

Michigan Irish Music Festival

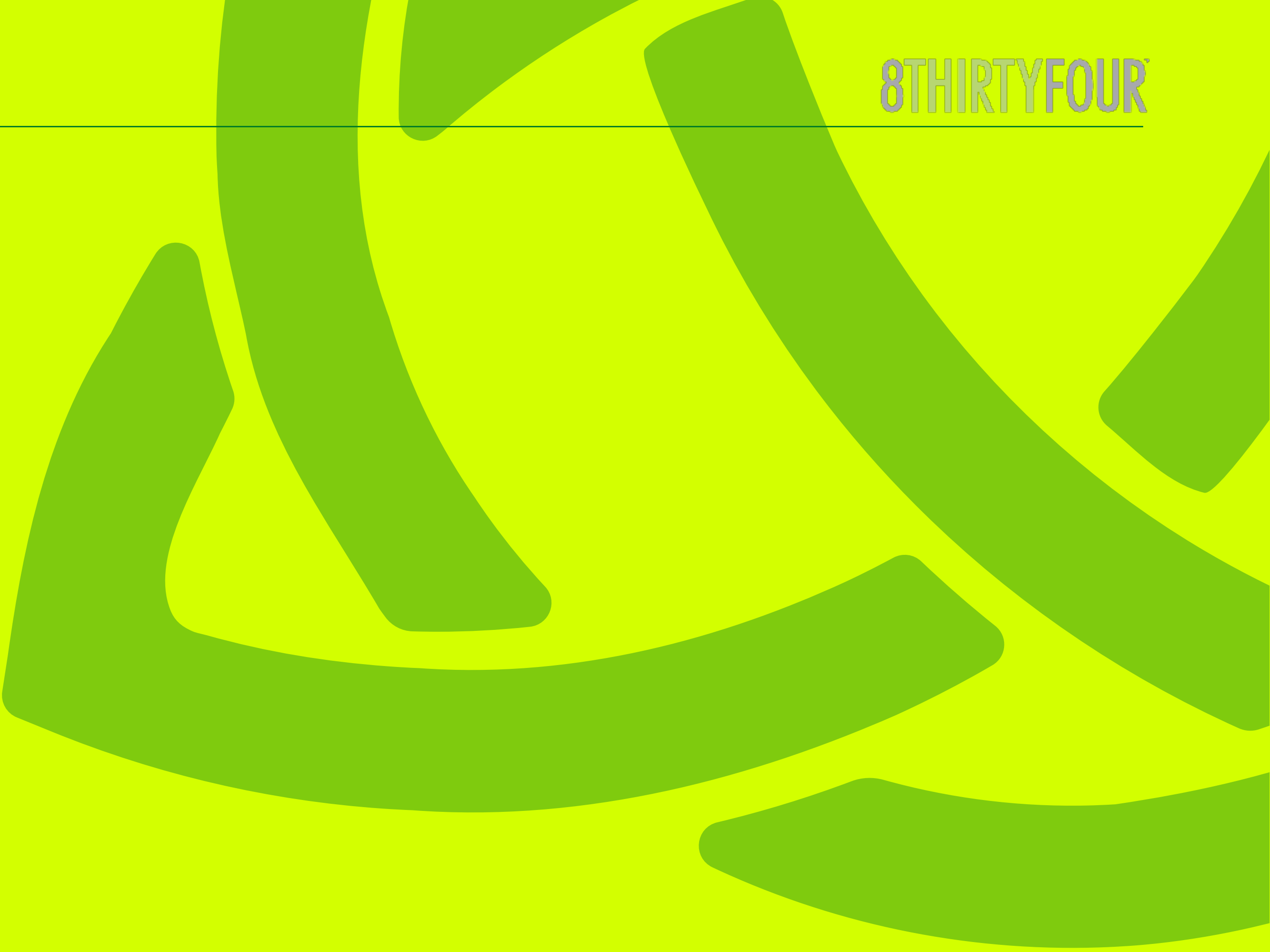
BRAND GUIDELINES

CONTENTS

1.0	Logos	2.0	Typography	4.0	Assets
1.1	Primary Logo	2.1	Type Overview	4.1	Assets Overview
1.2	Secondary Logo	2.2	Styles & Weights	4.2	Assets Usage
1.3	Brandmark	2.3	Hierarchy	4.3	Social Media Examples
1.4	Logo Usage	2.4	Color Usage	4.4	Social Media Examples Continued
1.5	Logo Usage Continued	2.5	Color Usage Examples		
1.6	Logo Usage Example				
1.7	Logo Rules	3.0	Color		
		3.1	Color Overview		
		3.2	Print Colors		
		3.3	Hierarchy		
		3.4	Details		
		3.5	Color Usage		
		3.6	Color Usage Examples		

The Michigan Irish Music Festival is more than a celebration – it's the Midwest's destination for authentic Irish culture, where world-class entertainment meets genuine hospitality. For over two decades, this entirely volunteer-driven festival has transformed Muskegon into a vibrant hub of Celtic music, dance, and tradition, welcoming both Irish enthusiasts and cultural explorers alike. It's known for a commitment to excellence, a warm "we're glad you're here" spirit, and the ability to blend traditional heritage with contemporary energy, creating an unforgettable experience that makes it "the best damn fest in the Midwest."

LOGOS



The Logos

Primary Logo

Our logo features a connecting “I.”

Our logo is a vibrant connection between Michigan and Irish Heritage, symbolizing cultural celebration and inclusivity. Our mark combines a welcoming, rounded sans-serif font that captures a youthful, engaging spirit with a sharp complementary typeface underneath, creating a balance of approachability and professionalism.

This design intentionally communicates our festival's inclusive nature, inviting audiences of all ages to experience the richness of Irish musical traditions. By blending softer and more defined typographic elements, we signal that our festival is both vibrant and sophisticated—a celebration that honors tradition while remaining contemporary and accessible to everyone.



