

**SEED  
SOUNDS  
WEEKENDER**

**WHERE MUSIC BEGINS**

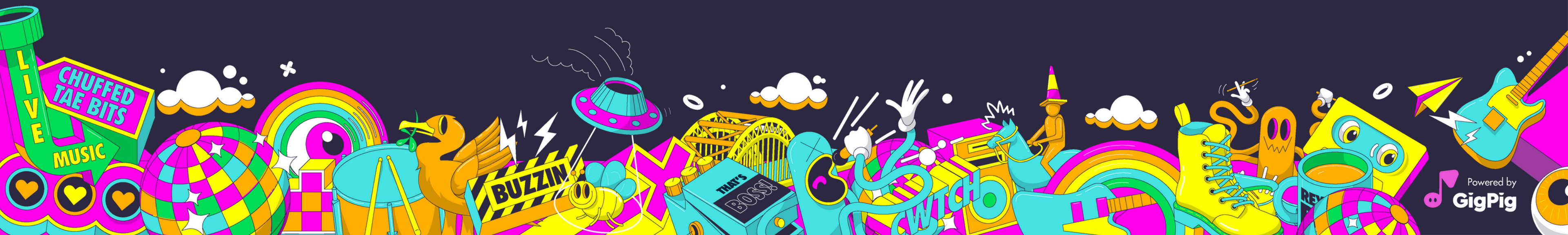


Powered by  
**GigPig**



[illegible]

# ABOUT US







# WHAT IS THE SEED SOUNDS WEEKENDER?

**The Seed Sounds Weekender will be the largest multi-venue festival in the UK.**

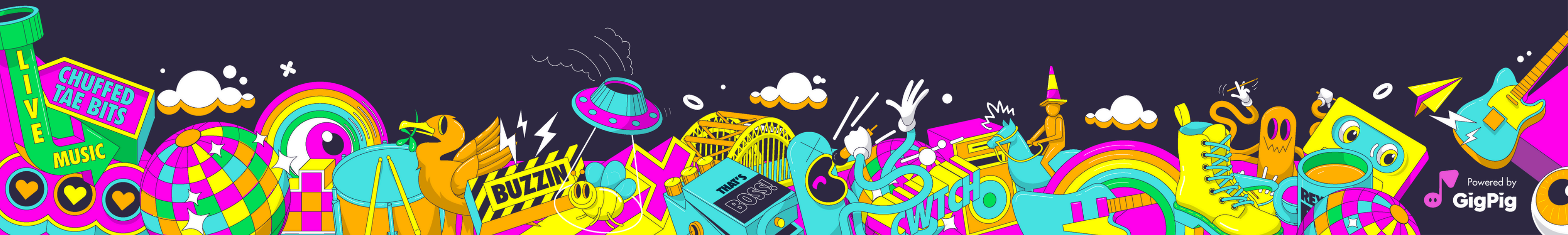
The festival will see thousands of acts grace stages at venues in towns and cities up and down the UK this September. Presented by live music and entertainment marketplace GigPig, it will bring thousands of music fans into the UK's pubs, clubs, restaurants and hotels to take part in the world's biggest celebration of 'seed music venues' and the music careers they ignite.

GigPig will be removing the cost to book for venues for this weekend, making it the most accessible, affordable way to book entertainment.





# LOGOS







# PRIMARY LOGOS

Primary logo



Primary logo with tagline  
(Use this when a bit more context is required)



2 colour logo  
(Use when colour palette is limited to 2 colours)



1 colour logo  
(Use when colour palette is limited to 1 colour)



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# SIZING, PLACEMENT AND GENERAL NO-NO'S

## SAFE AREA

Make sure the logo has room to breathe when using on other assets. As a rough guide, try and keep a distance the height of the S of 'SEED' around the edge



