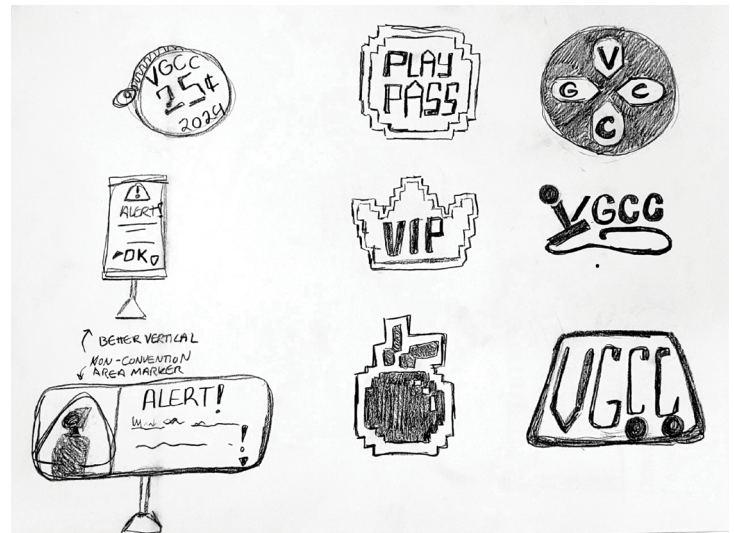# PUNK TURE FEST

"THE BIG IDEA CONFERENCE"

This project involved creating cohesive branding for an event based on a "big idea." The initial event categories I considered were a health and wellness conference, a video game convention, and a punk music convention.

The punk convention was selected as it received positive feedback during peer review and was different compared to my previous work.

Health & Wellness Sketches

Video Game Convention Sketches

Punkture Fest is an annual event centered around punk music, history and culture. While anyone is welcome to attend, the target audience is adults ages 18-45 in Chicago and the surrounding area who are involved with or just interested in punk subculture.

RESEARCH & INSPIRATION

Research involved looking at punk music album covers and show flyers from the 1970s to present day. I also looked at user-submitted photos that were tagged with live music shows, punk, etc.

LOGO & FONT EXPLORATION

In this stage of the logo design process I found myself drawn to imagery of safety pins and spikes that resembled a mohawk. I also experimented with "messy" handmade elements such as paint drips, and some elements from comics/zines such as speech bubbles.

Typefaces used throughout the project:

PECKHAM PRESS

Stevie Sans   POSTER CUT NEUE

CUBANO   SALTED   Zalderdash

Cool fonts, but didn't make the cut:

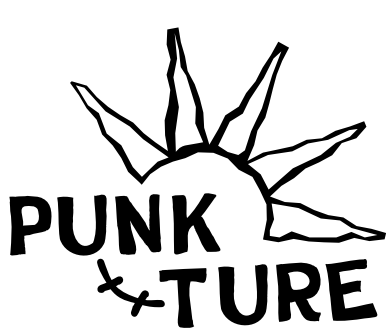## CHANTAL   Carrotflower

SUBWAY BERLIN   POLENO

CITRUS GOTHIC

Badges were originally intended to act as VIP passes with the attendees name.

Finalized Logo

Additional Logo Exploration

Pattern for use on a lanyard

Learning how to use displacement maps alongside masking and blending modes in Photoshop allowed me to create views of my mural advertisement "in action."
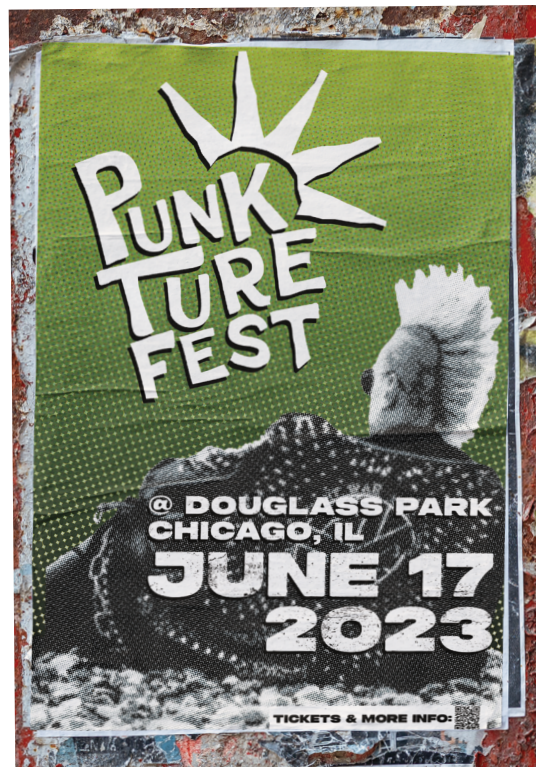
Initial Instagram ad design

Poster ad design

ADVERTISING MOCKUPS

Advertisements made for use on Instagram and street signage, as well as a spray painted mural. Custom banners were also designed using elements from the mural for continuity; the banners can be hung from light poles in the area as well as included in stage elements.

SWAG MOCKUPS

Event swag for attendees include logo variation buttons, T shirts featuring the event lineup, and badges corresponding to ticket level. The badges come on a lanyard with a custom pattern and an "at a glance" view of the lineup with a QR code for additional information.

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