The Logos

Secondary

Horizontal Logo Lockup

The secondary logo arrangement featuring "MICHIGAN IRISH" laid out horizontally represents a strategic design solution for more formal and professional applications. This composition offers enhanced versatility, allowing for clean integration into letterheads, official documents, digital communications, and promotional materials where a more structured, linear presentation is desired. By horizontally aligning the words, the logo maintains the festival's core identity while providing a streamlined, professional aesthetic that can easily adapt to various design contexts, from official correspondence to sponsorship documents and administrative communications.

MICHIGAN IRISH
MUSIC FESTIVAL

MICHIGAN IRISH
MUSIC FESTIVAL

The Logos

Brandmark

Bold Identity, Compact Impact: Our Brand Mark

The MIMF brand mark serves as a compact visual identifier for the Michigan Irish Music Festival, designed for applications where space is limited or full logo legibility is challenging. Constructed as a rounded corner rectangle, the mark features "MIMF" as the primary typographic element. Complementing this is the "MICHIGAN IRISH" text from the original logo, strategically positioned to maintain brand recognition. This versatile mark allows for flexible branding across various mediums, from merchandise and digital platforms to small-scale promotional materials, ensuring consistent brand representation while adapting to spatial constraints. The brand mark's simplified design maintains the festival's core identity, serving as a recognizable shorthand that instantly connects viewers to the Michigan Irish Music Festival's vibrant brand experience.



The Logos

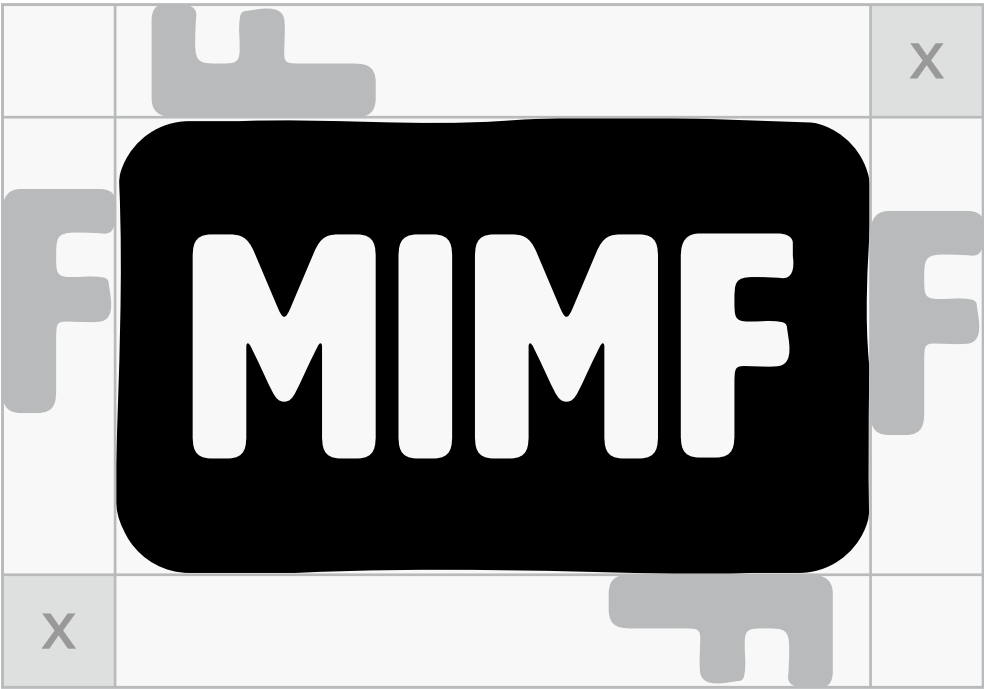
Logo Usage

Always leave space around our logo mark and brandmark.

When placing our logo on any application, it is important that you follow these guidelines in order to make sure our identity always looks the part.

For the very best impact, our logo needs a minimum space of 'X' all the way around it. X = the width of “C.”

In order to make sure that our logo is always legible in small spaces, please do not make the logo mark any smaller than 25px tall.



The Logos

Logo Usage

The logo lockups should also be given space to breath.

When applying our logo across various mediums, maintaining clear space ensures our brand identity remains impactful and legible.

To preserve visual integrity, provide a minimum clearance equal to the width of the capital "C" in our logo around all sides. This protective zone prevents visual clutter and keeps our mark distinctly recognizable, allowing the logo to breathe and command attention in any application.



The Logos

Logo Usage

Space constraints determine our logo application.

This approach ensures brand visibility and recognition across diverse design contexts, adapting our visual identity to fit the available space while maintaining consistent brand integrity.

