

**Beyond
The Valley**





Welcome to Our Brand Book

Inside you'll find:

Our Brand

An introduction to the festival, its mission, and its values.

Our Assets

A showcase of our designs and an overview of our creative processes.

Our Applications

Mockups and examples of how our brand is applied across various materials and platforms.



Our
Brand



Our Story

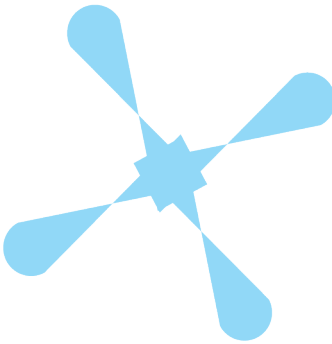
Beyond The Valley is an annual music and arts festival in Victoria, Australia, blending a diverse lineup of electronic, indie, rock, and hip-hop music with visual arts, cultural performances, and engaging activities.

Set in a picturesque location, it offers a unique end-of-year celebration for a community of music lovers and cultural enthusiasts.

Known for its vibrant atmosphere and commitment to sustainability, Beyond The Valley creates unforgettable experiences while promoting eco-friendly practices.

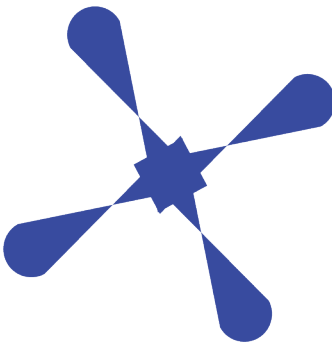


Our Values



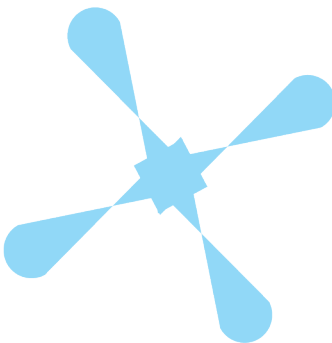
Community

Ensuring every festival attendee feels welcomed and valued, with programs designed to include diverse groups and promote a sense of belonging and community ownership in every aspect of the event.



Care

Emphasising the importance of caring for each other and the environment by integrating health and safety measures with environmental consciousness, such as ample hydration, wellness areas, and clear signage to maintain cleanliness and order.



Environment

Committing to the elimination of single-use plastics and promoting a cleaner festival experience through the use of sustainable materials and visible environmental branding, encouraging attendees to participate in eco-friendly practices during the event.



“

*Beyond the Valley provides
a vibrant music and arts
festival, with a focus on
sustainability, community
and care.”*



Brand Persona

Beyond The Valley embodies a persona of A Guardian – warm, inclusive, and proactive.

It champions community spirit, cares deeply for attendee welfare and environmental sustainability, and actively promotes a safe, diverse, and eco-friendly festival experience.

Our Assets



Primary Logo

The Beyond The Valley logo captures the essence of a vibrant and engaging festival experience. Its playful yet effective typeface communicates a welcoming and approachable design.

This logo serves as the perfect visual ambassador, symbolizing Beyond The Valley's ethos of community, care, and environmental consciousness.

