WAVE 2019

WAVE festival is a coastal music
festival with an eco-environmental
& social conscience.

www.wavefestival.com

info@wavefestival.com

Contents

Friendly

Energetic

Socially Aware

Logo

Logo

Logo With Year

WAVE

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Vertical Variation

This variation of logo to be used primarily for merchandise such as t-shirts, water bottles and totes bags.

WAVE2019

WAVE2019

WAVE2019

Logo With Or Without Fill

WAVE2019

WAVE2019

Graphic part of logo may also be used without fill both with and without WIRE prefix.
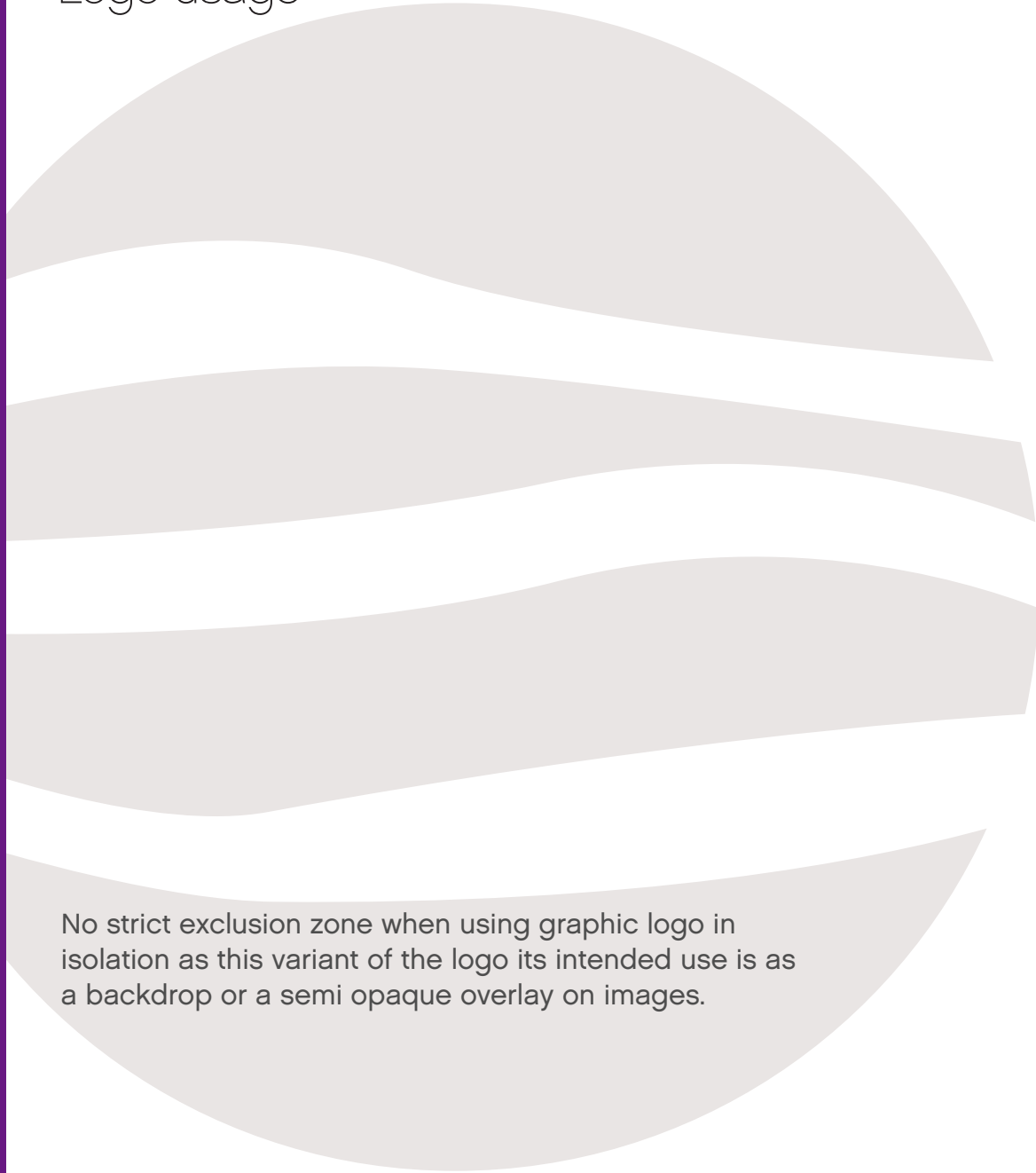
This is also true of the filled version.

WAVE2019

WAVE2019

WAVE2019

WAVE2019

Logo usage

WAVE ⬤

Minimum width 130px/46mm

WAVE ⬤

WAVE ⬤

No Maximum width

Exclusion zones

Logo usage

No minimum as this can be used for anything
from a backdrop to a favicon

No Maximum width

No strict exclusion zone when using graphic logo in
isolation as this variant of the logo its intended use is as
a backdrop or a semi opaque overlay on images.

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Typography

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Primary Typeface

Chalet

The primary brand typeface is Chalet. Specific variants are to be used for different purposes.

Paris Nineteen Sixty is the light weight variant and must be used for headings and the logotype.

London Nineteen Sixty is the regular variant to be used for main body text.

New York Nineteen Sixty is the bold variant to be used for emphasis.

ABCDEFGHIJKLMNOPQRSTUVW
abcdefghijklmnopqrstuvw
1234567890!@#$%^&*()__+=":?><

Paris Nineteen Sixty

ABCDEFGHIJKLMNOPQRSTUVW
abcdefghijklmnopqrstuvw
1234567890!@#$%^&*()__+=":?><

London Nineteen Sixty

**ABCDEFGHIJKLMNOPQRSTUVW
abcdefghijklmnopqrstuvw
1234567890!@#$%^&*()__+=":?><**

New York Nineteen Sixty

Secondary Typeface

Muli

The secondary typeface is Muli. Muli must only be used when the primary typeface is not available or when special characters are required that are not available in Chalet. Must NEVER be used in the logotype.

ABCDEFGHIJKLMNOPQRSTUVW
abcdefghijklmnopqrstuvw
1234567890!@#$%^&*()_+=":?><

Light

ABCDEFGHIJKLMNOPQRSTUVW
abcdefghijklmnopqrstuvw
1234567890!@#$%^&*()_+=":?><

Regular

**ABCDEFGHIJKLMNOPQRSTUVW
abcdefghijklmnopqrstuvw
1234567890!@#$%^&*()_+=":?><**

Bold

Colour

Colour

HEX 231F20
R98 G98 B98
C43 M35 Y35 K1

HEX FDFDFD
R253 G253 B253
C0 M0 Y0 K0

HEX 691983
R69 G19 B83
C73 M100 Y11 K2

WAVE FESTIVAL