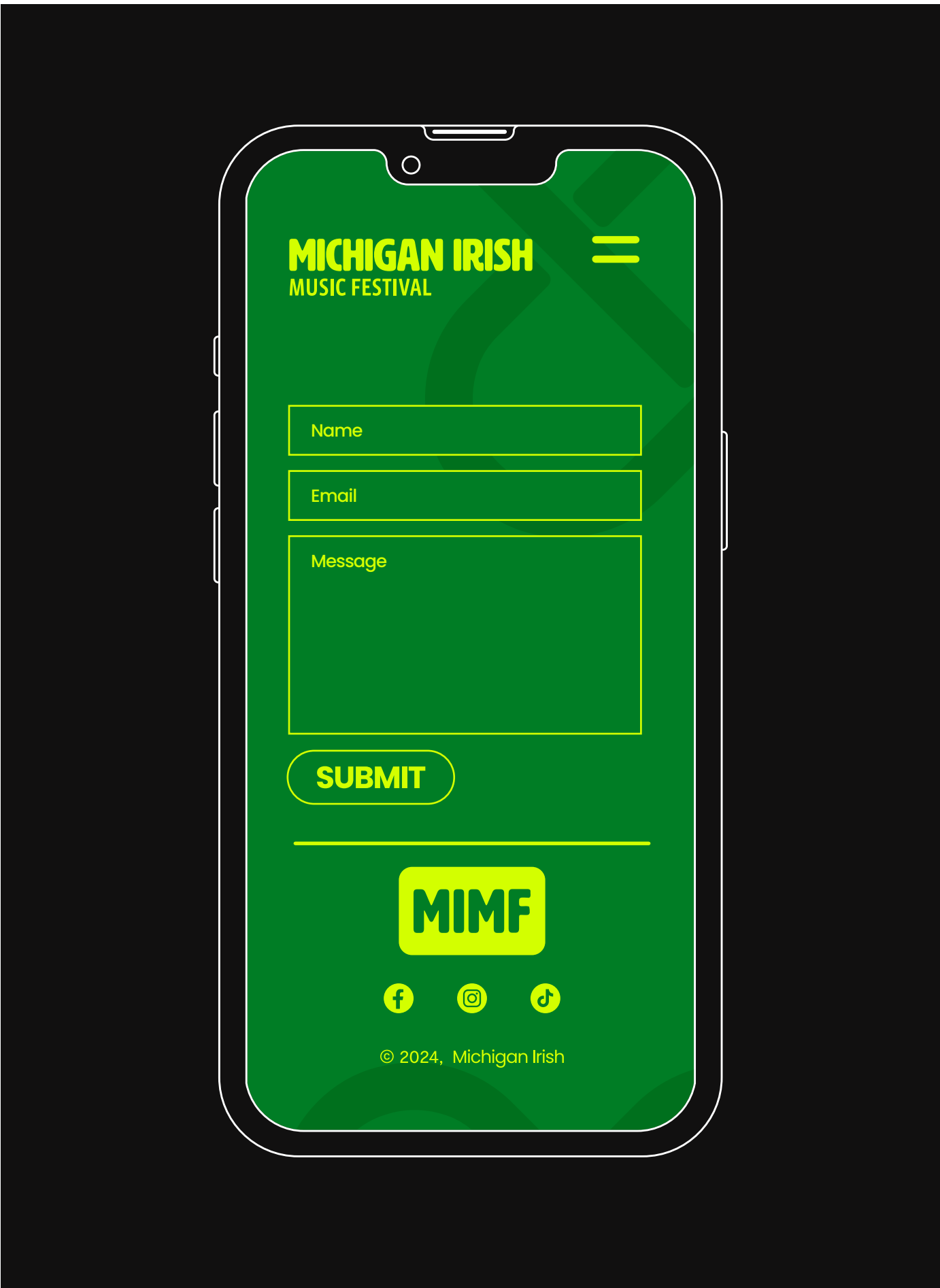
Example 1

Vertical Space = Primary Logo

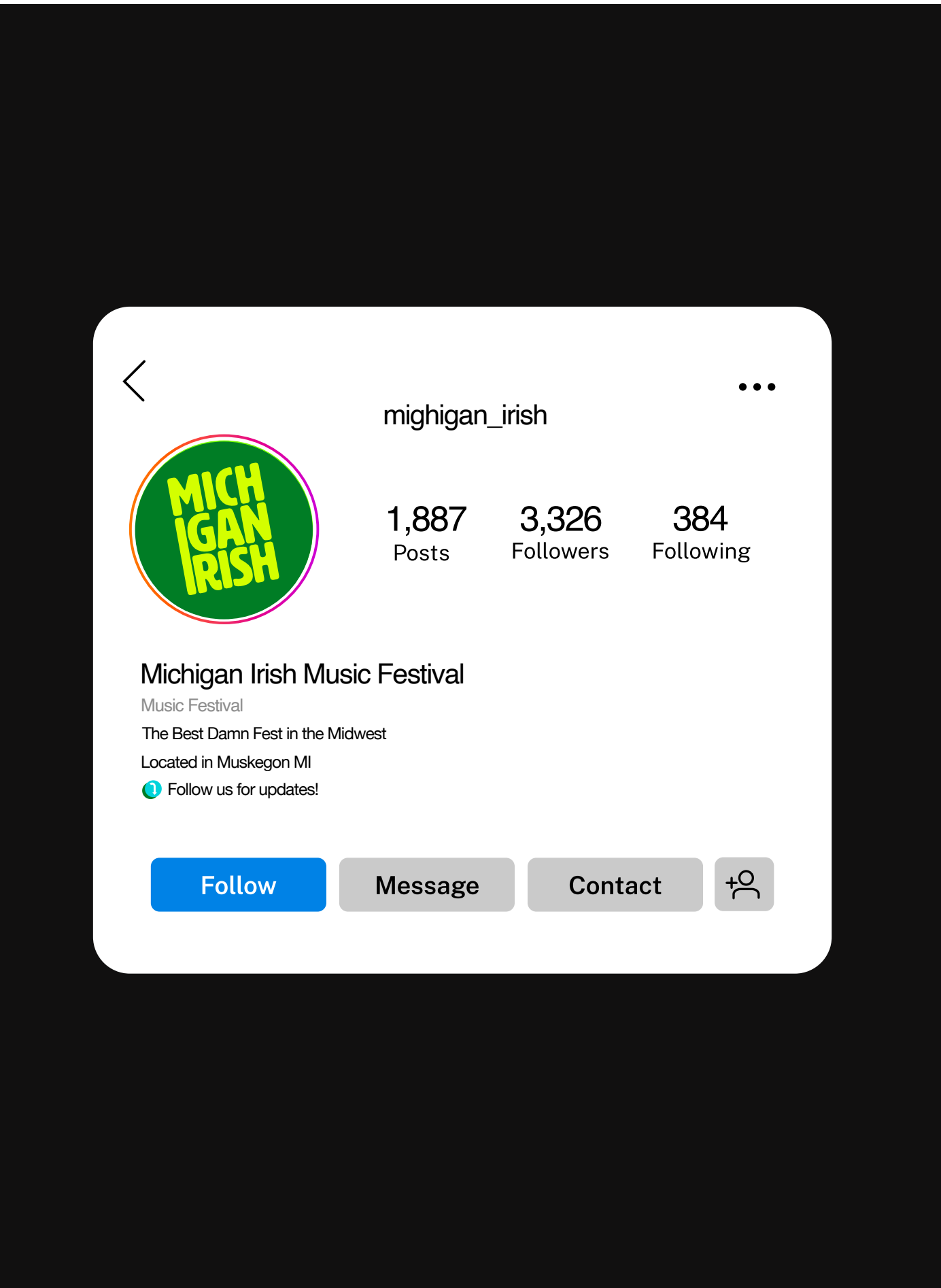
Example 2

Minimal space = Brandmark

Example 1



Example 2



Our logo means a lot to us.
Please treat it with respect.

