



The Best Of Folk

Bromyard Folk Festival



Brand Guide

www.bromyardfolkfestival.co.uk



Contents

The purpose of this document is to provide clear guidelines in how to deploy all aspects of Bromyard Folk Festival's brand.

This is the guide for the 2023 festival. The logo and typography remain constant, but each year has a different theme. This year is an autumnal sky over the silhouette of the festival and the attendees enjoying the early evening sunset, with music flowing through the air above.



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What We Stand For

Strapline

The Best Of Folk

This represents a combination of what we provide and who attends the festival.

Our Goal

Our purpose is to preserve, protect and promote traditional live folk music for the enjoyment of all.

We Provide

We are small green field festival run by volunteers for the benefit of folk music enthusiasts, their friends and family based in the beautiful Herefordshire countryside in early September.

We provide over 170 hours of entertainment during one weekend consisting of:

- Concerts
- Ceilidhs
- Dance Displays
- Family Entertainment
- Workshops
- Craft Market
- Real Ale / Cider
- Festival Foods
- Marketplace



Logo

White/Light Image



Black/Dark Background

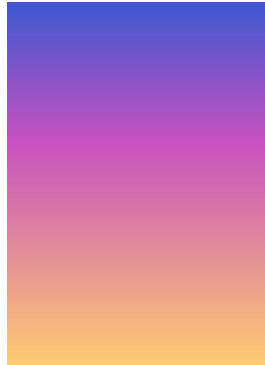


Icon



Elements

Background



Logo



Notes



Footer



Strapline

The Best Of Folk

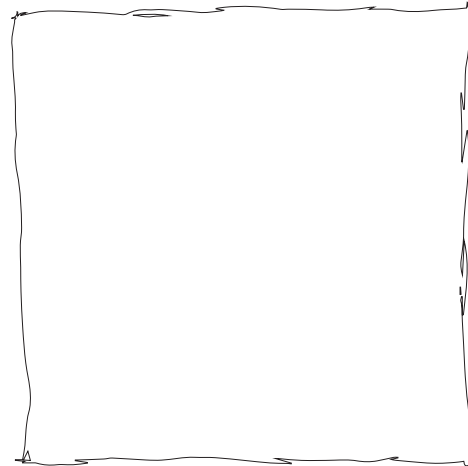
Date

7th - 10th September 2023

Contact Number

07990 629 203

Image Shape



Artists

Bold separated by bullets

Merry Hell • The Young'Uns

Summary

**Family friendly folk music festival
Great food + drinks + songs +
dance**

AFO Logo



Call To Action

Buy Evening/Day/Weekend tickets
Book your tickets online today:

