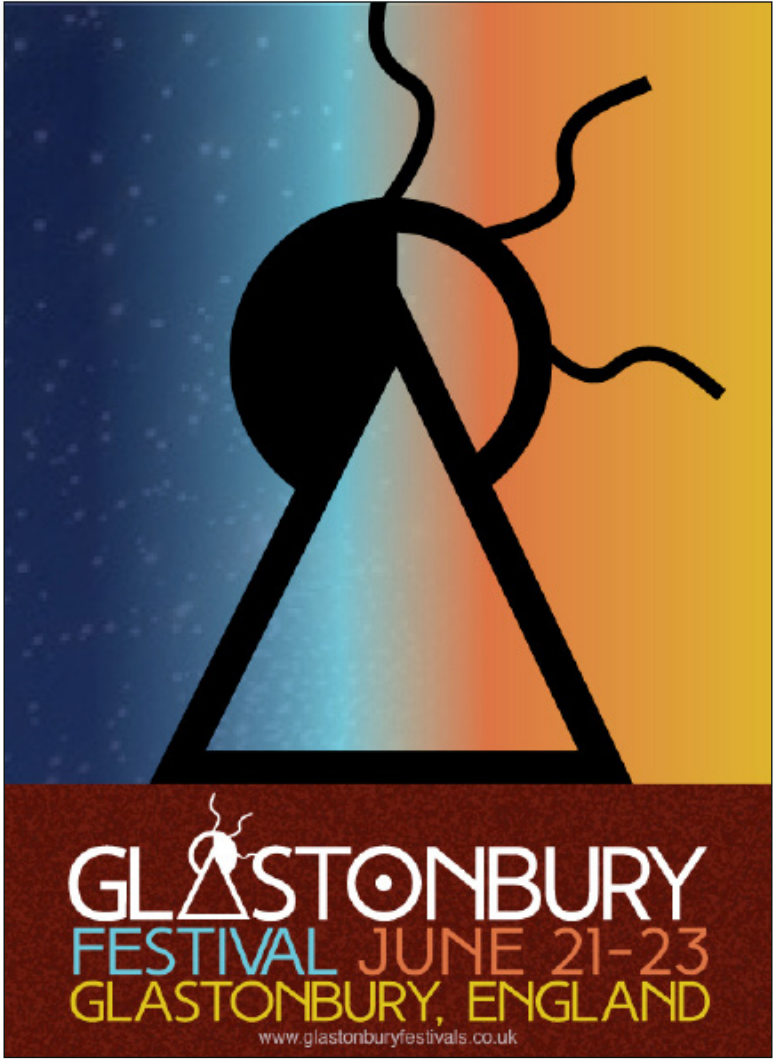


Poster 2



Poster 3

FINAL POSTER



MAILER



Front



Back

TICKETS



GLASTONBURY
FESTIVAL JUNE 21-23
GLASTONBURY, ENGLAND

www.glastonburyfestivals.co.uk

NO ACCESS
with just this section

ADMIT ONE
GENERAL ADMISSION
JUNE 21
160 EUROS



GLASTONBURY
FESTIVAL JUNE 21-23