How not to use the logo

✗ Do not reflect



✗ Do not add a gradient



✗ Do not add a shadow



✗ Do not separate



✗ Do not stretch/skew



✗ Do not add color to elements



✗ Do not use two colors



✗ Do not add a stroke



TYPOGRAPHY

Typography

Overview

Rubik

Light
Regular
Medium

Bold
ExtraBold
Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Typography

Styles & Weights

The two main fonts are Rubik for display headings, and Poppins for body.

Rubik serves as our headline and display font, utilizing Medium and Bold weights for titles and headers. Optimal size range is 24px to 72px, providing strong visual hierarchy with its geometric sans-serif design. Poppins functions as our body copy font, primarily using Regular weight at 14px to 16px. Its geometric structure ensures legibility across digital and print media, supporting extended reading with clean, consistent letterforms.

When combining these typefaces, prioritize clear typographic contrast: bold, larger Rubik headings paired with more subtle, readable Poppins body text. This approach creates a balanced, professional visual communication strategy.

*Cormorant SC serves as our tertiary accent typeface, to be used sparingly and strategically for critical call-outs, emphasizing specific information that requires immediate visual distinction from our primary Rubik and Poppins type system.

Rubik

Medium Display | Headlines | Sub-headers

Poppins

Regular Sub-headers | Body Copy

Sue Ellen Francisco

Regular Callouts

Typography

Hierarchy

Typography is our visual voice, communicating brand personality through strategic font application.

Rubik serves as our primary display font, utilizing multiple weights to command attention in headlines ranging from 24px to 72px. By contrast, Poppins provides a complementary body copy typeface, with Regular weight at 14px to 16px ensuring readability and balance. This approach allows us to create clear distinctions between headline, subheadline, and body text, guiding the reader's eye through our content. Uppercase Rubik delivers powerful, impactful messaging, while sentence case offers sophistication. By deliberately varying font sizes and weights, we create a dynamic typographic system that communicates brand personality and ensures key messages stand out effectively.

Headline
Rubik SemiBold

Sub-header
Poppins Regular

Body Copy
Poppins Regular

CTA
Rubik ExtraBold

Headline

Sub-header

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

CALL TO ACTION

Typography

Color Usage

Legibility is important. When selecting colors, please use this guide.

When combining our primary colors in a piece of communication, always try to ensure legibility. Do not layer bright colors on top of another or dark colors on top of another in a way that would make something difficult to read.

Here are a set of primary color combinations that could be a good place to start.

**You Don't Have to
Be Irish to Love this Fest**

**You Don't Have to
Be Irish to Love this Fest**

**You Don't Have to
Be Irish to Love this Fest**

Typography

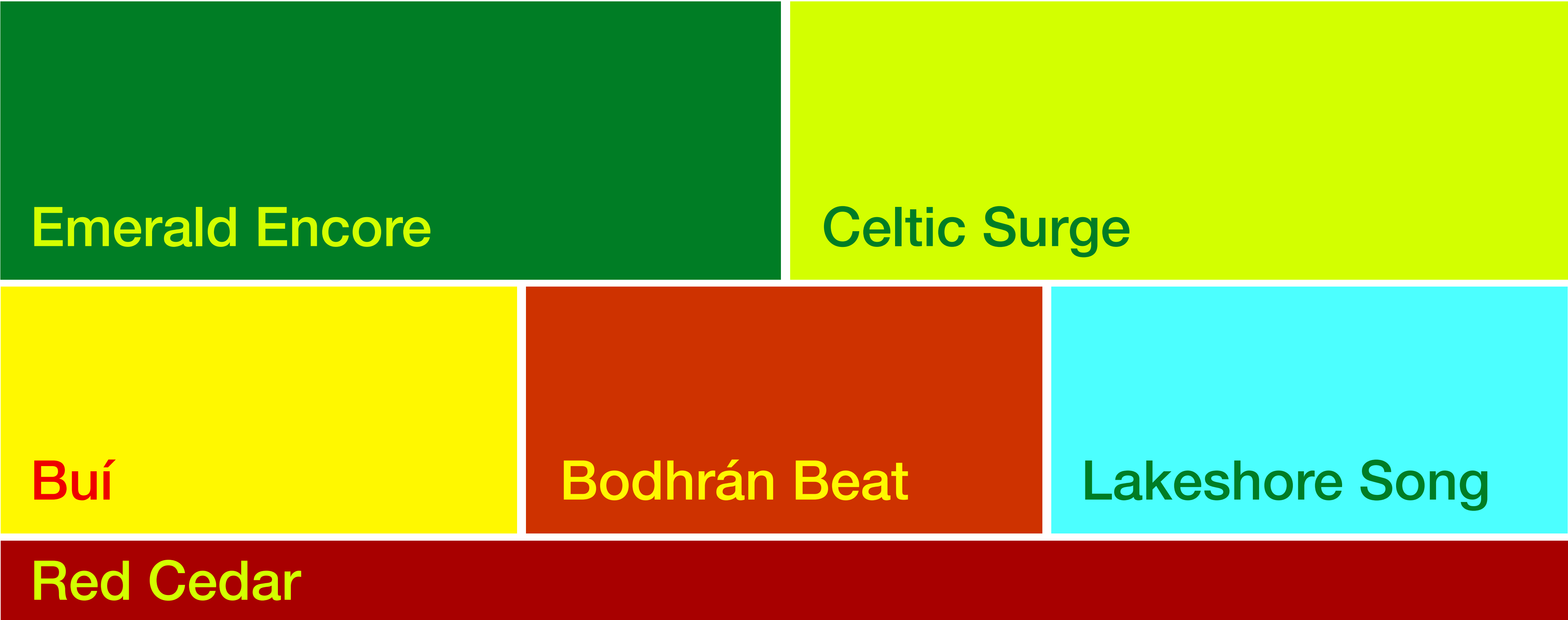
Examples



COLOR

Color

Overview



Color

Print Colors

<p>PANTONE® 356C</p>		<p>PANTONE® 388C</p>	
<p>PANTONE® P1-8C</p>	<p>PANTONE® 1665C</p>	<p>PANTONE® 311C</p>	
<p>PANTONE® 3517C</p>			