Photo Examples



Colour Variations

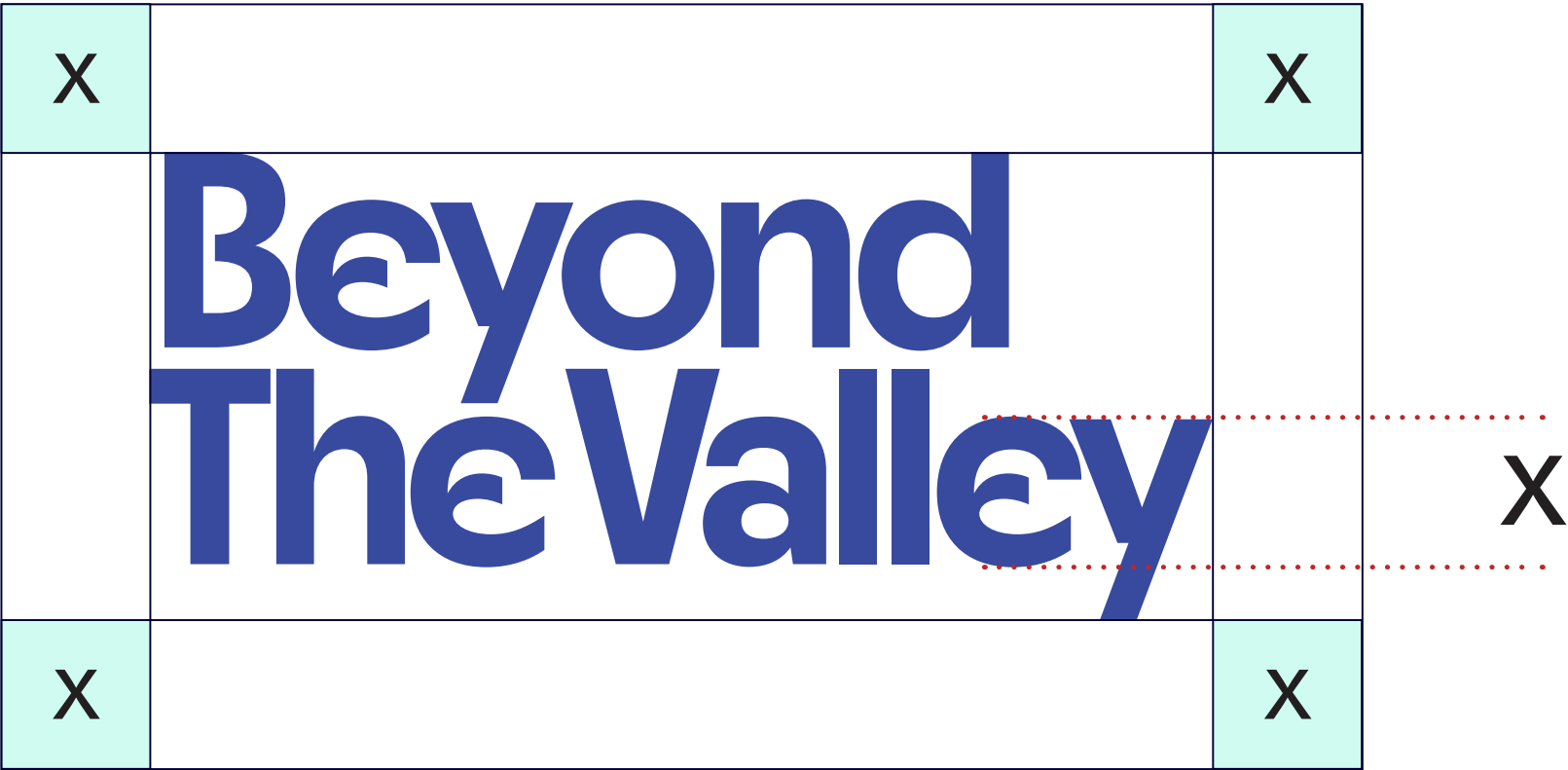
Beyond
The Valley

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The Valley

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Clear Space

The x-height of the logo determines the clear space around the Beyond The Valley logo. This designated area ensures no other graphics encroach upon the logo, maintaining its visual integrity and stand-alone impact.



Minimum Sizing



Setting a minimum size for the Beyond The Valley logo at 15mm ensures that all its design elements are clearly visible and legible, even from a distance.

This size requirement is particularly important for maintaining the effectiveness of the logo in various applications, such as promotional merchandise, event signage, and digital media.

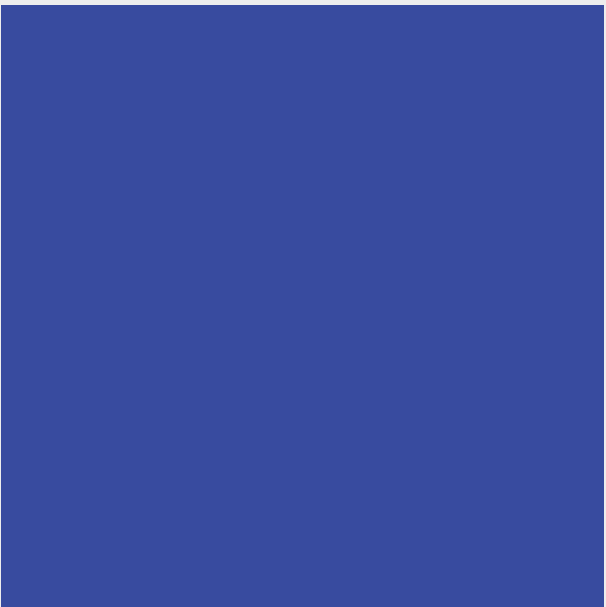
Colour Palette

The chosen colour palette of dark blue, light blue, and white for the Beyond The Valley logo and branding evokes a sense of reliability, tranquility, and clarity, reflecting the festival’s values of community and environmental care.

- Dark blue conveys strength and dependability
- Light blue offers a calming effect
- White enhances the sense of openness and purity

The use of a vibrant, smooth gradient that seamlessly transitions between these three colors across design assets not only adds a modern, dynamic aesthetic but also symbolises the festival’s inclusive and progressive spirit.

This gradient technique visually unites the colours in a way that suggests harmony and fluidity, perfectly mirroring the lively yet relaxed atmosphere of the festival.