GLASTONBURY, ENGLAND

www.glastonburyfestivals.co.uk

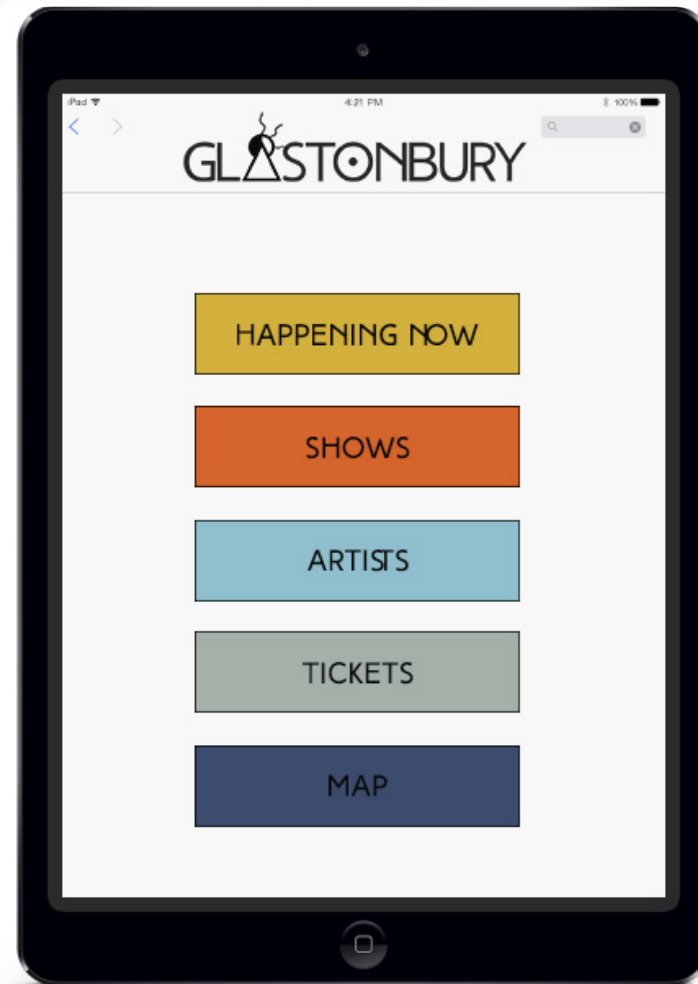
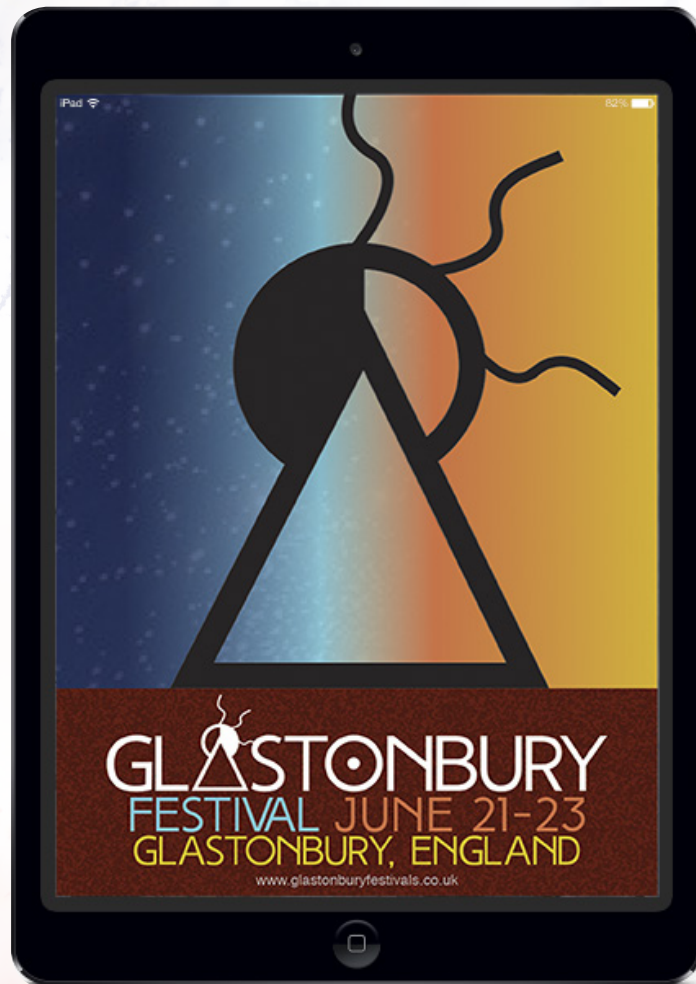
3-DAY ACCESS

ADMIT ONE
GENERAL ADMISSION
JUNE 21
210 EUROS

BADGE



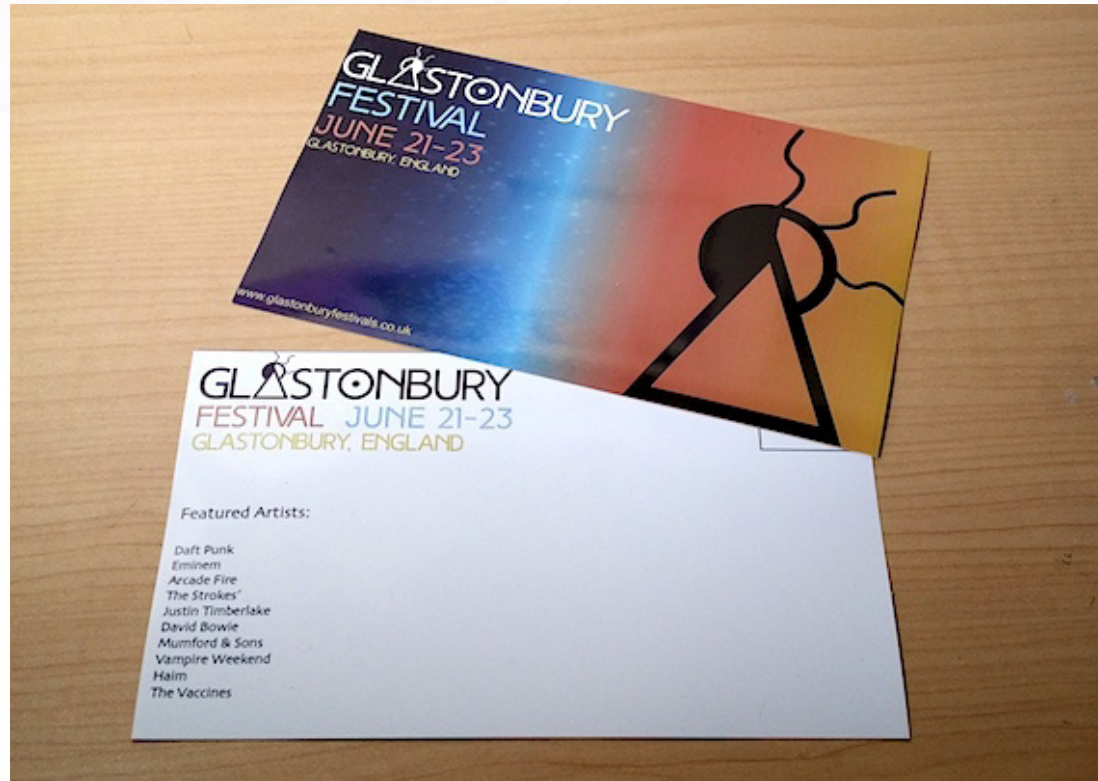
TABLET APP



STAGED POSTER



STAGED MAILER



STAGED TICKETS