Website

www.bromyardfolkfestival.co.uk

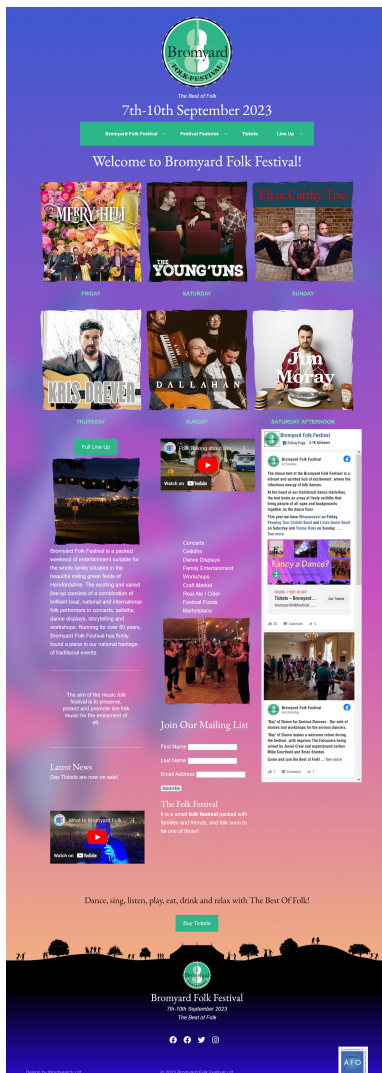


Implementation

Adverts



Website



Programme



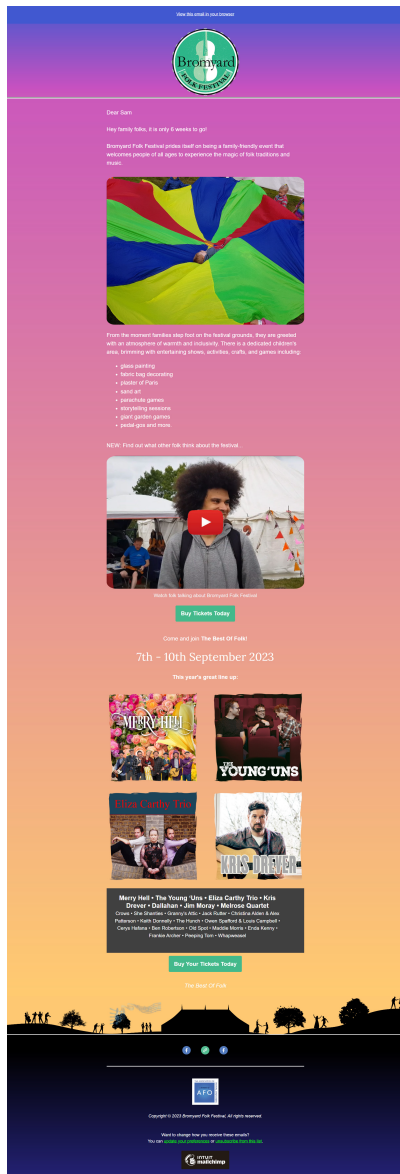
Signage



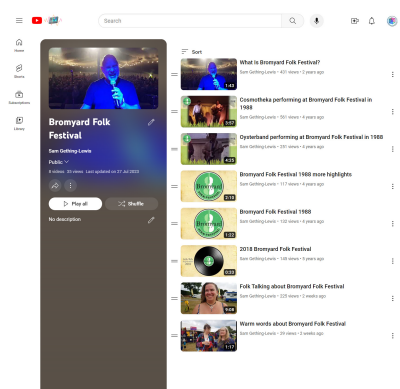
Merchandise



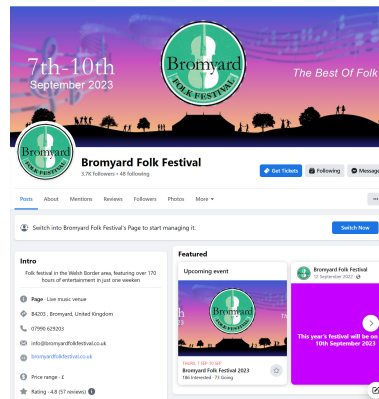
Mailchimp



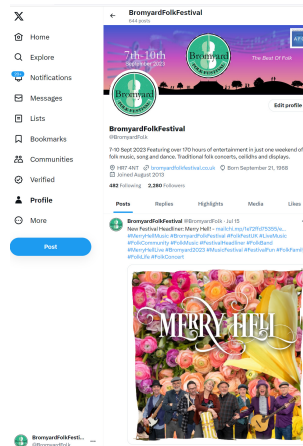
YouTube



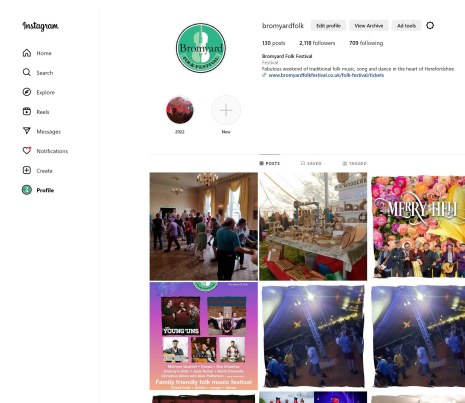
Facebook



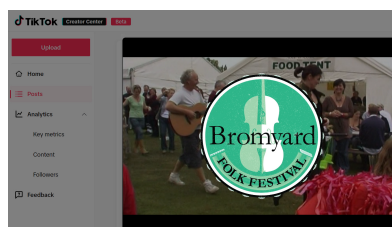
X (formerly Twitter)



Instagram



TikTok



#BromyardFolkFestivalLove
 #FolkFestVibes
 #CommunityConnection
 #FolkMusicMagic
 #BromyardJoy
 #FestivalMemories
 #MusicalUnity
 #FolkFestivalFaves
 #HeartwarmingTales
 #BromyardCheers
 #CelebrateCulture
 #FolkTraditions
 #FeelGoodMoments
 #FestivalFamily
 #PositiveVibes
 #BromyardBliss
 #CherishTraditions
 #FolkFestFriends
 #LocalMusicLove
 #KindWords
 #FolkFestivalMagic
 #UnityInMusic
 #BromyardAppreciation
 #ShareTheLove
 #HeartfeltStories
 #FolkloreFun
 #JoyfulConnections
 #BromyardSpirit
 #KindnessMatters

Colours

#2db689 Pantone 2270C
RGB: 45,182,137
CMYK: 74, 1, 62, 0

#000000 Pantone BLACK
RGB: 0,0,0
CMYK: 75, 68, 68, 90



CMYK: 0%, 21%, 64%, 0%

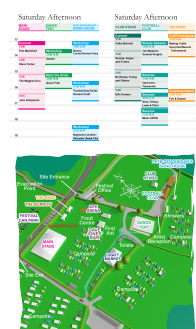
CMYK: 30%, 78%, 0%, 0%

CMYK: 80%, 70%, 0%, 0%



Main Colour			Tint		
R	G	B	R	G	B
235	0	138	253	229	243
0	164	81	229	246	237
0	172	237	229	247	253
10	115	102	230	241	239
0	166	156	229	246	245
246	146	30	254	244	232
144	39	142	244	233	243
43	56	143	233	235	244
169	95	39	246	239	233
112	100	87	240	239	238
100	44	144	239	233	244
158	31	98	245	232	239
244	125	31	254	242	232

MAIN STAGE
DANCE TENT
PETE GEOGHEGAN'S SONG HOUSE
CLUB STAGE
FOOTBALL CLUB
THE SHED
SITE ARENA
CRAFT MARKET
THE BURROW
DAVE JONES' BAR
FALCON BAR
FALCON MEWS
CONQUEST THEATRE



Headers

Garamond Regular 32pt #000 • Dividing Line 152mm x 1mm #2db689

Text

The Best Of Folk
Family friendly
folk music festival

Bromyard Folk Festival started in 1968 and sold 150 tickets. Now it is attended by thousands every year. Bromyard Folk Festival's goal has always been to promote folk traditions by making them as accessible as possible during one weekend of packed entertainment.

Date/Contact

Book online or call:
07990
629 203

Book your tickets online today:
www.bromyardfolkfestival.co.uk





The Best Of Folk



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