Dark Blue

CMYK 72 60 0 38

RGB 56 75 159

#384b9f

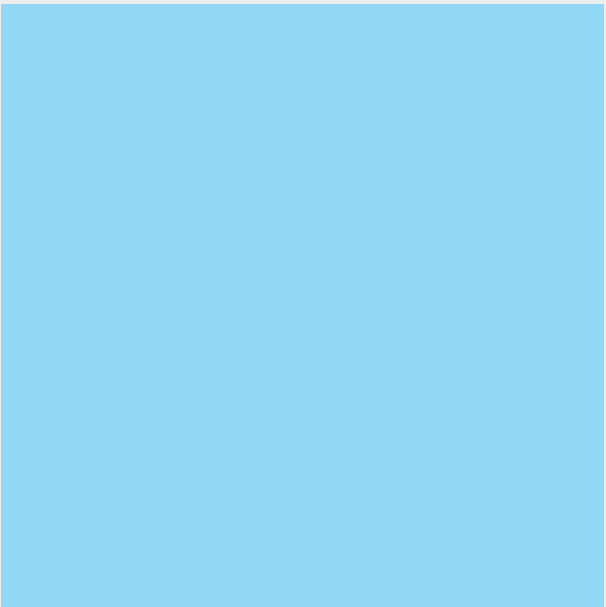


White

CMYK 0 0 0 0

RGB 255 255 255

#ffffff



Light Blue

CMYK 41 9 0 3

RGB 145 216 247

#91d8f7

Typography

Logo

“Neighbor” is a distinctive display font known for its friendly and welcoming aesthetic, characterised by rounded edges and a slightly irregular form that adds a personal, handmade touch.

This font’s approachable and informal style makes it an excellent choice for the ‘Beyond the Valley’ logo, where the goal is often to attract a diverse audience and create a sense of community and celebration.

The chosen weight for the Logo is ‘Bold’.

Neighbor

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Thin *Italic*

Extralight *Italic*

Light *Italic*

Regular *Italic*

Medium *Italic*

Semibold *Italic*

Bold *Italic*

Extrabold *Italic*

Black *Italic*

**Beyond
The Valley**

Typography

Branding

“Raleway” is an elegant sans-serif typeface that boasts a clean and modern design, making it an excellent choice for comprehensive branding and assets for a festival.

Raleway’s balanced letterforms with generous spacing make it highly legible in both large displays and small text, ensuring clarity across all branding materials, from festival posters to the fine print on tickets and websites. It’s sophisticated yet unassuming appearance helps to convey a sense of professionalism and refinement, aligning well with festivals that aim for a contemporary and high-quality aesthetic. This adaptability and stylish approach make Raleway a favored font for festival branding, contributing to a cohesive and attractive visual identity.