Avoid changing the colour of the logo



Avoid using drop shadows or any other effects



Avoid stretching or skewing the logo in any way



Avoid placing the logo in a shape or container



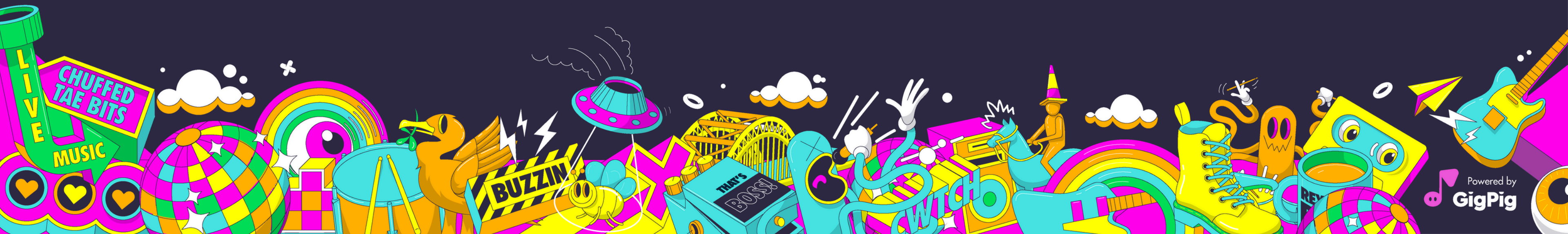
Avoid rotating the logo when GigPig tag is attached



