

BOOTS AND HEARTS

BRAND
GUIDE



SECTION // 01

DESIGN BRIEF

Overview

The Boots and Hearts Music Festival, Canada's largest country music event, aims to create a design that truly resonates with the country music community. The design should incorporate rustic textures, like wood grain, to give a warm, authentic feel. By using negative space wisely, the design will highlight important details while staying clean and approachable. It is important to emphasize elements like the hashtag #bootsbound, using contrast to make them stand out and encourage engagement.

Color Palette

**Bittersweet
Peach and Soft
Yellow as the
event's colors.**

Branding and

The festival's branding should maintain a consistency, with logos, colors, and messaging that capture the spirit of the music and the outdoor experience. Messages should be crafted to reflect the community and environment.

Target Audience

The primary audience is country music fans who are deeply passionate about the genre. This demographic is active on social media, making them ideal for digital marketing and driving organic participation. Fans often share their festival experiences online. The festival's branding and strong community are key factors in its success.



SECTION // 02 ARTICLE

GUIDE FOR #BOOTSBOUND COUNTRY FANS HEADING TO OTS AND HEARTS '24



ence again to Burl's
claim! has assembled
BootsBound
here's how to get
f the weekend,
to the many sights,
periences of this
Boots and Hearts
ada's largest music
estival, it's grown
e of the country's
events, period. Its
y risen as country
become a dominant
liture.

**Make the most of the music with
our handy guide for the festival**

BY ALEX HUDSON
PUBLISHED MAY 15, 2024

robably goes without saying, Roots and Hearts features some of the best and brightest talents including huge headliners like Zac Brown Band, Rhett, Matchbox Twenty, Dierks Bentley, Johnson and Jason Aldean, and the always popular traditionalists Midland. In addition to big names like Carly Pearce and the Osbourne brothers, don't miss the amazing smaller acts a further down the festival poster. Be sure to check out Exclaim!'s list of five must-see artists who will be performing at the festival, including Bryan Martin.

Travel

About an hour outside of the Greater Toronto Area, Burl's Creek is located just north of Barrie, Ontario.

Passes

Now that you know all about the music and the travel, it's time to get that festival pass! A standard festival pass for the full weekend costs \$412.20, including taxes and fees. Children under 12 will be admitted free.

for free when accomodating an adult with a weekender verification will be required.

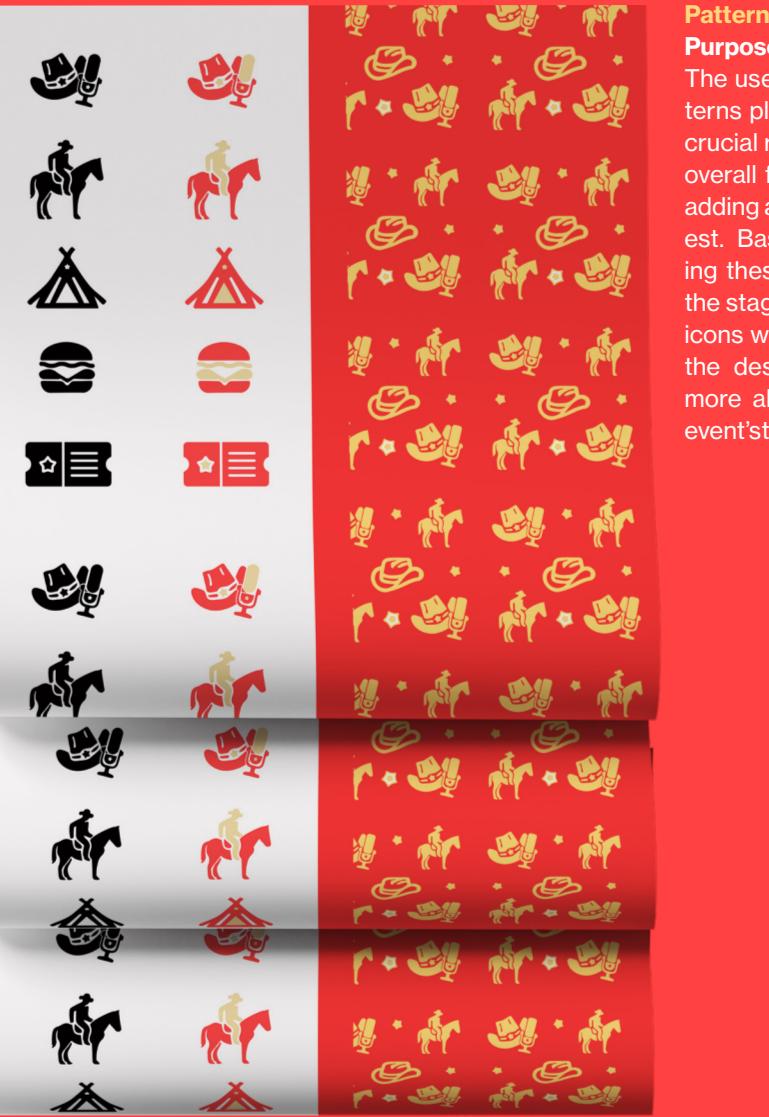
VIP Passes
Those looking to enhance #BootsLife with a premium experience can get a VIP pass. This includes front row viewing at the main stage, and easy entrance, comfortable washrooms, exclusive food and bar options, and more. **cost \$806.54, plus fees.** **Tickets are limited.**