Raleway

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Thin *Italic*

Extralight *Italic*

Light *Italic*

Regular *Italic*

Medium *Italic*

Semibold *Italic*

Bold *Italic*

Extrabold *Italic*

Black *Italic*

***EXPERIENCE
COMMUNITY
& CARE***



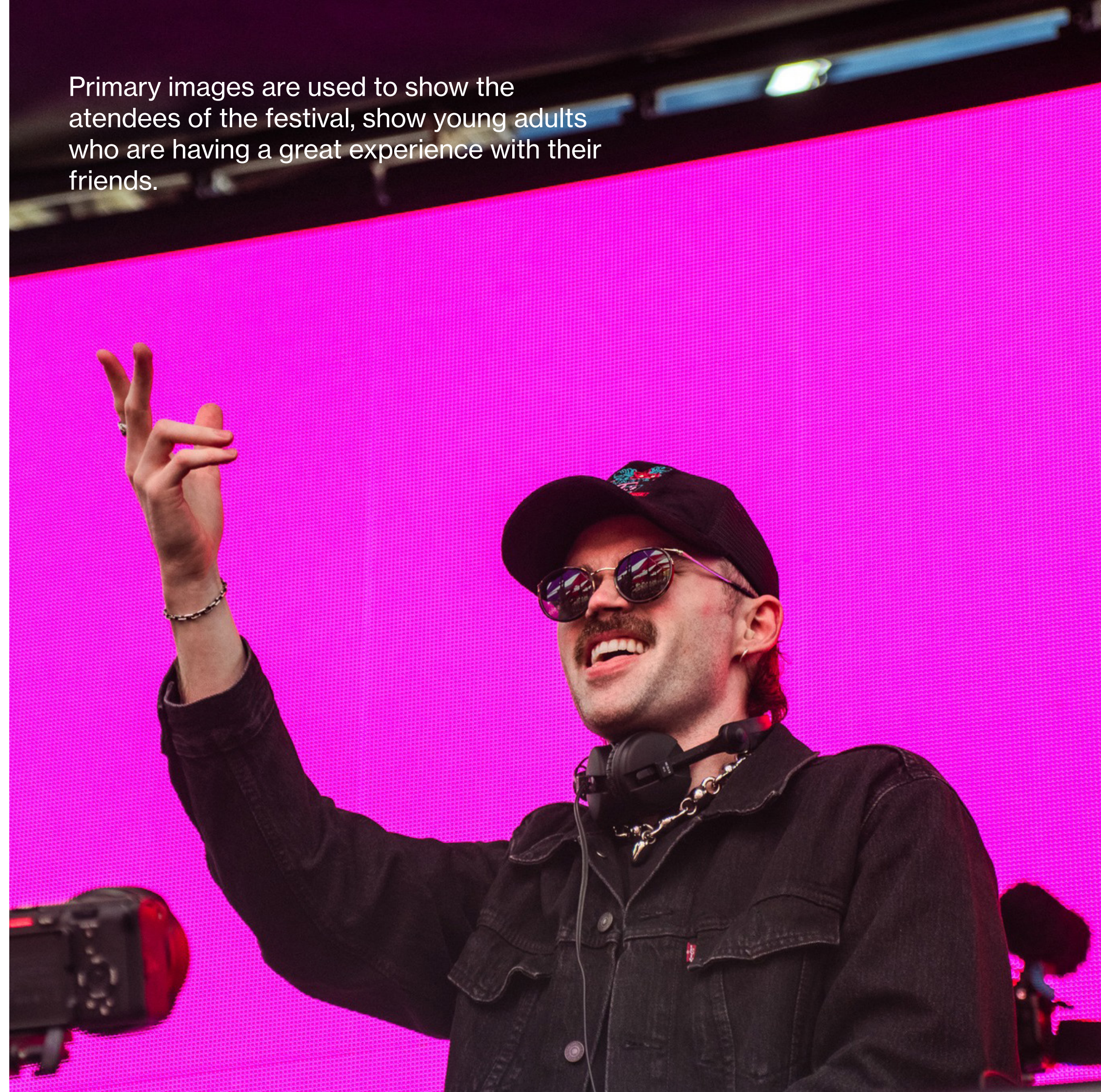
Beyond The Valley

***EXPERIENCE
COMMUNITY
& CARE***

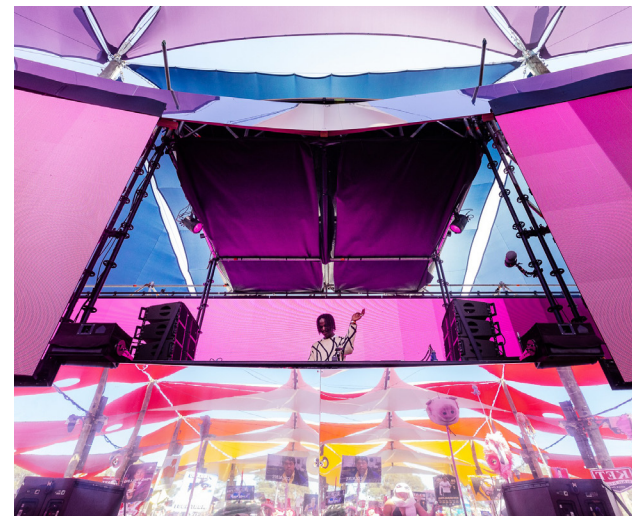