Avoid removing the powered by GigPig tag, unless necessary for print guidelines



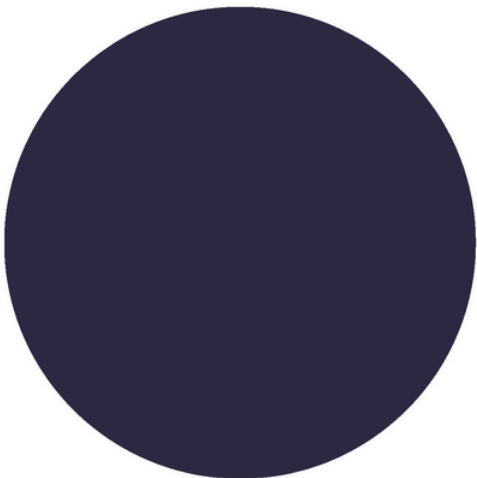
# COLOURS





# BRAND COLOURS

NAVY

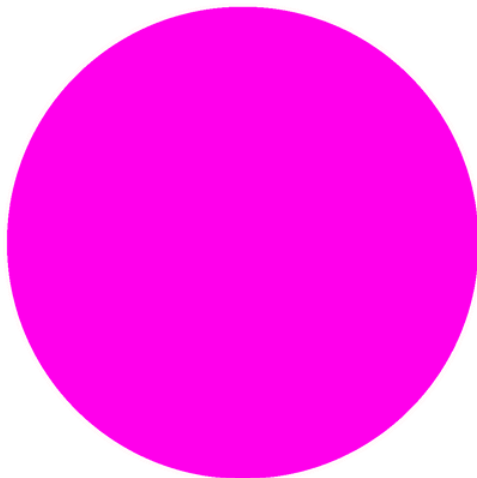


R: 48  
G: 43  
B: 68

#302b44

C: 81  
M: 80  
Y: 46  
K: 47

PINK

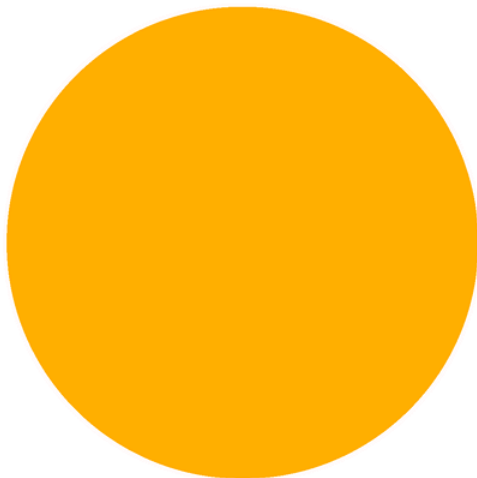


R: 255  
G: 0  
B: 239

#ff00ef

C: 9  
M: 88  
Y: 0  
K: 0

ORANGE

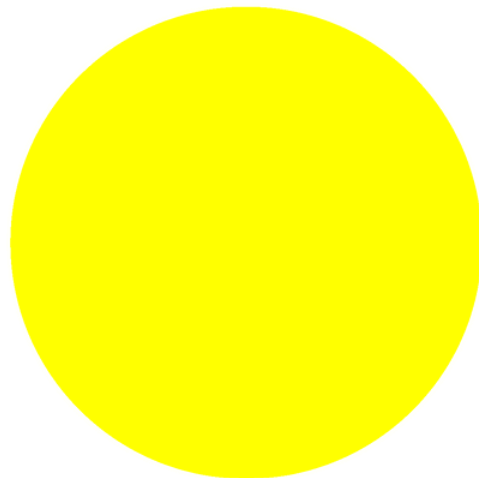


R: 255  
G: 176  
B: 0

#ffb000

C: 0  
M: 35  
Y: 100  
K: 0

YELLOW

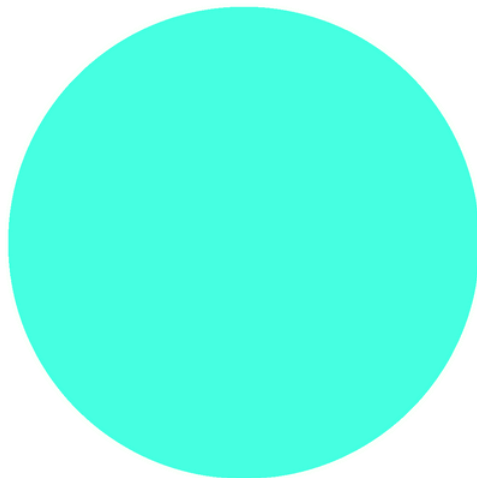


R: 255  
G: 255  
B: 0

#ffff00

C: 6  
M: 0  
Y: 96  
K: 0

BLUE

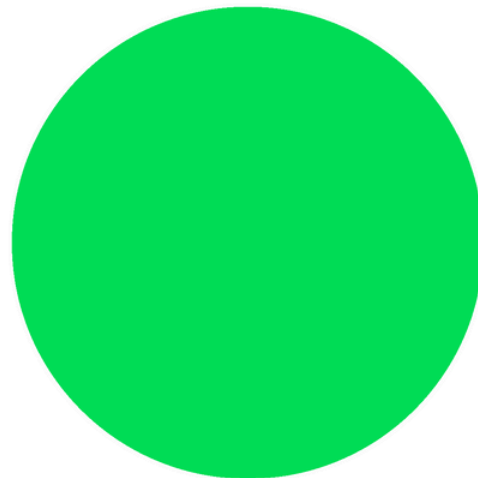


R: 70  
G: 255  
B: 227

#46ffe3

C: 61  
M: 0  
Y: 9  
K: 0

GREEN



R: 1  
G: 223  
B: 88

#01df58

C: 53  
M: 0  
Y: 100  
K: 0







# TYPOGRAPHY

Headlines

**FUTURA PT CONDENSED EXTRA BOLD**

ALL CAPS

Tracking set to -40

Sub-headings

**Futura PT Bold**

Body copy

Futura PT Medium





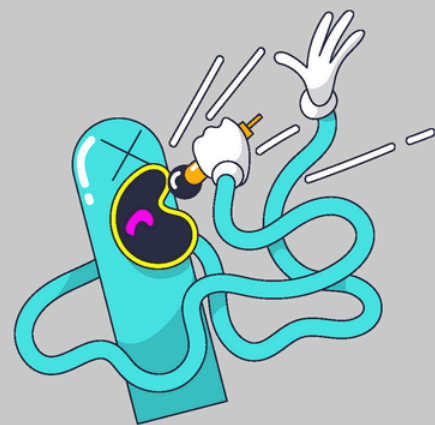
# KEY DESIGN ELEMENTS

HEADLINE BOX



Use sparingly to really make a piece of information or title stand out.

