

WILDWOOD



Positioning

The WildWood Festival logo must always be surrounded by clear space to maintain its impact and visibility. A minimum border of 1 inch on all sides is required in print applications to ensure the logo stands out and is free from visual clutter. No text, images, or other graphic elements should encroach upon this clear space.



Minimum Sizing

To ensure clarity and legibility, the WildWood Festival logo must never be displayed smaller than 1 inch in width in print applications. Maintaining this minimum size protects the details and ensures the logo remains recognizable across all mediums. Always scale the logo proportionally and avoid reducing it below the specified minimum size.

1" MINIMUM HEIGHT



Prohibited Display

To maintain the integrity and recognition of the WildWood Festival brand, the logo and brand elements must always be displayed consistently. The following uses are strictly prohibited:

Do not alter the logo colors. The approved color palette must always be used. Custom or unapproved color changes dilute the brand identity.

Do not warp, stretch, or distort the logo. The proportions of the logo must remain consistent. Avoid any resizing that alters the width or height independently.

Do not rotate or flip the logo. The logo should always appear in its original, upright orientation to preserve clarity and brand recognition.

Do not apply effects such as shadows, gradients, or outlines that are not part of the approved design.

Consistent application protects the WildWood Festival brand and ensures that every display — from posters to digital media — feels cohesive and professional.

Do not change the color of the



Do not warp the logo



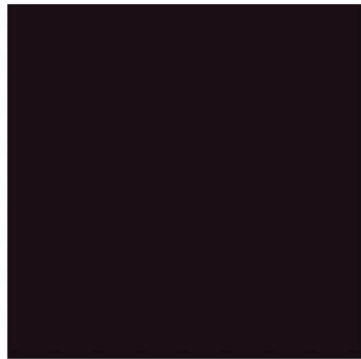
Do not rotate the logo



Color Palette

Colors are bold yet grounded. Together, these colors create a palette that feels organic, approachable, and timeless — vibrant enough to energize, yet rooted enough to feel authentic and enduring. Use of color should balance contrast with cohesion, allowing each element to breathe while reinforcing the festival's earthy, free-spirited identity.