Primary Images



Primary images are used to show the attendees of the festival, show young adults who are having a great experience with their friends.



Secondary Images



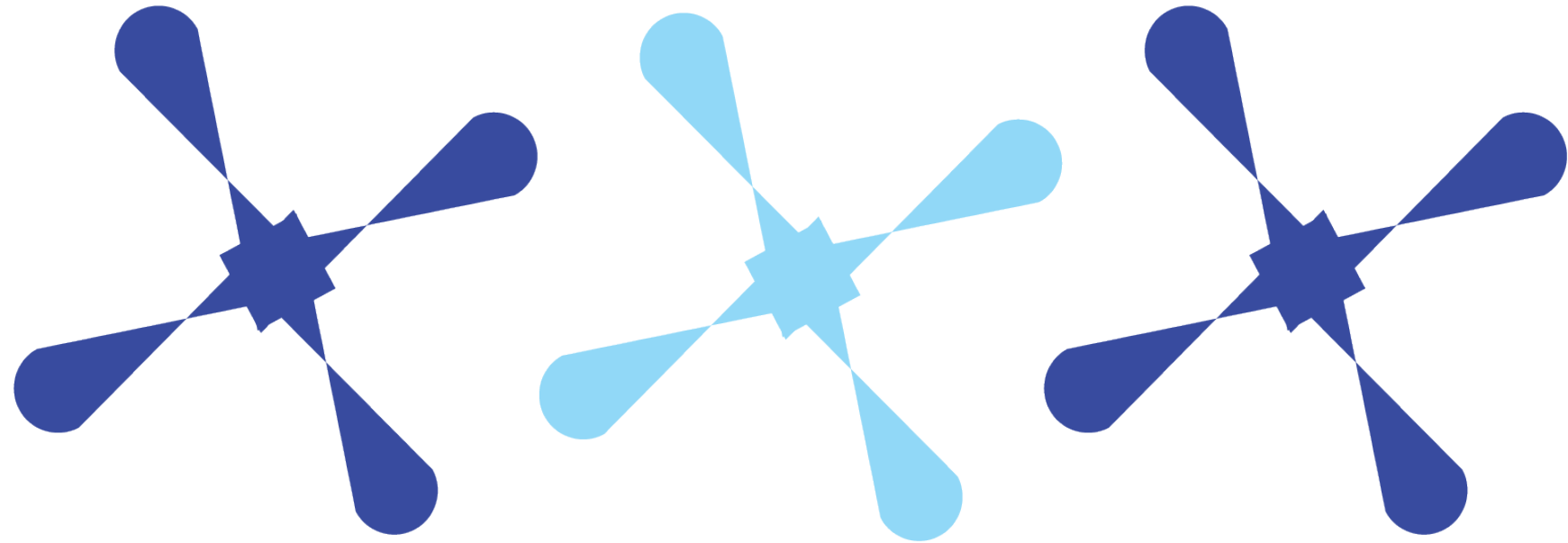
Secondary images are used to display the environment of the festival, showcasing colourful lights, big stages, artists and activities to be had.



