

Brand Guidelines

A set of rules and instructions that define how Swing Wespelaar's brand identity should be consistently presented across various media and platforms, ensuring a cohesive and recognizable brand image.



Welcome

Welcome to Swing Wespelaar, a free bluesfestival in Belgium.

Our festival was founded in 1988 by blues enthusiasts from the region of Haacht. It has now grown, with 10.000 visitors per year from all over Europe! The festival takes place in the center of Wespelaar, a small village, with the help of a lot of locals.

Our slogan is 'Blues for the People!' So we intend to keep it a free festival where people can gather around and enjoy good local beer.



Table of Contents

1	Logo
2	Typography
3	Colour Palette



Logo

01

Logo

Swing Wespelaar has 3 logos.
Depending on the application, you can choose
the logo. Large, medium or small.

Large: Big banners, magazines, posters, back
drops mainstage. The color of the logo is
chosen based on the background color.

Large



Logo

Swing Wespelaar has 3 logos.
Depending on the application, you can choose
the logo. Large, medium or small.

Medium: flyers, small print applications,
websites

Medium



Logo

Swing Wespelaar has 3 logos.
Depending on the application, you can choose
the logo. Large, medium or small.

Small: details, limited space, social media

Small



Typography

02

Our brand typography helps create a cohesive and recognizable visual identity, ensuring that all text-based elements associated with the brand maintain a consistent look and feel.

Aa

**Primary font:
Anton regular**

**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**

Used for headings
only.

Aa

**Secondary font:
Aileron regular**

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

Used for body
only.

Colour Palette

It serves as a visual guideline for maintaining color consistency and harmony across various applications, helping to establish a recognizable and cohesive visual identity.

03

Colour Palette

#FFFFFF

For text and
backgrounds.

#B1914D

For text and
backgrounds.

#000000

For text and
backgrounds.

#FFA646

Only for
highlighting.

SWING

Blues for the People

W E S P E L A A R

If you have any questions, please contact us via
info@swingwespelaar.be