

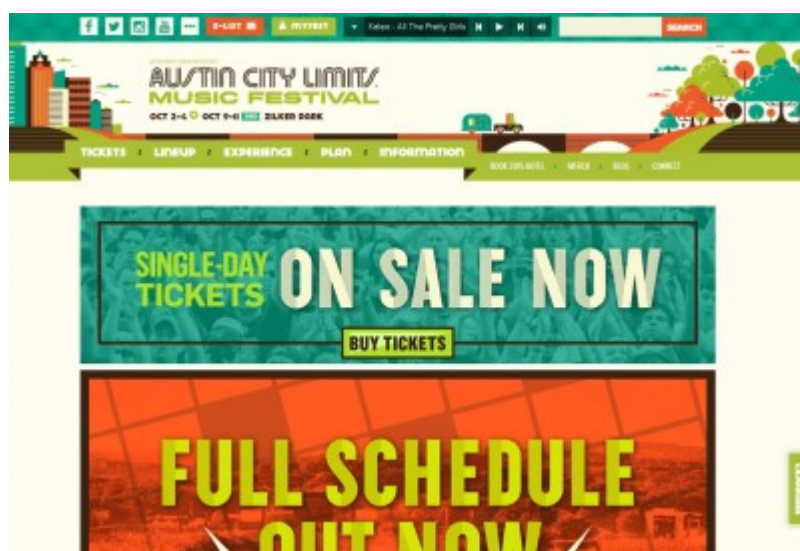
Creative / Signage Guide

Creative is sort of a catch-all term for the design and execution of all the theme, brand, and overall look and feel of an event. It's important to involve the creative team early on so the vision of the client can be achieved or adjusted well before the event starts.

Related to Creative is the design and execution of event signage – everything from picking out the font face and background color to the content, the size, and where the signs should be deployed.

The Creative Process

- Determine creative plan – event logo / design, overall look and feel of the event
 - Coordinate with Marketing, IT, and any other affected department
- Creative deliverables: website, print ads, media, public maps, handouts / guides
 - Case Study: [The Austin City Limits Music Festival Website](#)



- Easy to purchase tickets on any page
- Easy to find schedules and maps
- Interactive features such as build/share

your own schedule

- Listen to artists on any page
- Responsive web design that automatically adapts to the device being used, be it a computer, tablet, or phone
- Offering fresh / regularly updated content to keep visitors coming back
- Print Ads – coordinating with Marketing
 - Creating the best designs given the goals of marketing
- Media
 - If budget allows, creating TV spots
- Public Maps
 - Creating maps to be printed as signage for the festival as well as part of a handout and on the website
 - Easy to read, colorful, in line with the festival's overall theme



An Example of [Coachella's](#) Public Map

5. Handouts

- Creating a handout – normally a tri-fold or similar, that has the following:

FUN STUFF AT RED FEST	
Speed City USA Kids of all ages can test their driving skills on the Go-Kart Course, the Racing Cup or on the F1 racing simulator. Those with a driver's license can practice in the Red "Track and Drive" simulators before the wheel of a genuine NASCAR truck.	
Breakfast & Parking Village Presented by AT and Texas Dept. of Transportation Try your luck in the morning with the morning competitions on all the jockey tracks. Hit the Red as part of breakfast, breakfast and both breakfast!	
Barn Outdoor Village Presented by Red Enjoy Red's Outdoor Village presented by Red, which will be the home away from home for students of the highly sought Redburn family featured on the reality TV show "Black Dynamite."	
Military Village Presented by Red Active-duty service members, veterans and their families can enjoy special discounts on food and beverages in the Commissary Bar, and check out displays of games, activities and exhibits that show appreciation for military members and their loved ones.	
Teens Lately Look Zany Presented by Red Get your fix of basketball, volleyball and more sports by playing ball at a variety of family-friendly games like coin flip, water and ping-pong.	
The Playground Check out the Playground where you can take part in interactive games like our Star Spangled, the Austin Competition, Ho-Ho-Ho Hoops, PlaySpace and Super Soft Wrestling.	
Coca-Cola Country Village Ride a mechanical bull. Test your cowboy skills at the Red Bull Roper and see if you can win the Red Bull through the Quick Draw Competition. Show off your best skills and compete at the Barrel Race.	
Music City Get the most out of the Music Village through Karaoke, Duh! Hoot and Dance Dance Revolution.	
Main Street U.S.A. Main Street U.S.A. is the place to go for all kinds of costumes. Check out the interactive exhibits, costume shows and lots of great food and beverage options.	
Redfest Carnival Redfest features a carnival in the large parking lot near C230s, Main Street and Lot A, offering cotton-candy, a six-story tower wheel and a ball game playing with games.	