Illustrations

The illustrations used within the design applications relate not only to the brand values, but also, the celebrations of the new year.

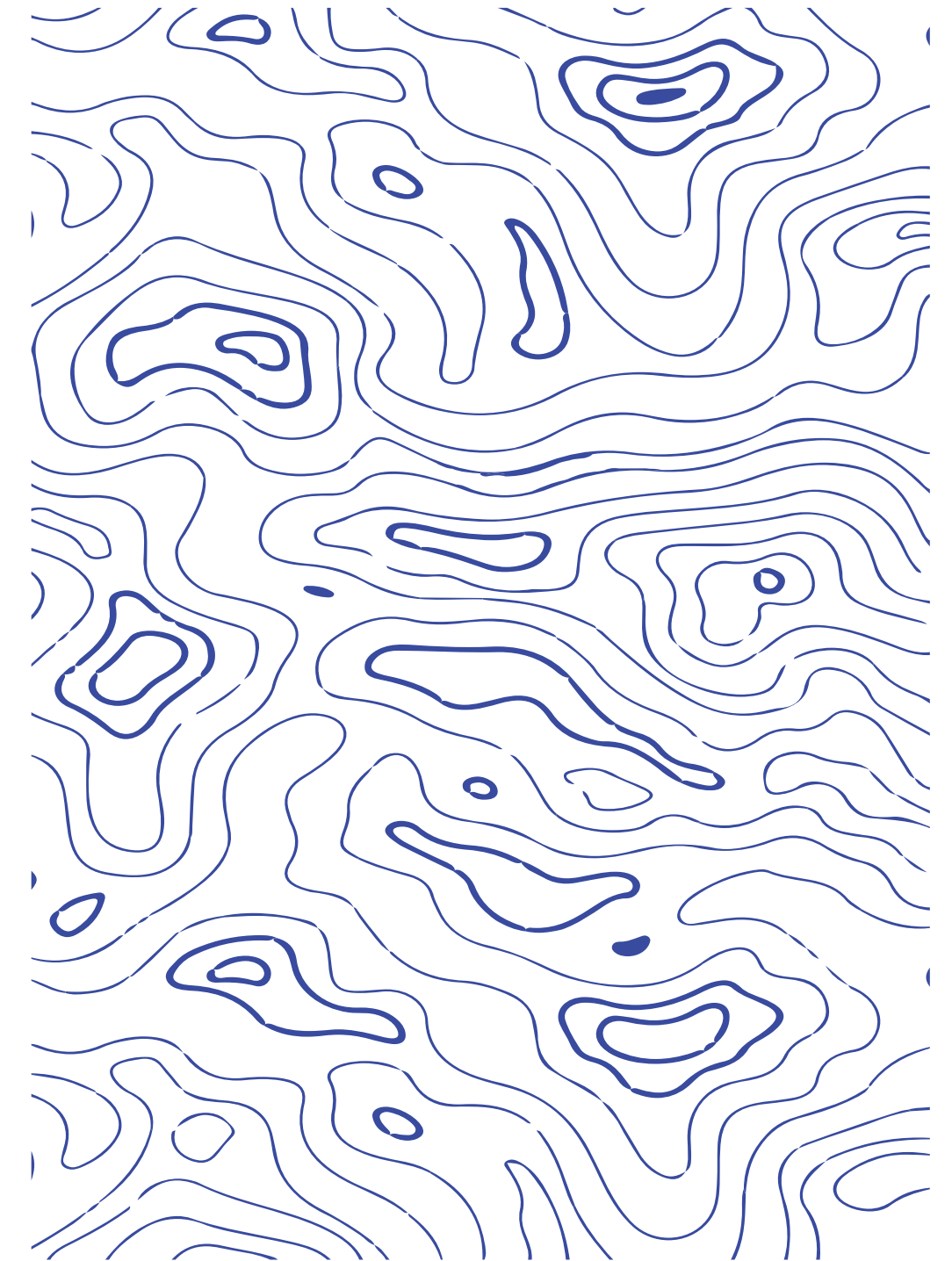
Fireworks



The firework-like designs visually represent the celebrations to be had at the festival, and are seen throughout the various applications as either markers, patterns or decorations.

Topographic Lines

The topographic lines also feature throughout designs, however, are a more subtle illustration. These lines connect the applications to the festival's value of being environmentally friendly.



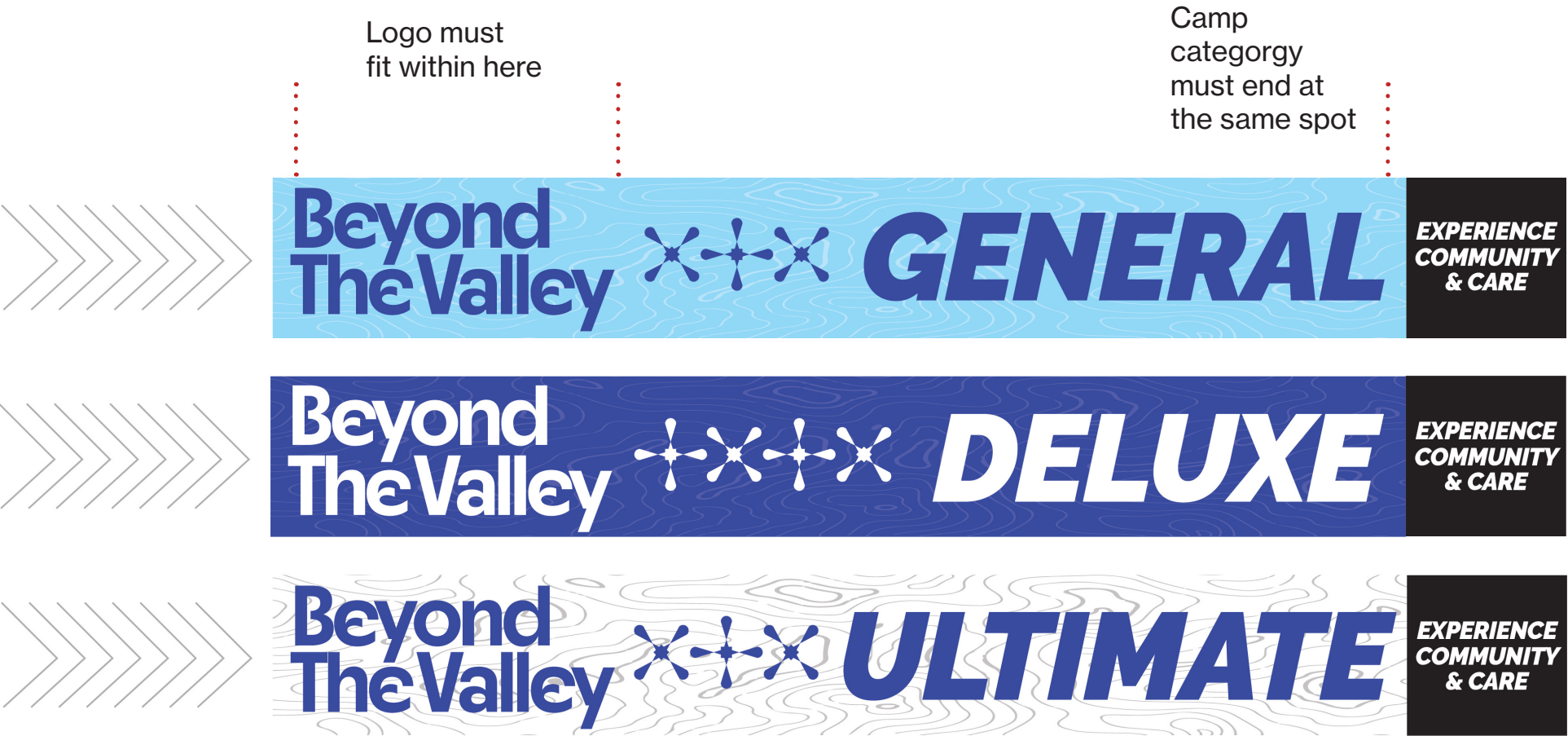


Our Applications

Wristbands

Wristbands created for users to be identified into their relevant camping areas for the festival, using the chosen colour palette, with each colour representing a different section.