Color

Hierarchy

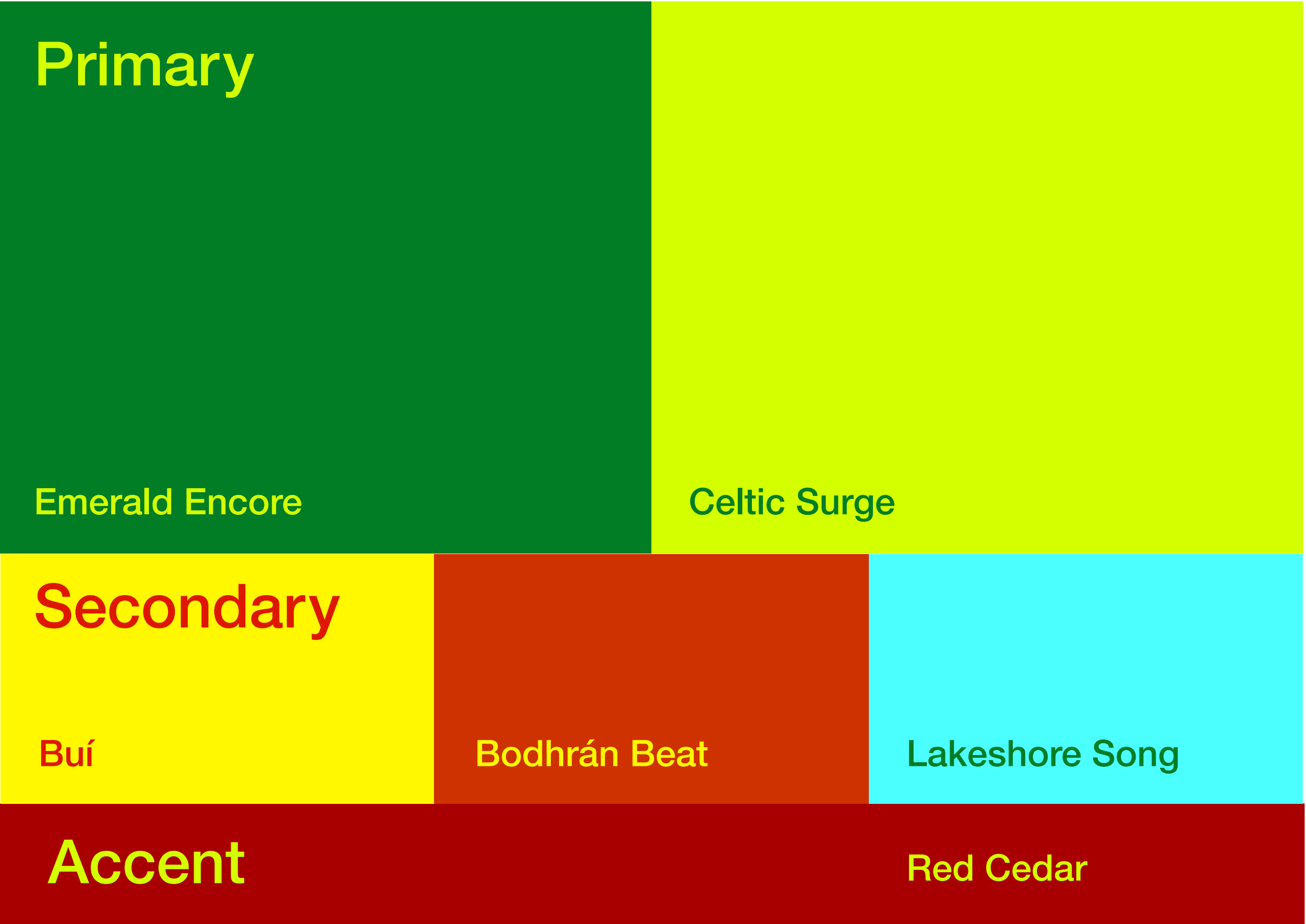
When using color hierarchy and importance, use this guide.

Our color palette is a strategic tool for visual communication, designed to create a distinctive and cohesive brand identity. Primary colors Emerald Encore and Celtic Surge form the core of our visual language. These colors should be used predominantly across applications and marketing collateral, serving as the primary visual anchor for our brand expression.

Our secondary color palette, featuring Buí, Bodhrán Beat, and Lakeshore Song, offers additional versatility for layering and creating visual interest.

The accent color Red Cedar should be used sparingly and strategically.

*Note: White (#FFFFFF) and black (#000000) can provide essential contrast and clarity, allowing our primary colors to shine while ensuring readability and visual balance. They may be used on products such as the website, social media ads, and other promotional materials.



