MICHE FEST

BRAND
GUIDELINES

PRODUCED BY LENUSA

MICHE FEST

BRAND GUIDELINES

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OBJECTIVE
BRAND GUIDELINES

This document provides a clear and consistent vision of the identity of **MICHE FEST MUSIC FESTIVAL**. Its main objective is to establish guidelines for the correct and consistent use of the brand's visual and communication elements, ensuring that the brand's perception is uniform at all points of contact with event promoters, potential attendees, and other interested parties.

The guide includes information on the correct use of the logotype, colors, typography, images, tone of voice, and personality of **MICHE FEST.**

This is a tool to maintain consistency in the identity of the **MICHE FEST** brand, as it sets the standards for how employees, vendors, partners, and customers interact with the brand. It is also a valuable tool for design and marketing teams, as it provides them with the necessary guidelines to create consistent and effective brand content.

ABOUT US
BRAND GUIDELINES

Join us to the first Traveling Mexican Music Festival: **MICHE FEST**. Bringing the colors, sounds, flavors and magic of Mexico to The United States. It is a family-friendly event that features top mexican music artists as well as cultural activities and local food options, an array of beer options, and of course, the famous Michelada competition!

TASTE
LISTEN
FEEL
THE MAGIC
OF MEXICO!

COLOR PALETTE
BRAND GUIDELINES

The proper use of the color palette is crucial to ensure the consistency and coherence of the brand across all consumer touchpoints. The selection and use of appropriate colors can significantly influence the brand perception, conveying specific messages and emotions.

This brand manual includes the color palette, which specifies primary and secondary colors, as well as their reference values in equivalents for color systems: HEXADECIMAL and RGB for digital media applications and CMYK for print applications.

Attached below are a couple of color hierarchy charts to ensure proper application in various contexts.

NEUTRALS

A	B
#000033	#6633CC
R = 0 G = 0 B = 51	R = 102 G = 51 B = 204
C = 94 M = 89 Y = 43 K = 65	C = 73 M = 82 Y = 0 K = 0

HIGHLIGHTS

| C	D	E	F	G	H
#3399CC	#66CCCC	#99CC99	#FF6699	#FF9933	#FFFFFF
R = 51 G = 153 B = 204	R = 102 G = 204 B = 204	R = 153 G = 204 B = 153	R = 255 G = 102 B = 153	R = 255 G = 153 B = 51	R = 255 G = 255 B = 255
C = 73 M = 26 Y = 5 K = 0	C = 55 M = 0 Y = 24 K = 0	C = 42 M = 2 Y = 51 K = 0	C = 0 M = 76 Y = 11 K = 0	C = 0 M = 48 Y = 88 K = 0	C = 0 M = 0 Y = 0 K = 0

CONTRAST

GRID SYSTEM
BRAND GUIDELINES

A grid system provides an organized and coherent structure that guides the arrangement of visual elements in a logo. It consists of horizontal and vertical lines that divide the design space into regular sections, establishing a grid on which the elements can be aligned and distributed.

The use of a grid system achieves visual balance and harmony in the design. Elements such as text, graphics, or symbols are placed precisely and consistently. It also ensures that the logo looks good in different sizes and formats, as the elements are aligned coherently. This facilitates the adaptability of the logo to various applications and platforms.

96x

24x

24x

152x
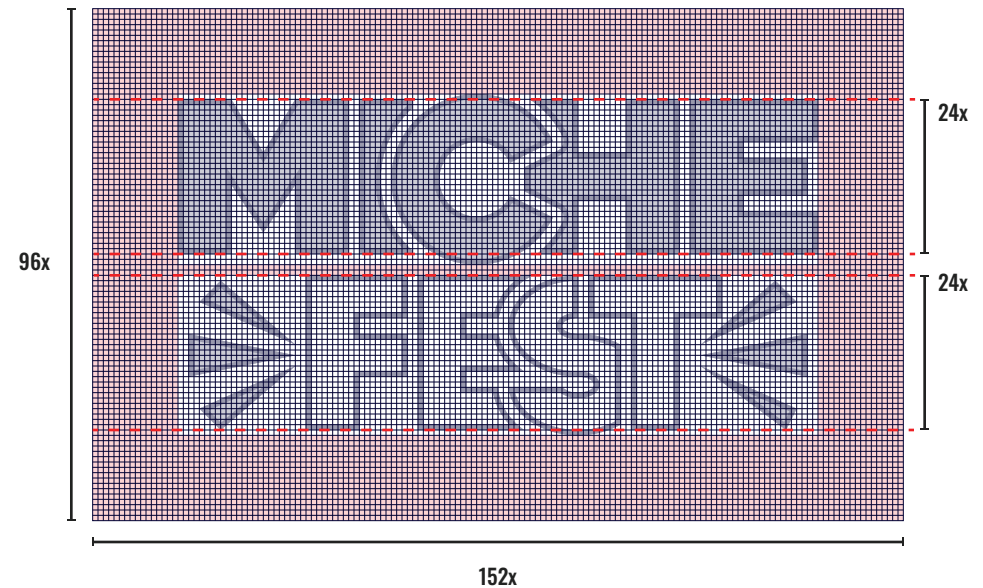
LOGOTYPES
BRAND GUIDELINES

The logo is the most important visual element of a brand, as it represents its visual identity and is the primary way in which consumers recognize and remember it.