Wristband layout can be applied to both a rubber or paper design.



Tickets

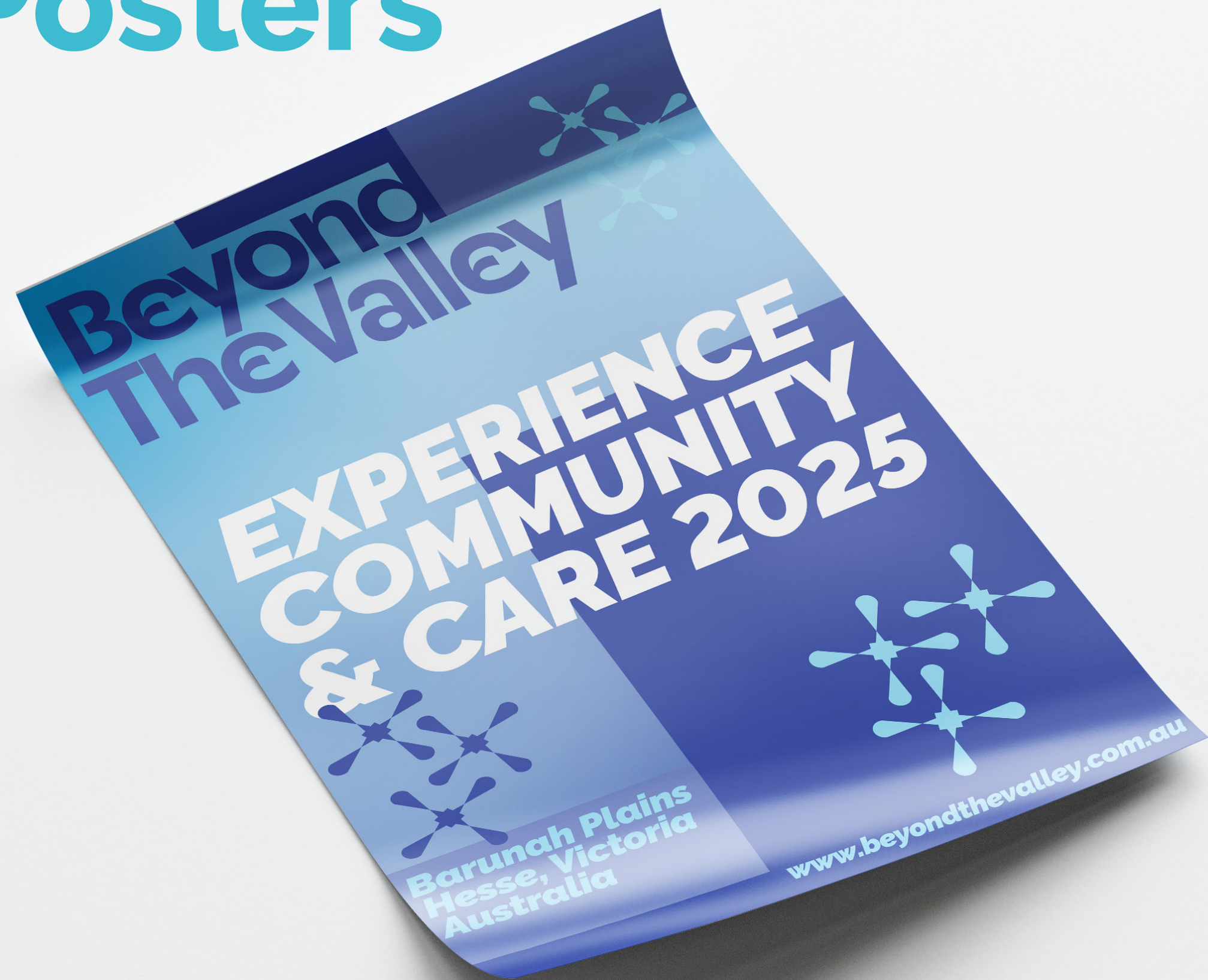
Tickets created for users when entering the festival to be directed to their relevant areas. Following the chosen colour palette, each category of ticket has different colour.

Logo must
fit within here

Provided colour
scheme must
be followed



Posters



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www.beyondthevalley.com.au

Festival posters are used to advertise to the target audience by showcasing key information and eye-catching visuals. They highlight the festival's name, essence, and website.

These posters would be strategically placed in high-traffic areas to ensure maximum visibility and reach potential attendees, effectively spreading the word about the event.

Slogan must be centered.

Must include at least website

Wayfinding

Wayfinding signs are used internally within the festival to help attendees navigate the event. These signs clearly mark paths, areas, and facilities, ensuring that everyone can easily find their way to stages, first aid help, camping, and other important locations.