Brand Icons & Patterns

Icons

Purpose Of Icons
The icons are designed for the Boots and Hearts Music Festival are not just visual elements; they are designed to communicate the essence of the festival experience in a simple & meaningful way. These symbols all tie entire design together, ensuring that every element of the icons feels intentionally designed to resemble the Boots And Hearts culture & community.



Pattern

Purpose Of Patterns

The use of these flashy patterns plays a very important crucial role in supporting the overall festival's identity and adding attractive visual interest. Basically by incorporating these patterns featuring the stage and transportation icons with the star elements the design becomes much more aligned with the B&H event's theme.



01



02



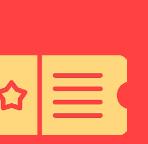
03



04



05



SECTION // 03

ICONS & PATTERNS

Explanation Of Each Brand Icon:

The Stage Icon (01)

Featuring a cowboy hat and microphone, is a reference to the country culture and is used when locating the performances and information about the Line-ups.

The Camping Icon (02)

The Camping icon is designed to make attendees lives easier. It highlights where attendees can set up camp and access camping-related information.

The Cowboy Icon (03)

The iconic image of a cowboy on a horse, symbolizes the journey (transportation) to the festival and overall navigation. It's a metaphor for the adventure of getting to the event & navigating within it.

The Burger Icon (04)

Is all about satisfying cravings, directing attendees to food vendors. The straightforward burger icon makes it easy to find and enjoy food options available.

The Ticket Icon (05)

Simplifies the ticketing process with an instantly recognizable image. It's a clear and friendly way to access ticket prices and make purchases, keeping the focus on enjoying the festival easily.



SECTION // 04 POSTER DESIGN

Text & Call To Action:

The poster places the dates and location at the top, ensuring they are the first details viewers see. This is followed by the call to action: "Secure your spot today!" encouraging immediate action.

Image:

At the heart of the design is the cowboy hat, accentuated by a star to make it unmistakably clear that this is a niche country event. This visual cue speaks directly to the primary target audience.

Design:

The poster design for the Boots and Hearts Music Festival is crafted to immediately capture the essence of the event and draw in the country music community with both visual appeal and clear, actionable messaging.

Hashtag Banner(left):