Primary



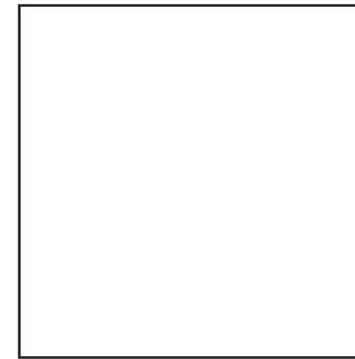
Liquorice Black
HEX #191015



Dark Cyan
HEX #3B6064



Rust Red
HEX #a30800



Titanium White
HEX #ffff

Typography

HEADLINE

Univers Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

BODY

Univers Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

CAPTION

Univers Light Oblique

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*

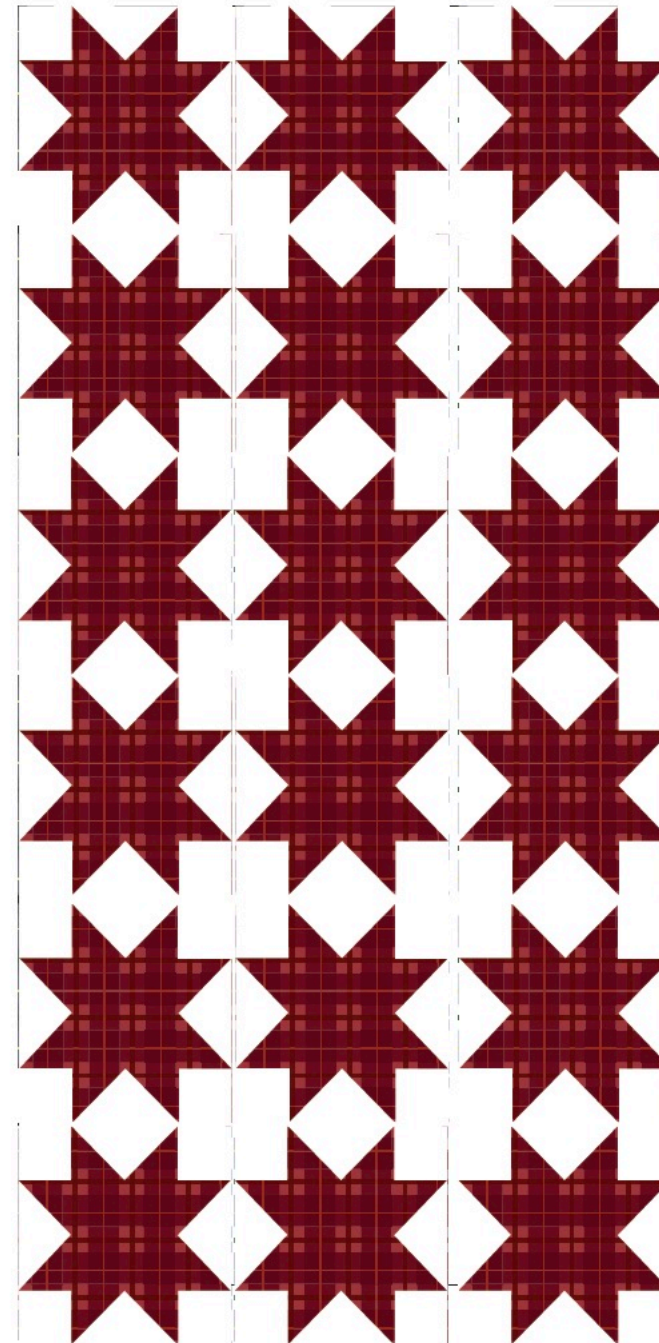
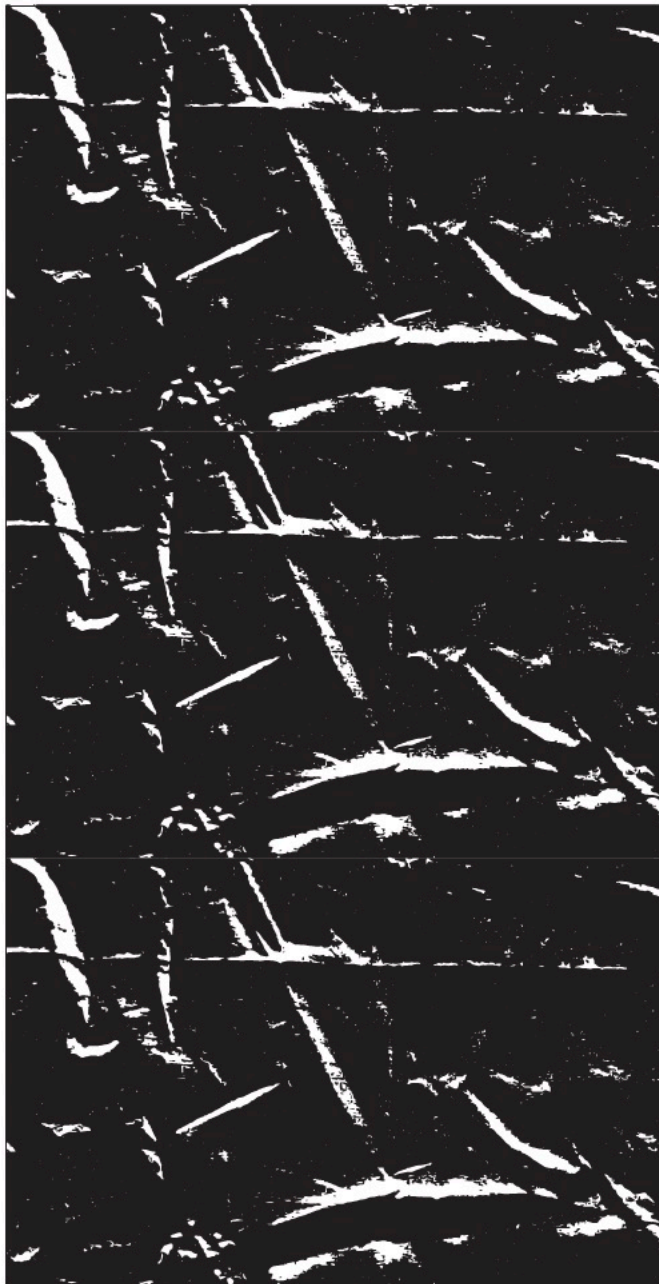
Brand Imagery

Brand imagery highlights the free-spirited nature of WildWood Festival. Nature, creativity, community and the raw energy of live music. Every image should feel authentic, untamed, and welcoming.



Pattern Exploration

Visual elements draw from earthy textures, hand-crafted details, and organic forms like birds and wrinkled fabric.



Social Presence

WildWood Festival's social presence reflects its free-spirited, creative, and community-driven identity. Our channels celebrate live music, nature, and the vibrant energy of the festival, using authentic imagery, engaging storytelling, and consistent brand visuals. Every post should feel welcoming, inspiring, and true to the WildWood spirit — inviting followers to join the experience both online and in person.



wildwoodfestival



134

Posts

4364

Followers

4823

Following

WildWood Festival

Rooted in raw sound and honest storytelling, Wildwood brings together grunge grit and folk soul to celebrate music that moves from the ground up. We're a community-driven gathering built on authenticity, honoring tradition while carving out new paths for underground voices.

Follow



Lineup



Tickets



Merch



Info