By providing clear directions, wayfinding signs enhance the overall festival experience, making it more enjoyable and stress-free for all attendees.



Point size must stay consistent across all signs



Copy ends at same distance from end of sign.



Staff Lanyard

Staff lanyards are used to distinguish employees from festival staff, artists, and security. Each category is assigned a gradient color scheme, following the chosen color palette, allowing festival attendees to easily identify them.



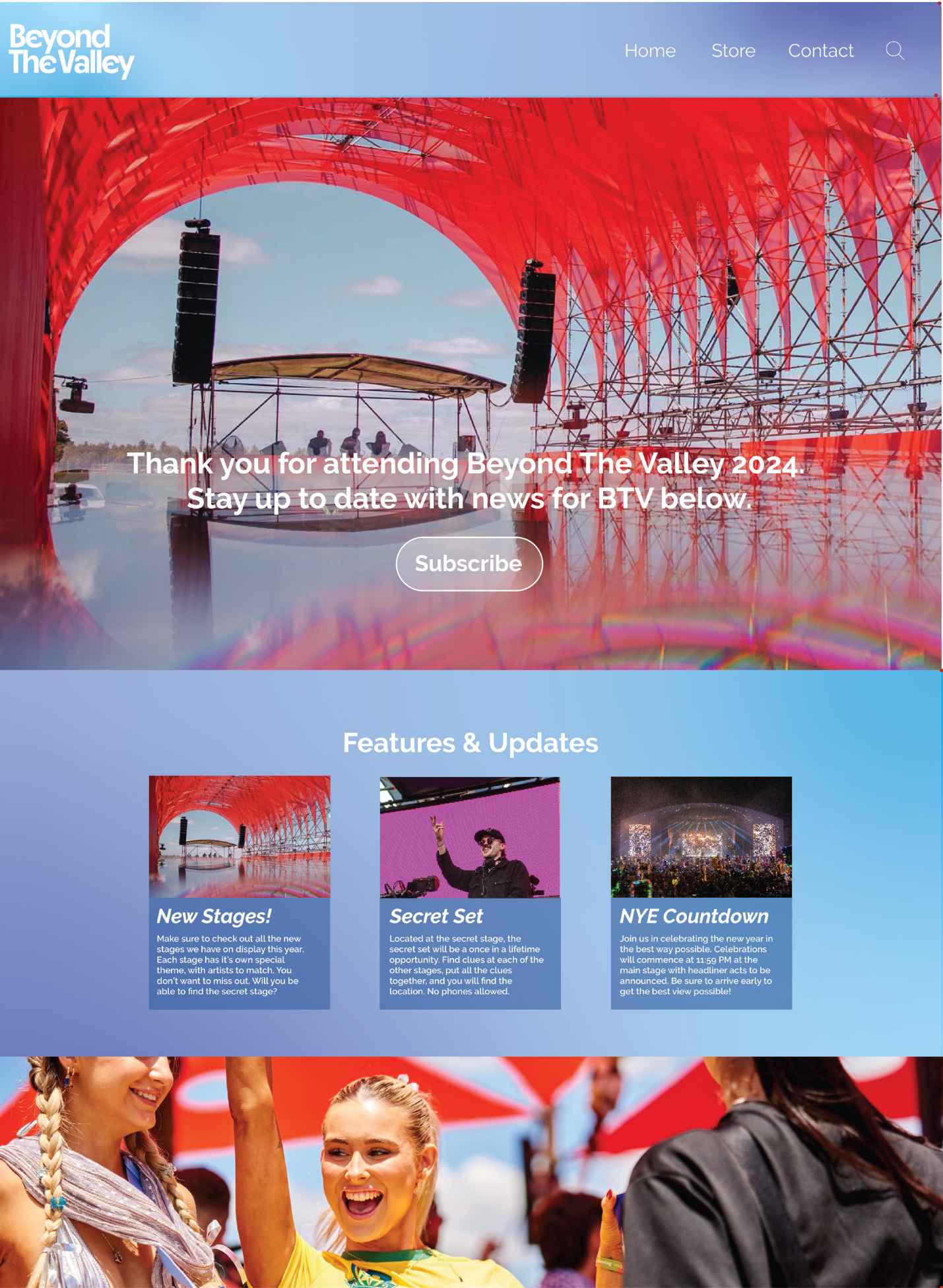
Same point

Same width



Website

The festival website serves as a central hub for attendees to book tickets, stay updated with the latest festival news, and view photos from past events. It features an intuitive navigation system, allowing users to easily secure their spot, read updates, and explore photo galleries to relive previous festival highlights.



Header

Image 1
size

Page 1

Feature
boxes

Page 2

Image 2
size





DESIGNER

Matt Leembruggen

TYPEFACES

Raleway

Neighbor

Neue Haas Grotesk

Photography

www.beyondthevalley.com.au

BINDING

Perfect