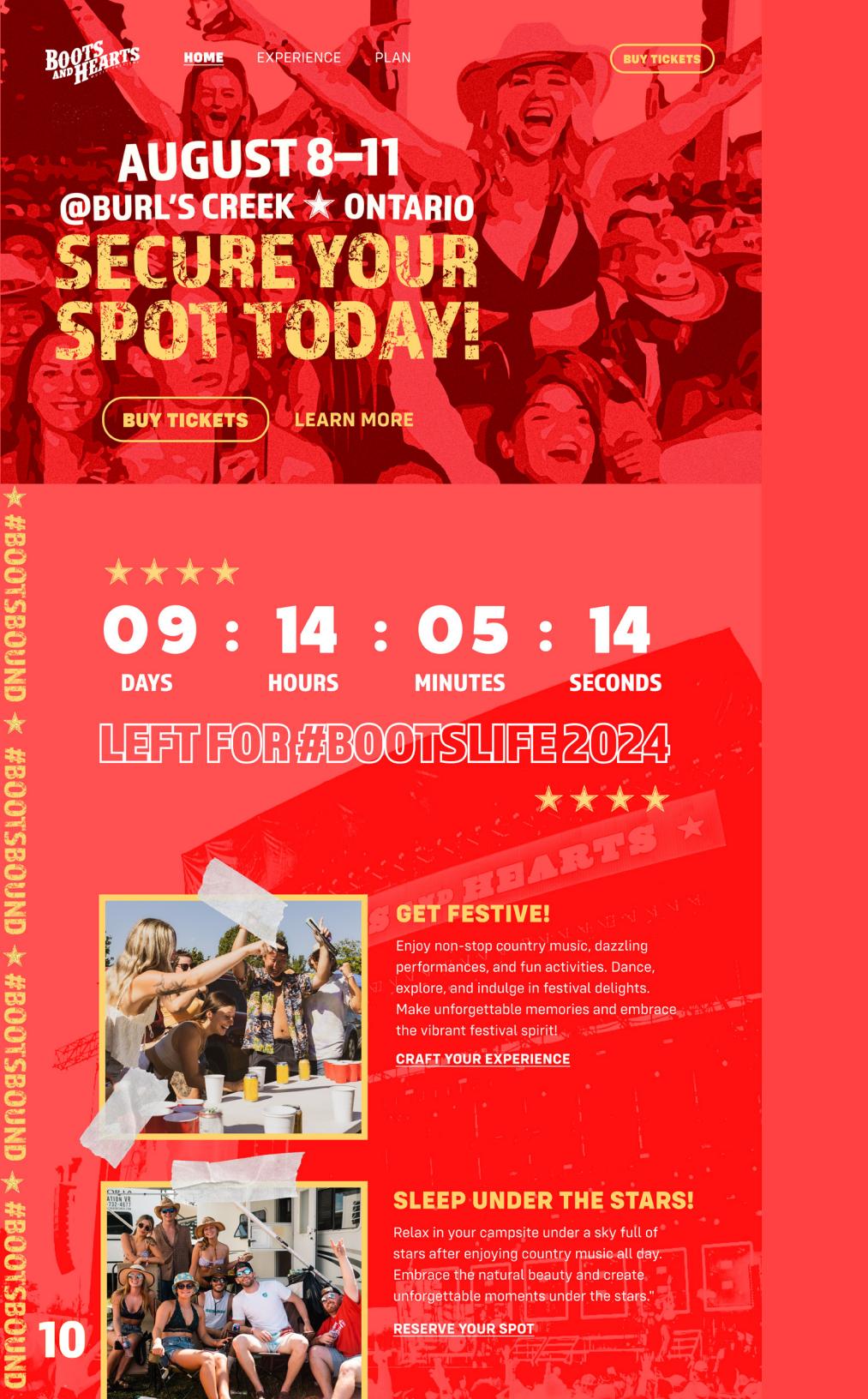
A banner on the left side of the poster features the hashtag "#BOOTSBOUND", a clever touch designed to boost social media engagement. Promoting this aspect will result in more organic traffic to the website.

QR Code (Funnel):

Finally, the poster wraps up with a QR code in the bottom right corner, providing a seamless transition from interest to action. This link serves as a direct funnel to the event's website.

Colors:

The color scheme plays a big role in the design's effectiveness. The bittersweet peach background, complemented by soft yellow highlights and white text, are used in the poster.



SECTION // 05 WEBSITE DESIGN

Date Counter:

To create an urgency, the website includes a counter, ticking down to the festival date. This visual cue subtly pressures visitors to act quickly, encouraging them to buy tickets before it's too late.

Imagery:

The use of vibrant images showcasing the fun, social atmosphere of the festival serves a dual purpose. Not only do they capture the essence of what attendees can expect, but they also act as social proof, showing potential ticket buyers that this is an event worth experiencing.

Hashtags:

To extend the reach of the festival, the site incorporates multiple hashtags aimed at boosting social media engagement so the website drives more organic traffic.

Website Design Purpose:

The website design for the Boots and Hearts Music Festival is carefully crafted with a singular goal in mind: converting visitors into ticket-holding attendees. Every element on the site is strategically placed to guide users toward that crucial decision.

Landing Page Header

The site mirrors the call to action from the poster, "Secure your spot today!", maintaining consistency across all festival branding. This phrase not only reinforces the message and establishes a seamless experience for users as they navigate from one platform to another.

CTA's

As soon as visitors land on the website, they are greeted with the "Get Tickets" button. These buttons appear repeatedly throughout the site in strategic locations, ensuring maximum conversion.