It is essential to use the logo consistently and appropriately at all touchpoints with consumers to ensure the coherence and effectiveness of the brand.

This means that the logo should be used only in the ways outlined in this manual, without modifications or alterations, and always respecting its correct size and proportions. Additionally, the logo should be applied on backgrounds that allow for good visibility and contrast and should never be distorted or used in combination with elements that may negatively affect its legibility and recognition.

Examples of precise uses in which the logo can be used are included on the following pages.

VERTICAL (VIBRATION EFFECT)

HORIZONTAL (VIBRATION EFFECT)

VERTICAL (MONOCROMA NEGATIVE)

VERTICAL (MONOCROMA POSITIVE)

HORIZONTAL (MONOCROMA NEGATIVE)

HORIZONTAL (MONOCROMA POSITIVE)

*IT IS VALID TO USE THE FULL COLOR LOGO WITHOUT THE VIBRATION EFFECT

*IT IS VALID TO USE OUR LOGO IN MONOCHROME AS LONG AS THE COLORS ARE TAKEN FROM OUR COLOR PALETTE.

FAVICON
BRAND GUIDELINES

A favicon, also known as a "favorite icon" or "tab icon," is a small image or logo that is displayed in the web browser's tab alongside the page title or in the address bar. It is an important part of a website's visual identity and helps users recognize and distinguish the website among multiple open tabs in their browser.

The favicon is typically a small size, usually 16x16 pixels or 32x32 pixels, and is saved in ICO (Icon) or PNG format. In addition to appearing in the browser tabs, it can also be displayed in the favorites list, bookmark bar, or as an icon in search results.

Using a custom favicon helps improve the user experience by providing quick and consistent visual identification of the website. It also contributes to strengthening the brand and presenting a professional and polished image.

*IT IS VALID TO USE ANY TYPE OF VARIANTS BELONGING TO THE SAME TYPOGRAPHIC FAMILY (BLACK, BOLD, ITALIC, LIGHT, ETC.)

TYPOGRAPHY
BRAND GUIDELINES

The use of typography is essential in developing a brand's visual identity. The proper selection and combination of typefaces is necessary to prioritize and convey specific messages and emotions, and should be consistent across all touchpoints with consumers.

This graphic identity manual includes a section dedicated to typography, which outlines the primary and secondary typefaces for the brand, as well as their respective applications. It is important to use these typefaces consistently and avoid including other fonts that may affect the visual identity's coherence.

Typography should also be applied with care in terms of size and positioning.

CONTRAST

HEADINGS

| 1 | **MONTSERRAT** |
| 2 | **OSWALD** |

PARAGRAPHS

| 3 | Roboto |

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GLYPHS
BRAND GUIDELINES

GLYPHS

1 | Fontawesome (Solid)

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MOTIFS
BRAND GUIDELINES

Signage is used to provide visual information and guide people in a specific environment. It serves to communicate instructions, directions, warnings, or any other relevant information in a clear and concise manner. Signage is essential for ensuring safety, orientation, and organization in different spaces, such as buildings, roads, airports, shopping malls, hospitals, among others. It helps individuals identify routes, locations, services, and specific regulations, facilitating navigation and preventing confusion.

*WE RECOMMEND NOT DISTORTING THE MOTIFS, OR USING ANY OTHER THAN THOSE SHOWN IN THE IMAGES.

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SIGNS
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*YOU CAN USE ANY STYLE OF BORDER TO DECORATE A CUSTOM SIGN, BUT IT IS ESSENTIAL THAT THE TEXT OR ICON STANDS OUT.

INFORMATION

BOX OFFICE

INFORMATION

BOX OFFICE

*YOU CAN MAKE ANY TYPE OF COLOR COMBINATION AS LONG AS THEY ARE INDICATED IN THE COLOR PALETTE.

ALEBRIJES
BRAND GUIDELINES

The alebrijes are the focal point of the visual concept of our music festival. They are fantastic and colorful creatures that are part of Mexican folklore and craftsmanship. These hand-carved and hand-painted sculptures are famous for their extravagant combination of shapes and colors. Alebrijes often depict imaginary animals with characteristics from different species, creating unique and astonishing beings. These art pieces are traditionally made from copal wood, and each one is unique and original in its design. Alebrijes are appreciated both in Mexico and abroad for their creativity, craftsmanship, and vibrant aesthetics, becoming symbols of Mexican culture.

In addition to their visual beauty, alebrijes have a deeper meaning in Mexican tradition. It is believed that these fantastic creatures have a connection to the spiritual world and can protect those who possess them.

IMAGES
BRAND GUIDELINES

Images are a powerful tool for visually conveying the identity and values of a brand. Using high-quality images ensures an attractive representation of the brand, which helps capture the attention of the target audience and establish an emotional connection with them. High-quality images convey a sense of professionalism and trust, which can positively influence consumers' perception of the brand.

Moreover, sharp and high-resolution images adapt better to different channels and communication mediums, ensuring visual consistency across all branding platforms.

BACKGROUND-FIGURE CONTRAST

QUESTIONS?
BRAND GUIDELINES

FOR SPECIFIC QUESTIONS OR TOPICS NOT MENTIONED
AND RELATED TO THIS DOCUMENT, PLEASE CONTACT
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