Color

Details

Emerald Encore

A deep, natural shade that brings the calm and tranquility of nature

Calm | Earthy

Celtic Surge

A zesty, bright green that energizes with playfulness and excitement

Energetic | Bold

Bodhrán Beat

A fiery red-orange that infuses passion and warmth into any moment

Warm | Inviting

Buí

A radiant yellow that shines with optimism and joy

Vibrant | Joyful

Lakeshore Song

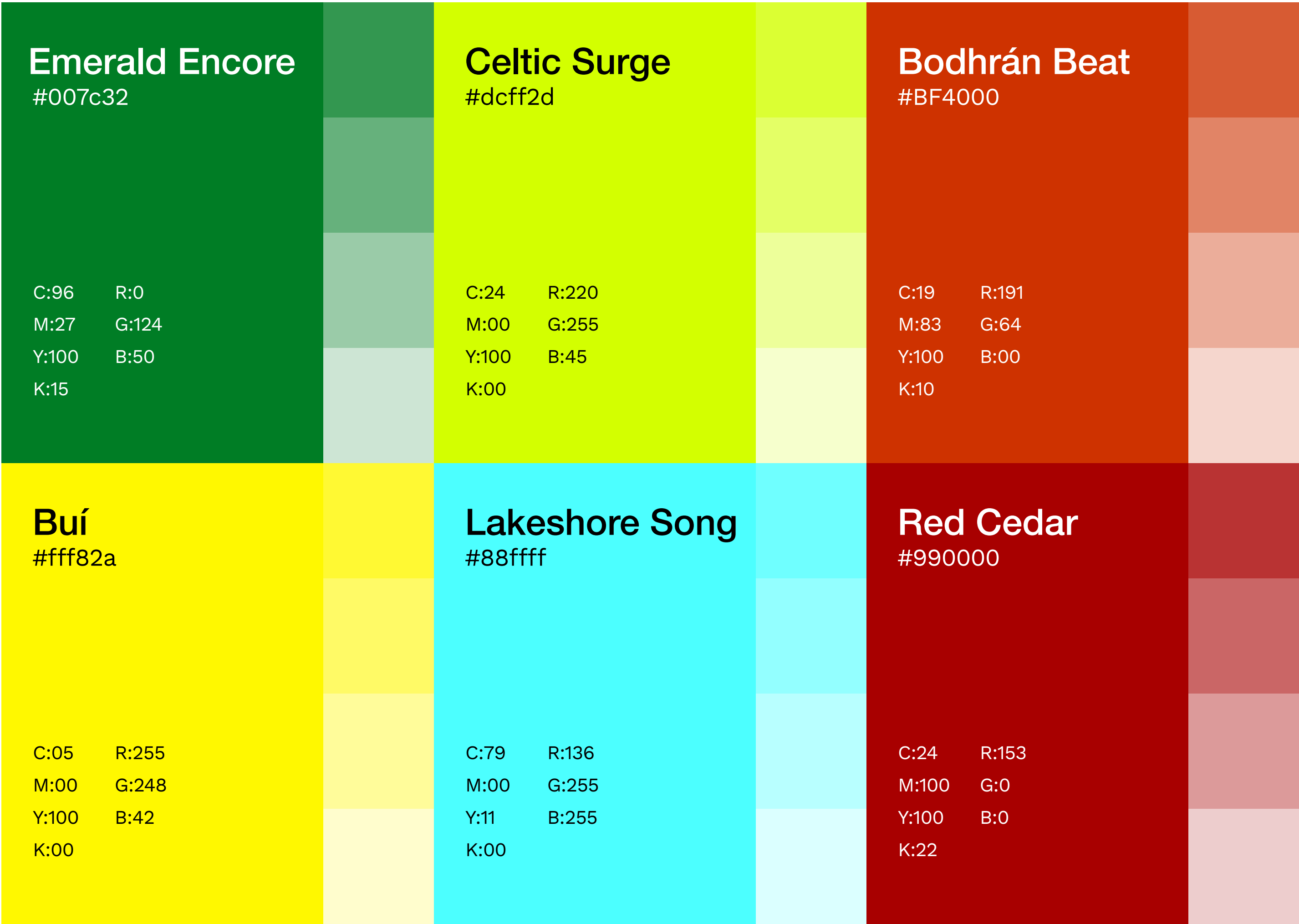
A refreshing cyan that evokes cool waters and a sense of calm

Cool | Refreshing

Red Cedar

A bold, vibrant red that burst with energy and intensity

Intense | Empowering



Color

Usage

Specific color combination rules ensure our brand's visual consistency.

Emerald Encore (#007c32) and Celtic Surge (#dcff2d) can be used together, creating a harmonious and vibrant green spectrum.

Bodhrán Beat (#bf4000) can be applied on the Celtic Surge background to create dramatic contrast and vice versa.

Buí (#fff82a) can be applied on the Bodhrán Beat background to create dramatic contrast and vice versa.

Lakeshore Song and (#88fff) can be effectively used on Emerald Encore and vice versa.

*Red Cedar (#990000) should also only be used on our brand assets, not for text or backgrounds.



