PALMERSTON YOUTH FESTIVAL

BRAND & STYLE GUIDE

LOGO USAGE

Approved Versions

- Full colour (logo in #4f4659 and white) on gradient background
- Mono reverse (white on dark background)

Minimum Size

- Print: 35mm wide
- Digital: 100px wide

Incorrect Usage Examples

The Palmerston Youth Festival logo must be used with care. Avoid stretching, rotating, adding shadows, recolouring, outlining, or placing it on busy or clashing backgrounds.

Approved Versions

Minimum Size

Print

35mm

Digital

100px

Incorrect Use Examples

COLOUR PALETTE

Logo Colours

- Festival Charcoal
- Bright White

Gradient Palette

(used only as a full gradient, not flat colours):

- Squid Ink Purple
- Bubblegum Bloom
- Sunset Peach

Logo Colours

Festival Charcoal
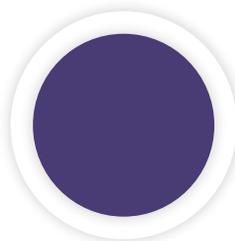C74 M74 Y50 K24
R79 G70 B89
HEX #4f4659

White
C0 M0 Y0 K0
R255 G255 B255
HEX #ffffff
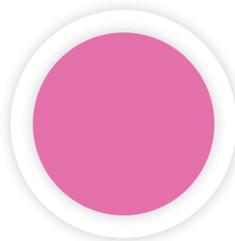
Heading Colours

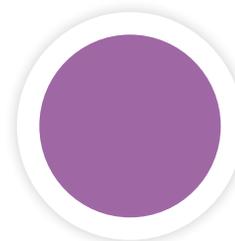**Main Headings**
C0 M0 Y0 K0
R255 G255 B255
HEX #ffffff

Sub Headings
C0 M0 Y0 K0
R255 G255 B255
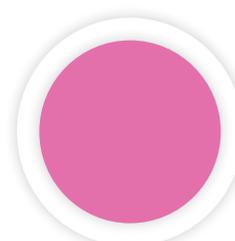HEX #ffffff

Gradient Palette

Squid Ink Purple
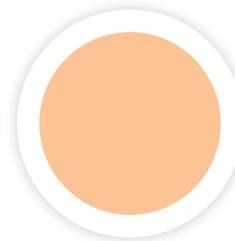C41 M69 Y4 K0
R158 G104 B165
HEX #9e68a5

Bubblegum
C5 M70 Y0 K0
R228 G113 B171
HEX #e471ab

Sunset Peach
C0 M27 Y43 K0
R252 G196 B148
HEX #fcc494

Gradient Slider

Angle: 100°

TYPOGRAPHY

Headings

Norwester Regular

- All caps, event names

Subheadings/body

Montserrat (various weights)

- Program text, flyers etc.

Internal Use

Arial

- For internal Word/PowerPoint use

Headings

MAIN HEADING

ABCDEFGHIJKLM NOPQRSTUVWXYZ 0123456789

Subheadings/body

Subheadings

Body Copy

AaBbCcDdEeFfGgHhIiJjKkLlMm NnOoPpQqRrSsTtUuVvWwZxYyXz 0123456789

Internal Use

Arial

AaBbCcDdEeFfGgHhIiJjKkLlMm NnOoPpQqRrSsTtUuVvWwZxYyXz 0123456789

IMAGERY & GRAPHIC ELEMENTS

Mascot

Tentacle Mike to feature prominently on all collateral.

Photography

Youth-centric, candid, high energy. No filters or duotones.

Backgrounds

Gradient background is standard. Never use flat colours instead.

Logo on Gradient

Always Festival Charcoal and White version only.

Mascot – Tentacle Mike

Photography

Backgrounds

Logo on Gradient

IMAGERY & GRAPHIC ELEMENTS

GeekFest Graphics

The illustrated GeekFest artwork acts as a counterpart graphic within the Palmerston Youth Festival campaign. Its galxzy theme, game-inspired style helps promote the event to a niche audience while maintaining cohesion with the overall brand.

While bold and dynamic, GeekFest visuals should not overpower or replace the festival's primary branding.

Use these graphics selectively, such as for GeekFest-specific digital boards, banners, and posters, ensuring the main Palmerston Youth Festival identity remains front and centre.

Digital Board Backdrop

MANDATORY ELEMENTS

Logo Placement

City of Palmerston + NT Government logos must be placed bottom right on all materials (where space allows).

Call to Action

Consistently positioned on the bottom left of branded assets.

BRAND EXAMPLES

This section shows the Palmerston Youth Festival brand in action. These examples demonstrate how to apply the correct logo, gradient backgrounds, typography, and imagery consistently across both print and digital collateral. By following these examples, you'll ensure the brand retains its bold, energetic identity and remains instantly recognisable across every platform.

Notes: Ensure correct font, colour, and mascot usage in all visuals.

Program Booklet (2025 layout)

Bus Advert – GeekFest

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Instagram Tile + Facebook Event Banner

Instagram Tile + Facebook Event Banner

Digital Board 1080x1920 Mock-up

PALMERSTON YOUTH FESTIVAL

THANK YOU!

If you have an questions or concerns, please contact our Marketing and Communications team on:

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