FRIDAY SCHEDULE	
AMPHITHEATER STAGE	COMEDY/LOCALS STAGE
11:00 - THE JETSON BOYS	5:00 - 6:30 WANDA WISE
11:30 - 6:30 JAMES BROWN	7:00 - 1:00 JIMMY KATZ
11:30 - 6:30 MONKEY SPINACH	7:30 - 9:30 ALAN REED BOND
11:30 - 6:30 MONKEY SPINACH	9:30 - 6:30 CHARLIE WOOD RYAN
NAFTY LIGHT STAGE	
11:00 - 6:30 SANCHEZ	
11:00 - 6:30 SANCHEZ	
11:00 - 6:30 SANCHEZ	
11:00 - 6:30 SANCHEZ	

SATURDAY SCHEDULE	
AMPHITHEATER STAGE	COMEDY/LOCALS STAGE
11:00 - 6:30 JIMMY KATZ	5:00 - 6:30 WANDA WISE
11:30 - 6:30 JAMES BROWN	7:00 - 1:00 JIMMY KATZ
11:30 - 6:30 MONKEY SPINACH	7:30 - 9:30 ALAN REED BOND
11:30 - 6:30 MONKEY SPINACH	9:30 - 6:30 CHARLIE WOOD RYAN
NAFTY LIGHT STAGE	
11:00 - 6:30 SANCHEZ	
11:00 - 6:30 SANCHEZ	
11:00 - 6:30 SANCHEZ	
11:00 - 6:30 SANCHEZ	

SUNDAY SCHEDULE	
AMPHITHEATER STAGE	COMEDY/LOCALS STAGE
11:00 - 6:30 JIMMY KATZ	5:00 - 6:30 WANDA WISE
11:30 - 6:30 JAMES BROWN	7:00 - 1:00 JIMMY KATZ
11:30 - 6:30 MONKEY SPINACH	7:30 - 9:30 ALAN REED BOND
11:30 - 6:30 MONKEY SPINACH	9:30 - 6:30 CHARLIE WOOD RYAN
NAFTY LIGHT STAGE	
11:00 - 6:30 SANCHEZ	
11:00 - 6:30 SANCHEZ	
11:00 - 6:30 SANCHEZ	
11:00 - 6:30 SANCHEZ	

- Festival Hours, Location
- Schedule
 - Sometimes, if space allows, band profiles
- Maps
- Information on food / art vendors
- Information on non-profits
- Ads (optional)

Signage for Events and Festivals

- Create a signage list culled from production, site, food/art/bar, VIP, security
 - Create deadlines for each department
 - Some festivals will have an online form for departments to put in their signage needs
 - [Download a signage list template in .xls format](#)

Item	Quantity	Location	Material	Material #	Material #	Material #	Material #	Material #	Material #
1. 2000 Signs - March 14, 15, 16		Print Shop	1111 Landfill	1111					
2. 1700 Signs - Special Road Show		Print Shop	1111 Landfill	1111					
3. 1000 Signs - 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31		Print Shop	1111 Landfill	1111					
4. 1000 Signs - 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31		Print Shop	1111 Landfill	1111					
5. 1000 Signs - 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31		Print Shop	1111 Landfill	1111					
6. 1000 Signs - 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31		Print Shop	1111 Landfill	1111					
7. 1000 Signs - 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31		Print Shop	1111 Landfill	1111					
8. 1000 Signs - 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31		Print Shop	1111 Landfill	1111					
9. 1000 Signs - 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31		Print Shop	1111 Landfill	1111					
10. 1000 Signs - 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31		Print Shop	1111 Landfill	1111					
11. 1000 Signs - 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31		Print Shop	1111 Landfill	1111					
12. 1000 Signs - 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31		Print Shop	1111 Landfill	1111					
13. 1000 Signs - 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31		Print Shop	1111 Landfill	1111					
14. 1000 Signs - 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31		Print Shop	1111 Landfill	1111					
15. 1000 Signs - 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31		Print Shop	1111 Landfill	1111					
16. 1000 Signs - 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31		Print Shop	1111 Landfill	1111					
17. 1000 Signs - 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31		Print Shop	1111 Landfill	1111					
18. 1000 Signs - 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31		Print Shop	1111 Landfill	1111					
19. 1000 Signs - 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31		Print Shop	1111 Landfill	1111					
20. 1000 Signs - 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31		Print Shop	1111 Landfill	1111					

- Formulate a run of show signage team to organize and deploy all signage
 - Normally part of the site crew, this team can also be separate and focus only on signage
- Decide which signs will be stored after the show vs. which will be recycled
 - When taking down the signs, have the team take care not to damage any grommets, zip tie holes, or anything else that would make the sign unusable for next year.



Possibly the best sign we've ever seen.