Color

Examples



ASSETS

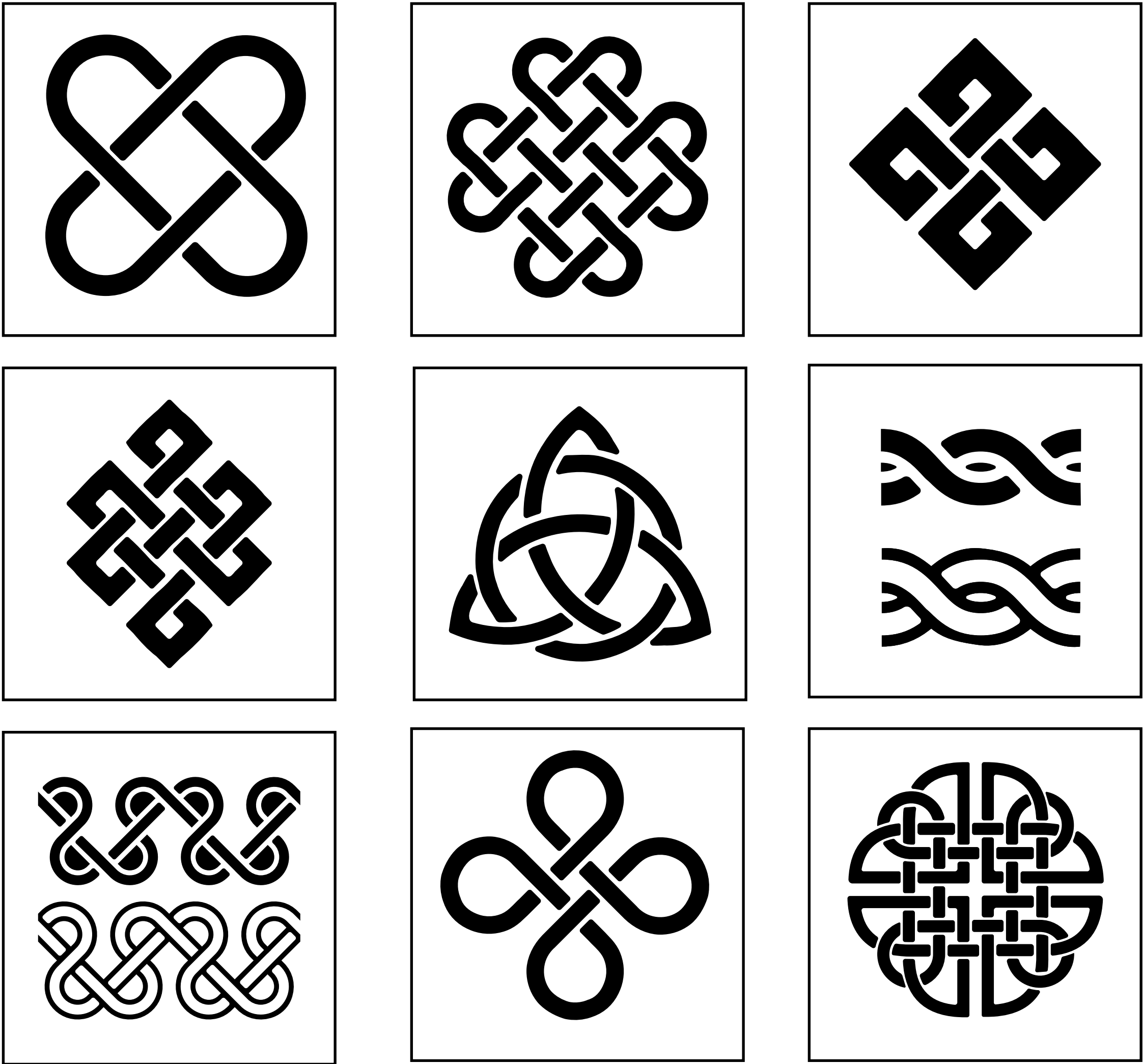
Assets

Overview

Our creative assets help us communicate our identity without our logo mark.

Conceived as a comprehensive brand asset, these symbols can be applied to merchandise graphics, social media design elements, event signage, promotional materials, website backgrounds, and printed collateral. By maintaining similar line weight and style, the symbols provide visual continuity while celebrating cultural heritage. The flexible design allows for implementation across the brand's color palette, enabling creative and dynamic graphic applications that extend the brand's visual storytelling beyond the primary logo.

The Celtic knot-inspired symbols serve a strategic purpose: creating a distinctive, recognizable brand language that captures the festival's spirit of community, tradition, and innovation.



Assets

Usage

Our creative assets should be bold, dynamic and distinctive.

When implementing these assets, designers should focus on scaling up the abstract shapes to maximize visual presence. Typography and imagery can weave through and around the Celtic knots, creating depth and visual complexity that reflects the festival's multifaceted identity.

The goal is to develop layouts that are intentionally energetic and engaging. By allowing the shapes to overlap, intersect, and create visual tension, the design communicates the festival's core attributes: innovation, community, and cultural vibrancy. Each application—whether digital, print, or environmental—should feel like a living, breathing representation of the Michigan Irish Music Festival's bold and inclusive spirit.