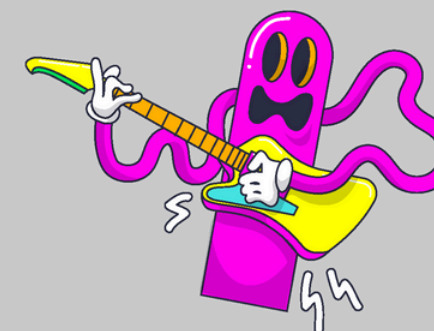
THE SINGER



THE DRUMMER



THE GUITARIST



THE BOOT



THE UFO KNOB



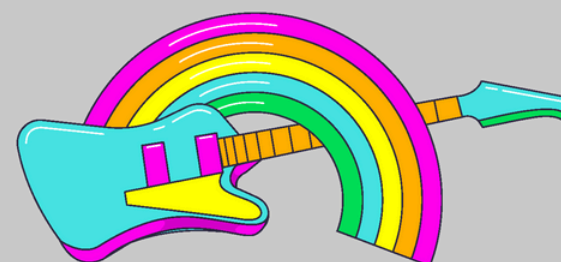
THE DISCO BALL



THE SNARE



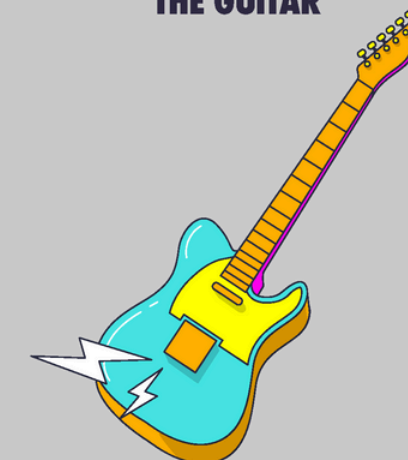
THE RAINBOW GUITAR



THE LIVE MUSIC ARROW



THE GUITAR



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# REGIONAL DESIGN ELEMENTS

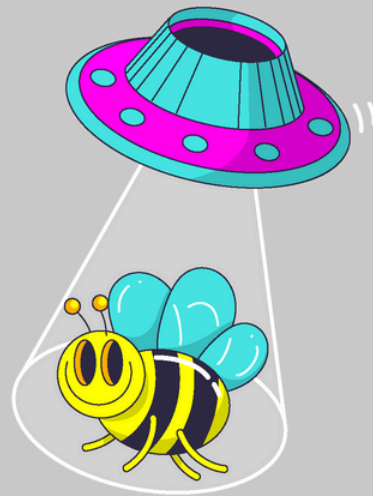
DUKE OF WELLINGTON  
(GLASGOW)



BUZZIN  
(MANCHESTER)



UFO BEE  
(MANCHESTER)



ALRIGHT BAB  
(BIRMINGHAM)



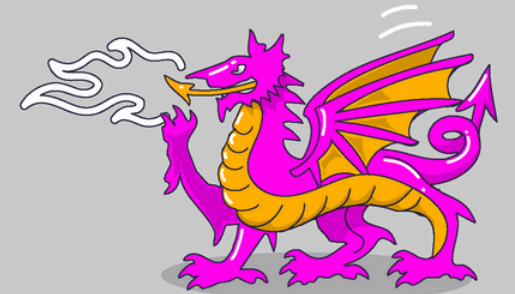
STEEL CITY  
(SHEFFIELD)



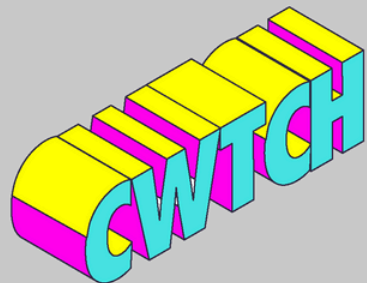
REYT GOOD BREW  
(YORKSHIRE)



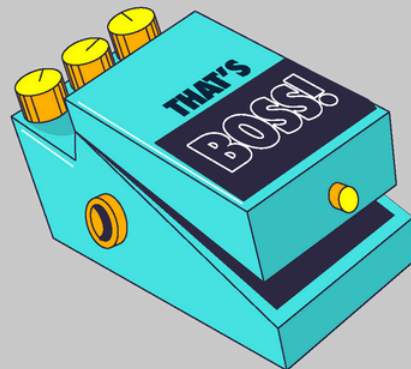
WELSH DRAGON  
(CARDIFF)



CWTCH  
(CARDIFF)



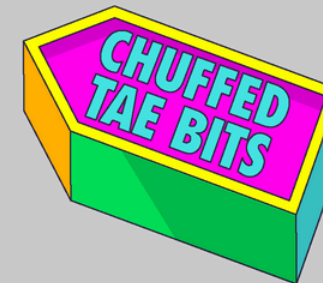
THAT'S BOSS PEDAL  
(LIVERPOOL)



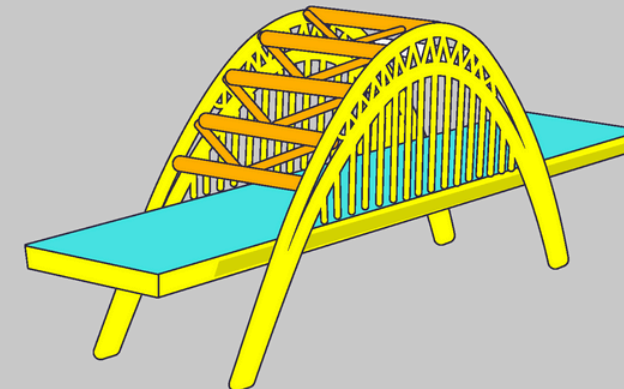
LIVER BIRD  
(LIVERPOOL)



