

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&T and Texas Dept. of Transportation Try your luck in the morning and try making connections or sit on the lucky wings. Hit the Red as part of breakfast, breakfast and both breakfast!	
Barn Outdoor Village Presented by Healy Enjoy Healy's Outdoor Village presented by Healy, which will be the home away from home for students of the ruggedly rustic Redburn family featured on the reality TV show "Black Dynamite."	
Military Village Presented by Redburn and the Campaign 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 Light 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 Sports Ball Wrestling.	
Coca-Cola Country Village Ride a mechanical bull. Test your cocktail skills at the Redcoke Popper and see if you can win the Redcoke through the Quick Draw Competition. Show off your best acrobatic and acrobatic at the Barrel Roll.	
Music City Get the most out of the Music Village through Karaoke, Duh! Hoot and Dance Game Breakdown.	
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 Grandstand Lot A, offering cotton-candy, a six-story tower wheel and a ball game midway with games.	



- 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 March		Printer of path, new line and line	1111 Landfill	1111					
3. 1000 Signs - 10, 200, 10, 200, 10, 200, 10, 200		1111 Landfill	1111						
4. 1000 Signs		1111 Landfill	1111						
5. 1000 Signs		1111 Landfill	1111						
6. 1000 Signs		1111 Landfill	1111						
7. 1000 Signs		1111 Landfill	1111						
8. 1000 Signs		1111 Landfill	1111						
9. 1000 Signs		1111 Landfill	1111						
10. 1000 Signs		1111 Landfill	1111						
11. 1000 Signs		1111 Landfill	1111						
12. 1000 Signs		1111 Landfill	1111						
13. 1000 Signs		1111 Landfill	1111						
14. 1000 Signs		1111 Landfill	1111						
15. 1000 Signs		1111 Landfill	1111						
16. 1000 Signs		1111 Landfill	1111						
17. 1000 Signs		1111 Landfill	1111						
18. 1000 Signs		1111 Landfill	1111						
19. 1000 Signs		1111 Landfill	1111						
20. 1000 Signs		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.