Example 1

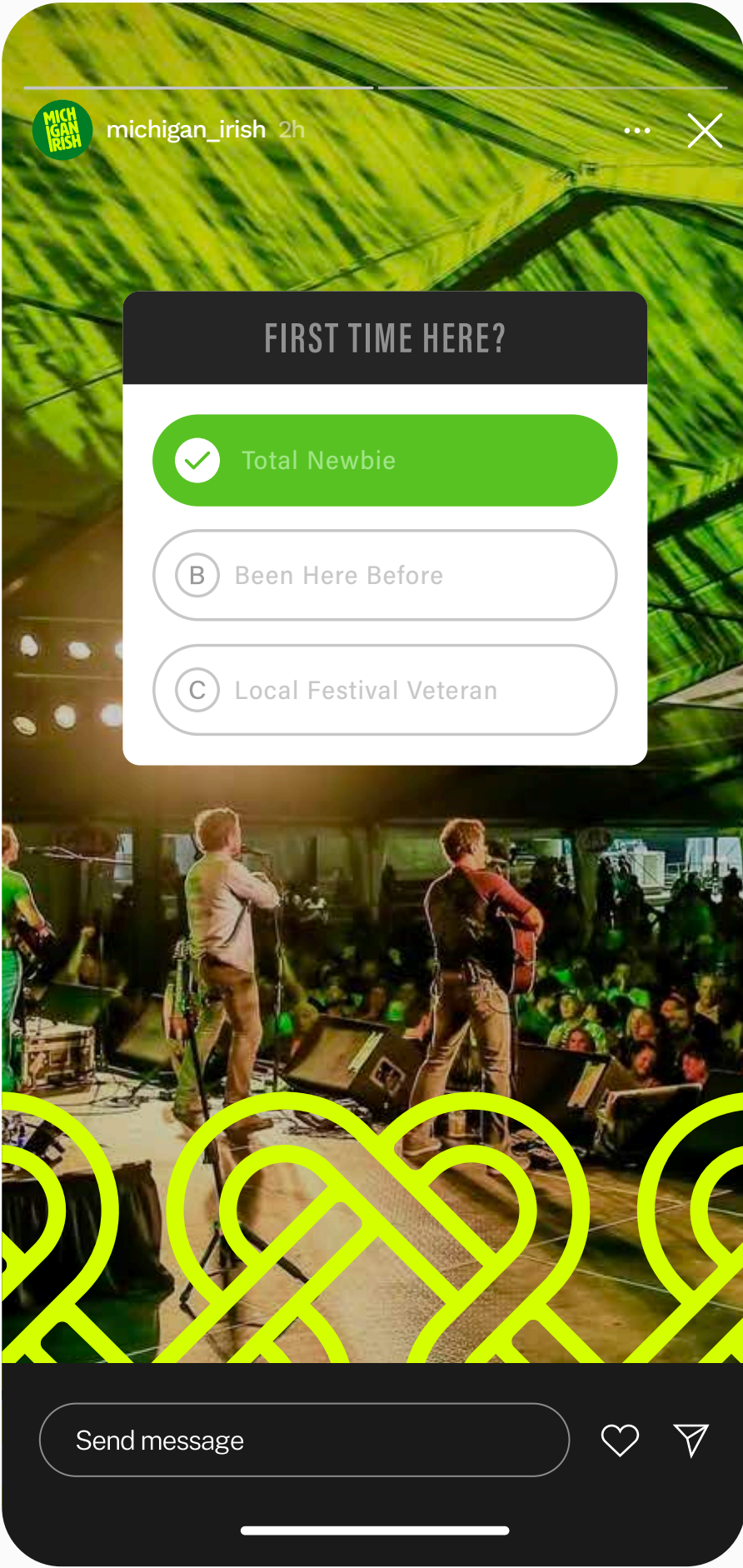
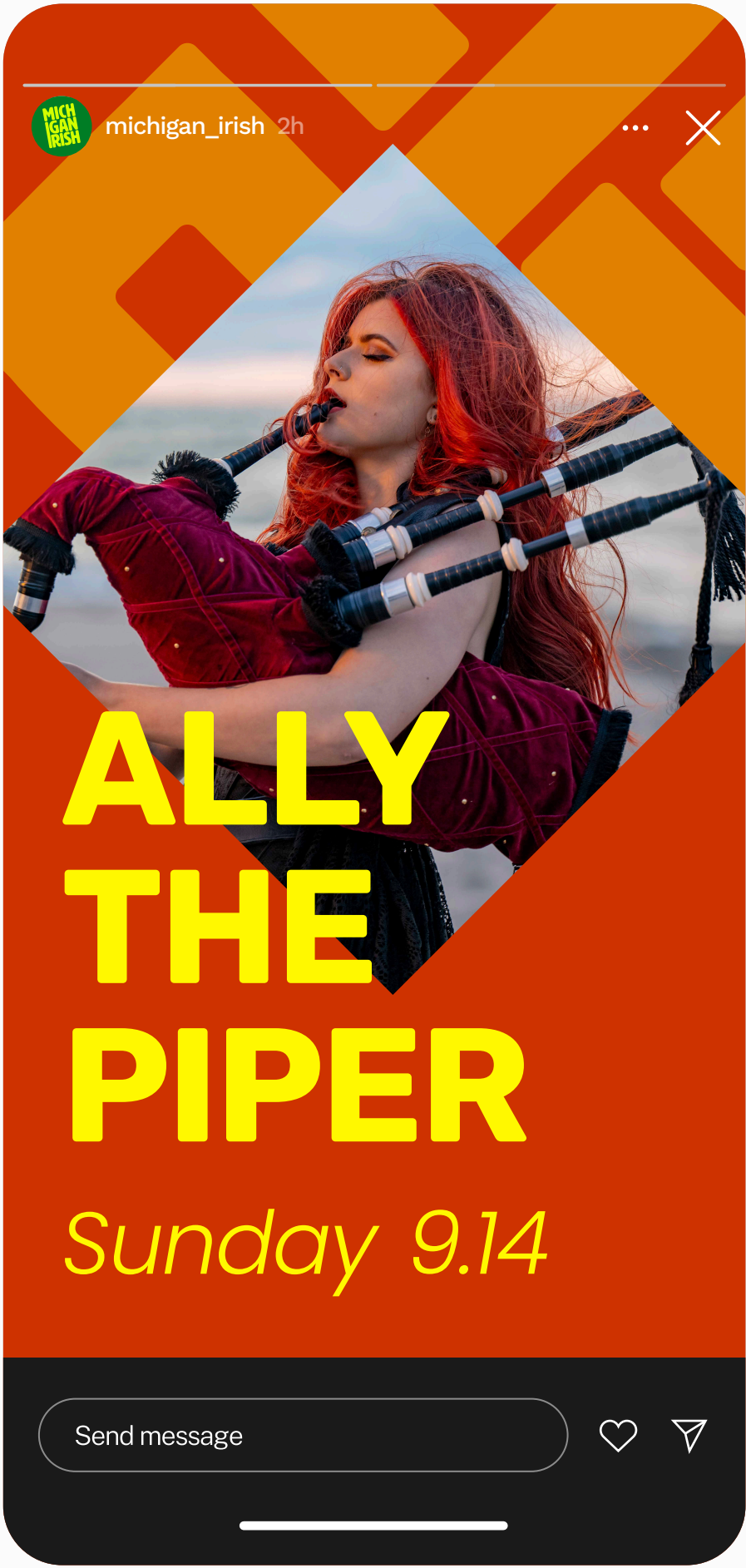


Example 2



Assets

Social Media Examples



Assets

Social Media Examples



Graphic elements can be used on photography to create a fun, upbeat atmosphere. However, unaltered photos and videos can also be utilized on social feeds to truly showcase the organic atmosphere of the festival and provide visual contrast.

The background of the entire image is a solid dark green color. Overlaid on this background are large, light green Celtic knotwork patterns. These patterns are intricate, interlocking loops that form a continuous, repeating design, typical of traditional Celtic art. They are positioned in the corners and along the sides of the image, framing the central text.

MICH IGAN IRISH

MUSIC FESTIVAL

www.michiganirish.org

Heritage Landing, 1071 Shoreline Dr,
Muskegon, MI 49441