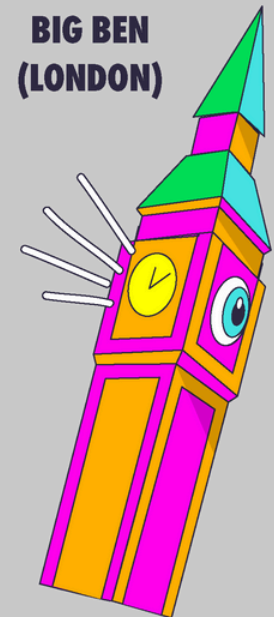
CHUFFED TAE BITS  
(SCOTLAND)



TYNE BRIDGE  
(NEWCASTLE)



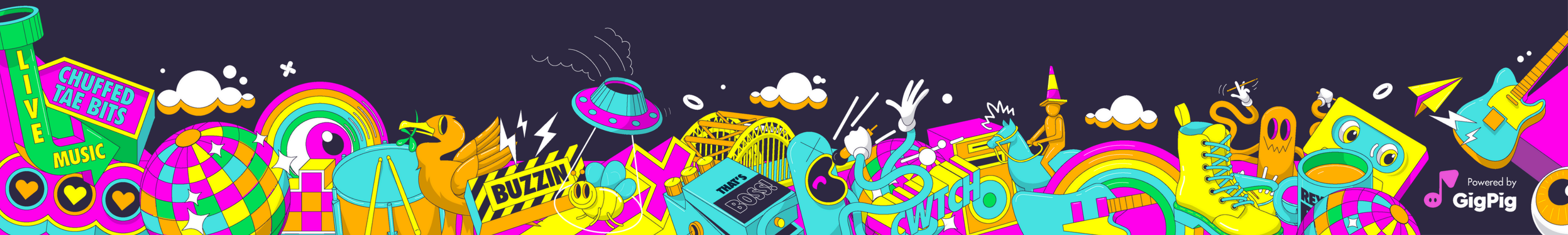
BIG BEN  
(LONDON)



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# KEY VISUAL



**SEED SOUNDS WEEKENDER**

WHERE MUSIC BEGINS

THE  
**UK'S BIGGEST FREE**  
LIVE MUSIC FESTIVAL

**26-28 SEPTEMBER**

FIND YOUR NEAREST VENUE  
AND GET YOUR FREE TICKET AT  
[SEEDSOUNDSWEEKENDER.COM](http://SEEDSOUNDSWEEKENDER.COM)

Powered by  
**GigPig**

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## OFFICIAL POSTER FOR THE SEED SOUNDS WEEKENDER.

### DOWNLOAD

Click the 'Download' link to access all the poster files, you'll find both digital and print-ready versions in the folder.

### PRINT

For best results, we recommend printing at A3 or A4 size.

The print files are ready to go, and any local or online print shop will be able to help.

### NEED SUPPORT?

If you have any questions about downloading, using, or printing the posters, drop us an email on

[hello@seedsoundswEEKENDER.com](mailto:hello@seedsoundswEEKENDER.com)





STORY KV



POST KV



SQUARE KV



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# EXAMPLE CAPTION AND WHEN TO POST

## EXAMPLE CAPTION

**WE ARE A SEED SOUNDS WEEKENDER VENUE!**

**We're officially part of the Seed Sounds Weekender!**  
**Join us [insert SSW date] as we celebrate seed music, the place where it all begins.**  
**Live music, all weekend, right here at [venue name] and it's completely free!**  
**Grab your mates, head down, and be part of the UK's biggest multi-venue music festival!**

**#SeedSounds #LiveMusic #SSW**

## WHEN TO POST

**Once you're booked! - Announce you're taking part**  
**1-2 weeks prior - Share your line-up**  
**Festival Weekend - Post daily updates!**



## WANT YOUR OWN PERSONALISED SEED SOUNDS WEEKENDER ASSETS?

We've made some super-easy templates so you can show off your line-up, your venue, and your part in the UK's biggest multi-venue music festival!

Need a hand? The team is here to help, just email us at [hello@seedsoundswweekender.com](mailto:hello@seedsoundswweekender.com)

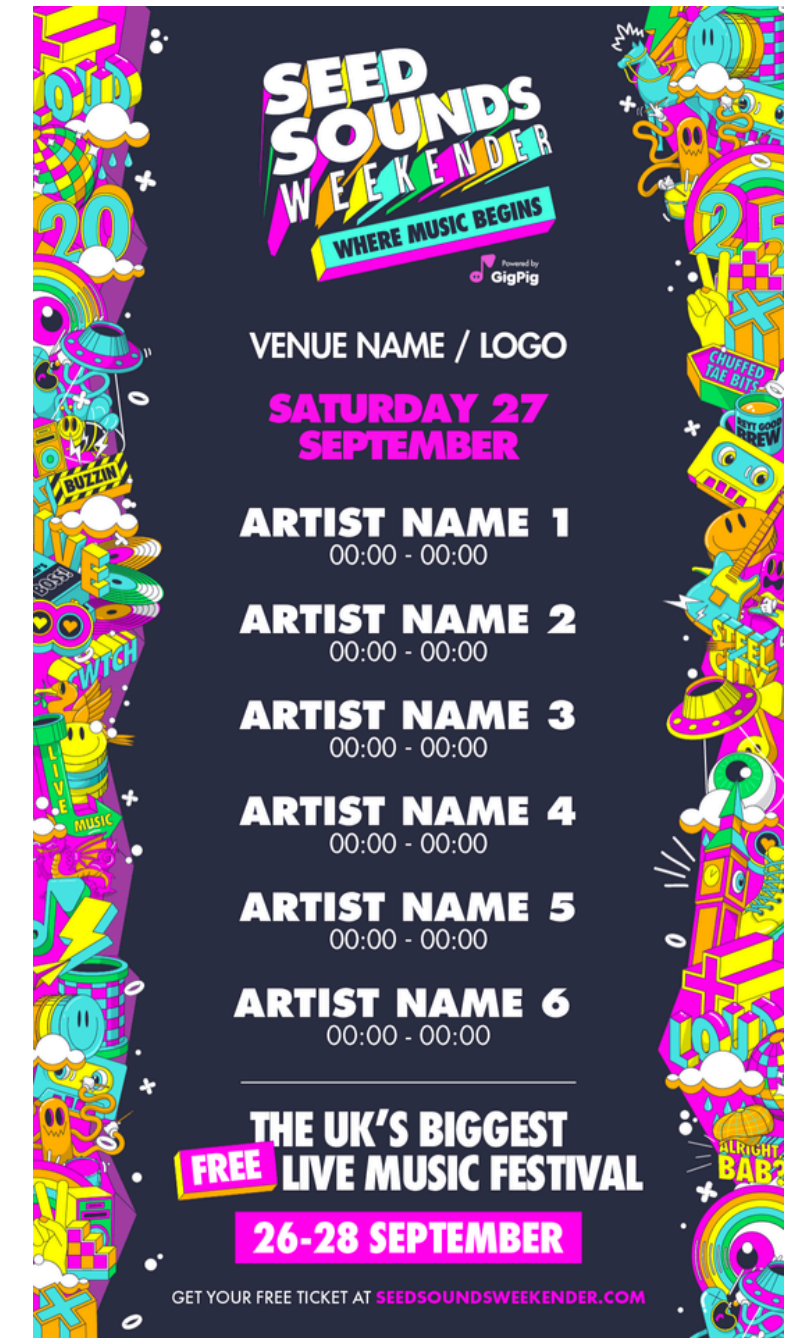
# SOCIAL MEDIA ASSETS - POSTS



[CLICK HERE FOR POST TEMPLATES](#)



# SOCIAL MEDIA ASSETS - STORY



[CLICK HERE FOR STORY TEMPLATES](#)

# SOCIAL MEDIA ASSETS - LINE UP ANNOUNCEMENT

## LINE UP EXAMPLE



WE RECOMMEND POSTING THE LINE UP AND RUNNING ORDER 1-2 WEEKS PRIOR TO SSW



# WINDOW STICKERS



# WINDOW STICKER VISUALS







# WINDOW STICKER - INSTRUCTIONS

**LET PEOPLE KNOW YOU'RE PART OF THE SEEDS SOUNDS WEEKENDER BEFORE THEY EVEN STEP INSIDE.**

Get festival ready!

Grab your official Seed Sounds Weekender window sticker, just drop us an email at [hello@seedsoundswweekender.com](mailto:hello@seedsoundswweekender.com) and we'll send one straight to your venue.



**hello@seedsoundswEEKender.com | 0161 791 3058**